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ON THE IMPORTANCE OF PARTNERSHIP BETWEEN ALL BRANCHES OF GOVERNMENT AND MANUFACTURERS IN THE FORMATION OF THE PRIORITY AND PREFERENCES OF CONSUMERS IN THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT IN THEIR PRODUCTS

Abstract: *in the article, the authors motivate the manufacturer to recommend to the market through their motivation, by managing quality, to manufacture import-substituting products for the consumer, to revise their concept of forming the market with popular and competitive goods, taking into account their attractiveness. Such an understanding will fully correspond to the consumer's desire to satisfy his desire to make a purchase, taking into account his social status, to provide manufacturers with the sale of their products in full and guaranteeing themselves stable TPP from their activities and financial stability. And here it is important not to admit a serious methodological error - to reduce economic policy to economic analysis, and to maintain the spirit of solidarity in the team - one for all and all for one - and the seeker will surely find success.*

Key words: *quality, import substitution, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TPP, attractiveness, assortment, assortment policy, demand, sales. paradigm, economic policy, economic analysis.*

Language: *English*

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Introduction

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Increasing the demand and competitiveness of the products of footwear enterprises is one of the most important areas of real economic growth both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District. Therefore, the current situation has led to the need to produce products of the original assortment, taking into account the national and climatic characteristics of these regions and to improve the metrological support for testing footwear and leather goods to improve the quality of products as part of their import substitution.

But it is not enough just to produce products on the territory of the Southern Federal District and the North Caucasus Federal District, it is necessary to

ensure the development and expansion of their production in the future, which is possible when taking into account the interests of all participants, developing a competitive assortment, introducing an innovative technological process using more productive universal and multifunctional equipment, improving the metrological control of footwear and leather goods, interest and support of regional, municipal and federal authorities.

Chemicalization contributed to the transition to the assembly of shoes from units, from pre-processed parts, which led to the creation and implementation of innovative technological solutions, including semi-automatic lines, automated equipment with microprocessor control.

Chemicalization also contributes to the creation of resource and energy - saving technologies, which are becoming indispensable in the face of dwindling resources of the planet. For all its variety and specific features, progressive resource-saving technologies have common features: they are mostly of a low-operational nature and are distinguished by low-waste production. The chemical technology of leather goods meets these requirements. For example, with the injection method, the formation of a molded sole occurs with a minimum amount of waste (up to 1% in total), and when cutting rubber soles from plates, the amount of waste reaches 30%.

It should be borne in mind that the chemical methods of the technology of leather goods are distinguished by a significantly smaller number of operations compared to traditional threading: up to 50 ... 70 operations of the technological cycle instead of 150 ... 180 in the case of making shoes with a welt fastening method.

The chemicalization of footwear production contributes to the improvement of the aesthetic, moisture-proof, frictional and other properties of footwear, which makes it possible to increase the competitiveness of the products. Recently, under the influence of chemicalization, fundamentally new types of footwear have appeared, for example, sports footwear, which is made by casting in the form of a plastic outer shell with an inner stocking inserted into it. Perhaps these are the shoes of the future, which will fundamentally change the entire technology of its production, lead to the complete automation of the process itself.

Another method, dipping, can be used to make shoes by combining the creation of the upper material with the simultaneous molding of the shoe itself. It is also a fundamentally new progressive method of chemical technology of leather goods.

When classifying the methods of chemical technology of leather goods, one should proceed from the fact that they are associated with the processes of processing, molding and finishing of various polymeric materials, such as natural and artificial leather, plastics, elastomers, film and textile materials, cardboard, wood, etc. These methods are based on such processes of chemical technology as pressing, gluing, welding, casting, finishing, etc.

Chemical technology methods are usually classified according to a number of characteristics. For example, according to the physical state of the material when molding polymers:

– in a viscous fluid state - injection molding, extrusion, pressing, sintering, etc .;

– in a highly elastic state - evacuation, pneumoforming, hot stamping, etc.;

– in a solid state (crystalline or glassy; here the ability to exhibit forced highly elasticity is taken into account - stamping at room temperature, rolling, etc.), etc.;

– using solutions and dispersions, rotational molding of plastisols, injection molding of plastisols, molding of products by dipping;

– using oligomers - liquid molding, dipping, etc.

