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## ON THE IMPORTANCE OF PROVIDING QUALITY INDICATORS IN THE PRODUCTION OF DEMANDED AND COMPETITIVE PRODUCTS

**Abstract:** In the article, the authors focus the attention of manufacturers when choosing an assortment policy on the need to ensure quality indicators for their competitive and demanded products.

**Key words:** assortment, assortment policy, quality, profitability, profit, market, demand, demand, competitiveness.

**Language:** English

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### Introduction

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In modern conditions, with the general saturation of the market with consumer goods, the most acute problem is ensuring that the quality of the offered products meets consumer requirements. Among consumer requirements for footwear, the first place in terms of importance is nominated by the majority of the ergonomic group, defined by the concept of "comfort".

Certification tests of footwear are based on the current regulatory documentation, which sets out technical requirements, methods of its testing to determine the main quality indicators. In support of

the above, below are the quality indicators and test methods for their determination.

What is the Russian Quality Program? From the advertising materials of the organization it follows that it "identifies high quality products and services on the Russian market and informs consumers about them; gives the company the opportunity to prove to consumers that the quality of its products or services is significantly higher than the standard level; enables government bodies to purchase high quality products and services. The "Russian Quality" mark, the right to use of which the enterprise receives upon successful participation in the Program, becomes the most authoritative evidence of this quality. Based on the results of participation in the Program, an enterprise

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can present to interested parties as documents of high quality, not only a diploma, but also an assessment program and a report on its results.

The results of successful participation in the Program can be used in marketing and advertising campaigns, when demonstrating their capabilities to clients and customers at exhibitions and fairs, as well as when participating in competitive bidding and tenders. In order to inform about products with the "Russian Quality" mark and the enterprises-diploma winners of the Program, it is envisaged:

- holding all-Russian, regional and industry presentations
- products awarded the Russian quality mark;
- publication of all-Russian and industry-specific catalogs "Russian Quality";
- release of the Bulletin of the Russian Quality Program;
- placement on preferential terms of information about the enterprise-diploma winner and products on the website of the Program [www...roskachestvo...ru](http://www...roskachestvo...ru) and other Internet resources;
- participation on preferential terms of the program diplomas in exhibitions and fairs held with the participation of the All-Russian Organization for Quality;
- publications in industry, regional and all-Russian mass media".

In accordance with the documents: "Regulations on the program" Russian quality "CEP VOK No. RK-01-02 and" Regulations on quality assessment programs used in the program "Russian quality" CEP VOK No. RK-06-02 developed the Working program No. RK- PR-TsEP-47-02-05, which included items:

- evaluated products;
- the nomenclature of the evaluated indicators of product quality, their permissible and optimal values and points corresponding to them;
- determination of the actual values of quality indicators;

- assessment of the production ability to ensure the stability of product quality;
- conclusion on the conformity of product quality to the highest level.

The quality of the declared models of everyday men's shoes was assessed in four groups: functional indicators (1), characterizing the durability of products; ergonomic indicators (2); aesthetic indicators (3); indicators of the quality of packaging and labeling (4).

In the first group, there are singular indicators such as:

- strength of thread fastenings of shoe upper blanks, N / cm at one line;
  - the strength of the thread fasteners of the shoe upper blanks, N / cm with two lines;
  - sole attachment strength, N / cm;
  - residual deformation of the toe cap, mm;
  - residual deformation of the backdrop, mm;
- in the second group:
- half-pair weight, g; flexibility of footwear, N / cm;
  - thermal resistance of the upper of the shoe, m2 0C / W (for winter shoes);
  - thermal resistance of the bottom of the shoe, m2 0C / W (for winter shoes);
- in the third: silhouette, points;
- appearance, points;
  - interior decoration, points;
- in the fourth:
- quality of marking;
  - quality of packaging, points.

### The main part

The permissible values of indicators, as well as their actual list, are established in accordance with GOST, indicated in table 1.

**Table 1. Quality indicators and test methods for their determination**

Quality indicator name	Test Method (GOST, norm and etc.)
1	2
1. Shoes. Method for determining the total and permanent deformation of the toe and heel	GOST 9135-73
2. Shoes. Method for determining the attachment strength of soles in shoes by chemical methods of attachment	GOST 9292-82
3. Shoes. Method for determining the strength of the thread seams of the connection of upper parts	GOST 9290-76
4. Shoes. Method for determining flexibility	GOST 9718-88
5. Shoes. Method for determining the strength of fastening parts of the bottom	GOST 9134-78

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6. Shoes. Mass determination method	GOST 28735-90
7. Shoes. Method for determining the total thermal resistance of shoes	GOST 12.4.104-81
8. Shoes. Acceptance rules	GOST 9289-78
9. Shoes. Marking, packaging, transportation and storage	GOST 7296-81 GOST 16534-71
10. Shoes. Determination of grade	GOST 28371-89
11. The system of quality indicators. Footwear. Nomenclature of indicators	GOST 4.12-81
12. Shoes. Terms and Definitions	GOST 23251-83
13. Shoes. Methods for determining linear dimensions	GOST 9133-78
14. Shoe pads. Technical conditions	GOST 3927-88
15. Workshop on the technology of leather goods. Ed. V.L. Rayackas. M., 1981.	
16. System of product development and launching into production. Light industry products. Basic Provisions	GOST15.007-88
17. Casual footwear. Technical conditions	GOST 26167-84
18. Shoes. Strength standards	GOST 21463-87
19. Directory of the shoemaker. Technology. M.: Legprombytizdat, 1989.	

Let's turn to the second group of indicators. Obviously, such indicators do not assess the complex characteristics of footwear (comfort), which interests the consumer, most of which are established empirically. Comfort depends on numerous factors, but the most important are the design characteristics of the shoe models and the properties of the materials used. The prospect of shoe quality assessment and the development of shoe quality assessment methods should be linked to the use of CAD. Thus, the physical and mechanical properties of materials determine the forceful interaction of the foot with the shoe, protect the foot from the external environment and determine its microclimate. In this formulation of the question, the method of automated assessment of the comfort of shoes by indicators of the physical and mechanical properties of packages of upper materials, developed at the Russian State University named after A.N. Kosygin.

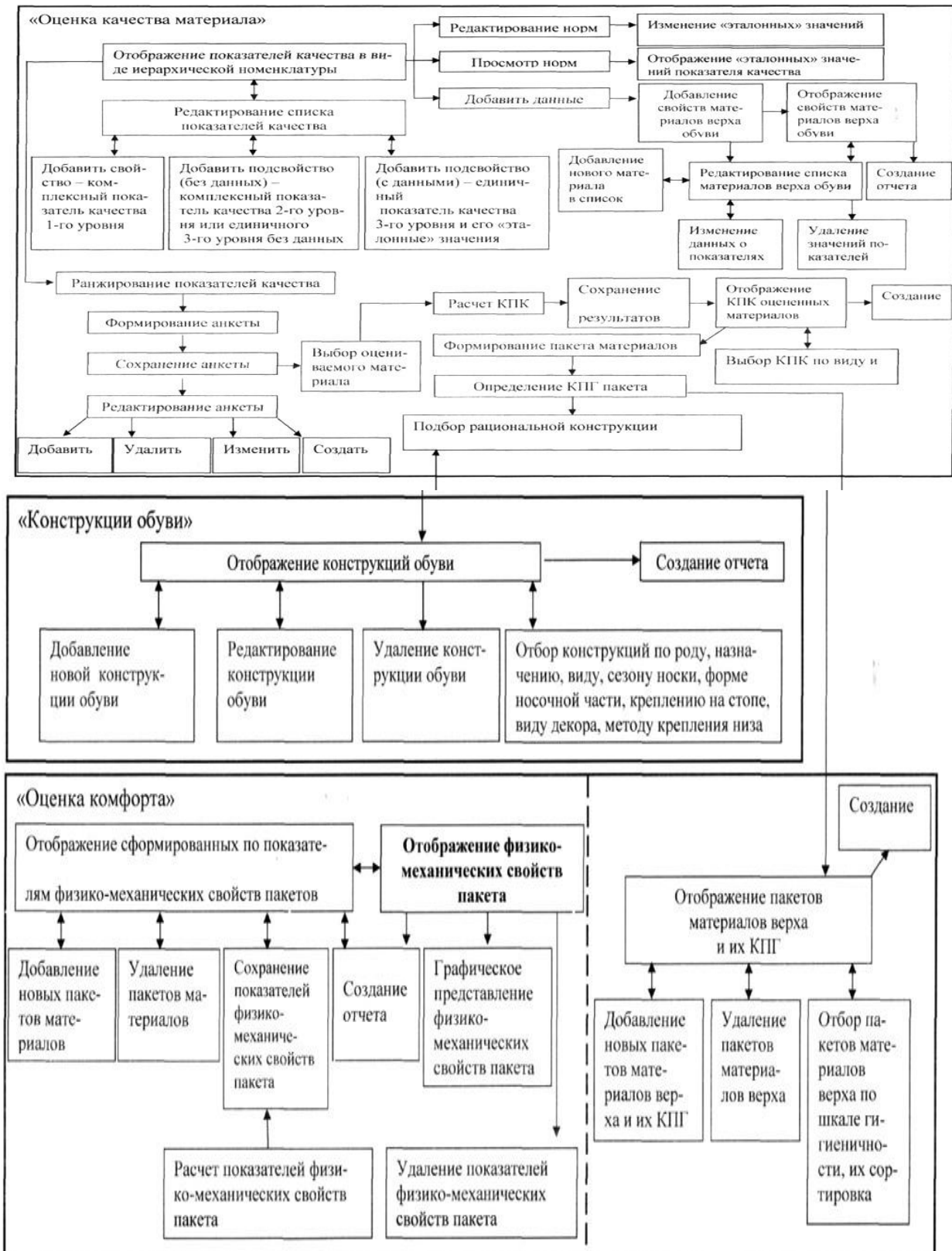
The technique is implemented within the framework of the complex, the software scheme of which is shown in Figure 1.

Therefore, along with the identified groups of indicators, it seems appropriate to include one more group "Comfort", the criteria of which, in our opinion, are the temperature and relative humidity of the inner space, the pressure of the shoe upper on the foot. Factors affecting the magnitude of shoe pressure on the foot are elongation, relative humidity and stiffness of material packages, for which we have established variation levels and rational values based on the operating conditions and production of products.

The created instrumental system implements the methods of automated assessment of the comfort of shoes and the formation of the most rational upper packages in terms of the physical and mechanical properties of materials and an express method for selecting a shoe design of a certain level of quality and purpose. The practical significance of the system lies in the reduction of the subjective factor in the selection, collection and ordering.

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**Fig. 1. The scheme of the software empirical indicators for assessing the quality of products**

Marketers agree that consumers prioritize product quality as their top priority. Market monitoring confirms a strong tradition of demand for

quality goods. But not everything is so simple and obvious.



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The crux of the matter is that statistics are a pure operator and statistical data, therefore, are in absolute dependence on the chosen conceptual description of the process. Statistical results are always correct because are obtained by using a proven mathematical apparatus, but correctness and truth are "two big differences."

For "correct" to be "true", it is necessary to verify the entire chain of logical and mathematical actions for correctness. Certification is required not only for physical and software products. Sending knowledge must also be certified, otherwise defects in initial judgments will migrate into inferential knowledge. And no technology will correct the inherent disadvantage.

In the ideology of production, in particular the production of goods for direct consumption, the concept of "quality" should be a system-forming factor. We foresee the objection: "What is the use of quality if the quality criteria limit the quantity and the assortment of goods will suffer from the priority of quality characteristics, the price will rise?", And we have an answer to our opponents.

If the quality of the product is not ensured, then no amount will correct the situation. It will be necessary either to agree with the obvious (for professionals) deception of the consumer, or to sacrifice professional competence and deliberately go to lower quality requirements, allowing an essentially low-quality product to enter the market. As for the assortment, its dependence on product quality requirements is relatively arbitrary and mediated. The assortment is "tied" to the technical state of production, technology and professionalism of developers.

The more visible the features of the civilized market, the more urgent is the issue of quality. Moreover, the problem of quality has moved from the sphere of theoretical relevance to the level of practical relevance. Let's try to substantiate this shift in relation to Russian reality.

The positive shift towards an increase in the purchasing power of Russians over the past 5 years is undeniable. Official inflation statistics are clearly crafty, but even having increased it by a factor of 0.5 and obtained a real average annual rate of 15–20%, we will have no choice but to state an increase in the welfare of most of our fellow citizens in the context of a certain growth of the economy as a whole. The intensity of the dynamics is not high, but the fact itself is obvious.

