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Article



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## ON THE ADVANTAGE OF PARTNERSHIPS IN THE PRODUCTION OF PRIORITY PRODUCTS

**Abstract:** In the article, the authors motivate the manufacturer to recommend to the market due to their motivation, managing quality, to produce import-substituting products for the consumer, to revise their concept of forming a market with demanded and competitive goods, taking into account their priority. Such mutual understanding will fully correspond to the desire of the consumer to satisfy his desire to make a purchase, taking into account his social status, to ensure that manufacturers sell their products in full and guarantee them sustainable TEP from their activities and financial stability. Today, and even more so tomorrow, it is important to implement one of the defining principles of production efficiency - the manufacturer produces exactly what the consumer needs in the assortment that creates the basis for meeting demand.

**Key words:** quality, import substitution, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TEP, priority, assortment policy, sales.

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### Introduction

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Both political leaders and the government have recently been talking about the need for a competent industrial policy. A world-famous quality specialist E. Deming, who at one time was a scientific consultant to the Japanese government and led Japan out of the economic crisis, writes in his book "Out of the Crisis": "... managing paper money, not a long-term production strategy - the path to the abyss. Whether the state needs to pursue an industrial policy, we can cite the statement of the outstanding economist of the

past, Adam Smith, who 200 years ago laid the foundations for the scientific analysis of the market economy. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants." You can't really say. What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the decline in inflation, the budget surplus and other financial and economic achievements. And what, is this really the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and

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foreign markets and the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the population of the country? Therefore, it is quite natural today that the task is set for all levels of the executive and legislative authorities - to improve the quality of life of Russian citizens. Let us carry out an enlarged factorial analysis of the problem of "quality of life". The quality of life of citizens depends on the quality of goods and services consumed in the full range - from birth to funeral services, as well as on the solvency of citizens, which allows you to purchase quality goods and services. These two factors (quality and solvency) depend on the state of the country's economy, which, in turn, depends on the efficiency of enterprises in various sectors of the economy, including light industry. The efficiency of the work of enterprises depends on the state of management, on the level of application of modern management methods, on the implementation of production quality requirements.

The problems of improving the quality, competitiveness of materials and products at the present stage of development of the Russian economy are becoming increasingly important. As the experience of advanced countries that at one time emerged from such crises (the United States in the 1930s, Japan, Germany in the post-war period, later South Korea and some other countries) shows, in all cases the basis for industrial policy and the rise economy was put a strategy to improve the quality, competitiveness of products that would be able to win both domestic and foreign markets. All other components of the reform - economic, financial and credit, administrative - were subordinated to this main goal.

Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and management of production. Production must improve, which does not mean becoming more costly. Absolutely right, attention was drawn to one phenomenon that usually slips away in the bustle of the problem - the historicity of the economy. The way it is perceived now, the economy has not always been and will never remain. Economic life changes over time, which forces one to tune in to its changing existence. The modern economy is built on a market foundation and the laws of the market dictate its own rules. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively marginalizing the "social sector", is not compatible with the prospect of economic development, as evidenced by the steady desire of social democracy in the West to turn the economy on the front for social security, a fair distribution of

profits. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts. Therefore, the philosophy of quality must also change. We must be prepared for the coming events. The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of the opposition of the ratio of actions "immediate" and "indirect". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality solely because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied". From the correlation in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule that reflects the relevance and profitability of activities aimed at developing production. The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management". Thus, solving the problems of increasing the efficiency and competitiveness of the economy, and, ultimately, the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority, reflecting the relevance and profitability of activities aimed at the development of production. The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management". Thus, solving the problems of increasing the efficiency and competitiveness of the economy, and, ultimately, the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority, reflecting the relevance and profitability of activities aimed at the development of production. The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of

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- product design and development;
- drawing up a production plan;
- production;

- control and testing of products;
- packaging and storage of products;
- sale;
- purchases;
- provision of resources;
- conducting marketing research.

The types of measurement and monitoring activities to ensure and verify the conformity of products are defined in comprehensive documentation, production plans and shift assignments, technological processes, measurement, analysis and improvement procedures. Monitoring, measurement, analysis and improvement activities include:

- customer satisfaction survey;
- internal audit;
- monitoring and measurement of processes;
- monitoring and measurement of products;
- management of nonconforming products;
- continuous improvement, including corrective and preventive actions;
- determination of places of application of engineering and statistical methods.

The defects that appeared in the sphere of sale of manufactured products indicate not only the poor quality of products, but more about the unsatisfactory work of the enterprise. The reduction of such cases will be possible through the use of participatory management for the implementation of the Policy and objectives in the field of quality and procedures developed by the management of the enterprise as part of the quality management system, forming requirements for all participants in the process to create conditions at the enterprise for the production of defect-free products and with strict control over their implementation, namely:

1. Quality guide. It is the fundamental document of the management system. The Quality Manual describes the structure and content of the quality management system aimed at ensuring product compliance with customer requirements and the mandatory requirements of regulatory documentation (RD), and also sets out the Procedures (or gives links to them) developed within the QMS, describes the interaction between the processes of the management system quality.

2. Internal audit of the quality management system. This procedure is a mandatory documented procedure that establishes the procedure and sequence of actions during internal audits (inspections) of the quality management system.

3. "Warranty repair of products." This document describes the Product Warranty Repair process and establishes the procedure for dealing with customer complaints.

4. Documentation and records management. Controlled documents are those whose preparation, identification, review, approval, distribution, storage

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and revision are carried out on the basis of pre-established, systematically used rules.

5. Management of nonconforming products. This document is a mandatory documented procedure that establishes:

a) specific responsibilities of structural units, officials and individual executors for the management of nonconforming products;

b) goals, objectives, deadlines, procedure for drawing up and registering records and documents for the management of nonconforming products in the main and auxiliary production.

6. Organization of quality control. This document establishes:

a) the procedure for organizing product quality control at the enterprise;

b) specific responsibilities of officials and individual executors for quality control of the enterprise's products, management and identification of nonconforming products.

7. Purchases. This procedure establishes the procedure for evaluating and selecting suppliers, maintaining a questionnaire on suppliers and determining the supplier's reliability category, determines a unified procedure for the procurement of components, materials and semi-finished products, their storage, production support and effective work with product consumers.

8. Design, development of the range and its production. This document establishes the procedure for performing the process "Design, development of the range and its production" and is intended to:

a) regulation and management of the activities of the unit for the design and development of new types of products;

b) continuous improvement of the quality management system and the results of the manufacturing process of demanded products.

9. Production of products. This document establishes the procedure for the implementation of the process "Manufacture of products" and is intended to regulate and manage the activities of units for the production of products.

10. Customer satisfaction. To determine the dynamics of customer satisfaction, the QMS manager collects and systematizes data from information sources. The sources of information on customer satisfaction are:

customer satisfaction questionnaire;  
consumer reviews; output volumes;  
volumes of products sold; prizes, awards and diplomas.

11. Technological preparation of production. This document establishes the procedure for performing the process "Technological preparation of production" and is intended:

a) to regulate and manage the activities of the unit for the technological preparation of the production of new types of products;

b) to continually improve the quality management system and the results of the process.

12. Organization and procedure for conducting "Quality Days". "Day of Quality" is an operational meeting of the heads of structural divisions, dedicated to monitoring and analyzing the quality of the work of the enterprise and its divisions.

13. Statistical methods of quality management. Statistical quality control of products is an element of the mechanism for managing product quality and regulating the relationship between the supplier and the consumer, while checking the manufactured range of products is carried out before and after its manufacture, and not only during its manufacture.

The main goal of applying statistical methods is to regulate the process of creating a high quality product at all stages from marketing to operation with lower economic costs and high efficiency.

Statistical methods provide for the collection, systematization and mathematical processing of the results of production activities, analysis of information for the adoption of corrective and preventive measures, further research of the control object to achieve an acceptable (optimal) level of quality.

### Main part

The implementation of the quality system is a set of works that affects various aspects of the enterprise and its subsystem - the strategic management subsystem, the production subsystem, the logistics subsystem, personnel management, internal communications, document management, etc. In this regard, the implementation of the quality system is quite difficult, long and laborious task. The solution to this problem, as a rule, occurs in several stages.

Let us formulate the main stages of the implementation of the QMS, namely: the improvement of the QMS makes sense only if the enterprise team has a desire to achieve significant results in the struggle for the quality of its products, but all this should provoke the desire of the teams to reach new heights, move forward and guarantee themselves and their enterprises stable results from their activities.

To implement the formulated procedures, wishes, the following activities should be performed, namely:

*\*step 1 - awareness by top management of the goal of creating and implementing a QMS in an enterprise;*

*\*step 2 - establishing the needs and expectations of consumers and other interested parties;*

*\*step 3 - formation of a management strategy, policy and objectives in the field of quality;*

*\*step 4 - organization of quality training for all employees;*

*\*step 5 - planning work on the implementation of the QMS;*



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\*step 6 - implementation of the QMS with the formation of a team consisting of various specialists;

\*step 7 - establishing a system of processes, their coordinated relationship and interaction, highlighting the key processes necessary to achieve quality goals;

\*step 8 - documenting the QMS (to the extent and degree of specification required specifically for your enterprise - not forgetting the obligatory nature of some documentation in accordance with the requirements of ISO 9001-2015);

\*step 9 - internal audits;

\*step 10 - finalization of the QMS documentation and elimination of comments on the results of internal audits and testing during the implementation of the developed regulatory documentation;

\*step 11 - QMS certification;

\*step 12 - further development of the QMS.

The light industry enterprise of the regions of the Southern Federal District and the North Caucasus Federal District, within the framework of the ASEZs, has identified and manages numerous interrelated activities, and the procedures have been identified, described and documented. In addition, we have developed, documented, implemented and maintain a quality management system, which will ensure the company's continuous improvement of its performance in accordance with the requirements of GOST R ISO 9001: 2015. Such procedures within the quality management system are the main procedures:

\* design, development, production of prototypes and putting into serial production of products;

\* drawing up a production plan;

\* control and testing of products for their compliance with the requirements of technical regulations;

\* packaging and storage (performed according to standard and individual technological processes for each product);

\* sale (the process is carried out by trade organizations, or marketing services of the enterprise);

\* provision of resources.

Management Procedures:

\* processes of managerial activity of management;

\* conducting marketing research;

\* sequences and interactions of processes are defined;

\* defined for each procedure "Procedure for the development, execution, approval and approval of the processes of the quality management system" and assumes:

\*ensure that each process has the resources and information necessary to support and monitor those processes;

\* to monitor, measure and analyze these processes;

\* take the measures necessary to achieve the planned results and continuously improve these processes;

\* management processes are carried out: in terms of marketing, this is joint participation in exhibitions, issuing tasks for advertising and researching market trends, and in terms of sales, this is a contract for the sale of products.