According to the method of molded materials, the methods can be classified as processing:

– thermoplastics - injection molding, extrusion, blow molding and vacuum molding;

– gelatinized pastes - dipping, casting, injection molding;

– rubbers and thermosets - pressing, injection molding;

– polyurethanes - casting, injection molding.

As a result, chemicalization contributes to an increase in labor productivity and a decrease in labor intensity in the manufacture of leather goods. The advantages of chemical fastening methods (glue, vulcanization, stitching and casting) over traditional ones (welded - thread, nail - pin) are quite obvious.

Main part

What is the main thing today for the success in the market for many new and long-standing firms, small, medium and large enterprises, many of which were not so long ago small, for numerous commercial structures and joint ventures? It is their ability to provide the consumer with shoes of higher quality than before, and moreover, for the same or less price.

Modern manufacturing, or as it is commonly called, world-class manufacturing, must meet the following requirements:

– have greater flexibility, the ability to quickly change the range of products. Product life cycle is shorter than ever, product range is diverse

– higher, and the seriality of products, the volume of one-time production batches - less. Hence, a production focused on the release of mass, standardized products (strictly corresponding to standards, specifications, technical conditions), unable to constantly adapt to the needs of real, often small groups of consumers, is now doomed to

extinction:

– use new forms of control, organization and division of labor, taking into account the more complex production technology;

– rely on comprehensive quality management. Quality requirements not only increased, but also changed the nature of decision-making: it is not enough to produce good products, you also need to think about organizing after-sales services, about providing additional branded services to consumers who are highly individualized in their requests;

– improve quality at the same timeproducts and reduce costs. If earlier it was possible to offer the consumer a lower quality product at a lower price and, conversely, a high price always corresponded to high quality, today the situation has changed. Higher quality products should be provided at the expense of the same lower price.

Now in our country there is a situation where most of the population has a very modest income, and it is she who is a potential buyer of mass-produced footwear.

Solving the problems of style, marketing, advertising will allow domestic footwear of mass production to be demanded by this wide sector of the population of Russia. Small and medium-sized shoe enterprises should provide footwear to a more profitable part of the population, however, as well as highly automated production complexes.

In recent years, the absolute increase in the production of leather footwear has been constantly increasing, the range of footwear is being updated at shoe enterprises, taking into account the demand of the population, the production of model and insulated footwear, footwear with a top made of white leather and genuine patent leather, smart shoes for children is increasing. The transition of the country's economy to market relations led to a sharp deterioration in the situation in the footwear industry in Russia due to a decrease in the effective demand of the population, deepening inflationary processes, a crisis of non-payments, which, in turn, caused an imbalance in production and circulation.

When organizing the sale of manufactured footwear, one should not forget that in the South and North Caucasian Federal Districts there were and remain so-called "hot spots", which are territories with a crisis in the economic situation and a negative political situation.

Correct definition of quality, consistency and systematic quality management gives the manufacturer a decisive advantage in the competition for the consumer. It would seem that everything is simple, but simplicity is equally brilliant and deceiving. The general plan for solving the problem determines the vector of movement, sets the factorial priorities of the activity - no more.

A product made by man is dual in nature, it combines the natural properties of raw materials and the characteristics brought into it by human labor. The product has a rental value and added value. In this context, it is not value that is important - it serves as a quantitative equivalent of the quality of a product in general, but the result of labor - in the form of a transformation of the natural state of an object. The product of human activity has a natural, basic, level and a superstructure, introduced. Hence the need for a dualistic perception of the quality of the product, which should not be interpreted primitively as a double quality. The quality of the product is one, but the production duality of the product is associated with it.

Such two-sidedness of the quality of the goods misleads those who, having not yet understood the art of dialectical thinking, strive to sort everything out “on the shelves”, forgetting about the structure of which these shelves are parts. The quality of a product is only determined by a natural basis, but it is built artificially.

The quality of the product has several creators. This is a fashion designer, constructor, technologist, manager; their qualifications, experience are measured without problems. Others are also within reach, only their measurement is difficult, especially when it comes to the consumer.