But how fair is it to talk about "welfare"? Money is just an exchange equivalent. Making more money doesn't necessarily make you feel better. The money should be exchanged for the required goods. And here the quality problem grows to its full extent. Having earned money, you can easily spend it "imperceptibly", i.e. to acquire not a product, but a "phantom of the product"

"Product phantom" is a non-specific concept for a special system of knowledge. Nevertheless, it is necessary to get used to it as a theoretical expression of the realities of an undeveloped commodity market.

Profiting from the "white" and "gray" "spots" of the ideology of quality, which is in an extremely neglected state, the "black" manufacturers of substandard consumer goods, together with sympathetic service officials responsible for the quality of products, flooded the market with substandard products.

The international quality control system ISO-9000 is more reminiscent of the newest phenomenon of the famous Potemkin villages. Only what is clearly spelled out can be effectively controlled. Any incomplete description is a hole for semi-legal penetration into the fields of hunting for a consumer.

ISO-9000 should be used not as a management tool, but as a tool for preventing quality violations. Thus, the circle is closed, because violation presupposes quality, and it is quality that we did not define as it should.

In the system of special knowledge, which is the ideology of production, "quality" is replaced by a "state of quality", which in turn is reduced to quantitative parameters.

Discrete expressions give quantitative characteristics - this is how another derived concept appears. Only this time not from the fundamental concept of "quality", but from its derivative - from the concept of "state of quality".

The militant activity of striving to describe quality in terms of quantity is surprising. Since the time of Hegel, who argued that quality is the main thing in the definition of a phenomenon, since quality is that, losing that, it ceases to be itself, almost two hundred years have passed. It would be time to learn a simple truth: quality is determined not through quantity, but through properties. With the help of quantitative measurements, we need to determine the "measure" - "qualitative" and "state of quality" (the level of expression of quality).

Practice rarely corrects errors in theory, on the contrary, it usually hides them up to a certain point in development. Defects of theory appear in a crude form in difficult socio-economic circumstances, in times of political uncertainty.

It is no coincidence that such a peculiar time is "convenient" for the flourishing of theoretical uncertainty. The state, entangled in numerous problems, deviates from control over economic processes, counting on a market designed to put everything in its place. The market has its own laws of functioning. The market adapts the theory to its own interests. It does not obey the rules grounded in theory, but seeks to adjust these rules to the way of relations with the consumer that is beneficial for him.

Promotional claim: "the customer is always right" is a lie! Only the legal order that determines the

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nature of relations in the market for goods is always right. Themselves, these relations are built depending on the interpretation of the quality of goods and the correspondence of quality to price. Whatever one may say, everything is one, you will have to revolve around the problem of quality and its two aspects of expression: theoretical and practical.

In theoretical terms, one should strictly adhere to the fundamental postulate: quality is an association of properties that characterize the structural and functional uniqueness not of a single phenomenon, but of a certain set of phenomena united by the general laws of formation and change, therefore, quality can be determined only through the presence of corresponding properties. In view of the fact that of the qualitative properties only aesthetic (design) are available for direct assessment, a comprehensive certification of the product is required, more precisely, the product presented for transfer to the market.

Moreover, the study of the product for quality that meets the interests of the consumer should not be reduced to technical and material science expertise. A social, psychological, medical and regional studies resume is required.

Consider this statement using shoes as an example. Shoes, along with clothing, are goods that depend on national and historical characteristics. Can you recommend shoes for sale on the market that do not take into account the specifics of the geographic, climatic and national mentality? Apparently, it is possible to admit such products to the market, but only in limited quantities, for variety and expansion of consumer choice. And the point here is not "leavened patriotism."

Nature, nutrition, traditions affect the anthropometric characteristics of the population: configuration and proportions of the foot, lower leg, etc. Shoes designed without taking into account national characteristics - anatomical, physiological, will inevitably contribute to the development of leg deformities. Shoes will lose their presentation faster, the consumer is constantly experiencing discomfort, which (taking into account that on average in Russia shoes are worn, regardless of recommendations, until they are physically outdated) may be accompanied by an exacerbation of chronic diseases, or their acquisition.

Already now, China has "thrown" such a number of shoes on the market that the entire population of the Earth ( $\approx 6.5$  billion people) can be "a la Chine". Chinese manufacturers are guided by their own interests: to create jobs in the country and ensure product sales. They offer shoes that are designed and made without taking into account the national specifics of the consumer countries. Today, Chinese footwear is a serious competitor not only to our domestic manufacturer, but also to such countries - legislators of footwear fashion as Italy, France, USA, Czech Republic, etc.

For the fifth consecutive year, the Italian footwear sector has seen a significant decline in production. The activity of this segment of the domestic market is declining, and the demand for Italian products in the foreign and domestic markets is low. Given the excess of the euro over the dollar, the competition between Chinese goods is becoming even more serious in the national Italian market, especially after the abolition of sales quotas from January 1, 2017. The volume of footwear production in 2020 decreased by 12.9% compared to the same period last year. In terms of price differentials, the supply of products declined in absolute prices by about 9.3%. In 2017–2020 Italian production fell by almost one and a half times to 281 million pairs, which had a negative impact on the level of employment. The volume of production of leather shoes decreased by 8.9%, slippers - by 23%, rubber shoes - by 32%, canvas shoes - by 40%. On the contrary, Italy consistently imports about 150 million pairs of Chinese shoes annually.

The Italian manufacturer is losing its position in the international markets of the USA, Germany and France. The growth of the euro against the dollar, as well as the redistribution of the market in favor of the Asian manufacturer, have a negative effect on the Italian manufacturer. According to the Italian Chamber of Commerce, more than 600 companies, including footwear manufacturers, closed in the first five months of 2020. The only market segment in which Italian footwear manufacturers hold a leading position is the production of luxury fashion footwear for the international markets.

Thus, over the past 10 years, the number of footwear manufacturing enterprises in the Czech Republic has decreased from 120 to 47. But this number may also decrease due to the lifting of restrictions on the import of footwear from China. If at the end of the twentieth century. Czech shoe factories produced about 70 million pairs of shoes, while last year this number was approximately 5.5 million pairs. In 2020, about 80 million pairs of shoes were imported to the Czech Republic, of which 55 million were from Chinese manufacturers. The average purchase price of one pair of Chinese footwear is only 54 kroons - a cost that is unrealistic for Czech companies. "... Nobody buys our products, because we are not able to compete with Asian products in terms of cost, despite the fact that our shoes are much better in quality. Unfortunately, the Czech buyer prefers cheaper goods, although he knows that they will last much less in time. than our quality footwear," says Lubomir Chlumsky, a member of the Czech Shoe Industry Association, whose company has been manufacturing and selling footwear for children, women and men since 1998. As a result, Czech manufacturers are losing positions in their own market. The situation is complicated by the fact that from January 1, 2021, the European Union,

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in agreement with China and the World Trade Organization, lifted restrictions on the import of Chinese shoes. They can be returned only if the entire industry is under threat, and on a European scale. The European Union, in agreement with China and the World Trade Organization, lifted restrictions on the import of Chinese shoes. They can be returned only if the entire industry is under threat, and on a European scale. The European Union, in agreement with China and the World Trade Organization, lifted restrictions on the import of Chinese shoes. They can be returned only if the entire industry is under threat, and on a European scale.

US Commerce Secretary Carlos Gutierrez highlights the need to take effective measures to curb job cuts in a number of US industries as one of the most important issues, which is also caused by the growing competition of Chinese goods in the US.

But we still have to go the way traversed by Western countries by shoe manufacturers. Russia's accession to the WTO has opened market boundaries for many others who want to sell low-quality goods as soon as possible. Moreover, today Russia, in contrast to its western neighbors, faces the fatal problem of the expansion of "gray" imports, which has arisen due to imperfect customs legislation and the spontaneous development of "shuttle trade". As Anatoly Kvashnin, the plenipotentiary of the President of the Russian Federation in the Siberian Federal District, said in one of his interviews, the annual volume of "gray imports of Chinese goods" to Russia reaches \$ 6 billion. But, even in a civilized market, the admission of footwear to the domestic market is based on positive conclusions about the quality of raw materials, related materials,

The peculiarities of the national attitude towards shoes are quantifiable. Products can be easily measured for compliance with certain requirements, but it must be borne in mind that the property itself is assessed only by the formula "is or not." Having recognized the property as existing, the expert has the right to proceed to the next stage - to measuring the intensity of its existence, in order to know how stable and expressed this property is.

The absence of at least one of the quality properties of the product, or the lack of expression mean only one thing - the product should not be a commodity. In exceptional cases, it is deemed to be conditionally admitted for sale on the national market.

The occupation of the national market by foreign footwear manufacturers undermines the development of the corresponding branch of the domestic economy, historically adapted to the specific conditions of national development and the peculiarities of anthropometric measurements.

The situation is aggravated by the fact that Russia, which has been recognized as a country with a market economy, has no right to disturb the order in the relationship between political and market

structures. Unilateral actions of the state in protecting its interests can be qualified as a violation of the achieved status, cause economic and other sanctions on the world market. The ousting of a foreign competitor from the national market should be carried out in accordance with the recommendations and traditions of the world community.

Chinese, Turkish, partly Eastern European, footwear manufacturers flooded our market and occupied a stable position in it, thanks to consumer demand for their products.

A buyer with limited financial resources is attracted by price, design, advertising support, assortment, seller's interest, cultural service. A consumer who is not experienced in professional "secrets" judges quality by its appearance and service packaging. The very same sales service skillfully translates arrows from quality characteristics to outwardly winning properties. Quality, as an association of the most important properties of a product, is "torn apart". Of all the properties that form a qualitative association by their combination, only the property is displayed that is beneficial to the seller, since it is truly a representation at the appropriate level of consumer interest.

Sequestering quality by replacing it with a simplified understanding is the most common market trick. The unsatisfactory state of mass consumer culture, the elimination of the controlling state structures, their lack of initiative, and somewhere a direct interest in preserving the current disorder allow manipulating public consciousness, controlling the actions of buyers.

The occupation of the Russian market is, of course, a temporary phenomenon, caused by economic stagnation, limited effective demand of the bulk of the population, and the lack of an effective and consistent policy in the development of national production. However, the obvious conditionality of the situation is not particularly comforting. In Russia they like to joke: there is nothing more permanent than something temporary. To prevent a temporary phenomenon from "stagnating", it is necessary to change the conditions that gave rise to it. Opportunities are available. First of all, it is necessary to understand the theory, which is guided in practical actions.

Underestimation of theory naturally leads to miscalculations in practice. In our case, this underestimation seems to be planned. Otherwise, how to explain that with the generally accepted definition of quality through the association of the fundamental properties of an object, only "horns and legs" remain from the quality criterion in regulatory documents, i.e. separate signs.

To some extent, the theory of quality itself is "to blame" for the theoretical uncertainty and one-sidedness. The quality of natural phenomena differs from the quality of artificially created products.

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Natural phenomena are of natural origin, and all their properties are spontaneous. The quality of natural phenomena does not include their relationship to human needs. It makes no sense to divide mushrooms into edible and poisonous by quality. The quality of mushrooms is different, and this is another that determines their place in biological taxonomy. Trees are conventionally divided into beautiful and ugly, valuable and weedy. This opposition has nothing to do with quality. Artificial products, on the other hand, are characterized primarily by their conformity to our needs. Consumer properties are included in the quality system of artificial products, as well as natural ones. And they don't just turn on,

The quality of footwear is due to the totality of consumer characteristics. It is not essential, in principle, from what material the shoes are sewn. The main thing is that the properties of this material ensure the functional demand for footwear by the consumer.

The buyer does not care whether the shoes are made of natural or artificial material, given the balance of prices. It is important for him that his requirements for her are guaranteed.

The domestic practice of assessing the quality of footwear (and not only footwear) turns the theory inside out, trying to focus on natural characteristics. Something Russian ideologues of quality will do when they are taken seriously by animal rights activists, as happened in Western Europe, in particular in Great Britain.

The most tragicomic thing is that the nature of raw materials is really not such a fundamental issue if we develop chemical and physical technologies. Analogues of natural raw materials are the realities of today's production and are far from being a fantasy. But the misadventures of quality are by no means limited to the problem of raw materials. Other aspects of production are no less relevant: taking into account national, age, natural and climatic characteristics when determining the quality and conditions for admitting products to the market.