The transferred results of the development, documentation and implementation of the quality management system are confirmed by an internal audit conducted on a quarterly basis under the audit program. Internal audits of the QMS at the enterprise are carried out in order to:

\*verification of QMS compliance" with the requirements of ISO 9001:2015 (GOST R ISO 9001-2015);

\*assessing the compliance of the QMS with the requirements established by the internal documentation of light industry enterprises;

\*assessment of the ability of the QMS to effective and efficient functioning;

\*checking the implementation and effectiveness of corrective and preventive actions for nonconformities identified during previous audits;

\*identifying areas of activity for improvement, opportunities and ways to improve the QMS.

Internal audits (inspections) are carried out: a scheduled audit quarterly in accordance with the internal audit program of the QMS, approved together with the order on internal audits by the heads of light industry enterprises, and an unscheduled audit is the basis for it:

\*an increase in the number of comments or complaints about manufactured products;

\* deterioration in the quality of products;

\* checking the implementation of corrective and preventive actions and evaluating their effectiveness;

\* changes in the structure of enterprise management;

\* the need to improve the procedures, processes of the QMS of the enterprise;

\* other reasons.

Audits can be carried out by both the QMS manager and other employees of the enterprise. The selection of the audit team is carried out by the Deputy Executive Director for Quality, taking into account the need to ensure the independence of auditors from the audited activity; or other factors that can affect the effectiveness and efficiency of the internal audit of the QMS. The chief auditor with the audit team during the internal audit of the QMS collect information in order to verify the compliance of the QMS with the requirements of the international standard GOST R ISO 9001:2015, compliance with the requirements of the consumer and the requirements of the QMS documents, the effectiveness and efficiency of



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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 fundamentally new type of worldview 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, was hardly of concern to anyone outside the limited community of philosophers. Everything indicates that this was interesting for those whose gaze was turned to the Cosmos, to the depths of its construction, and the vast majority of fellow countrymen - philosophers were in the grip of earthly problems. For the masses, diversity and the choice of goods were essentially not available. The plebeians demanded: "Bread and circuses!". A small aristocracy enjoyed the celebration of life in all its diversity. The problem of the quality of life was solved in accordance with the socio-cultural architecture of the society. This problem undoubtedly took place, but it 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 the 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. In order for the question of quality to become one of the most important for a society, it was necessary for it to become relevant for the majority of those who form this society. Without the right to freedom and the purchasing power to make a choice, "quality" is not able to be among the priorities of the mass consciousness. Elite requests for quality are developed in exclusive, non-traditional theories, the main goal of which is not to achieve the truth, but to satisfy the needs of customers. Of course, the qualitative and quantitative characteristics of phenomena of natural and artificial origin were known long before when these signs were actualized in social being and consciousness reflecting its development, but, in the light of our research, the existence of knowledge of quality de facto is not so significant. The subject of research is not the awareness of quality, but the development of an understanding of quality at different horizons of social history. Development is the universal state of everything that exists, from the simplest material substrates to the highest forms of thinking. Both the quality and its quantitative expression were improved, the dependence of qualitative-quantitative changes was clarified. 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 began.

As history shows, having left savagery and barbarity, having laid 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 heavily. Biological history has laid in the nature of man an active principle, combined with a developed ability of thinking, noticeably superior to all other types of reflection. But this entire superstructure has been formed over a fairly rigid animal frame, subordinated to the systemic goal of surviving 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 the natural egoism of the biological level to rationally active egoism, despite the well-known civilizational means of cultivation, did not meet the forecasts of either the romantics or the realists-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 on a par with the most important problems, quality had to appear in several functions: as an end, 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 arranged 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 trends 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 desired process, as opposed to a chronological description. Among the Ionians, the story, the story of the past, was called 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, events of the past, necessary for "instructions in the way of life" for those who live in the present. Having passed the test of time, historicism strengthened its positions and became the ideological basis of cultural memory. ON THE. Berdyaev argued: "From the first days of Creation ... man is in the historical, and the historical is in man. Dive into the depths of time is a dive into oneself.

The past dissolves into 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 when he said that everything clever is already known, you just need to think it over again. History is a treasure trove of ideas, a goldmine for a thinking person, no matter what he

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does. A different attitude to history is the combined result of two causes: the first is the interpretation of time, the second is oneself in time. In the pre-Christian period of history, time was interpreted cyclically, representing it as the sum of repeating cycles closed on itself. With Christianity, the view of time has changed. Time appeared as an ascent to the infinite, divided into finite terrestrial and infinite extraterrestrial. The opposition between cyclical and non-cyclical consideration of time is characteristic of theological theory. We are not interested in however, as well as the properties of time in their abstract form. After G. Hegel and K. Marx, what is relevant is not the idea of something in general, but immersion in a concrete-objective, or concrete-historical state of what turns out to be the object of research. In the case of time, it is important to analyze not only its universal properties, but to determine where and how it moves. What is important is that everything that exists in time can take place only if it corresponds to these objective characteristics of time. To exist in time means to have the properties of time. This position is universal both for the infinite variety of individual phenomena, and for the signs of being that are necessary for them, to which "quality" and "quantity" belong. The standard understanding of the law of transition of quantitative changes into qualitative ones simplifies the view of their relationship. Both G. Hegel and F. Engels were far from the meaning that spread under the cover of the dialectical theory of development. Quantity does not translate 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 reserve for the stability of functioning. The measure is "qualitative quantity", it indicates the limits of quantity change without significant consequences for the given quality of the phenomenon. The output of quantitative indicators necessary for the achieved quality, beyond the limits of the measure, inevitably entails qualitative transformations. Simultaneously with the loss of the former quality, there is a process of birth from it, on its basis, of a new quality, commensurate with the changed quantity. The key position in the relationship between quality and quantity is the measure. On the same measure, quality specialists prefer not to talk seriously, reducing the measure to quantitative standards. As if the 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" belongs to neither quality nor quantity. It expresses a systematic way of relations between quality and quantity, connects them. So, first: quantity and quality interact through the measure, the measure mediates their connection. What "benefit" will the practitioner gain from this conclusion? Mass production, including its "thrifty" variety, requires dimensional characteristics, otherwise the fairy tale

story about a pot of porridge or "a flower - seven flowers" has a chance of a real continuation. Chinese consumer goods are a classic example of the destruction of dialectical unity in the "quantity-quality" system. The market, in its essence, is not capable of being a controller of a measure that regulates relations in the "quantity - quality" system. With the acquisition of wholesale forms of development, the dominance of finance capital and its natural generation - large-scale speculation and intermediation, the modern market has opposed itself to production and has lost interest in the state of production. The market, using the specifics of mass production, has become satiated to the extent of its perversion and can afford to set qualitative characteristics for goods. the dominant position of finance capital and its natural generation - large-scale speculation and intermediation, the modern market has opposed itself to production and has lost interest in the state of production. The market, using the specifics of mass production, has become satiated to the extent of its perversion and can afford to set qualitative characteristics for goods. the dominant position of finance capital and its natural generation - large-scale speculation and intermediation, the modern market has opposed itself to production and has lost interest in the state of production. The market, using the specifics of mass production, has become satiated to the extent of its perversion and can afford to set qualitative characteristics for goods.

The state behaves in the market like a teacher in a kindergarten. 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 along with it, the market and the state are merging. Quality - quantitative assessments are stamped into 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, getting the effect due to the added adaptation measures, unfortunately, again, temporary and partial. In the kaleidoscope of the history of changing methods of quality management, one can discern a certain logic. Life, on the other hand, requires not a "certain" logic, but logical certainty in the form of a holistic, systematically sound theory of quality as a methodological basis for building universal principles of quality management theory. 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 to reveal the full quality. A quality thing can be created in one copy, but in order to reveal the qualitative potential of the manufacturer,



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a single copy (or work) is clearly not enough. The Faberge firm secured fame for itself with the first branded product, but it became a brand through subsequent success in creating a collection.

An example of a systematic understanding of quality within the framework of a measure - dimensional certainty - is small series, the issue of collectible coins, medals. Quality is fixed within the boundaries of a quantitative value, which serves as a measure of its expression. The point here is not only to provide conditions of preference for the vip-consumer of products. The dependence of objective signs of quality on the number of copies produced is also significant. Mass production is objectively associated with a decrease in product quality. Measure is the frontier service of quality; going beyond the measured quantity is a crime against quality. A mass domestic manufacturer is hardly interested in the theory of quality. She is irrelevant to him. If, nevertheless, by chance someone stumbles upon our reasoning, then, most likely, they will smile at their naivety. Trying to rebuild the Russian market with the help of theory, 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 sham, control over the legal order, return the producer of goods to the market, removing an unmeasured number of intermediaries - speculators. A real manufacturer is not interested in speculative transactions. For sustainable development, he needs his own consumer, who, by the way, in turn, does not mind at all, having his own specific and affordable producer within the framework of moral and legal relations. A sense of national dignity is brought up by history and the existing reality. At school, you can learn from the best history textbook, but in addition to school history lessons, there is current life, which is more impressive than historical digressions. In the East they say: "how many times do not repeat halva, it will not be sweet in the mouth." Theory has always been considered the best practical guide, however, in the normalized circumstances of activity. Going into an illegal and semi-legal position, the manufacturer is alienated from quality and, naturally, from the theory of quality. Further, the quality is replaced by pseudo quality and the costs of advertising props grow. The quality of human activity reflects such a complex of its characteristics, which to the maximum extent corresponds to the ideal idea of success. The object of management is human activity in the totality of its factors, characteristics and features. But any human activity is a set of actions aimed at solving a problem, allowing to achieve the goal. Therefore, we can talk about quality management as the management of those characteristics of human activity that make this activity such as is necessary for reliable and real achievement of the goal. The management of any processes ultimately results in the impact on certain of

their characteristics: productivity, reliability, timeliness, design, efficiency, etc. The complex of such characteristics reflects the quality of activity. That is why we can talk about quality management as a special approach. In management there is a goal and means to achieve it. Moreover, quite definite relations are established between these two factors. These are relations of concreteness, interdependence, direct interaction, adjustment, flexibility, adjustment. In most cases of our domestic quality management is seen as nothing more than a means to an end. If we take into account that the goals, as a rule, are not sufficiently defined, then the means to achieve them have the same property. Quality in management is present as a general characteristic of products, achieved through regulations, standards, and technical control. World management experience indicates a change in the status of quality in the management system and processes. In the strategic plans of many firms, quality is considered as the main goal of management, which determines profit, image, stability, confidence in competition, and prospects for development. At least the experience of Japan testifies to this.