The economic situation affects both producers and consumers, pumpsthe market is on the waves of its uneven movement, and together with purchasing power and perceptions of quality. Outwardly, determining the quality of a product produced for sale on the market seems to be an impossible task, because for this it is necessary to combine not converging, but (mainly) diverging views. One involuntarily recalls Krylov's Fish, Cancer and Pike, who have undertaken to haul the cart. In our case, there are even more subjects. The designer, technologist, manager develop their understanding of the quality of the goods (they can be combined), they are linked by the common interest of the manufacturer. The buyer has a special approach to quality. As a consumer, he is not sure about the integrity of the manufacturer. In addition, the buyer has his own tastes, reasons, conditioned by the real buying opportunity. There are also the interests of the market, which has become an independent subject of the economy. Speculation is legalized and attracts with its potential. By controlling the market, an intermediary - a speculator - is able to form an image of quality in his own interests, in particular, through advertising, giving priorities, etc. Finally, there is the quality of the product itself, expressed in the totality of properties of natural origin and added by the manufacturer. As a result, we came to the "quality square", combining product quality and quality image. Anything common exists objectively, but only through a single one: at the end of the process, there is always a separate, concrete buyer Pyotr Stepanovich Sidorov and boots, which Pyotr

Stepanovich chose from dozens of different ones. They seemed to him the best in quality and price. The sales assistant professionally explained to Petr Stepanovich that there are better quality boots in the same price range, but, being an independent person, he did not change his decision. This is why pre-sale preparation of products and the culture of the seller are important. The last word belongs to the buyer, his perception of the quality of the product. Everything else only plays up to him.

The most serious contradiction, apparently, remains the discrepancy in the images of product quality between the manufacturer and the consumer. The special importance of a different approach to the quality of the manufacturer and the consumer is natural. They are the main subjects of the system of economic relations, they have a common goal - a product. The former make it, the latter consume it, but they have different motives due to their different position in the system and the culture of target perception. The manufacturer creates the product, but not the product - the ultimate goal of the manufacturer, but the sale of the product. The direct connection between the producer and the consumer is local because it has a negative effect on the producer. The seller blocks the consumer from the manufacturer, and the manufacturer is forced to focus not on the market, but on the market situation, which is most often artificially formed by a speculator and advertising. Money, perhaps, does not "smell", advertising policy frankly "stinks", it is so far from objectivity and free from professional honor. Being in a state of irresponsibility for information, advertising serves the market clearly and in any form. The manufacturer, unlike the seller, is responsible for information both by law and by his professional reputation. The seller manipulates the information as he sees fit - the manufacturer is constrained by responsibility, moreover, the market often dictates the rules of relations to him.

What is the way out for the manufacturer? There is only one way out - direct presence on the market andsignificant investment in consumer education and education. It is difficult to overcome such a program alone, uniting is absolutely real. The domestic manufacturer has everything it needs to oust the speculator from the retail market. He has professional experience, qualified personnel, scientific and technical support, a certain confidence of buyers returning to the old, pre-reform, priorities, which are actively exploited by unscrupulous manufacturers and to which the authorities shyly close their eyes, which does not want to return to the Soviet experience. Confectioners, meat-makers, winemakers shamelessly use Soviet brands, replacing them with surrogates. Brands of Vyatka, Orenburg, Ivanovo, some Moscow and Leningrad enterprises are returning to the market. The tendency of the return of interest is gaining stability. Of course clothing and footwear - not sausage and vodka or chocolate and natural confectionery. Filling technological processes for the production of competitive and popular footwear for consumers in the regions of the Southern Federal District and the North Caucasus Federal District is costly. The use of universal and multifunctional equipment forms the technological process in such a way that it makes it possible to produce the entire assortment of high quality footwear with different price niches.

But in this case, it is necessary to find a solution that would allow the manufacturer to have a tool for assessing the effectiveness of innovative processes. Such a solution is possible if, in each case, an efficiency coefficient is used for such an assessment, the value of which, as a concordance coefficient (W), will be applied in the range 0 <Kef <1. If its value tends to one, then this means that the manufacturer has managed to find the most the optimal solution, if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result are required. In the practice of expert assessment, the assessment of competence with the help of an expert's self-assessment has become widespread. There are various approaches to assessing this indicator. In accordance with one of the methods, the assessment of the competence of expert auditors is based on the calculation of the competence coefficient Kj, which is calculated on the basis of the expert auditor's judgment about the degree of awareness of the problem being solved and the indication of the sources of argumentation of his own opinion. Competence coefficient, Kj, is calculated by the formula:

$$Kj = 1/2\ (Kuj + Kaj), \quad (1)$$

where Kuj is the coefficient of awareness of the problem; Kaj is the coefficient of argumentation on the same problem.