Unfortunately, today the domestic contribution to the development of policies aimed at improving the quality of footwear, and, in fact, at ensuring consumer rights, is extremely incomprehensible. One gets the impression of complete detachment in the aspiration of producers from the interests of the country that gave them citizenship.

According to the theory of marginal utility and consumer choice, approved by international practice, the buyer prefers the product that most closely matches his personal idea of utility within the limits of his financial capabilities. The task of the state is to create the necessary legislative prerequisites for protecting the interests of its citizens and to develop a reliable control mechanism.

At the same time, the state is obliged to understand that the consciousness of consumers, as a rule, is amateurish. The consumer does not have

enough professional culture for comprehensive orientation in terms of choosing a behavior option. Therefore, the state or those organizations to which the right of protection has been delegated must provide consumers with a sufficient amount of information about the consumer properties of the product.

Instead, the buyer is offered, at best, a minimum set of material science and technological characteristics, which is a gross violation of consumer rights. The product characteristic should include, along with the static data, the details of the dynamic (behavioral) plan. For example, describe the properties of a product in the same way as reputable pharmaceutical companies do, reporting the main properties, indications, contraindications, age recommendations, functional warnings, methods of use, storage conditions, and the recommended service life.

There is already experience with this approach in other industries. The level of development of information technologies allows today to create entire communication systems for product support, built on the basis of the CALS concept, which is widely used to improve management efficiency and reduce the cost of information interaction in the processes of ordering, production, supply and operation of goods. The basis for using this concept is the natural need for organizing a "single information space" that ensures the rapid exchange of data between manufacturers and consumers throughout the entire "life cycle" of a product: from marketing to disposal.

We do not see anything of the kind in actions aimed at improving the quality of footwear production. There is not even a desire to change the informational situation that developed at a time when the assortment and quantity of goods were limited. To confirm what has been said, let us turn to the conclusions of specialists: "When certifying serially produced products by experts of the OS (certification body - author's note), the state of production is assessed directly at the enterprise or according to the documents submitted (in absentia (!) - author) (technical description of a specific product type, flow diagram, material, components with sanitary and epidemiological conclusions for component materials and footwear, which confirm the safety for consumer health, basic and auxiliary materials used in footwear). In accordance with the program drawn up by an expert during the certification of footwear in the IL (testing laboratory - author's note), such indications are determined as: the strength of the sole attachment; fastening strength of the heel; the strength of the thread seams of the shoe upper blank. When certifying children's shoes, the construction of the shoe upper and the hygienic indicators of the materials used are additionally evaluated for compliance with the norms of San PiN No. 42-125-439087. " "To work in the lower part of the range (prices - author's note), the



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company must produce footwear models that are affordable because of the low price and have basically only a basic set in accordance with the national standard.” the strength of the heel attachment; the strength of the thread seams of the shoe upper blank. When certifying children’s footwear, the construction of the upper part of the footwear and the hygienic indicators of the materials used are additionally evaluated for compliance with the norms of San PiN No. 42-125-439087. “To work in the lower part of the range (prices - author’s note), the company must produce footwear models that are affordable because of the low price and have basically only a basic set in accordance with the national standard.” fastening strength of the heel; the strength of the thread seams of the shoe upper blank. When certifying children’s footwear, the construction of the upper part of the footwear and the hygienic indicators of the materials used are additionally evaluated for compliance with the norms of San PiN No. 42-125-439087. “To work in the lower part of the range (prices - author’s note), the company must produce footwear models that are affordable because of the low price and have basically only a basic set in accordance with the national standard.”

What are the conclusions? First, the industry still relies on an outdated position - the simplest and only necessary: do not harm the health of the consumer. The shoe manufacturers and their supervisors learned the first commandment of Hippocrates firmly, but did not advance further. In this situation, it is unlikely that it will be possible to contain the siege of competitors for a long time. Secondly, basic properties should not be equated with qualities. The properties of the properties can be only in the production cycle due to its differentiation into technological operations. But in this case, it is advisable to put the quality in quotation marks, emphasizing the conventionality of using the term. Otherwise, we will begin to operate with philosophical and scientific concepts, which will necessarily lead to a distortion of practical characteristics. Quality is an association of certain properties, therefore, it is impossible to pull out the properties that form the association as production needs and pass them off as quality. Thirdly, it is high time to define the basic properties conventionally, not being limited to the suggestions of hygienists and epidemiologists. A lot of valuable information can be gleaned from the research of gerontologists, geriatricians, regional experts, valeologists, and pediatricians. Fourthly, how long will there be practically no aesthetic properties in the basic characteristics, even if in a conspiratorial form.

Satisfaction with the actual replacement of Gosstandards with national standards is also not entirely clear. The fact that we have adopted international terminology in this component of the ideology of quality is of little use. Now, if our production and ideological positions were equal to

those of Europe, then we could be happy. And so the chaos only intensifies.

In the absence of a corporate culture and traditions, the firms set free will engage in arbitrariness. Government agencies signed their own powerlessness to manage the development of the market in a civilized manner and recalled the American fairy tale that the market will arrange and organize everything on its own.

The inefficiency of the system of state control over quality is not in its status, but in its functioning. The uncleanness and lack of professionalism of officials do not allow state structures to function fully. According to the official data of the Federal Agency for Technical Regulation and Metrology, on average there are 2% of certification refusals per year. While more than 30% of products are rejected directly in the trade.

In the European Union,  $\approx 4\%$  of the product range is subject to mandatory certification, not because European officials are liberals. The reason is hidden in the orders and traditions of production itself, civilized relations in the market, the age of which exceeds the total time of the Romanov dynasty and Soviet power. Haste inevitably comes with costs. To move along with all the general formation, it is not enough to dress, put on shoes, like everyone else, and stand in formation.

As long as the authorities and producers will portray market relations, the mass consumer will have to pay, because the costs will fall on his shoulders. Exclusive buyers are protected from the vicissitudes of the Russian market by a truly free choice. They purchase products directly from reputable manufacturers. Officials are ready to go to great lengths to be among the exclusive buyers. Firms are probably of the same opinion and are willing to pay officials for their freedom of action. The situation cannot be called otherwise than creeping state anarchism. Something early on, the state began to degenerate.

According to Russian official regulations, until recently 70–80% of the product range require state quality certification. Critics reject this practice and suggest borrowing from Western European experience.

They are not embarrassed by the fact that the share of illegal and semi-legal business in Russia is estimated at 40-60%; even now, if necessary, to centrally check for quality 70-80% of the range of goods, less than 40% of certified goods are already on the market. Critics defend the interests of not clear which producers. Who will defend consumer rights? Officials, or maybe judges, are only independent by definition. Only human rights public organizations remain, which exist today and will not exist tomorrow.

The motives for improving quality are directly related to economic factors. This means that quality management has the ultimate goal of achieving

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economic benefits, i.e. focused on making a profit for the enterprise.

In modern conditions, the economically successful activity of a commodity producer is ensured by the release of products that meet the following requirements:

- fully meets the needs of consumers;
- meets the requirements of safety and environmental protection;
- meets the current standards and specifications;
- offered to the consumer at competitive prices;
- is economically viable for production.

Management of the competitiveness of footwear at shoe enterprises in the Southern and North Caucasian Federal Districts (Southern Federal District and North Caucasian Federal District) is associated with frequent changes in the assortment and the increased influence of regional socio-economic factors.

Increasing the competitiveness of footwear is possible only through the development of new models based on marketing information and in-depth study of the preferences of specific groups of buyers, accelerating the process of changing the assortment while maintaining or increasing the efficiency of the production system.

Footwear manufacturers on the territory of the Southern Federal District and the North Caucasus Federal District occupy a significant part of the domestic footwear production, namely, more than 30%.

Despite the large share in the production of footwear in the South and North Caucasian Federal Districts, the demand for footwear is satisfied only by 19.6%, the rest is imported from the near and far abroad. These imports are often contraband. It is the import of cheap footwear that is the most serious problem for domestic footwear enterprises.

Another problem for the enterprises of the Southern Federal District and the North Caucasus Federal District is the lack of high-quality raw materials and components for the production of footwear, as a result of which the products of footwear factories in the South of Russia lose the price competition of cheap imported footwear.

In addition, shoe companies in the Southern Federal District and the North Caucasus Federal District specialize mainly only in men's shoes. Moreover, they produce almost the same type of model in the same color scheme. Of course, labor costs for women's and men's shoes are not comparable. Therefore, women's footwear in the Southern Federal District and the North Caucasus Federal District is produced about 3%, children's footwear - 15%, and special footwear - 40%. Such a small volume of women's footwear production is due

to the fact that competition on the women's footwear market is much sharper, and in this segment, footwear producers from the Southern Federal District immediately encounter Moscow-Chinese manufacturers, who today "hold" most of the women's footwear market. But, unfortunately, footwear producers do not pay attention to the fact that there is no footwear for elderly consumers in the women's footwear market, which is not dealt with by Chinese footwear manufacturers, i.e. there is a niche for manufacturers.

The situation with the production of children's footwear by the majority of shoe enterprises in the Southern Federal District and the North Caucasus Federal District remains more problematic, which is associated with the abolition of subsidies for its production from the Federal budget; imperfect taxation of children's assortment and the lack of the required volume and style of pads for its production. In the consumer market of the Southern Federal District and the North Caucasus Federal District, domestic manufacturers for children were ousted by foreign suppliers who can afford to transfer shoes for sale on the condition of payment after their actual sale. However, this product, for the most part, does not have conformity and hygiene certificates. Imported shoes are imported in the most "popular", "average" sizes and are not intended for children,

Providing children with correctly selected, physiologically sound footwear is one of the main tasks for domestic manufacturers, including enterprises of the Southern Federal District, etc.

The situation in the Southern Federal District and the North Caucasus Federal District calls for the development of a set of measures of regional significance aimed at improving the socio-economic situation in the Southern Federal District and the North Caucasus Federal District. The growth in purchasing power for high-quality footwear in the mid-price consumer segment determines the economic feasibility of designing shoe industry enterprises. Organization of the production of footwear in a wide range will make it possible to turn the subsidized regions of the Southern Federal District and the North Caucasus Federal District into self-supporting ones, increasing the level of income of the population; stimulates the creation of new jobs; will ensure the development of small business and the maintenance of legal private entrepreneurial activity; will create the basis for getting out of the shadow of a significant part of the turnover of the real sector of the economy in order to form the regional budget, since

The main stage of the restructuring should be an increase in the technical level of production at shoe factories and the competitiveness of products, ensuring the introduction of innovative products, high technologies, replacing certain types of imported footwear with domestic ones; its entry into the Russian and world markets. This requires measures to

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modernize and reconstruct existing shoe production and create new ones, strengthen control and introduce modern quality management systems; certification of products and production facilities themselves, development of a dealer and distribution network; pursuing an active marketing policy, expanding the practice of leasing schemes for innovative activities.

To revive the production of children's shoes in the Southern Federal District and the North Caucasus Federal District, first of all, organizational and financial support is needed for shoe enterprises at the level of the government of the Russian Federation, as well as regional and local bodies, namely:

- in the form of VAT reduction;
- granting an indefinite loan;
- term loans at preferential interest with deferred payments for 3 or more years;
- in the form of supporting shoe enterprises in providing high-quality and affordable shoe materials (natural, artificial and textile).

In addition, enterprises should be allowed to direct their balance sheet profit to replenish working capital to provide them with high-quality and affordable shoe materials for the production of children's shoes on the conditions provided for financing construction, i.e. tax-free. A government order for children's footwear is also possible with an advance payment.

Local authorities need to take a differentiated approach to establishing the structure and size of local taxes, i.e. reduce their value in the production of children's shoes. Particular attention should be paid to creating the opportunity to purchase footwear for large and low-income families through targeted compensation, the organization of special departments, sale at discounted prices, on credit and payment in installments.

As the world experience shows, leadership in the competitive struggle is achieved by the one who is most competent in the assortment policy, is fluent in the methods of its implementation and can manage it as efficiently as possible.

The forecast of the trend in the development of the assortment should show such a trajectory of the development of the process, which makes it possible to ensure the achievement of the planned conformity of the product supply by the enterprise to the changing assortment structure of demand in the market in the future. The formation of a product range based on planning is a continuous process that continues throughout the entire life cycle of a product, from the moment the idea of creating it was conceived and ending with the withdrawal from the product program.

To ensure the competitiveness of the products of shoe enterprises in the Southern Federal District and the North Caucasus Federal District from the standpoint of their quality and demand, it is necessary

to transform the scattered light industry enterprises in these regions into a dynamic competitive shoe cluster.