Modern management requires the formulation of the problem of quality as the goal of management, and the achievement of this goal requires quite specific means. In quality management, it is of great importance to understand that quality cannot be achieved without taking into account all its components, without organizing interaction in the management system according to quality criteria. In many previously created quality management systems, the main role was played by the characteristics of the product, the properties of the manufactured item, and not by a set of certain characteristics that reflect the socio-economic process of functioning and development of production, the quality of the socio-economic system in general.

*Product quality is a consequence of the action of many factors - the quality of personnel, the quality of production organization, the quality of equipment and technology, the quality of management, design developments, etc. All this seems obvious, however, in real practice, quality management has not yet become a special type of management.* The problem of quality in management should have the status of a goal and subject of management. This is difficult, but necessary, because it is necessary to take a different approach to determining the content of the problems to be solved in management, to evaluate them according to very complex factors. The quality of products can be seen, evaluated, understood. But it is difficult to determine and evaluate the quality of the company's activities that provide good quality products, especially to assess the potential of quality. Not everything can be judged by the final result, not everything equally clearly includes the final result. Much, as it were, falls out in the process of its

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production, receipt, and is transformed into other properties. That is why the quality of products and the quality of activity are not the same thing, but the latter is much more important for the analysis of management, its organization, for setting goals and guidelines for management, for choosing means and methods of management.

This is where the real need for a systematic approach arises and becomes more acute, and not just its declaration. In practical activity, in the very formulation of the problem, in the disclosure of its content, we often exclude the very possibility of a systematic approach to solving problems. One should not think that quality is determined only by technological components, there are factors that go beyond technology. These are factors of labor culture, production aesthetics, market conditions, public consciousness, production infrastructure, etc. Methodologically, a systematic approach involves taking into account not only what exists in stock, in a given product, in finished form, but also what existed in the process of its manufacture or formation. In many cases, these were complex and lengthy processes in which something disappears, turns into something else, something changes the status. But nothing passes without a trace, and everything remains in one way or another in quality. That is why the very concept of quality is valuable because it focuses on a systematic approach, if it is considered as the goal of management, that it requires taking into account the factors of procedurality, structure, existence and development, factors of compliance with a certain external environment, human interests, values of social life, etc.

Today, quality management requires not only standards and state quality requirements. They can only reflect the minimum level of quality that the state must protect. In general, state requirements for quality are a system of administrative quality management. No standards and state requirements can keep up with the changing interests of a person, market processes of competition, changes in the value system and lifestyle. But it is they who determine the understanding of quality and the need for flexible, socio-economic quality management. Quality requires criteria that reflect the dynamics of socio-economic processes. Quality should be determined by market situations that characterize the processes of the dynamics of supply and demand, needs and values. After all, only the market through the mechanisms of supply and demand, competition, pricing and other processes can show the true quality of the product, show what should be taken into account in its characteristics. State requirements, if they should be, can only guarantee a minimum of quality, through which a system is built to protect the consumer from completely poor-quality products. The true dynamics of quality can only be understood in terms of the economics of demand and consumption, competition, price, the functional

purpose of a product, its impact on lifestyle and its role in changing a person's lifestyle. Quality is not only a set of product properties, it is also the initiative and activity of manufacturers in achieving these properties, in searching for and achieving their specific combination. Quality is a concept of a socio-economic type, it is not a static system of properties, it is a person's attitude to his work, to society, to management. In terms of awarding the Quality Mark, we have always been in a state of growth. But we felt the true dynamics of quality despite this indicator. A natural conclusion arises that either the criteria were underestimated, or these indicators were simply incorrectly compiled and used. The quality mark did not show true quality. This can be judged at least by the export of products. The volume of products with the Quality Mark was growing, and the demand for our products on the world market was declining due to poor quality, its non-compliance with international standards. In terms of awarding the Quality Mark, we have always been in a state of growth. But we felt the true dynamics of quality despite this indicator. A natural conclusion arises that either the criteria were underestimated, or these indicators were simply incorrectly compiled and used. The quality mark did not show true quality. This can be judged at least by the export of products. The volume of products with the Quality Mark was growing, and the demand for our products on the world market was declining due to poor quality, its non-compliance with international standards. This can be judged at least by the export of products. The volume of products with the Quality Mark was growing, and the demand for our products on the world market was declining due to poor quality, its non-compliance with international standards. This can be judged at least by the export of products. The volume of products with the Quality Mark was growing, and the demand for our products on the world market was declining due to poor quality, its non-compliance with international standards.

Now the processes of structural restructuring of our production are underway, and it is very important to lay fundamentally new foundations for quality management in the management system, to orient production towards quality as the goal of management and the basis for the successful functioning of production. Quality is a type of development, it is new approaches to regulating product life cycles, creating

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new types of products, assessing obsolescence and physical wear and tear, taking into account the principle of universality. Quality management also requires an information support system corresponding to this goal. Relying only on the meager data of domestic reporting, it is sometimes impossible to draw up a true picture of the state of quality, all the more so to find the reasons for its change or evaluate the formation processes. But the main thing in management is the origins of quality and the trend of its change. In the traditional view, the problem of quality management is reduced mainly to the problem of quality control. This is a sign and factor of the administrative approach to quality management. But experience, both domestic and foreign, shows that the main factor in quality management is the comprehensive motivation of quality, in which the leading role is played not by control, it can be minimized, but by the way the production worker works, which combines both functions and goals, and means of self-affirmation, and interests, and attitude to the enterprise, and sociability, and the socio-economic atmosphere of activity.

Management should be focused specifically on the way of activity corresponding to a certain type of quality activities. This ultimately gives the quality of products without strict control of the administrative

type, but control as a system of analytical evaluation. In a market economy, the "mark of quality" is the price of the product, its fame, demand, and the image of a company that cannot produce low-quality products at all. Achieving a certain quality requires costs. The value of quality costs is the most important characteristic that reflects quality management. But the cost of quality does not yet characterize the potential for achieving quality. The costs can be very high but the quality is low because the costs do not always have an immediate and direct impact on product quality. They sometimes serve only for the consistent formation of the quality potential, for example, the costs for the qualification of workers, the infrastructure of production.

Therefore, in quality management, the formation of quality potential is of great importance, which includes the culture of activity, the socio-psychological atmosphere, the qualifications and education of employees, technology, technical equipment, and the type of organization of activity. Quality does involve serious costs, but it guarantees a stable market position. By working for quality, the manufacturer creates confidence in his own and national future. A properly built understanding of quality guarantees a perspective even in the conditions of the domestic semi-market.

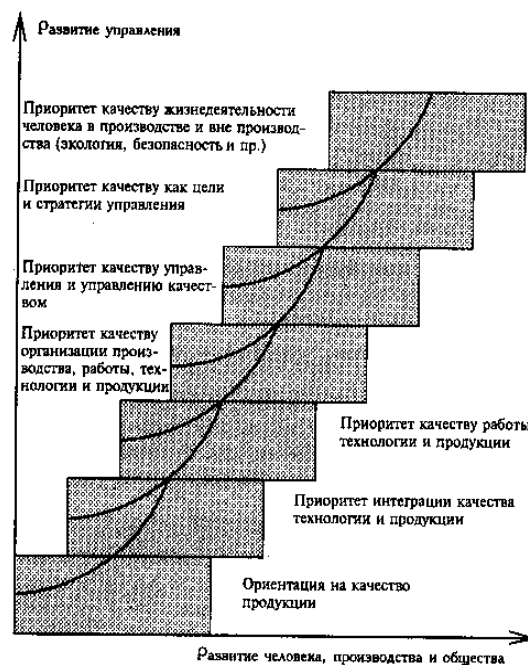


Figure 1 - Changing priorities and the role of management in achieving quality, seven steps into the future

We will try to formulate practically significant fundamental provisions in the order of introduction to the theory of quality (Figure 1):

Quality is not reduced to the sum of properties important for the existence of a product; it is their peculiar combination, built on the basis of usually two features - more general and more specific. For

example. Shoes - "clothing for the legs", a hat - "clothes for the head", muffler - "clothes for the nose and neck", etc. Therefore, the focus should be on them. Quality allows changes that do not lead to a loss of quality, but reduce or increase its consumer value; quality - a set of qualitative states that satisfy system-forming features to varying degrees. The "play" of

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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 consumer. Quality does not exist outside of quantity, they are dialectical opposites, their opposition is valid only within the limits of unity, from which it follows that, while creating quality, it is necessary to include quantitative expressions in qualitative characteristics both in relation to individual properties of the goods and the quantity of marketable 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, author's copies have a high level of craftsmanship and are well paid for. The artist was also paid. When P. Tretyakov was asked a question: would he buy copies of paintings by the artist A.K. Savrasova, what happened to the original? P. Tretyakov's answer turned out to be predictable in terms of categoricalness - no! Quality requires not only skill, but also inspiration. Inspiration with repetitions burns out. Quality is always quantitative, and quantity is qualitative. Quality and quantity are connected by a measure that is most often forgotten. Meanwhile, when defining quality, one must simultaneously think about its dimensionality, both from the standpoint of market conjuncture and from the point of view of the signs of quality themselves. "Quality" is concretized in the concept of "quality". "Quality" - a concept that reflects the model image of the product, "quality" - determines the quantitative limits of reality and reasonableness of quality (the physical and moral status of the product). Quality and the idea of quality are stable phenomena, but time changes them too. Initially, quality was identified with meaning. The criteria of quality were the usefulness and size of the subject, relations. With the development of consciousness and practical possibilities, the grounds for comparison and choice have developed. Quality is relatively separate from quantity. The differentiation of usefulness is being made, participation is being 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 way for talent and mass consciousness complicates the understanding of quality and the process of quality management. Of particular importance is the specificity of the interpretation of quality, in particular, such its basic feature as objectivity. The social theory of being is built on a natural-historical basis - the canvas 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 spontaneous movement. In society, every phenomenon passes through activity, includes in itself and 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 actualized: in what status and to what extent does consciousness enter into what is traditionally called the quality of things?

