

**FOOD PREFERENCES AND TASTE SENSITIVITY
AND BEHAVIOURAL CHARACTERISTICS (TAKING THE POPULATION
OF UKRAINE AS AN EXAMPLE)**

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Food behaviour is a kind of human behaviour, and can be of an adaptive and deadaptive character. Food preferences are associated with a number of behavioral manifestations and may be a cause for occurrence of some somatic and psychopathological conditions.

The immediate aim of the research was to identify the associations of phobias and food preferences/sensitivity to the pheniltyocarbamide (PTC) within the population of Ukraine. The age of the participants was within the range of 16 to 20 years old. Taste sensitivity was studied, taking the PTC as an example. A piece of filter paper was immersed in the freshly prepared solution of the FTC, after that it was dried and cut. The stripes of clean filter paper were used as a means of control. The participants were asked to taste a strip of clean filter paper, and then a stripe immersed in the PTC. If a participant tasted the FTC as a "bitter" taste, then the phenotype of a participant was defined as a tester. Food preferences were studied in terms when the participants had equal access to food, a choice of several food categories and they were not hungry. We selected seven food groups, towards which preferences were studied: sweet foodstuffs, meat, fruit, salty foods, vegetable dishes for the first course, fast food and fat food.

Behavioral response was considered taking into account presence/absence of phobias. The interdependence of sex and the presence of phobias was examined. As a result; it was found out that there were approximately an equal number of women with phobias and without them. There were 3 times fewer in men with phobias than those who had not experienced the marked fear to any object or phenomenon. Therefore, the further analysis was performed separately for men and women. The groups to compare the participants of different sex were formed on the basis of presence/absence of phobias. The results showed no interdependence between all the studied food preferences/taste sensitivity and sex of the participants with phobias and those who did not demonstrate them.