An industrial cluster is a group of geographically neighboring and interacting integrally interacting companies and related organizations operating in a specific industry (diversified) sphere and complementing each other.

In the Southern Federal District and the North Caucasus Federal District, there are all the necessary conditions for creating a shoe cluster:

- educational institutions have survived and are functioning, which continue to train highly qualified personnel not only for shoe enterprises, but also for related industries;

- the regions of the Southern Federal District and the North Caucasus Federal District are characterized by the presence of a large number of unemployed people (unemployed), the percentage of unemployed among women is especially high, which requires the creation of new jobs, to reduce social tension in these regions;

- the possibility of producing shoes in a wide range, not only by type, but also by fastening methods, including for children, taking into account the national characteristics of these regions;

- the traditions of footwear producers that have developed in these regions are still alive, where 35% of all footwear made in Russia in 2007 is still produced;

- geographical and transport proximity to Western Europe, where shoe companies are faced with an even tougher choice: moving production to China, India, Taiwan or to Eastern Europe. As a result, there are significant chances for investment and technology partnerships within the cluster with Western European footwear manufacturers;

- positive experience in the development of Gloria Jeans: 12 factories producing 20 million jeans annually under the Gloria Jeans and Gee Jay brands. Leadership of a Russian company in the CIS market in a non-traditional niche for the Russian light industry - the denim segment;

- the potential for the development of the raw material base due to the implementation of the program for the development of the livestock of cattle and pigs;

- availability of local manufacturers of certain types of components (sole, heel), incl. corresponding to European standards.

The creation of a shoe cluster in the Southern Federal District will provide:

- increasing the efficiency and productivity of enterprises, more precise coordination in work;

- increased attention to achieving business goals and meeting customer expectations;

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- achieving and maintaining the conformity of the quality of products and services of the enterprise to the established requirements of consumers;

- achieving customer satisfaction that the required quality is provided and maintained;

- maintaining the confidence of existing and potential customers in the capabilities of the enterprise;

- opening up new market opportunities and maintaining the conquered sales markets;

- certification and registration of quality systems;

- the ability to compete in this field with larger enterprises (i.e. the ability to offer or maintain reasonable prices).

Operating and newly created enterprises and firms in the South of Russia, using the proposed measures, will be able to produce competitive footwear in the required volume to meet the demand of various groups of the population with a certain level of income and social security.

There are two periods in the history of the quality problem. During the first, serious interest in what is quality was mainly limited to professional theory. Philosophers tried to define quality and its systemic position, however, and in numerous philosophical disputes the concept of "quality" was not among the main problems.

The actualization of the theory of quality turned out to depend on the degree of elaboration of the system-forming philosophical concept "being" in the context of the basic concepts derived from it, i.e. those concepts that help to achieve the ascent from the extremely abstract statement of existence with the only distinguishing property of being, to exist, to a concrete understanding with an established content, thanks to answers to derived questions such as "What is everything from?", "How does everything exist? ? ", " Is there non-being? ", " In what system forms does being acquire its definiteness? "

Apparently, it was the last of the listed questions that brought philosophy to the "path" of that interpretation of quality, which "hooked" not only those who "equipped" a type of worldview that was fundamentally new in human history.

It is logical to assume that the problem of the substance of being, as the first step towards the theory of quality, hardly worried anyone outside the limited community of philosophers. Everything indicates that it was interesting to those whose gaze was turned to the Cosmos, to the depths of its construction, and the overwhelming majority of the philosophers' fellow countrymen were at the mercy of earthly problems.

For the masses, the variety and choice of goods were essentially not available. The plebeians demanded: "Bread and circuses!" The celebration of life in all its diversity was enjoyed by a small aristocracy. The problem of the quality of life was

solved in accordance with the socio-cultural architecture of society. This problem undoubtedly took place, but could not mature into an actual one for society. The reason is simple - the lack of a sufficient level of mass demand for a quality product.

The problem of quality has acquired a scale of social relevance in the context of the transition to an economy of mass production, the democratization of social relations, the development of education, the availability of education and other cultural values. For the issue of quality to become one of the most important for society, it was necessary that it became relevant for the majority of those who form this society. Without the right to freedom and purchasing power to make choices, "quality" cannot be among the priorities of mass consciousness. Elite quality requests are developed in exclusive, unconventional theories, the main goal of which is not the achievement of the truth, but the satisfaction of the customers' needs.

Of course, they knew about the qualitative and quantitative characteristics of phenomena of natural and artificial origin long before these signs were actualized in social being and the consciousness reflecting its development, but, in the light of our research, the existence of knowledge of quality is de facto not so significant. The subject of the research is not awareness of quality, but the development of understanding of quality at different horizons of social history.

Development is a universal state of everything that exists, from the simplest material substrates to the highest forms of thinking. Both the quality and its quantitative expression improved, the dependence of the qualitatively quantitative changes became clear. The emphasis shifted from quantity to quality. Having proved its evolutionary strength, humanity switched to the principle: "take not by number, but by skill." The struggle for survival was replaced by the desire for a quality standard of living in a wide range of interpretations. The struggle for a decent quality life has begun.

As history shows, moving away from savagery and barbarism, laying the foundations of civilization, people have noticeably changed in the external forms of their manifestation, but civilization penetrates into the depths of human nature slowly and hard. Biological history has laid an active principle in human nature, combined with a developed ability of thinking, which is noticeably superior to all other types of reflection. But this whole superstructure was formed over a rather rigid animal frame, subordinated to the systemic goal of surviving in the struggle. The conditions of the struggle were transformed, making adjustments to the means and forms, but the natural base itself turned out to be very inertial.

The transition from natural egoism of the biological level to reasonably active egoism, despite the well-known civilizational means of cultivation, did not meet the forecasts of either romantics or realist



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optimists. Civilization was marked by non-civilizational forms of relations in the movement towards a quality life, which further actualized the interest in quality. To be in line with the most important problems, quality had to appear in several functions: as a goal, as a means, as a condition for the development of all social subjects at all levels of life.

History for historians is events and participants, lined up in time sequence, a kind of chronology of significant facts of social and, in part, personal life. The philosopher and the non-historian specialist see their own interests in history. Philosophical and special interest in history is dictated by the need to understand the dialectics of the process in relation to human activity. The specialist seeks to discover in the past tendencies of ways to solve his problem, sometimes far from private.

Intuitively, even at the dawn of civilization, the term history (historia) was interpreted in the sense of the study of the sought process as opposed to the chronological description. The Ionians called the story, the story of the past, the logos (logos). Only after a while, already in the works of the founders of philosophy, the logos acquired its modern meaning - a thought, an idea. Both Herodotus and Thucydides understood history as a comprehension of the course of events of the past, necessary for "instruction in the way of life" to those who live in the present. Having passed the test of time, historicism has strengthened its position, has become the ideological base of cultural memory. ON THE. Berdyaev asserted: "From the first days of Creation ... man is in the historical, and the historical is in man. Immersion into the depths of time is immersion within oneself. "

The past dissolves in time, leaving us, along with the memory of the past, thoughts about the present and responsibility for the future. New is always relative. Goethe was right in saying that everything clever is already known, you just need to think it over again.

History is a treasure of ideas, a goldmine for a thinking person, no matter what he does. A different attitude to history is the cumulative result of the action of two causes: the first is the interpretation of time, the second is oneself in time. In the pre-Christian period stories time interpreted cyclically, introducing his as the sum of repeating cycles closed on themselves. With Christianity, the view of time has changed. Time appeared as an ascent to infinite, dividing into finite terrestrial and infinite extraterrestrial. The opposition of cyclical and non-cyclical consideration of time is characteristic of theological theory. We are not interested in it, however, as well as the properties of time in their abstract form.

After Hegel and Karl Marx, it is not the idea of something in general that is actual, but immersion in a concrete-objective or concrete-historical state of what is the object of research. In the case of time, it is important to analyze not so much its universal properties, to determine where and how it moves. The

important thing is that everything that exists in time can only take place if it conforms to these objective characteristics of time. To exist in time means to have the properties of time. This provision is universal both for the infinite variety of individual phenomena, and for the sign of being inherent in them, to which "quality" and "quantity" belong.

The standard understanding of the law of transition of quantitative changes into qualitative ones simplifies the look at their connection. Both G. Hegel and F. Engels were far from the meaning that was spread under the cover of the dialectical theory of development. Quantity does not go directly into quality. A new quality, a qualitative state, arises as a transition from the previous quality. In the changed quantitative conditions, the measure exhausts the stability reserve of functioning.

Measure - "qualitative quantity", it indicates the limits of the quantity change without significant consequences for the given quality of the phenomenon. The exit of the quantitative indicators necessary for the achieved quality beyond the limits of the measure inevitably entails qualitative transformations. Simultaneously with the loss of the previous quality, there is a process of birth from it, on its basis, a new quality commensurate with the changed quantity. Measure occupies a key position in the relationship between quality and quantity. On the other hand, quality experts prefer not to think seriously about measure, reducing the measure to quantitative standards. As if a measure is some kind of passing state of the "quality-quantity" system. It is necessary to clearly understand the objective and functional role of the measure in the management of both quality and quantity.

"Measure" does not belong to either quality or quantity. It expresses the systemic way of relations between quality and quantity, connects them. So, first: quantity and quality interact through measure, measure mediates their connection. What "benefit" will the practitioner gain from this opinion? Mass production, including its "zealous" variety, requires a measured characterization, otherwise a fairy tale story about a pot of porridge or a "seven-colored flower" has a chance of real continuation. Chinese consumer goods are a classic example of the destruction of dialectical unity in the "quantity-quality" system.

The market, in essence, is not able to be the controller of the measure that regulates relations in the "quantity - quality" system. With the acquisition of wholesale forms of development, the dominant position of financial capital and its natural generation - large-scale speculation and intermediation, the modern market opposed itself to production and lost interest in the state of production. The market, using the specifics of mass production, is satiated to the extent of its perversity and can afford to set the quality characteristics of goods.

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The state behaves in the market like a kindergarten teacher. It puts the interests of the market above the interests of producers and the mass consumer. Under the "roof" of the general idea - the market pulls production, the market and the state are growing together. Quality - quantitative assessments are imprinted in the zone of subjective arbitrariness.

As long as the theory of quality is not systematically built, the theory of quality management will be based on empirical principles that are not able to cover the subject of management as a whole, and are relatively significant in the limited specifics of production. In the absence of anything better, they are used, extrapolating local experience to other conditions, and the effect is obtained due to the added adaptation measures, unfortunately, again, temporary and partial.

In the kaleidoscope of the history of changing quality management methods, a certain logic can be discerned. Life, on the other hand, requires not a "definite" logic, but logical certainty in the form of an integral, systemically grounded theory of quality as a methodological basis for constructing universal principles of the theory of quality management. The starting point here should be the idea of a systematic quality-quantity relationship within the framework of the measure of their coexistence.

Quantity helps the quality to fully unfold. A quality item can be created in one copy, but in order to reveal the quality potential of a manufacturer, a single copy (or work) is clearly not enough. The Faberge firm gained fame with the first branded product, but it became a brand due to subsequent successes in creating a collection.

An example of a systemic understanding of quality within the framework of a measure - dimensional certainty is small series, the release of collectible coins, medals. Quality is fixed within the limits of a quantitative value that serves as a measure of its expression. The point here is not only to provide preferential conditions for the vip consumer of products. The dependence of objective signs of quality on quantity is also significant. Production data n copies. Massive production is objectively associated with a decrease in product quality. Measure is a border service of quality, the transition to a measured quantity is a crime against quality.

A mass domestic manufacturer is hardly interested in the theory of quality. It is not relevant to him. If, nevertheless, by chance someone stumbles upon our reasoning, then, most likely, their naivety will smile. Trying with the help of theory to rebuild the Russian market, to give it a civilized look is classic quixoticism. First, it is necessary to organize the market space through political will, legislative initiatives and effective, and not fake control over the legalized order, to return the manufacturer of the goods to the market, removing an unmeasured number of intermediaries - speculators.

The real manufacturer is not interested in speculative operations. For sustainable development, he needs his own consumer, who, by the way, in turn, is not at all opposed to having his own definite and affordable producer within the framework of moral and legal relations.

A sense of national dignity is nurtured by history and existing reality. You can study at school according to the best history textbooks, but besides school history lessons, there is a current life that is more impressive than historical excursions. In the East they say: "How many times do not repeat halva, it will not be sweet in your mouth." Theory has always been considered the best practical guide, albeit in normalized conditions of activity. Going into an illegal and semi-legal position, the manufacturer is alienated from quality and, naturally, from the theory of quality. Further, quality is substituted by pseudo-quality, and the cost of advertising props grows.