The answers to both questions must be sought in the philosophical theory of alienation. The theory of alienation has no direct relation to the theory of quality. It contains the keys to the methodology of constructing the theory of quality. From the above reasoning, it is clear that the authors are not idealists, rather they are 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 lighter version of the theory, when a fragment torn from the general theory is turned into the theory itself and adjusted to the design of a market distorted to please speculators, economists-theorists and suppliers of a high-quality surrogate to domestic shelves suits. How long the Russian economy will retain this configuration, we (and not only us) are not given to know, however, the world experience of economic development at various stages of economic relations shows that transition periods pass and over time economic life returns to normal. The trajectory of the process of alienation of human creativity into something that exists outside of it must necessarily preserve and activate the ability to create. Unlike the being of nature, the being of man is not substantial. It is not self-sufficient and can take place solely due to the interchange initially with nature, and subsequently with society, through which human relations with 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, high-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" (reconstructed, adapted by man to suit his interests) nature is synthetic. It appears as a double helix formed by the natural features of natural material (perhaps in people's relations, knowledge expressed indirectly) and the qualitative characteristics of human activity - knowledge, emotions, will, value orientation, skill. As a result, the quality of the product, as opposed to the product itself, embodies the quality of the individual. The personality is alienated in quality, and therefore, in principle, alienation is natural and does not oppress the personality. The negative consequence of alienation is caused by the disproportionate compensation for the lost energy of activity. Having discovered the poor quality of the goods, a hidden production defect, the fraudulent actions of the seller, a normal buyer is upset, first of all, due to their own poor quality. Other losses of the transaction are most



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often compensated. 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 an objectified (objective or functional) expression. From this follows the conclusion about the need to form and direct the development of the ability of mass consciousness to qualitatively evaluate goods: certain experience in the Soviet era was and showed its effectiveness: "circles", "schools", "universities", including those initiated by television and radio. The place of systematic education of the mass consumer, professional assistance in the development of a culture of high-quality selectivity, today on the air is clogged with aggressive advertising, the quality of which is not controlled or control is not commensurate with the size of the 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 quality is. To take on the production of goods without understanding the specific quality of this product means a professional failure in the market. The release of a product with 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: the true creators of quality products will be outcasts in our market as long as the guardians of order are confident in their own impunity for corrupt activities. However, it is necessary to move forward. History is ugly, but still moves towards order 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 producers, there was an official position 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 the conditions for mass production. Adequate quality control measures were required. As the social architectonics leveled out and greater accessibility to the range of goods, the ideas about quality changed in the direction of its quality - quality components. At the same time, the possibility of quality falsification was formed. Further, both de facto and de jure, there was only a step to replace the brand qualities. Going beyond the limits of measure opens the way to legal violations and a moral crisis, up to without limit. approved by the government of the city or country. Agricultural products were controlled by the consumers themselves. The Industrial Revolution simplified the production process and created the conditions for mass production. Adequate quality control measures were required. As the social architectonics leveled out and greater accessibility to the range of goods, the ideas about quality changed in the direction of its quality - quality components. At the same time, the possibility of quality falsification was

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Were the trends in the interpretation of quality and attitudes towards quality that developed in the economy of mass production inevitable? No, they were generated by the new nature of production, reflected this nature and, to a certain extent, were an objective reflection, but, in addition to the object reflected by consciousness, there is an angle of reflection, due to 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, resides outside and independent of consciousness. Its reflection is subjectivized, which, in general, looks in accordance with the theory of reflection. However, it allows, in private, and subjective distortion - involuntary - due to misunderstanding, and conscious in order to obtain a temporary gain. Competition is always a struggle, unfortunately, the fight is not always played by the rules. Quality has been and remains the subject of manipulation in the interests of those who control the market. The consensus about the quality of the creator, producer, seller and consumer is the sweetest fairy

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tale. Consent is achievable between creator, consumer and producer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in production and consumption. He realizes in them his human power. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Shares" and "sale" do not confuse him or deceive him. The former quality management, although it had such a name, had the following disadvantages: who controls the market. The consensus about the quality of the creator, producer, seller and consumer is the sweetest fairy tale. Consent is achievable between creator, consumer and producer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in production and consumption. He realizes in them his human power. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Shares" and "sale" do not confuse him or deceive him. The former quality management, although it had such a name, had the following disadvantages: who controls the market. The consensus about the quality of the creator, producer, seller and consumer is the sweetest fairy tale. Consent is achievable between creator, consumer and producer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in production and consumption. He realizes in them his human power. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Shares" and "sale" do not confuse him or deceive him. The former quality management, although it had such a name, had the following disadvantages: This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in production and consumption. He realizes in them his human power. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Shares" and "sale" do not confuse him or deceive him. The former quality management, although it had such a name, had the following disadvantages: This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in production and consumption. He realizes in them his human power. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Shares" and "sale" do not confuse him or deceive him. The former quality

management, although it had this name, had the following disadvantages:

1. It was carried out under the conditions of administrative management and therefore bore the imprint of this management (administrative methods of quality regulation, limited opportunities for motivating high quality, relying mainly on a quality control system, quality planning and thereby limiting its improvement).

2. Quality in management processes was considered as a means of achieving certain goals (implementation of mainly quantitative indicators of the plan).

3. Quality was declared very broadly, but was not a factor in the management mechanism, the call for quality was not supported by additional funding.

4. The main thing in understanding and regulating quality was the quality of products. Hence, all quality improvement and analysis activities began with the product and were tied to it. Such is the management methodology, such is the approach to quality management: take into account only what directly affects the quality of products, and evaluate its quality according to planned indicators. It was a limited approach.

Let's designate new approaches to quality management:

1. Quality should enter the management process as a goal that defines all the necessary means to achieve it. The difference is that the goal directs development, while the means ensure the purposefulness of processes, the possibility of achieving the goal. Quality is something to strive for, and not something that would act as a tool or method for any achievement of a different nature.

2. It is necessary to move from focusing on product quality to focusing on the quality of activities. This requires expanding the range of factors included in the methodology of problem analysis, their formulation and search. This means understanding that the quality of products is determined by the quality of life, it shows what quality is necessary, achievable; this means that product quality must be considered in terms of quality of life. This would testify to a truly human factor of management.

3. Quality management should be based on market mechanisms of economic development. This means that you should not strive to manage quality based on requirements. The main thing is the economic motivation of quality, both in general and in detail, ensuring its achievement, quality research.

4. The methodology of quality management involves a systematic approach. This means that in quality management, the main thing is to identify all the hidden and explicit, direct and indirect relationships of factors that affect quality and form quality, and we will name practical recommendations for quality management:

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1. In working with personnel, attention should be paid not only to their qualifications, but also to the quality of education.

2. Do not strive to make demands on the quality of products or even on the quality of work, but strive to increase activity in relation to quality, look for ways to improve quality at each workplace, to form quality, both in detail and in general.

3. It is necessary to find the main thing in the process of forming the quality of activity. It is different for different firms, but it always exists.

4. Not standards and requirements solve the problem of quality, but people interested in improving quality.

5. Quality is not only and not so much a characteristic of manufactured products as a socio-economic characteristic of activity. It is necessary to strive not only for the quality of products, but mainly for the quality of activities, because this lays the potential for quality even when it does not initially affect the quality of products.

6. The quality of activity is not just labor productivity, it is the awareness of activity, culture, attitude to activity, professionalization, education, which makes it possible to use professional skills in a different way.

7. To strive for the quality of activity means not only to work well, but to strive for self-improvement, creativity, self-education.

The seller stands on the way to consensus, the subject of relations, which, 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 relations through price interest and profit margins. In Russia for twenty years not a single branded light industry enterprise has appeared, on the contrary, a lot of trade brands have appeared. Trade rows are multiplying, and consumers are assured that the production of goods is unprofitable. The culture of the organization of trade is replaced by the concept of "sales quality". The culture of trade is measured by the assortment, price and physical availability of goods, high-quality advisory support, the absence of queues, compliance with sanitary and hygienic standards, the appearance and behavior of staff, after-sales service. "Quality of trade" is determined by the proportionality of the price and quality of the goods, the conformity of the goods sold with its certificate, and the demonstration of the goods. The seller's profit should not exceed the producer's profit. Both should not wait for an increase in consumer activity only by increasing consumers' wages, but create the most favored nation regime for the buyer (without colluding with another predator of the market - banks). Only in Russia, and only liberals - marketers at every opportunity remember how bad it was for the people before the onset of true democracy - they were starving, they were ragamuffins, they lived

no one knows where and how. Monitoring the quality of life - through the qualitative possibilities of consumption - is expedient within the framework of the existing time. There is only one criterion - the consumer basket is growing and due to what it is increasing? The rate of inflation is a necessary but not sufficient indicator of the state of the quality of life. The government has taken inflation reduction as its main benchmark. The indicator is actually socially - economically significant, indicates the culture of the market and indirectly 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 shoes, clothes, cereals, fish, vegetables, fruits within the common name varies quite significantly. The reserve of quality manipulation is significant. The main thing is still in understanding the quality, not the name, and a systemic characteristic of the product, reflecting the assortment, its change and the dynamics of the proportional representation of the constituent goods. Quality is a system of properties that are essential for a product - this is commonplace and well-known, which is actively used. Replacing properties or their consistency in a quality product. Essential properties are those that are not just 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 view 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. The development of the market stimulates the increase in production in the interests of the consumer within the infrastructural status of the market. The monopolization of production led to the accumulation of financial capital, the latter's autonomization, and market control. As a result, the market has turned from an intermediary into a key subject, trying to replace the indicator function - to show the demand for goods - with 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 alienation of consumption. With natural production, the quality of the product was hardly an actual problem. Quality "dissolved" in the conservatism of technology and technology, traditional assortment. The question of quality was raised by the consumer when he got the opportunity to compare at the fair.

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The market, which grew out of fair gatherings, gradually enriched the representative status with the advertising business, taking control of the relationship between the producer and the consumer. Management levers - financial policy, directions - the main ones - two: the impact on quantity and quality. The quality of the product has become relevant in commodity production. It became clear that in the understanding of quality there are sensual and rational thinking (the latter in the form of calculation). The subjective factor is objectified and fetishized. The market is not capable of directly (using its own mechanisms) influencing the objective properties of a product, but it can very well influence the objectivization of subjective ideas.

A sound and healthy economic policy is called upon 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 the subjective perception of quality, to block the negative effect of advertising impact, which has long and thoroughly become an attribute of market speculation on the importance of quality for the buyer. The presence of choice and solvent opportunities do not serve as a basis for the indisputability of a quality acquisition.

In the existing market, price and quality are divorced even at auctions, famous for the thoroughness of the organizational culture. The buyer is turned into an expert and this grimace of the market is not so bad as illogical. The market forces the consumer to develop as a person. From a layman with a wallet, in order not to turn out to be suckers, we involuntarily try to learn more about the subject of interest, we improve our "purchasing qualifications". 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 concepts, without which the modern theory of quality does not have a systemic holistic view. "Purchasing qualification" includes, along with certain knowledge to help determine the location of the store, the price range for the product, requires basic information about the manufacturer, quality features of the product, the market reputation of the manufacturer, the traditions of the company, the scale of activity. Today, in the consumer market, the naive buyer runs the risk, beyond any reasonable measure, of being the victim not only of deceit, but also of his own carelessness, and therefore without any right to compensation.

The buyer in Russia is formally protected. In real life, one has to be guided by the famous rule "saving the drowning ("buying") is the work of the drowning themselves, read "buying". Increasing "purchasing qualifications", if there is a desire, is a mutually beneficial matter 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-90s. we had a bang! The assortment, packaging, external features of the product were impressive. And what is the result? After 10 years, the manufacturer returns Soviet brands, naturally in the absence of effective control, not of Soviet quality. We know how to make high-quality products and are quite able to regain "our" market. The issue is not even the price, the problem is the loss of control over the consumer (and not only consumer, judging by failures in rocketry, aircraft operation, etc.) market. They explain to us: we need economic measures. True, however, it is a half-truth. If you need it, then take it. The government should have power that is not nominal. It's time to understand that economics has always been politics, economics has always been political economy. Economic movement is self-movement, but it does not take place in a vacuum. The economy is the basis of social movement. Society provides the conditions for economic movement, and the state has the right to actively engage in the mechanisms of economic self-propulsion, directing the development of the economy in the interests of society. An amazing thing. When it comes to the future of technological progress, futurologists of various stripes moan that the autonomization of the movement of technology will lead to the dominance of robots over humans, and it is better not to interfere in the development of the economy. For whom is it better? There is only one conclusion: do not disrupt the self-movement of the economy in the interests of those who have privatized the economy and in whose service are the "border guards" who prohibit controlling economic processes through politics. None of the convertible currencies is backed by a quality commodity equivalent, and the "free" movement of the currency continues under the guise of politics. Financial self-movement creates favorable 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 in the wagon train of the economy instead of being ahead of its development on the basis of objective socio-economic trends. I would like to believe the explanations of politicians regarding the success of joining the WTO. It's good that they bargained, creating a legal "airbag" for the domestic manufacturer of consumer goods. The problem is: how will they now take advantage of the concessions from the WTO? The time for political action—not decisions—is most propitious. 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 consumer cooperation, which can stimulate the production of agricultural



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<b>GIF (Australia)</b>	<b>= 0.564</b>	<b>ESJI (KZ)</b>	<b>= 8.771</b>	<b>IBI (India)</b>	<b>= 4.260</b>
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products in the countryside. There is a growing distrust of consumer imports, including due to their mass production in China. 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 instructions for 2020 in the Message of V.V. Putin are associated with the determination to "tighten the screws" to keep the movement on track. A clear activation in interethnic economic relations within the Customs Union, a reset of strategic relations with an emphasis on China, India, Iran, and Latin America.

Domestic producers need a "clear" economic policy. By "intelligibility" they understand: clarity, consistency, guarantee support, which allows cutting off the many-sided arbitrariness of administrative authorities and "guardians" of order. Everyone is responsible for quality. And those who produce, and those who are called upon to ensure the rights of producers. The Customs Union has lit the green light for national goods on the market of the Treaty countries. Thus, an equilibrium real market competition has been created, which makes it possible to evaluate natural, and not advertising quality. By the way, a wonderful research topic is "real and "advertising" quality, i.e. created by advertising. It is no less important to analyze the problem of quality in the coordinate system of the national mentality and interethnic integration. Integration is deliberately replaced by globalization, despite the obvious 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 may have an international size, for example - "Union State (RF and RB); local - Customs Union; regional (Shanghai Organization, EEC). Globalization indicates the worldwide scope of the phenomenon. Global problems include those that have arisen as a result of common, 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 occurrence of an event is postponed, but it itself is super-relevant in terms of significance, then speculators actively rush into the resulting gap, including financial oligarchs, trying to profit from the uncertainty. Quality is associated with globalization, but practically not so relevant. Quality is closely related to integration. Consider the problem of "quality of consumer goods" in the coordinate system "national" and "international". First of all, it is necessary to find an answer to the question: is integration capable of replacing the national component of quality? Integration processes are based on standardization and uniform metrological characteristics of production, which corresponds to

objective reality. Technological progress is based on science, scientific knowledge is imperative in terms of normativity. However, being in common is not sufficient on its own. General requirements are realized through a special development, due to the specific circumstances of the action. In other words, no matter how standardized the production of a commodity is, it will still show the originality of the conditions of production. The specificity of the conditions - regional, national is immanently present in the raw materials, climate, traditions, culture of consciousness of the performers. And in all this is the power of production, which determines the nuances of the quality of the product, creating 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 about Kenyan coffee, Bulgarian and Chilean peppers, French cognacs and champagne, Ukrainian lard, Bavarian and Dutch beer, Scottish whiskey, Russian linen, Egyptian cotton, Chinese silk, Argentinean leather, Greek olive oil and much more. The specificity of the environment should be valued and preferences for its reproduction should be provided. The fundamental treaties governing relations in the United Europe clearly spell out the priority of national traditions. The Customs Union reinforces the interethnic division of labor built in the 20th 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 reasonable practice not only because it is correct. Activity makes theory a practice, and in order to get the desired result, the activity must be systematic and consistent. Interest in the quality of goods, theoretically, should not begin in production. Its initial position is in a normalized market, more precisely, at a meeting between a manufacturer and a buyer. A normal market is an indicator of the quality of a product. Demand drives the production chain. But not the spontaneous demand of buyers abandoned to the mercy of fate. Demand is a state of mind determined by purchasing power, but not limited to the amount of money, especially when lending is stimulated in every possible way by banks. Demand farmed out to intermediaries, lobbyists, speculators is a deadly disease for Russia's national producer. Demand should be taken under control and formed, the buyer should be educated. Consumer education costs a lot. But it's worth it if you look to the future. however, not reducible only to the amount of money, especially when lending is stimulated in every possible way by banks. Demand farmed out to intermediaries, lobbyists, speculators is a deadly disease for Russia's national producer. Demand should be taken under control and formed, the buyer should be educated. Consumer education costs a lot.

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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 system "manufacturer - seller - buyer". The seller is given the role of an active intermediary, but nothing more. It culturally provides a meeting point between producer and consumer. The system, on the other hand, must be functionally active, which implies not the presence of its constituent components, but their participation. The perfection of the system is not determined by aesthetics - a sign of design. It manifests itself in the maximum activation of the possibilities of that, the system of relations of which it acts. The perfection of the design of the system lies in the ultimate 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 perfect not by the size of the paying capacity. His complicity is determined by knowledge of the commodity-economic situation. The consumer is not the object of the application of the actions of the seller and the manufacturer. The consumer is a subject of the market and it is in his (and other subjects too) 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 a product starts in the mind of the consumer. Imposing the idea of quality is bad for all legitimate subjects of economic relations. It needs to be brought up 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", "Prudent" economy activates systemic relations. The function of the market appears in a new light. Together with the manufacturer, the seller focuses on knowledge of consumer tastes. To the perfection of the system, it remains to take only one, but not an easy, step - the whole world to take up the formation of a consumer culture. The accusation of the current generation in the consumer attitude to life is not entirely fair. Consumption is the ultimate goal of production. The trouble is in the absence of a consumer culture of the mass consumer, the trouble is really of a socio-cultural dimension. Another consequence of funding cultural progress. Why does one power replace another, while culture is still in power last in line for political relevance? It is time to understand that not only

science has become a direct productive force. Culture is also a factor in the development of production, moreover, a multifaceted and very effective factor. Naturally, this kind of decision is greatly influenced by the goals that a person pursues, the conditions in which actions unfold, his capabilities, the dynamics of ongoing processes, mood and a number of other factors. However, with all the variety of factors, the behavior of each particular person has a certain stability and predictability, certain principles of behavior inherent in him, criteria for selection and preference, taboos and the like. Moreover, in exactly the same situations, if such situations exist at all, different people can make completely different decisions. And this will again be determined by the fact that they have a different criteria base that sets their priorities and assessments of ongoing events. The criterion base of any person's behavior consists of his disposition towards people, events and processes, the totality of values shared by this person, the set of beliefs that a person adheres to, and the principles that he follows in his behavior. However, despite their strong interdependence, they can be considered as relatively separate characteristics of a person's personality that affect his behavior.

*Location of a person* to people, individual processes, the environment, their work, the organization as a whole plays a very important role in establishing normal interaction between a person and the organizational environment. One and the same phenomenon or action, which has exactly the same manifestation and has the same effect on people, can cause a different reaction due to the fact that people have a different disposition towards this phenomenon or action. Reflecting a person's feelings towards a particular object, the location makes his decisions and actions individual. At the same time, it is important to emphasize that usually a person has a certain disposition towards each object or phenomenon that he encounters in life. The location is characterized by the fact that it:

First, it is invisible, because it is contained in man. On the "surface" only its consequences are visible;

Secondly, disposition stems from the feelings a person has for an object;

Thirdly, the location is, as it were, a point located on the axis with the poles "like" - "dislike";

Fourthly, the location affects the behavior of a person and is manifested in the fact that he behaves in accordance with an a priori positive or negative attitude towards a phenomenon, object, process or person.

Is it permissible within the framework of scientific analysis to compare a real object with a phenomenon from the folklore classics, for example, a market with the fabulous cave of Aladdin? It is not easy to answer this question, since thinking is quite specialized, and specialization is fixed in certain

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traditions that formalize the approach. Scientific editing requires compliance with the requirements of the way of presenting the content of thoughts that is characteristic of science. Neopositivists generally tried to build a special language of scientific communications, however, without success. The collision was practically resolved by the scientists themselves, most of whom actively involved figurative thinking in scientific publications, rightly believing that thinking is a single flow of movement of concepts and images, logical and extralogical, real and fantastic, imaginary. Cognition in any expression is a progressive process, connecting the continuous with the discrete, the ordinary with the unusual. Normalized thinking is relatively, conditionally, artificially organized. The appeal in scientific thinking, including its printed forms, to images created outside the scientific specialization of knowledge, of course, is technologically conditioned.