Quality does involve serious costs, but it guarantees a stable market position. Working for quality, the manufacturer creates confidence in his own and national future. Correctly built understanding of quality guarantees the future even in the conditions of the domestic semi-market.

We will try, in the order of introduction to the theory of quality, to formulate practically significant fundamental provisions:

- Quality is not limited to the sum of properties important for the existence of a product; it is a peculiar combination of them, built on the basis of usually two features - more general and more specific. For instance. Shoes - "clothes for the feet", hat - "clothes for the head", mufflers - "clothes for the nose and neck", etc. Therefore, the focus should be on them.

- Quality allows for changes that do not lead to a loss of quality, but reduce or raising its consumer value; quality - a set of qualitative states that satisfy, to varying degrees, system-forming characteristics. "Backlash" of quality allows you to maneuver in the process of creating a product with a given quality, depending on the specific capabilities of the manufacturer and the consumer.

- Quality not exists outside quantity, they are - dialectical opposites, their opposition is valid only within the limits of unity, from which it follows that, creating quality, it is necessary to put quantitative expression both in relation to individual properties of the goods and the number of commercial products. A.K. Savrasov, finding himself in a difficult life situation, made several copies of his famous painting "The Rooks Have Arrived". As a rule, copyright copies have a high level of craftsmanship and are well paid for. The artist was also paid. When they asked P. Tretyakov: would he buy a copy of Savrasov if something happened to the original? Tretyakov's answer turned out to be categorically predictable - no! Quality requires not only skill but also inspiration.

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Inspiration with repetitions fizzles out. Quality is always quantitative and quantity is always qualitative.

- Quality and quantity are linked by the most often forgotten measure. Meanwhile, when defining quality, one must simultaneously think about its dimension, both from the position of the market conjuncture, and from the point of view of the very signs of quality. "Quality" is concretized in the concept of "quality". "Quality" is a concept that reflects the model image of a product, "quality" - defines the quantitative limits of reality and reasonableness of quality (physical and moral status of the product).

- Quality and the concept of quality are stable phenomena, but time changes them too. Originally, quality was equated with value. The quality criteria were the utility and the size of the object, the relationship. With the development of consciousness and practical possibilities, the foundations of comparison and choice were formed. Quality is relatively separate from quantity. Utility differentiation takes place, participation is rethought as quantitative features. The evolution of the understanding of quality is directly conditioned by the embodiment of creative potential in activity. The discrepancy in the intensity of advancement of individual skill, the interests of those who are called upon to clear the path of talent and mass consciousness complicates the understanding of quality and the process of quality management. Of particular importance is the concreteness of the interpretation of quality, in particular, such a basic feature of it as objectivity. The social theory of being is built on a natural-historical basis - its outline was laid by nature, and the historical drawing was created by man. In the natural environment, all signs, including such synthetic ones as quality, are products of a spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without sociocultural concretization. In this connection, two questions are being actualized: as quality - products of spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determination of the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are being actualized: as quality - products of spontaneous movement. In society, every phenomenon passes through activity, and includes in its quality the mental and physical labor of a person. Determining the quality of phenomena created by human activity is impossible without sociocultural concretization. In this connection, two questions are being actualized:

- in what status and to what extent is consciousness included in what is traditionally called the quality of things (with more clarity services)?

The answers to both questions must be sought in the philosophical theory of alienation. The theory of alienation is not directly related to the theory of quality. It contains the keys to the methodology of constructing the theory of quality.

From the above considerations, it is clear that the authors are not idealists, but rather balancing on the verge of pessimism and optimism. They are critical of the modern, pragmatized approach of market liberals to scientific and philosophically sound theory. A light version of the theory, when a fragment torn from the general theory is turned into a theory itself and adjusted to the construction of a market perverted to please speculators, theoretical economists and suppliers of a high-quality surrogate for domestic countersuits. How long the Russian economy will maintain such a configuration is not given to us (and not only to us) to know, however, the world experience of economic development at various stages of economic relations indicates that transition periods are passing and over time, economic life comes to a normal state.

The trajectory of the process of alienation of human creativity into what exists outside of it must necessarily preserve and activate the ability to create. Unlike the being of nature, the being of a person is not substantial. It is not self-sufficient and can take place exclusively due to interchange, initially with nature, and subsequently with society, through which human relations to each other and interaction with nature are built. The tool that ensures the existence of a person is labor, the highest quality of labor is manifested in activity.

The quality of activity, on the one hand, is an indicator of the quality of a person's life (it should be so!), On the other hand, quality activity is built into the quality of what he transforms. The quality of the "first" (natural) nature is formed by itself as a set of objectively related natural features, spontaneously. The quality of the "second" nature (reconstructed, adapted by man to suit his interests) is synthetic. It appears to be a double helix formed by natural features of natural material (possibly in relations between people, knowledge expressed indirectly) and qualitative characteristics of human activity - knowledge, emotions, will, value orientation, and skill. As a result, the quality of the product, in contrast to the product itself, embodies the quality of the person.

Personality is alienated in quality and therefore, in principle, alienation is natural and does not oppress personality. The negative consequence of alienation is caused by the disproportionate replacement of the lost energy of activity. Having discovered the poor quality of the goods, the hidden production defects, the deceitful actions of the seller, the normal buyer gets

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upset, first of all, because of his own poor-quality decision. Other transaction losses are most often reimbursed. There is a feeling of imperfection of one's own taste and knowledge.

The quality of everything that is created by activity includes the properties of activity, both practical and spiritual in objectified (objective or functional) expression. Hence, it follows that it is necessary to form and direct the development of the ability of mass consciousness to qualitatively evaluate goods: a certain experience in Soviet times was and showed its effectiveness: "circles", "schools", "universities", including those initiated by television and radio. The place of systemic enlightenment of the mass consumer, professional assistance in the development of a culture of high-quality selectivity, is today flooded with aggressive advertising on the air, the quality of which is not controlled or the control is not commensurate with the size of deception. Who should be the main educator? The manufacturer and only he, because only he fully, according to the logic of the formation of understanding, should know what is quality. Taking on the production of a product without comprehending the specificity of the quality of this product means a professional failure in the market. The release of a product with a fake quality is prosecuted by law, however, formally and ex post facto. Suppliers of pseudo-quality goods hope for the latter.

For the sake of objectivity, let's say: true creators of high-quality products will be outcasts in our market as long as the guardians of order are confident in their own impunity for corruption. Nevertheless, it is necessary to go forward. History is ugly, but still moving towards order.

Accession to the WTO did not add quality products to us and did not lower prices for quality products. The real perspective is associated with the organization of a single economic space within the Customs Union. Cross-quality control appears, the influence of the national corrupt forces on the market is weakening. As for the possibility of an increase in interethnic criminal opposition, there is a danger, but different conditions for organizing crime and intercriminal competition should delay the degradation of the market - the main reason for high-quality national goods, and the market itself, whatever it may be, will expand, and access procedures will be simplified. to him.

Let's honestly admit that the quality problem remains theoretically worked out one-sidedly, which is not very noticeable, because there is no normal organization of production and marketing of high-quality commercial products. The current practice is satisfied with this degree of certainty in the theory of quality. The theory of quality management has been simplified to the concept of control over the conditions of quality production. While there is no systematic understanding of what is the quality of a

product? The production is run by the market. The market is ruled by speculators - intermediaries. The state strives to minimize its economic function before collecting taxes. There is no real activity aimed at giving the market a civilized form of "purchase and sale" based on the principles of real freedom of competition. Behind the traits that are essential for quality, supervision is limited to the level of practical uselessness. The market dictates order to local and regional governments. The store manager ran the defense department. The culture of the producer and the consumer is of little interest to anyone, not to them. But the external order begins with the internal order, with the awareness of the "political moment" due to the economic situation.

Historically, the understanding of quality and the concreteness of its reality, presented in a product, reflect the economic and cultural development of society. Quality in the days of workshop production was determined by the conservatism of manufacturing techniques, but even at that time, the municipal authorities strictly checked the quality of products, as well as the ability of the candidate for manufacturers, there was an official regulation approved by the authorities of the city or country. Agricultural products were controlled by the consumers themselves.

The Industrial Revolution simplified the production process and created conditions for mass production. Adequate quality control measures were required. With the leveling of social architectonics and greater accessibility to the assortment of goods, ideas about quality changed in the direction of its quality - qualitative components. At the same time, the possibility of falsifying quality was formed. Further, both de facto and de jure, there was only a step to the substitution of brand qualities. Going over the border of the measure opens the way for legal violations and moral crisis, up to lawlessness.

Were the trends in the interpretation of quality and attitudes towards quality in the economy of mass production inevitable? No, they were generated by a new nature of production, reflected this character and to a certain extent were an objective reflection, but, in addition to the object reflected by consciousness, there is a perspective of reflection, conditioned by the position of the consciousness of the reflecting subject, his interests as a participant in the processes taking place in objective reality.

Objective reality itself, by definition, is located outside and independent of consciousness. Its reflection is subjectified, which, in general, looks in accordance with the theory of reflection. However, it admits, in private, both subjective distortion - involuntary - due to misunderstanding, and deliberate in order to obtain a temporary gain. Competition is always a struggle; unfortunately, the struggle is not always conducted according to the rules.



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Quality has been and remains a subject of manipulation in the interests of those who run the market. Consensus about the quality of the creator, producer, seller and consumer is the sweetest fairy tale. Agreement is achievable between creator, consumer and producer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. Creator - the creator of a product finds satisfaction in production and consumption. He realizes his human strength in them. The producer is interested in a sustainable relationship with the creator and the consumer. The consumer is satisfied with the quality and value for money. "Shares" and "sale" do not confuse him or deceive him.

On the way to consensus stands the seller, the subject of relations who, in essence, has nothing to do with the quality of the goods, but it is he who is the key figure in the market economy. We get everything we need from him. He is a monopolist and as such dictates the terms of the relationship through price interest and profit margins. For twenty years, not a single branded light industry enterprise has appeared in Novosibirsk, on the contrary, a lot of trade brands have appeared. Shopping rows are multiplying, and the consumer is assured that the production of goods is unprofitable. The culture of the organization of trade is replaced by the concept of "quality of sale". The culture of trade is measured by assortment, price and physical availability of goods, high-quality consultative support, lack of queues, compliance with sanitary and hygienic standards, appearance and behavior of personnel, service maintenance. The "quality of trade" is determined by the proportionality of the price and quality of the goods, the conformity of the goods being sold to its certificate, and the demonstration of the goods. The seller's profit should not exceed the manufacturer's profit. Both need not wait for an increase in purchasing activity only by increasing consumer salaries, but create a most favored nation treatment for the buyer (without colluding with another predator of the market - banks).

Only in Russia and only the liberals - the market people at every opportunity remember how bad it was for the people before the advent of true democracy - they starved, went ragged, lived who knows where and how. Monitoring the quality of life - through quality consumption opportunities - is advisable within the current time frame. There is only one criterion - the consumer basket is growing and how is it increasing?

The rate of inflation is a necessary, but not sufficient indicator of the state of the quality of life. The government took inflation reduction as its main reference point. The indicator is actually socially and economically significant, testifies to the culture of the market and, indirectly, to the state of production. The disadvantage of this indicator is the lack of quality in it. The quality of life is determined through the amount of products consumed in monetary terms. The

qualitative composition remains constant and one can only speculate about quality, since quality erodes quality. The quality of footwear, clothing, cereals, fish, vegetables, fruits within the general name varies greatly. The reserve for quality manipulation is significant. The main thing is still in understanding quality, not the name, but the system characteristic of the product, reflecting the assortment,

Quality represents a system of properties that are essential for a product - this is commonplace and well-known, which is actively used. By replacing properties or their consistency in a quality product. Essential properties are those that are not simply inherent in the product, they determine its functionality. Such properties, as a rule, are revealed in the process of "work" of the product for its intended purpose, they are hidden from the unprofessional glance of the consumer. In its "pure" form, the market is an intermediary and should not be interested in the quality of products. The task of the market in the theory of the organization of commodity production is the organization of exchange between the producer and the consumer. Market development stimulates the growth of production in the interests of the consumer within the framework of the infrastructural status of the market.

The monopolization of production led to the accumulation of financial capital, the autonomy of the latter and control over the market. As a result, the market has turned from an intermediary into a key subject, the indicator function - to show the demand for goods - is trying to replace the role of the organizer of economic activity as a whole, which distorts the economic system.