Thinking cannot exist outside of culture, it is a product of cultural progress. The multidirectional development of culture is the basis of its wealth, and the contradictions of cultural thinking are dialectically united. Comparing the riches of the fairy-tale cave with the riches of a developed modern market, one can clarify a lot, both in economic knowledge and in the dynamics of the transformation of economic theory, in particular, to explain why modern economists stubbornly distance themselves from the political nature of economic science, opposing the economic theory of classical political economy.

Will, perseverance, resourcefulness provided Aladdin with access to cave riches. No intricacies can stop a purposeful person. There is no unknowable, there is still the unknown. The market is a complex, economic mechanism, but it can be understood and managed. The wealth of the cave belonged to the rapists, the market is also not free from violence, so the state is obliged to take the necessary measures to curb the market element, which serves as fertile ground for those who prefer force to law. The fundamental difference between the riches of the cave and the market is that the robbers were not going to add anything else, and Aladdin had to be content with what he received. The wealth of the market, on the contrary, will grow and along with them problems, the main of which is the realization of commodity receipts. What should be the product for the buyer to sweep it off the shelves? What kind of buyer would you like to see on the market? If the "buyer" is considered outside the socio-economic context, then the answer to the second question looks very clear. The market is waiting for a buyer with high solvency. There are such buyers in Russia, but their share does not exceed 7 percent, and they rarely go to the market familiar to the masses, more by chance than out of necessity. The mass consumer is extremely economical and it is difficult to "shake" him to buy. It requires a certain type of product that can charm, and

the presentation of the product - "cultural packaging". It is necessary to attract a buyer, to bewitch. As a reflection of the desire to comprehend the specifics of the status of the demand for goods on the market, one should consider the revival of interest in the concept of "goods attractiveness". It is significantly more specific in content in comparison with the close and more scientific concept of "the market demand for a product". It has less economic statistics, formal signs that allow measuring pressure, but the "human factor" that determines market dynamics is fully present.

The concept of "priority of the goods" concretizes in the characteristics of the goods at the same time its consumer value - the degree of "exchange" for money and the realism of the price set by the seller. Both the manufacturer and the seller have to be friends with the concept of "attractiveness", which is vector-oriented towards the buyer. It knots the interests of all the main subjects of the economically free market. This function of "attractiveness" explains the active promotion of the concept in the group of those economic categories that reveal the potential of the product's competitiveness in the market. Some authors tend to interpret this nomination as traditional actions in the interests of the application of advertising production, which is inappropriate to do due to one-sidedness, interfering with the achievement of a systematic understanding of the value of the attractiveness of the product in the process of reproduction. Advertising production is indeed present here, but as an accompanying factor, that is, the usual place of advertising in the market is confirmed. The growing interest in scientific research and economic policy in the concept of "attractiveness of a product", in our opinion, shows the pattern of restructuring mass production from the existing simplified type to a new, sometimes opposed to it, method of organization - lean production (prudent, gentle production), focused not on abstract variety of buyers' needs, but on the specific architectonics of consumer requests and the solvency of potential buyers. Through the study of the architecture of the market, economic science is called upon to become a direct productive force, thus objectifying the main consequence of the scientific and technological revolution of the middle of the 20th century. The time of mass factory production is calculated with the Industrial Revolution, which laid the scientific, technical and organizational prerequisites for such a development of labor productivity, which turned out to be sufficient for a real opportunity to satisfy the demand for vital goods of the main part of the population through the provision of work and stable wages. It was this combination of production and consumption that launched the development of reproduction in national, and then transnational. The subsistence economy that preceded the industrial stage does not fully correspond to the concept of "reproduction", it was determined by the local demand

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for the product being produced and was essentially closed to the producer, not contributing to the proper extent to national progress. Hence the cult of aggressive wars aimed at plundering near and distant neighbors, feudal fragmentation, and the constant redistribution of property. Wars and power actions performed the functions of the market. The market worked in addition to politics, it was not permanent. without adequately contributing to national progress. Hence the cult of aggressive wars aimed at plundering near and distant neighbors, feudal fragmentation, and the constant redistribution of property. Wars and power actions performed the functions of the market. The market worked in addition to politics, it was not permanent. without adequately contributing to national progress. Hence the cult of aggressive wars aimed at plundering near and distant neighbors, feudal fragmentation, and the constant redistribution of property. Wars and power actions performed the functions of the market. The market worked in addition to politics, it was not permanent.

It is also appropriate to emphasize that the development of the market and the formation of the now classic image of reproduction are due not only to scientific and technological progress, a change in the way of organizing production, but also to the competition of production products in the market, differentiation of the market structure. The history of the market shows the dialectical law of the relationship between quantitative and qualitative changes. When the manufacturer began to work on the market, the product turned into a commodity. The status of the product has changed, and the requirements for it have changed. In order for the product to be sold as intended, it had to attract the attention of the buyer. A product is not a product for sale, but a product that can interest the consumer. The term "hot product" reflects just the movement of goods, its demand by the buyer. "Selling Goods" - the locomotives of the market.

The sign of "priority" belongs to the basic characteristics of the product, and is its "relic" property, which has strengthened its position. It is unprofessional, absurd to produce an unattractive product. Domestics could be forced, taught to consume what they had prepared, grown or made, but buyers always have their own reason and vote with a coin so necessary to continue production. In modern times, the concept of "presentation" is used as a synonym for "attractiveness". From here, perhaps, the expression "prominent product" came from, that is, one that accumulates attention to itself, "strikes" the eye. The ability to make a product "prominent", "attractive" requires both the manufacturer and the seller of high qualifications, professional imagination, and presentation skills. This is a costly business, but the costs pay off with the result. Demand for "attractive", the "prominent" product is high, accelerates the receipt of working capital, stimulates

the increase in production, consolidates the relationship between the seller and the manufacturer, gives stability to the increase in production, which serves as a good advertisement for the manufacturer in the market, eliminates part of the direct payments for advertising services, which are increasingly expensive due to their pretentiousness. Even a panoramic and historical review of the systemic position of the concept of "attractiveness" testifies to its versatility and complexity of manifestation. The fact that the term "attractiveness" is not so often found in journal publications should not lead the mind into a state of question regarding the actual significance of this sign of marketability in the ongoing economic restructuring to the level of lean production. It is no coincidence that when answering the question of the Levada Center, asked in April 2017: "What first of all inspires you with a sense of pride in Russia?", 1600 citizens of the country from 137 settlements of 48 regions of the Russian Federation put "economic success" in the penultimate place, giving the last place to their "relative" - the "health system". K. Marx began his study of the bourgeois mode of production with an analysis of the contradictory nature of the commodity. The commodity is objectively characterized by the presence of consumer and exchange value. The first determines its demand in the market, the second determines the measure of such demand. Cost objectifies labor costs - the quantity and quality of labor produced. Labor also manifests itself through the contradiction born of the commodity essence of capitalist reproduction. On the one hand, he is the creative, creative power of a person - the facet of his essence, on the other hand, he necessarily alienates this human essence, for the product of labor, which has absorbed the creative force, is produced for someone else's consumption. Marxism derives from the theory of alienation the social impasse in the development of bourgeois society. In his main work, K. Marx developed not only the theory of the development of capitalism, it was important for him to bring the dialectical-materialist method of scientific analysis to a working form. The dialectic of G. Hegel was local. Hegel limited dialectical development to the movement of the spirit. Marx saw in dialectics a universal way of development, therefore, in Capital, he traced the dialectics of production in detail, emphasizing the material nature of the goods created by labor. The quality of a commodity is created by the contradictory nature of the commodity and manifests itself through its relation in the form of essential features. Dialectical materialism is based on the recognition of the materiality of the commodity. Intangible goods are a kind of commodity semi-finished product, a "transitional form" to practical expression, materialization. However, the materiality of the goods is specific. The quality of natural phenomena is indeed identical to their material nature, but a commodity, even in its final form-materiality, is



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something different from that created outside and independently of human existence. Labor in a commodity materializes the rational essence of a person - feelings, thoughts, ideals. The product expresses the reasonableness of human reality, therefore, the concept of "quality of the product" should capture the spirituality of a person, confirming that the product is created by a person for a person. In our opinion, the market quality of the goods is intended to reveal the unity of values through a combination of the natural nature of the material and its artificial transformation by the creative activity of man. The quality of the product, along with functionality, is determined by its priority.

Priority is a highly significant pricing factor. The priority dependent portion of the price can be seen as the economic equivalent of priority. This part is measured by the size of demand. Getting a product with new features is always expensive and limited by physical nature. This way to surprise the consumer is associated with the risk of losing competitiveness due to high costs. It is easier and more promising to manipulate consciousness. For this, there are ready-made psychological mechanisms and the necessary scientific knowledge. If the product in its form did not make the proper impression, did not attract, it can be made a priority by modulating in a certain context, for example, by acting on the psyche of subcultural perception. How many pop "stars" we have without proper voices and vocal culture. Little of, that they attract with their performing "skill", they try to copy clothes, accessories, shoes from them. They form the taste of certain social groups, indirectly influencing the market position of goods. If you do not have data for admission to public schools and universities of the arts, go to the "star factories". "Priority" has such reserves, about which managers still have a very unprofessional idea. There is no doubt that in the future, marketers will go beyond the range of knowledge currently defined by education and will squeeze out production and assortment managers. Market management does not demand, as it does now, the teachings of Z. Freud about the "it", "ego" and the conditions for achieving the "superego"; the theory of the "collective unconscious" by C. Jung; E. Fromm's ideas about the significance for consciousness of the ability to be surprised and the role of dreams in real life. The prospects for the market and production are related to the activity that managers will show in relation to the concept of "attractiveness of the product." The most difficult for them will be the process of restructuring thinking from a utilitarian, pragmatic warehouse, formed by the paradigm of minimizing costs to obtain the final margin, to a new principle: to legally and morally maximize the margin. More and more energetically moving into mathematical methodology, economists are losing the specifics of political economic analysis, which requires acting against the backdrop of perspective.

More often you need to return to the works of the classics - W. Petty, A. Smith, D. Ricardo. The "classics", understanding the present, thought about the future, correctly believing that science, limited to the current course of events, resembles a ship at anchor, built as a means of propulsion. "Fathers" of economic science" were philosophers,

Economists can be understood. In conditions of instability of world development, it is extremely dangerous to look ahead beyond the nearest corner. The crisis of 2008, the consequences of which are still making the world economy storm, is a man-made thing. The path was paved by Nobel laureates, they wanted the best. It came out like always. It is time for economic science to return to thinking the scale - not only spatial, but also temporal. Research of the present should be carried out with a reserve for a reasonably foreseeable future, combining them with related sciences, including the teachings of V.I. Vernadsky about the noosphere. E. Deming back in the 1950s, developing the philosophical foundations of quality management, in the section "Seven Deadly Diseases", put planning in the first place, not focused on the production of such goods and services that the market requires, at the same time, the American specialist was aware of the complexity of the situation. The lack of development of the concept of "goods attractiveness" sufficient for management makes us recall its philological roots, the interpretation of "attractiveness" in classical sources. IN AND. Dal identified "attract" with "attract", emphasized the physical meaning of the term, relegating to the background the physiological and psychological aspects of attraction - "attract morally, by feeling, by the power of conviction ..., beckon, attract, captivate". F. Brockhaus and I. Efron did not include this term in their collection. The Britannica has surpassed it too, which is hard to justify, given the desire of this edition to bring changes to the text taking place in the world. A detailed analysis of the content of the concept can be found in the four-volume Academic Dictionary of the Russian Language. "Priority, tempting, interesting. . which disposes to itself, excites, awakens curiosity. Continuing the discussion about attractiveness, we will come to the sign of "originality". Usually, it is with originality, its specificity, which arouses interest in the phenomenon, that the priority of the product is associated, which in general corresponds to the ideas. At the same time, we must try not to absolutize the position of "attractiveness" in the commodity market. The fate of a product on the market is determined by its demand. "Demand" - the concept of social and humanitarian level. It is determined, on the one hand, by the degree of development of society and the solvency of the mass consumer, on the other hand, by the structure of the buyer's needs. Epicurus differentiated needs on the basis of two features - naturalness and necessity. According to the ancient thinker, needs are divided

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into three types: “natural and necessary”, “natural and not necessary”, and “unnatural and not necessary”. In Epicurus's judgments there is a clue to understanding the status of a commodity. There are goods that are objectively necessary; their necessity is born of a natural need for them. The buyer is obliged to buy such goods - they are a necessary condition for his survival. Of course, it is desirable that the goods that make up the “basket of existence” of the consumer are not only usefully necessary, but also pleasant to the senses, however, it is allowed not to purchase such goods only in two cases when there is nothing to pay for and nothing to exchange for. Naturally necessary goods - "running" in the market always. If they are delayed in warehouses or in places of sale, then there is only one reason - price inaccessibility, greed of speculators who have occupied the market. Shoes are a typical representative of the group of naturally necessary goods, along with clothing and household utensils. The main function of footwear lies in its ability to protect the lower limbs from mechanical and thermal damage. The design of footwear regulates, first of all, its functional accessory. The aesthetic side of the design is built on top of the basic function. A characteristic feature of the shoe stores of modern stores are various kinds of promotions, allegedly aimed at reducing prices. When the third pair is promised to be handed over free of charge in a commercial establishment, this means that the price of the first and second pair allows you to painlessly compensate for the losses associated with the “gift”. They pay their price "gift". There is no more obvious argument in favor of defining the pricing situation as one-sided. Oil and gas companies include in pricing the cost of exploration in difficult, often extreme circumstances that require the creation of special equipment, specific materials.

The production of goods is determined by the market. Once upon a time, the market was formed by excess product and manifested itself in the form of fairs. Now the goods are made according to the needs of the market. The market, in turn, accumulates consumer needs in real terms. By chance, antique products or something very unusually new appear on the market. Theoretically, taking into account the reasonableness of human activity, its rationality, the mutual interest of the manufacturer, seller and buyer, one can conclude that all goods will find their consumer. If unsold goods accumulate in the market, it will lose its function and die as a market - a place for buying and selling. In fact, this is what happens sometimes. Only the market is not something abstract, existing outside of time. It represents a form of concrete-temporal reality. In the market, the time factor is especially important. The market is the most important link that ensures the timely reproduction of goods. Market stocks are not born out of fantasy. Sellers agree to bear certain costs, to sequester in their expectations precisely because of the need to do

everything on time. Otherwise, the losses will increase, status costs will join the financial costs. The authority of the market participants themselves will be at risk. In the context of these arguments, the idea matures that the main function of the market is not to make people buy at all, but to make people buy as quickly as possible. A civilized market is designed not only to sell goods in a timely manner, but also to be a factor in accelerating the development of the production of goods. How exactly can this be done? The paradox of the market is that the future of the market is cloudless, all the problems of the market are always modern, they will remain modern as the resolution of some and the growth of others. Where such confidence? From an analysis of the objectively real foundations of the history of the market. The basic market product is one that provides for the naturally necessary needs of a person. Outside the market, it is impossible to satisfy that without which social-individual reproduction is impossible. The market is a socially necessary condition for human life and its progress. The market should not only exist, it is historically imputed to be a factor in the development of society. According to this purpose, the market is supposed to be a developing reality, and society is supposed to take care of the development of the market. Not the freedom to give “as much as one can swallow” (B.N. Yeltsin), but to manage the freedom of the market in the interests of the market and its systemic position in social development. Let's return to the specific structure of the commodity market and continue its analysis, starting from the original idea of the "basic product". Satisfaction with the help of basic human needs requires decoding with the involvement of worldview achievements. You can do it in a different way, simplified, only the simplification will lead to the warning of "common sense": "simplicity is worse than theft." In economic analysis, it is dangerous to underestimate or overestimate anything. Human reality is dualistic, it incorporates the biological and the social. As a first approximation, it is not difficult to separate the biological and social in a person. Biological - meeting the body's needs for nutrition, maintaining the water-salt balance and metabolism, the normality of gas exchange, protecting the temperature conditions of life, reproduction of offspring, movement in space through self-propulsion. Social - satisfaction with the conditions of labor activity, development of thinking, consciousness, speech, cultural progress.

Biological and social are combined on the basis of the need for communication and are realized in communication through activity. Public and interpersonal communications also require their market expression. The biological and social features of human reality are multifaceted. They are not set once and for all, they grow, synthetic forms of manifestation arise. So the prospects for the market of naturally necessary goods and services are ensured, as

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<b>GIF (Australia)</b>	<b>= 0.564</b>	<b>ESJI (KZ)</b>	<b>= 8.771</b>	<b>IBI (India)</b>	<b>= 4.260</b>
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well as market competition, following in the wake of its function to promote the mass availability of buyers to the products offered.

The development of the market is in harmony with the development of a person, his personal expression, new trends in the social movement. The 20th century added sports, scientific activities, space, cinema, and international tourism to the traditional sectors of the market. Terror has been transformed into terrorism largely through market penetration. Market services of terrorists are actively used by the United States and regional states to strengthen their political position. Especially when such actions have a desirable effect on traditional market and exchange trading, for example, in hydrocarbons.

The development of the market goes in the direction of increasing its autonomy. Representatives of financial capital pay special attention to this vector, they are well aware that the market represents the optimal prerequisites for speculative stocks. Finally, the market in the 20th century has become a favorite subject of economic science, seeking to prove that the forces of economic movement are concentrated in the market. The market became a symbol of the new economy, its leaders were not opposed to giving this symbol a scale of socio-historical significance. The desire to present modern society as a "consumer society", "post-industrial society" must be understood in this way. The market is not only a place where speculation has taken on the size of a mass legal phenomenon, it has itself become the subject of speculation over time. Market speculation and speculation on the market phenomenon is an objective reality, generated by the market, their, so to speak, reverse sides, the costs of development. No matter how significant for the history of the market, naturally necessary goods that guarantee the stability of the market movement in the foreseeable future, one should not overestimate the importance of their natural necessity. The natural necessity of a commodity series points to the nature, characterizes the essence of the object. But the nature and essence of the commodity do not appear directly, they are mediated by the phenomenon, the form of existence of the material transformed by production. Low temperatures, high humidity, the need to protect yourself from injury, to fit the workplace and the specifics of the performance of official duties, will lead a person to the store and make him a potential buyer of goods that he lacks, but will force him to purchase only in one case,

This situation is not entirely fabulous, but it looks somewhat implausible for modern Russia. Our buyer has a choice, both in terms of price and attractiveness. 9 out of 10 choose, first of all, based on the price, based on the contents of the wallet, then focusing on the satisfaction of aesthetic claims. Sellers need not panic, no crisis will deprive the market of customers. Their problem is who exactly the

consumer will buy from. He will buy something in which he sees a combination of the need to purchase a product, free financial resources, more precisely, the price on the price tags, and the appearance of the product, including the art of service. The buying formula is simple - "the urgency of the need plus the charm of the offer." The specific content of the terms should be filled by specialists, based on the experience of market relations. On our own behalf, we recall that the demand for ordinary, non-exclusive, copyright, market, there are two types: natural and artificial, provoked by the promises of manufacturers and the advertising process. The domestic consumer, addicted to the effect of "pop culture" of "mass media", has lost the independence of taste along with the ability to think. The national flavor has been largely lost, the cult of globality is flourishing, the market is littered with foreign consumer goods and counterfeit products, to which it is impossible to apply a qualitative assessment. A specific cultural picture is emerging in the market, which is difficult to understand. The state is not seriously interested in the culture of the buyer. The former experience of cultural enlightenment and upbringing was banished. "A holy place is never empty" and instead of the state, organizations came from the structure of civil society, which have neither official powers, neither effective mechanisms nor the required financial means. Scientists economists convince entrepreneurs that it is necessary to cut off everything that is not directly included in production, reducing costs, increasing profitability. In doing so, entrepreneurs are driving themselves into the trap of spontaneity and the whims of the market element, abandoning the levers of demand management. "Prudent economy", which is replacing the current irrationally arranged mass production, focused on the absolute freedom of choice of goods by the consumer, when the assortment must satisfy the request here and now, otherwise the seller will lose customers and call into question the continuation of his business, is "tied" to knowing the needs of a particular buyer. Of course, such knowledge is specific, it is indicative, relative, conditional, more like knowledge is an assumption, but all the same, knowledge, in contrast to an abstract attitude such as: the buyer came for the goods and he must buy it, but we are obliged to help him. How specifically? We do not know, therefore we initiate his desire with an assortment. There is a certain logic and ethics in such reflections. The price of this logic is holding back from supporting it - the high level of costs and pressure on the natural environment. After all, they will not be written off, they will be distributed among consumers, increasing the purchase price.

"Product priority" can become a magnet that initiates the interest of the buyer. No wonder V.I. Dal interpreted "attractiveness" as "attractiveness", "magnetism". The economic system is formed by production relations, therefore, there will be no radical

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transformations of the existing economic system, there will be a restructuring, a reboot that changes not the system, but the order of the system's functioning, the vector evolution of economic policy. The economic system will be optimized by rationalizing costs, minimizing the cost of assortment.