The economy of commodity production was created by the production of a product and the need for a mass product. The system-forming factor here is the production of goods as a product necessary for consumption by others, that is, the process of alienating consumption. In natural production, product quality was hardly a pressing issue. The quality was "dissolved" in the conservatism of technique and technology, the traditional character of the assortment. The question of quality was raised by the consumer when he got the opportunity to compare at the fair. The market, which grew out of fair gatherings, gradually enriched the representative status with the advertising business, taking control of the relationship between the manufacturer and the consumer. Levers of management - financial policy, directions - the main - two: the impact on the quantity and quality.

Product quality has gained relevance in commercial production. It became clear that in the understanding of quality there are sensory and rational thinking (the latter in the form of calculation). The subjective factor is objectified and fetishized. The market is not able to directly influence the objective properties of a product (with the help of its own

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mechanisms), but it can very well influence the objectification of subjective ideas. Thus, the manipulation of quality was first included in the functions of the market, then it became an element of economic policy.

A sound and healthy economic policy is designed to work on improving quality in two interrelated directions: technical and technological, completed by a rigid legal block of support, and socio-cultural - to provide comprehensive support for the formation of conditions for subjective perception of quality, to block the negative effect of advertising influence, which has long and thoroughly become an attribute of market speculation on the importance of quality to the buyer. The availability of choice and ability to pay do not serve as the basis for the indisputability of a quality purchase.

In the existing market, price and quality are divorced, even at auctions that are famous for their careful organizational culture. The buyer is turned into an expert and this grimace of the market is not as bad as it is illogical. The market forces the consumer to develop as a person. From a layman with a wallet, in order not to be suckers, we involuntarily try to learn more about the subject of interest, improve our "purchasing skills". The term is not new, it is used by journalists, but for them it is a passing, verbal number, and for us it is no longer a new combination of common words, but the most important concept, without which the modern theory of quality does not have a systemic integral form.

"Purchasing qualifications" include, along with certain knowledge that helps to determine the location of the store, the range of prices for the goods, requires basic information about the manufacturer, the quality characteristics of the goods, the market reputation of the manufacturer, the tradition of the company, the scale of activity. Today, in the consumer market, the naive buyer runs the risk, beyond all reasonable measures, of becoming a victim not only of deception, but also of his own carelessness, therefore, without any rights to compensation.

A buyer in Russia is formally protected. In real life, one has to be guided by the famous rule "rescuing drowning people ("buyers") is the work of the drowning people themselves, read "buyers". Increasing the "purchasing qualifications", if desired, is a mutually beneficial business for the state, activating the cultural national heritage and the patriotic mood of the mass consumer. Although there is another way, tested under Mao in China - "the worse, the better."

Imported consumer goods - not Chinese - in the 1980s and 90s. was with us with a bang!

The assortment, packaging, external features of the product were impressive. And what is the bottom line? After 10 years, the manufacturer returns the Soviet brands, naturally in the absence of effective control, not Soviet quality.

We know how to make quality products and are quite capable of regaining "our" market. The issue is not even the price, the problem is the loss of control over the consumer (and not only the consumer, judging by the failures in rocketry, the operation of aircraft, etc.) market. They explain to us: we need economic measures. Correct, however, this is half-truth. If necessary, then accept. The power should have power that is not nominal. It's time to understand that economics has always been politics, economic theory has always been political economy.

Economic movement is self-movement, but it does not take place in a vacuum. Economy is the basis of social movement. Society provides the conditions for economic movement, and the state has the right to energetically join the mechanisms of economic self-movement, directing the development of the economy in the interests of society.

An amazing thing. When it comes to the future of technical progress, futurists of all stripes groan that the autonomization of the movement of technology will lead to the dominance of robots over humans, and it is better not to interfere with the development of the economy. For whom is it better? One conclusion suggests itself: not to disrupt the self-movement of the economy in the interests of those who have privatized the economy and whose service is the "border guards" who prohibit the control of economic processes through politics.

None of the convertible currencies is backed by a quality commodity equivalent and the "free" movement of currency continues under the guise of politics. Financial self-movement creates opportunities for chaos in the consumer market. The state sluggishly protects the legitimate interests of the national producer, even when the product is a product of interethnic integration. There is no political aggressiveness, politics is dragged along the wagon train of the economy instead of outstripping its development on the basis of objective socio-economic trends. I would like to believe the explanations of politicians regarding the duration of accession to the WTO. It is good that they were bargaining, creating a legal "safety cushion" for the domestic producer of consumer goods. The problem: how will they use the concessions from the WTO?

The time for political action - not decisions - is the most favorable. The dope of the nineties and zero seemed to be on the decline. Awareness of the qualitative advantages of many Soviet products of the light and food industries is returning. There is a revival in such an operation, which can stimulate the production of agricultural products in the countryside. Mistrust in consumer imports is growing, including due to its massive Chinese production. Migration flows are stabilizing.

A harsh assessment of the socio-economic situation and a direct indication of the government's responsibility for the failure to fulfill the presidential

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instructions of 2016. in the Message of V.V. Putin, are associated with the determination to "tighten the screws" so that the movement goes on the intended course. A clear activation in interethnic economic relations within the Customs Union, a reboot of strategic relations with an emphasis on China, India, Iran, Latin America. The real possibility of full-scale cooperation with Egypt, Syria and the same Iran - the key states of the Middle East and the African North - all this is a unique international sphere for restoring the balance in the domestic consumer goods market.

Domestic producers need a "coherent" economic policy. By "intelligibility" they mean: clarity, consistency, guarantee support, allowing to cut off the many-sided arbitrariness of administrative bodies and "guardians" of order. Everyone is responsible for quality. Both those who produce and those who are called to ensure the rights of producers. The Customs Union has lit the green light on the path of national goods in the markets of the Treaty countries. Thus, an equilibrium real market competition has been created, which makes it possible to evaluate the natural rather than advertising quality. By the way, a wonderful research topic is "real and" advertising quality ", that is. generated by advertising.

It is no less urgent to analyze the problem of quality in the coordinate system of national mentality and interethnic integration. Integration is deliberately replaced by globalization, despite the obviousness of the difference between these phenomena. Both trends are objective and characteristic of recent history.

Integration - interethnic interpenetration of various types of activities of a socio - economic, cultural and humanitarian scale. It can have an interethnic size, for example - "Union State (RF and RB); local - the Customs Union; regional (Shanghai Organization, EEC). Globalization indicates a worldwide scale of the phenomenon. Among the global problems are those that have arisen as a result of general, but not necessarily integration, processes, and require a consolidated solution.

Global problems, in contrast to the problems associated with integration, are potentially relevant and have a strategic meaning. For example, how to protect life on Earth from large meteorites. When the time of the onset of the event is postponed, but it itself is overly relevant in importance, then speculators, including financial oligarchs, actively rush into the gap, trying to extract profit from uncertainty.

Quality is directly related to integration.

Let's consider the problem of "quality of consumer goods" in the "national" and "international" coordinate system. First of all, it is necessary to find an answer to the question: is integration capable of displacing the national component of quality?

Integration processes under construction on the standardization and uniform metrological characteristics of production, which corresponds to the objective reality. Technological progress is based

on science, scientific knowledge is imperative in terms of normativity. However, the being of the common is not self-sufficient. General requirements are realized through special development, due to the specificity of the circumstances of the action. In other words, no matter how standardized the production of a product is, the originality of production conditions will still manifest in it.

The specificity of conditions - regional, national, is immanently present in raw materials, climate, traditions, culture of performers' consciousness. And in all this is the power of production, which determines the nuances of the quality of the product, which create a special consumer interest in it. Tea is grown in our time all over the world, but the uniqueness of tea plantations in Sri Lanka, the national attitude to tea, ensured the leading position in the quality of the Ceylon product. The same can be said for Kenyan coffee, Bulgarian and Chilean peppers, French cognacs and champagne, Ukrainian lard, Bavarian and Dutch beer, Scotch whiskey, Russian flax, Egyptian cotton, Chinese silk, Argentinean leather, Greek olive oil and much more. The specificity of the environment should be cherished and preferences for its reproduction should be ensured. In fundamental treaties,

The Customs Union consolidates the interethnic division of labor, built in the XX century, contributes to the expression of the objective and subjective aspects of the development of production, mutually enriches the market, facilitating access to it for producers. But this is all theory. Theory develops into a rational practice, not only because it is correct. Activity makes theory a practice; moreover, in order to obtain the desired result, activity must be systemic and consistent.

Interest in the quality of a product, in theory, should not start in production. Its initial position in the normalized market, more precisely at the meeting of the manufacturer and the buyer. A normal market is an indicator of the quality of a product. Demand pulls along the production chain. But not the spontaneous demand of abandoned buyers. Demand is a state of consciousness conditioned by purchasing power, however, it cannot be reduced only to the amount of money, especially when lending is stimulated in every possible way by banks. The demand left at the mercy of intermediaries, lobbyists, speculators is a deadly disease for the national producer of Russia. Demand should be taken under control and generated, the buyer should be educated. Consumer education costs a lot. But it's worth it if you look to the future.

Market liberalism corresponded to the flourishing of the first type of mass production economy, focused on ensuring free access and choice of goods. Such production perceives the consumer as an abstract subject of the relationship in the "producer - seller - buyer" system. The seller is assigned the role of an active intermediary, but nothing more. It

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culturally provides a meeting point for producer and consumer. The system must be functionally active, which presupposes not the presence of its constituent components, but their complicity. The perfection of a system is not determined by aesthetics, but by a design feature. It manifests itself in the maximum activation of the possibilities of what it acts as a system of relations. The perfection of the system design lies in the maximum realization of the potential of relations that create consistency.

The buyer is perfect as a subject of systemic interaction with his purchasing preparation. It is not perfect for the size of its payment capacity. His complicity is determined by the knowledge of the commodity-economic situation. The consumer is not an object of application of the actions of the seller and the producer. The consumer is a subject of the market and it is in his (and other subjects') interests to be informed not by the advertising community, but by professional sources. Then counterfeit and "lochism" will cease to populate the market. The quality of the product begins in the mind of the consumer.

To impose an idea of quality is bad for all legitimate subjects of economic relations. It needs to be educated again by everyone: the manufacturer, the seller, the buyer himself and the institutions of civil society, if the state is passive.

The transition to mass production of the second type - "smart", "lean" economy, activates systemic relations. The function of the market appears in a new light. Together with the manufacturer, the seller focuses on the knowledge of consumer tastes. There is only one, but not an easy, step to make to the system's perfection - the whole world to take up the formation of consumer culture.

The accusation of the current generation in the consumer attitude towards life is not entirely fair. Consumption is the ultimate goal of production. The trouble is in the absence of the consumer culture of the mass consumer, the trouble is of a truly sociocultural dimension. Another consequence of funding cultural progress. Why is one power replacing another, while culture is still in power last in line for political relevance? It's time to understand that not only science has turned into an immediate productive force. Culture is also a factor in the development of production, and a multifaceted factor and very effective.

The reforms of Yeltsin-Gaidar were to inevitably destroy, first of all, mechanical engineering and light industry. Yeltsin did not differ in theoretical training. Gaidar, on the other hand, was obliged to clearly realize that most of our achievements in these branches of production - the military-industrial complex and space technology we do not take into account - were "domestic" successes. Here we clearly lagged behind the competitors, with whom the Democrats set their sights on the common market.

We didn't have what the Poles or the Chinese had. Polish interests were actively lobbied in Europe, the USA and Canada, and the scale of the Polish transformations is not comparable with the Russian ones. In China, after the Cultural Revolution, it was possible to minimize the cost of wages for the bulk of the working population. In addition, the Chinese leaders turned out to be clearly smarter, more honest and more patriotic. They were guided by Deng Xiaoping's ideas about the parallel development of socialist conquests and economic reconstruction, in fact they modernized Lenin's plan for the NEP. The experience of the growth of the industrial and financial power of the PRC in the following decades has proved that it is not socialism that is economically weak, but the directors of socialist construction.

Reforms are rarely fruitful, but they are important nonetheless. Real, that is, scientifically grounded reforms, cannot be long-term. They are effective precisely because of the time limit. Time judges reforms and reformers. Pseudo-reforms, as a rule, take on permanent expression, become overgrown with references to the world conjuncture, climatic anomalies, etc. This is exactly what happened in our country. However, one misfortune does not come. The reformers had to explain to the people why they were testing their patience. They chose the same archival technique - to shift from a sore head to a healthy one.

In the 2000s, myths about fools, roads, drunkenness, poor education, stagnation in science, engineering and technical creativity, managerial weakness, lack of ideas were actively multiplying. The meaning of the myth-making was simple: how hard it is to rule such a people. Peter I, having inherited backward Russia, did not suffer. He acted and divided history into pre-Petrine Russia and Peter's Russia, forcing the whole world to reckon with its interests.

Domestic myths are proliferating and spreading. They are also gaining positions in light industry, which is politically dangerous, because they threaten to intensify measures to integrate economies, cultures, and the strategic interests of Russia and neighboring states. Such tales discredit Russians in the eyes of those who seriously intend to cooperate with us now and in the future.

Let us dwell on some myths, one way or another connected with the present and future of the domestic light industry. It is important to analyze this in the professional and educational process.

Let's start with what is being said everywhere, with the thesis that we are on the oil and gas needle, trade in coal, timber and mineral raw materials. Indeed, our revenues from the sale of raw materials are almost 50 percent. This indicator is frankly undesirable. Nevertheless, it would be possible to build a perfect economy, as Norway, the Emirates, Kuwait did. The crux of the problem is not that Russia



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is dependent on its natural resources, but how the income is used. China is developing manufacturing, especially transport, construction, and light industry. In our country, only recently have they paid attention to those who put shoes on, put on, and make textiles for Russians. It turned out that the "hopeless" industry is responsive. The total market for clothing, footwear, accessories in 2020 amounted to 2.8 trillion. rubles, and in the past passed the milestone of 3 trillion.

Another common myth about the inability to compete with similar production in the PRC. There is no dispute - low wages give the Chinese a head start in the struggle for cost. But, the Chinese will have to raise wages, their other organizational expenses have already been optimized, the pursuit of quantity is accompanied by a loss of quality of Chinese goods, the hope for European brand orders should diminish due to the crisis volatility and a reduction in foreign investment.

Europe and the US need China, but they need China to work for them. The Chinese probably think differently. Contradictions will grow as China grows stronger. Nobody wants to develop China into a world leader, except for the Chinese. The growth rates of the PRC economy have slowed down.

There is one more circumstance holding back the development of the production of consumer goods in China - remoteness from the consumer. "Overseas, a heifer in half, but the transportation is expensive." Now transport services are growing at an outstripping pace, because high prices for energy resources are not going to decrease in the foreseeable future. When the Americans artificially devalued oil in order to undermine the economy of the USSR, they hardly thought that their policy would raise production in China so much. The Chinese skillfully took advantage of the struggle of the superpowers. And the 1980s, 1990s, 2000s are over. Together with them, the political and economic situation in the world has changed.

For a while, cheap labor will be found in the neighboring countries of Southeast Asia - Cambodia, the Philippines, Malaysia, Thailand, Laos, Vietnam, Indonesia, but they lack the Chinese political stability that guarantees the safety of capital investments. In addition, they are maritime countries, rail and road communication with them is hampered by the underdevelopment of railways, their regional scale. The sea routes are unsafe. Pirates of the XXI century around Africa behave like a boss. They understand the futility of trying to escort all the "merchants", the bandits have nothing to lose, life is not dear to them. The risk ignites them.

Let's add to the reasoning the thesis that does not often come into view:

- low qualification of the labor force in the region.

It is possible to maintain the quality of goods of complex production by limiting mechanization and

automation. The circle is closed, as highly qualified engineers and technicians are needed. They are accustomed to a certain way of life and worthy remuneration for their urgently demanded work.

Costs went up and started to disappoint investors. First of all, they are upset by the logic of the futility of continuing to move along the road. It is always difficult to fold, but it is necessary. Changes in real conditions imply changes in business planning.

Returning from distant countries to their homeland and Russian businessmen, focused on the production of consumer goods: textiles, shoes, clothing. There are not as many examples as we would like, but they are weighty and contagious. Famous designers Kira Plastinina and Alena Akhmadulina reached out to production closer to their fellow countrymen. Plastinina built a clothing production in the Moscow region, Akhmadulina opened a factory in the Northern capital. V. Melnikov, the owner of 48 sewing factories and the Gloria Jeans brand, closed factories in China and settled in Russia and Ukraine. He has been working for five years and is mostly satisfied with his decision.

Experts agree on the reality that Russian manufacturers will integrate between European firms and Chinese consumer goods, the demand for which is forced. Statistics confirm that in the second half of 2020, Russians have cut spending on purchases in this sector of the market. We are able to compete with the Turks and Eastern Europeans, who have noticeably sagged in United Europe.

Deputy Head of the Ministry of Industry and Trade of the Russian Federation V. Evtukhov stated that our companies compete on equal terms on the mass market in the sectors of men's suits, home textiles, bed linen, footwear, knitwear, finished leather and nonwovens .. One cannot but agree with the opinion of the official about the presence in the country excellent designers, achievements of high Russian fashion.

Accession to the WTO complicated the state's attitude to production. Essentially, it is separate from the production process. The participation of the authorities and the budget is limited by indirect influence through the creation of favorable and stimulating conditions for the development of production, such as government orders, customs duties, tax incentives, and improvement of the resource base. And yet, the problems of the relationship between the authorities responsible for the welfare of the people and the production in which the people are employed and which feeds them, puts on shoes, dresses, equips them, are not contained in the restrictions imposed by membership in the WTO. The essence of the new situation is in organizing the activities of the authorities themselves.

Accession to the WTO exposed the socio-economic scale of the vices of Russian managers - the corruption component, low values of professional

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culture. The very ideological attitude towards the separation of the managerial profession from the specifics of the object of management is also vicious. "Pure" managerial brings us back to the attitude of the medieval scholastics - realists.

There is a scientific theory of management, which has concentrated in itself the products of reflection over managerial experience. Like any theory, it is not a manager's working tool. In it, the manager looks for directions and possible methods of activity. Likewise, in the demonstration of haute couture, a businessman who is versed in fashion, economics and public mood - the barometer of the market - tries to grab meaningful ideas.

The theory works only as an adapted application to the specificity of the control object. Those who do not know such specificity will be saved exclusively by the command method of management, which subordinates the management theory to production reality.

A "pure" manager is a hostage of finances. For him, production is a combination of cash flows, and not the organization of human reproduction within the framework of national development. He is cut off from the case and a stranger, as a rule, in the team - the appointed commander from the "parallel" case.

The history of the 21st century with top managers clearly shows how important they are. All top companies are the first to show signs of crises and the last to get out of the crisis, despite state support. It's just that these companies are "nationally forming", the face of the state. The state is interested in the fact that the face does not frown ahead of time. Most of the "VIP" managers speculate on this.

Yudashkin, who carried out the state order for the development and sewing of uniforms for the Armed Forces, was rightly indignant at the fact that a company of "clean" managers, led by Serdyukov, created with his models and instructions, placing the manufacture of things in China and changing the technical conditions.

The "clean" manager everywhere is drawn not to production, but to finance. He needs quick feedback. The market drives quick returns. Real production cannot jump, it moves smoothly.

The normal development of production requires, along with smart decisions, strict control over the strict observance of regulations. Everyone knows at what point and how political initiatives are being slowed down. It is also clear that the management of the management mechanism - by officials of all levels - is the prerogative of the government. It is in the way it manages the managers, apparently, that we need to look for a criterion for the quality of government activity. And this mission is called very simply - political will. Without a proper - justified - measure of will, there will be no order.

Finance ministries like to hide behind numbers, presenting them in a way that suits them. Figures,

especially large ones, impress the unenlightened. It is convenient and profitable to hide the alignment behind them - you can appear as a winner in the eyes of the public.

The government has developed and adopted the "Strategy for the development of light industry in Russia for the period up to 2020". In the seven-year period, the aggregate share of domestic light industry goods on the domestic market should be equal to aggregate imports. It is planned to achieve a strategic turning point in the interests of the domestic manufacturer.

The market has its own war, different from the usual one, similar to the "cold" one. Here it is impossible to bring matters to the point of complete destruction of the enemy. The pike in the lake does not allow the rest of the inhabitants to stagnate, makes them move in real time - space. In the early 1990s, tens of millions of Russians looked eagerly at the richness of the assortment of foreign production. Twenty years later, disaffected Russians are looking for something of their own making, realizing that true quality cannot be immensely colorful.

The pursuit of assortment richness has little to do with the normal interests of the mass consumer. There is never too much good, because it cannot be. Beyond the boundaries of the measure of the present, an objectively given quality gives way to an advertising one. "Similar" is a mathematical concept that formalizes the quality of objects. "Like" in reality, as a rule, replaces the true quality. Why? Because this negates the quality of the product.

Quality is identical to originality, to oneself. Wine from the same manufacturer, made according to a centuries-old recipe, differs in price depending on the year of the grape harvest. An assortment is justified when a variety of original quality and quality conditions are realized in it.

Pushing imports out of the market, you need to be ready to expand the variance of the qualities of your own products. But here our socialist experience is not great and it must be built up by all available measures. In particular, an increase in the total volume of up to 46 percent of the share of innovative products is proposed.

To move forward makes progress, but it hardly makes sense to rush. There are laws in the mass consciousness. It is conservative. It is not managers who make a smart economy; it will become smart, acquiring compliance with the stable interests of public demand. It is not necessary to chase after innovations, but to study common sense in the people's minds.

The Chinese do not like changes in politics. Russians are afraid of changes in the range. By comparing the advertised benefits of the newest products with the real materials and properties of enough forgotten things, they understand the trajectory of quality: it will be worse and more

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expensive. The 1990s taught us something, at least the euphoria of the assortment has passed. The consumer is inherent in the desire for the new, but the experienced consumer is selective about renewal, matching the display variety with the taste developed by the experience of consumption, he is a "shot sparrow", you cannot cheat him on the chaff.

Increasing exports over the planned time by 3 times and bringing them up to 3-5 billion dollars is a very optimistic commitment. Therefore, such a spread of values, unusual for statistics. As for the task to reduce shadow production and illegal import by 10 percent, everything here looks real, reflects the demands of lobbyists. The logic is interesting: the external market for us is a solvable problem, the same that we have inside, we cannot change significantly.

Reluctantly, officials are fighting illegal immigrants. A lot of money is spinning in the shadow business, you can't earn so much on exports. By the way, our "strong point" in light industry, in the mid-2020s, is not the development of someone else's space, but the construction of our own market, otherwise the transitional period of the economy from socialism to capitalism will drag on for a long time, and our capitalism will be the model of the European beginning of the 19th century.

Among experts on the world economy, there is an opinion that a massive outflow of capital from China has begun. More restraint should be exercised in evaluating statistics. World financial flows like "capricious" rivers flow unpredictably, investments flow in different directions and in waves. Even a long observation time does not serve as a sufficient basis for an unambiguous conclusion. In any case, China will continue to increase its production. The outflow of finance and the curtailment of production will not scare them. China has been tempered in the recent past, developing according to Mao's formula - "rely on one's own strength." We can settle in the Chinese market by creating joint ventures. The Chinese will support this initiative. It is easier to promote exports to neighboring countries by offering cheaper quality goods at lower prices. In young countries

Three hundred years ago, Peter I paved the trade route to Europe, providing domestic merchants with movement to the West. Until the Soviet period, Russia remained a supplier of agricultural and natural raw materials to European partners. The European light industry worked on our raw materials, of course, not only on it, but the domestic product was known in the West as high-quality, and was in steady demand. The history of economic relations with Russia is preserved in the memory of Europeans at the genetic level. It is necessary to activate the memory. V.V. Putin is right when he instructed to comprehensively improve the country's image among foreigners.

Often, China's successes in science, technology, and attracting investors are associated with the gigantic diaspora in all parts of the world. There are

naturally fewer former Russians. Nevertheless, there are many of them and they are also scattered by fate all over the World. Most of the emigrants value their historical homeland and are certainly not opposed to helping, to the best of their ability, to create trust and interest in Russian manufacturers.

Humanity, fortunately, has not ceased to be amazed. Curiosity is drawn to the new, the unusual, you want something good, necessary, beautiful and inexpensive. Simple availability of goods has remained a criterion for the acquisition in very poor corners of the Earth, among the population below the poverty line. All the rest are taught by the "variety" of cheap, no one knows where and how manufactured goods.