Does the consumer win? Apparently, yes, provided that manufacturers and sellers are not stingy with research work on consumer demand. Here, the simplest research is not enough, it will require a deep analysis and integration of different approaches - economic (marketing), sociological, cultural, ergonomic, sanitary, focusing scientific research on regional, national characteristics. The prospect of real participation in the process of students of different levels will open, accelerating their qualification formation.

### Conclusion

For a particular enterprise, the prospects for promoting commercial products to the market are associated with the development of resources for understanding quality in the coordinates of production - to seek a qualitative compromise, and the education of its consumer.

It is easier for European and North American manufacturers to establish themselves in the market with their goods. The experience of communicating with the consumer has been accumulated over the course of two or three centuries; the market has balanced, adapted to the requirements of the legislation; the state does not put pressure on the market, the manufacturer and the buyer, but where it is present, it does it harshly. Corruption, raids, and monopoly claims have not been eliminated, but the struggle is real, not decorative, sham, which greatly facilitates the accessibility of the market, unifies the conditions of competition.

Among the main problems of European theorists and practitioners is satisfaction with the quality of consumer goods. The problem, in a schematic expression, is simple - it is necessary to qualitatively satisfy the need of the end buyer for the product. Upon closer analysis, simplicity turns out to be conditional - composite, in order to obtain the desired result, it is necessary to build an ensemble on the market from the value of the product (1), price (2) and the consumer's purchasing readiness. In this sense, the market really acquires a nodal significance for economic development. This emphasis on the economic policy of producers can explain the concentration of interests on the consumer. It is not important to wait for the consumer, he must be actively sought and "converted to one's faith." In foreign analytical reviews, information appeared that avant-garde marketers, representing large companies producing consumer goods, propose to significantly expand the format of participation with consumers of products up to the discussion of the recommended price for an economy-

class product. The idea is quite reasonable and practically feasible without much cost. Buying conferences here are few and far between, but the extensive practice of holding promotions, advertising actions with a device for displaying goods, reporting the estimated price and asking for a consumer assessment of the plans are quite promising and can be effective. One should not underestimate the modern buyer, his financial readiness, just as one should not force him to pay for the unqualified policy of the manufacturer with overpricing. Agreed prices are also not fatal for the enterprise. There are always untapped resources: materials science, technology, organizational, activating which the manufacturer makes the process cost-effective. For a stable position in the market in the face of increased competition and volatility, you have to pay. Perhaps it makes sense to rationally modernize what is called "bargaining" in a "market" like a bazaar.

The quality of a product, in practical terms, is determined through its ability to meet the needs and expectations of a particular consumer. The quality of the product consists of many useful properties. The concept of "product value", new for economic theory, is defined as "a set of quality parameters expected by the consumer of the product he needs". From the concept of "product value" "grew" "Tree of consumer satisfaction".

The value of a product is made up of the degree of need for its consumer and the level of quality (the presence of the required characteristics of the product). Buying decisions are also influenced by:

- buyer's confidence in the supplier;
- confidence in the manufacturer;
- information from other consumers;
- accumulated experience of using such a product.

The consumer makes a decision to purchase a product by weighing the ratio of the offered price of the product to the expected costs. The higher the level of customer satisfaction, the more opportunities for business development, the more stable its market position. And I would also like to draw attention to one phenomenon that usually slips away in the bustle of problems - the historicity of the economy. The way we perceive it now, the economy has not always been and will not remain forever. Economic life changes in time, which makes us tune in not to its changing existence. The modern economy is built on a market foundation, and the laws of the market dictate their own rules to it. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively marginalizing the "social sector", is not compatible with the prospect of economic



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development, as evidenced by the steady desire of social democracy in the West to turn the economy on the front for social security, a fair distribution of profits. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace the "social production partnership" - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs. A "thrifty" economy will be focused on resource-saving technologies and environmentally friendly production. It will require a new look at the root concepts. The philosophy of quality will also change. We must be prepared for the coming events. To the best of their competence and interests, the authors tried to share their thoughts with you, dear readers, and entrusted you with their judgments about the past, present and future of the cause to which they devoted their lives. The validity of the main provisions, conclusions and recommendations formulated in this work is confirmed by the use of simulation methods and research tools that correspond to the current state of science. To achieve this goal, namely, to ensure the competitiveness of footwear produced in the regions of the two districts, the effectiveness of the use of innovative technological processes, modern technologies, mathematical models, application software packages, theories of synergy, network cooperation, immanent consciousness about the motivation of business leaders in the manufacture of demanded and competitive products. At the same time, the concept of import substitution of light industry products through the competitiveness of enterprises and through the competitiveness of products, providing it with demand, priority and pretentiousness, creates the prerequisites for sustainable demand among consumers in the regions of the Southern Federal District and the North Caucasus Federal District. This is possible if manufacturers provide demand for products based on the assortment policy with social protection of the interests of consumers, guaranteeing them a stable financial position, a price niche and an efficient cash flow policy, creating stable technical and economic indicators for enterprises.

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 should be carried out in the context of it. Of course, all the presented actions are interconnected. The base will have to be built and improved by specialists, without modern equipment and technologies it will not be possible to provide production with raw materials. TORs will remain good dreams without a balanced system for building that direction in the economy, which someone mockingly called "light" industry.

Difficult years await the light industry, but in Russia "hard" and "successful" have always been in the same team. The desire of researchers to draw the attention of federal, regional and municipal branches of government to revise the concept of the road map and the strategy for the development of light industry in Russia until 2025, approved by the government. Unfortunately, it does not contain the main thing - the role and significance of participation in its implementation by the authorities at all levels, without whose support both the road map and the strategy for the development of light industry are only intentions and nothing more. The absence of promises and responsible ones deprived them of being binding on these very branches of power, and without their interested participation, it is simply impossible to achieve the declared results. Another weighty doubt about its performance is not to have a significant impact on the restoration of light industry enterprises in the regions and municipalities as city-forming ones in order to return social stability and security to small and medium-sized cities in Russia,

The implementation of all the proposed measures presupposes the active participation of these same branches of government, but especially regional and municipal ones, in order to create new jobs in small and medium-sized towns and guarantee their population all social conditions for a decent life, providing them with funding, including work. preschool and school organizations, medical and cultural institutions, distracting young people from the street and other undesirable phenomena. And the appearance on the demand markets of demanded products with a price niche acceptable for most consumers in these regions will reduce the migration of the population from these regions precisely by financing all socially significant institutions.

Forming import substitution, regional and municipal authorities, supporting the heads of enterprises in the implementation of their tasks and filling the markets with products in demand, especially for children and socially vulnerable groups in these regions, they - these same authorities - will directly realize their promises to voters that they have made and create confidence among the population of these regions in their future, which, ultimately, will provide the population of small and medium-sized cities with a decent life.

The results of studies on assessing the competitive potential of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District with the participation of parents, children, buyers and manufacturers are presented in Table. 6.26 - 6.27. Their analysis confirmed the importance of marketing services in the formation of sustainable demand for domestic products in the framework of its import substitution. And the more often these services interact with producers and consumers, the more effective will be

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the results of the work of these enterprises in providing them with sustainable demand for their products, obtaining stable technical and economic indicators of their activities, forming the image and social security of the population of small and medium-sized cities as city-forming enterprises, in the success of which producers, regional and municipal branches of government are also interested, and luck today more than ever is necessary for all participants in the survey to assess the competitive potential of shoe companies located in the regions of the Southern Federal District and the North Caucasus Federal District. The validity of the main provisions, conclusions and recommendations formulated in this work is confirmed by the use of simulation methods and research tools that correspond to the current state of science. To achieve this goal, namely, to ensure the competitiveness of footwear produced in the regions of the two districts, the effectiveness of the use of innovative technological processes, modern technologies, mathematical models, application software packages, theories of synergy, network cooperation, immanent consciousness about the motivation of enterprise leaders in the manufacture of demanded and competitive products. The validity of the main provisions, conclusions and recommendations formulated in this work is confirmed by the use of simulation methods and research tools that correspond to the current state of science. To achieve this goal, namely, to ensure the competitiveness of footwear produced in the regions of the two districts, the effectiveness of the use of innovative technological processes, modern technologies, mathematical models, application software packages, theories of synergy, network cooperation, immanent consciousness about the motivation of enterprise leaders in the manufacture of demanded and competitive products. The authors outline the concept of import substitution of light industry products through the competitiveness of enterprises and through the competitiveness of

products, providing them with demand, attractiveness and pretentiousness in order to create prerequisites for sustainable demand among consumers in the regions of the Southern Federal District and the North Caucasus Federal District. This is possible if manufacturers provide demand for products based on the assortment policy with social protection of the interests of consumers, guaranteeing them a stable financial position, a price niche and an efficient cash flow policy, creating stable technical and economic indicators for enterprises. The desire of researchers to draw the attention of federal, regional and municipal branches of government to the revision of the concept of the road map and the strategy for the development of light industry in Russia until 2025, approved by the government, is justified. Unfortunately, it does not contain the main thing - the role and significance of participation in its implementation by the authorities at all levels, without whose support both the road map and the strategy for the development of light industry are only intentions and nothing more. The absence of promises and responsible ones deprived them of being binding on these very branches of power, and without their interested participation, it is simply impossible to achieve the declared results. Another weighty doubt about its performance is not to have a significant impact on the restoration of light industry enterprises in the regions and municipalities as city-forming.

The implementation of all the proposed measures presupposes the active participation of these same branches of government, but especially regional and municipal ones, in order to create new jobs in small and medium-sized towns and guarantee their population all social conditions for a decent life, providing them with funding, including work. preschool and school organizations, medical and cultural institutions, distracting young people from the street and other undesirable phenomena. And the appearance on the demand markets of demanded products with a price niche acceptable for most consumers in these regions will reduce the migration of the population from these regions precisely by financing all socially significant institutions.

Forming import substitution, regional and municipal authorities, supporting the heads of enterprises in the implementation of their tasks and filling the markets with products in demand, especially for children and socially vulnerable groups of the population of these regions, they - these same authorities - will directly implement their own promises to voters. and create confidence among the population of these regions in their future, which, ultimately, will provide the population of small and medium-sized cities with a decent life.

## Impact Factor:

ISRA (India) = 6.317  
ISI (Dubai, UAE) = 1.582  
GIF (Australia) = 0.564  
JIF = 1.500

SIS (USA) = 0.912  
PIHII (Russia) = 3.939  
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ICV (Poland) = 6.630  
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