Advertising catchy appearance and annoying advertisements, assuring how beautiful they are, lead the buyer into the recent past, which turned into a complete disappointment and loss of paid money. Back in the 1980s, the Chinese authorities punished up to execution for counterfeit goods, rightly believing that speculation on national authority undermines the status of the state. It is not our business to look for the true motives for the liberalization of state attitudes towards the production of consumer goods, but it is absolutely clear that by the beginning of the third millennium, China's reputation as a country that once produced high-quality consumer goods had reached critical levels.

History is the best teacher. Much can be achieved by learning from historical experience and adjusting activities in real time. In no case should you lose control over the quality of goods, nothing can be an excuse for such a policy. Mass and variety can be combined with quality. We need a novelty of impressions - from the type, material, capabilities of the product.

One should not delude oneself with favorable preconditions for the prospect of developing new markets and strengthening positions in existing ones. Prerequisites are just real possibilities. Opportunities "await" the activity that transforms them into actual reality. Unfortunately, activity not only transforms one level of reality into another. It crosses in itself various interests. It is the multidirectionality of interests that is the regulating factor in the movement towards an economic goal.

Competition for the external market is not limited to external confrontation between subjects and economic interests. In economic policy, there are "fifth columns" that represent and vigorously defend the goals of the adversaries. They process the finances spent on their actions. This is the world practice, therefore, it is so important to combine good intentions with will and practical energy. The strongest survives. The strongest in the struggle for the market is the one who skillfully uses the prevailing market conditions and does not save on the promotion of goods, remembering how much the avaricious pays.

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Much, as foreign practice shows, is determined by political will. The state acts within the framework of international relations, but it always has legal levers for managing economic processes. The state defense order made it possible to increase the share of products of domestic light industry enterprises to 70 percent, leaving in the ignorance those who logically ask: why not 100? This is not a rhetorical question.

Bulk order contributes to technological progress, reduces unemployment in difficult regions, and includes reserves of vocational education. If there was not enough production capacity, there was no need to rush to the transition.

Prepare production first. It's not a war time. And so a third of the production was placed with competitors, complicating the conditions for the development of the industry. The jump from the old 30 percent to the new 70 is undoubtedly a step in the right direction, but there is no consistency in the movement, because it is not logical to "feed" a competitor and hope for an accelerated conquest of the foreign market.

The market is a complex and heterogeneous system. The system-forming factor of the market is the opposition of the interests of the seller and the buyer. One wants to sell the product and make a profit, the other wants to buy and save. Resolving conflicts of interest is based on price and quality.

On the way of the buyer, as in a fairy tale, there are obstacles. It is necessary to throw off the spell of advertising PR, to understand the signs of quality, since the market allows for almost unlimited technology of deception, for example, imitation of quality, to be aware of the real prices (taking into account that the product is cheaper on the market than in boutiques and supermarkets - lower costs, illegal delivery, etc.). The buyer is saved by the art of choosing and thinking within the boundaries of "common sense". Common sense is a reliable "pilot" in the movement along market thresholds and shoals, but it is also tempting when it comes to suggesting something unusual that evokes meaningful associations.

Flax is a traditional Russian export commodity. Products made from flax or flax added are popular. They are hygienic, environmentally friendly, pleasant in sensory perception, linen fabric is technological, aesthetic, requires a delicate attitude, and is all-season.

The production of flax and linen fabric fell sharply due to the depression of agriculture during the years of "fateful" reforms. The peasants must be stimulated. Flax is laborious to grow and make. You cannot do without special equipment. With the creation of technical conditions and economic incentives for the manufacturer, business can be set up quickly. Russian craftsmen have guessed to use flax in combination with nettles. Nettle needs no advertising. By its properties, it is quite competitive with flax. In addition, it has the authority of a strong

and persistent antibacterial agent, a circulatory stimulator, a neurostimulator. Products from blended fabric at Siberian fairs went off with a bang! They brought a novelty from the non-black earth Russian west. There is no doubt that Western consumers will be interested in new products. And in the East they will be in demand.

Our state plans to organize textile clusters in several districts. It will probably take into account the agricultural characteristics of the places where the promised clusters will grow. Material-intensive production, organized on a large scale, should be as close as possible to the raw material base. All the more so in the conditions of growth of the rates for transportation at a faster pace. Separating the producer of the final product from the production of the required raw materials doubles the burden on the producer and on the seller. As a result, the consumer suffers in retail, which will boomerang back into production if the economy is unstable. Why is it easier in the West to get out of crisis and depression? Look for the answer in the market. A normally organized market over the three centuries of capitalism's existence automatically reacts to a decline in purchasing power. In difficult times for the economy, businessmen try to get the buyer's money by reducing the price burden on his "wallet". The practice of destroying excess mass of goods to maintain prices is a thing of the past. The market stimulates mass access of buyers to products with various promotions. Manufacturers figure out how to make the old cheap new. The look at quality at such a time is simplified and loses its relevance until the next economic recovery.

We have nothing like this on the market. The question involuntarily arises: do we also need to tune in to three hundred years of waiting, or is there another way? For those who engage in movement along the way, history gives a chance to noticeably accelerate. It is necessary to mobilize to the target setting. Again, political will is required. Self-movement of the economy becomes the main mechanism at the stage of a developed economy and a properly tuned national consciousness.

Public consciousness needs a clear, attractive goal and confidence that this goal is common and the fruits will be fairly shared. We have already built one social system, the democratic reforms have ruined us. The question is: who is to blame? stopped asking. The question remains: what to do? This question is eternal and a normal person is always looking for an answer to it, turning to social institutions and politicians that govern social development.

Without a vigorous agricultural policy, the Russian light industry will not be able to solve its strategic objectives. In turn, it is unthinkable to raise agricultural production without scientific support in the 21st century. The process complicates the reform of Russian science. It is also a necessary phenomenon.



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Therefore, it remains to be hoped that the costs will not be exorbitant and the time will not be endless. And it is also important not to lose positive experience in the inevitable bustle and financial deficit.

The collapse of the USSR deprived Russia of its cotton base and made Russia dependent on capricious suppliers with national ambitions. But it turned out that the country has not lost the ability to "produce its own Newtons." Scientists - breeders opposed politicians with their cutting edge developments. An early ripening variety of cotton was created, which differs from the world standards in its greater resistance to drought - "AS-1". In 2012, they harvested the first cotton crop in the Astrakhan region, processed and produced high-quality cotton linen.

Logic shows that the task of creating in the country its own raw material base for the development of the light industry should be a priority. Technical and technological equipment, personnel training must be carried out in the context of it. Of course, all presented actions are interrelated. The base will have to build and improve for specialists, it will not be possible to provide production with raw materials without modern equipment and technologies. Clusters will remain good dreams without a balanced system of building that direction in the economy, which someone mockingly called "light" industry. Hard years await light industry, but in Russia "hard" and "successful" have always been in the same team. And we harnessed for a long time, as N.V. emphasized. Gogol, which, among other things, did not prevent Europe from being saved from fascism in half a century, and helping Asia and Africa throw off the colonial rulers, and build the second economy in the world.

The historical development of the main types of footwear took place in direct connection with the natural socio-economic conditions of their era, the aesthetic and moral requirements of social life and the dominant artistic style in art.

Style in art is a historically established, relatively stable commonality of the figurative system of means and methods of artistic expression, due to the unity of the ideological content.

In the costume, the general style direction is expressed in basic shapes and proportions, way wearing, applying certain materials and their color combinations, the nature of the use of auxiliary materials, accessories and jewelry.

Changes in the general artistic style of the era are always associated with great ideological and social shifts. They take place over a long historical period. But within the limits of each style there is a more mobile and short-term phenomenon - a fashion that affects all areas of human activity.

The word "fashion" comes from the French mode, which in turn goes back to the Latin modus, which means measure, image, method.

According to V. Dahl, fashion is a temporary changeable whim in everyday life, in society, in the cut of clothes and outfits. Another definition is often found: fashion is a short-term domination of certain forms associated with a person's constant need for variety and novelty of the surrounding activity. Fashion is especially noticeable and actively manifested in a suit, which is subject to the most frequent change of volume, planar and linear forms.

Some experts, trendsetters, believe that the birth of fashion is difficult to associate with any particular period or event. Perhaps this is as vague as its end. But on the other hand, the most important feature of fashion is its obligatory changeability. With the advent of new fashion, shoes, like other costume items characteristic of the previous fashion, partially or significantly lose their aesthetic value, and at the same time, their monetary value. This fact is of great aesthetic and economic importance for manufacturers and buyers. Some do not want to buy, while others untimely felt a sharp drop in demand for these types of footwear, they could not offer the market new fashionable types of footwear in time in order to maintain high demand and the image of their enterprise as a trendsetter with a marketing service. Keeping track of demand issues and making effective decisions in a timely manner. Unfortunately, manufacturers will not understand in any way that this fact - the loss of the aesthetic value of the types of shoes offered to the buyer - comes from the natural desire of people to update their wardrobe, which is associated with constantly changing needs (including aesthetic ones) and the general development of human society.

The work of an enterprise without taking into account the current situation on the demand market today, or better tomorrow, will surely lead to collapse, because fashion is both novelty, and imitation is not always new, but necessarily unusual with the manifestation of the individuality of each consumer. One cannot but agree with the statement of the famous French fashion designer P. Cardin about fashion: "Fashion is ... renewal! The principle that nature has always followed! A tree sheds old foliage, a man sheds bored clothes and shoes. When things become familiar, people get tired of them quickly. Fashion saves you from tiresome uniformity. People want to like each other: to be beautifully dressed, to look good is a natural need. "

A modern leader needs to have that flair, the ability to foresee this emerging new thing that is already in the air, but has not yet acquired flesh. You need to learn this skill, take risks, surround yourself with talented fashion designers, trust them, implement their proposals and developments in small batches, test them on the demand market, advertise the merits of the offered range of shoes, form good taste in the buyer and his desire to be beautifully dressed, look good. It doesn't happen by itself. This state of mind is

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formed under the influence of the environment where a person communicates, lives, creates and wants to be recognizable.

The taste must be developed, but at the same time, every customer, every member of society who considers himself a cultured person, the taste must be endowed with individual qualities, only in this case the fashion will be able to fulfill its mission - to make every person an individual. This is possible if people develop the presence of different personal tastes, if a society of people is created that is capable of respecting other people's tastes, without imposing their own tastes on them, peacefully coexisting, forming a society of intellectual, cultured people.

### Conclusion

Already today, if not yesterday, each manager needs to reconsider his attitude to what is happening at his enterprise in order to ensure the competitiveness and demand for products manufactured at his enterprise.

This problem statement is especially topical for shoe enterprises, because the Russian markets have been and will be oversaturated with types of footwear for the same purpose. Therefore, you need to know exactly what will be in demand on the market and how it should be implemented, so that your range of shoes is chosen by the buyer, withstanding the fiercest competition that generates new offers.

For all this, it is important to build an assortment policy in such a way that, if footwear of the same type arrives on the market, it should differ significantly in price, but meet the requirements of the standard.

In addition, both the head of the enterprise and the fashion designer must, when choosing an assortment policy, proceed from the fact that each fashion corresponds to a certain time, but a certain

repetition is guessed in it with appropriate adjustments, taking into account a different, modern era.

So, for example, the same types of shoes can be:

- immoral - 10 years before their time;
- defiant - 3 years before their time;
- brave - 1 year before their time;
- beautiful - when these types of shoes are in fashion;

- tasteless - a year after their time;
- ugly - 10 years after their time;
- funny - after 20 years; - funny - after 30 years;
- peculiar - after 50 years;
- pleasant - in 70 years;
- romantic - 150 years after their time.

Jean Cocteau owns a catch phrase: "Take fashion seriously, because it is dying so young ..." Fashion is more in vogue than in any other field, one must be able to say goodbye to a find, even a successful one, for the sake of a novelty. Moreover, what is interesting: it is possible to bring to the market in the second round, and sometimes throughout human life and in the third, great-grandmother's shoes, they "look", they are able to live, but this is impossible in relation to yesterday's fashionable and this is confirmed by the entire history of shoe production, as in the field of fashion - yesterday is the unbearable day before yesterday, the day before yesterday is possible. Here the mechanism inherent in our cultural consciousness comes into force: memory revives the old, it becomes cute and enters modern shoes with a special note, creating a kind of support in the stream of changing impressions. It's like breathing.

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ISRA (India) = 6.317  
 ISI (Dubai, UAE) = 1.582  
 GIF (Australia) = 0.564  
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 ESJI (KZ) = 9.035  
 SJIF (Morocco) = 7.184

ICV (Poland) = 6.630  
 PIF (India) = 1.940  
 IBI (India) = 4.260  
 OAJI (USA) = 0.350

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