The expert's awareness coefficient is calculated based on the expert's self-assessment, namely:

– awareness of the state of the modern market economy (1);

– awareness of the state of affairs in light industry (2);

– competence in the field of marketing communications (3);

– competence in advertising communications (4).

In table 1, in the numerator, the expert auditor puts down a self-assessment score (from 1 to 10), and the maximum score (10) corresponds to acquaintance at the level of authorship (co-authorship) in the development of specific approaches to solving the problem proposed to him, to the minimum score (1) - complete absence acquaintance with the problem under consideration. After the self-assessment is completed by the expert auditors, the score is adjusted, i.e. the resulting value is multiplied by a factor of 0.1

and entered into the denominator. Thus, the points are transferred to the range of values from 0 to 1, which is the most common for calculating the competence coefficient.

Table 1. The level of professional competence of experts based on the results of their self-assessment

Expert	Expert self-assessment criteria (points)			
	1	2	3	4
1	7 / 0.7	7 / 0.7	5 / 0.5	5 / 0.5
2	7 / 0.7	7 / 0.7	6 / 0.6	6 / 0.6
3	5 / 0.5	10 / 1.0	3 / 0.3	2 / 0.2
4	5 / 0.5	6 / 0.6	4 / 0.4	5 / 0.5
5	7 / 0.7	7 / 0.7	4 / 0.4	5 / 0.5
6	8 / 0.8	4 / 0.4	6 / 0.6	6 / 0.6
7	4 / 0.4	6 /, 06	2 / 0.2	1 / 0.1
8	7 / 0.7	7 / 0.7	5 / 0.5	5 / 0.5
9	6 / 0.6	7 / 0.7	1 / 0.1	2 / 0.2
10	10 / 1.0	10 / 1.0	7 / 0.7	9 / 0.9

The argumentation coefficient is determined by summing up the points of the argumentation assessment, namely: high - 1, medium 0.8, low 0.5. At the same time, for the criterion "Theoretical analysis of the assessment of the argumentation of an expert" (from 0.3 to 0.1), "Industrial experience of an expert" (from 0.5 to 0.2), and for the criteria "Results of the assessment of generalized works of domestic authors", "The results of the evaluation of the generalized works of foreign authors."

"The results of a personal assessment of the state of affairs abroad", "Expert's intuition" it is taken equal to 0.05. First, the degree of argumentation of the opinions of each expert is determined (table .2).

Table 2. Assessment of the argumentation of expert opinions

Sources of argumentation	Intensity of influence		
	High	Average	Low
Theoretical analysis of the expert's argumentation assessment	1,5,6,10	2,3,4,7,8,9	
Expert production experience		3,9,10	1,2,4,5,6,7,8,
The results of the assessment of the generalized works of domestic authors	1,5,6,9,10	2,3,4,7,8	
Evaluation results of generalized works of foreign authors	2,5,10	1,6,8,9	3,4,7
Results of a personal assessment of the state of affairs abroad	6.10	1,2,5,8,9	3,4,7
Expert intuition	1,2,3,5,8,9,10	6.4.7	

Then the degree of familiarity of each expert with the problem under study (competence) is determined (Table 3) and the degree of competence of each expert based on the results of their self-assessment in Table 4.

Table 3. Adjusted level of argumentation, given in the range of values from 0 to 1

Expert	Level of evidence	
	Payment	Result
1	0.3 + 0.2 + 0.05 +0.05 + 0.05 +0.0.5 =	0.7
2	0.2 + 0.2 +0.05 + 0.05 + 0.05 + 0.05 =	0.6
3	0.2 + 0.4 + 0.05 + 0.05 + 0.05 + 0.05 =	0.8
4	0.2 +0.2 + 0.05 + 0.05 + 0.05 + 0.05 =	0.6
5	0.3 + 0.2 + 0.05 + 0.05 + 0.05 + 0.05 =	0.7
6	0.3 + 0.2 + 0.05 + 0.05 + 0.05 + 0.05 =	0.7
7	0.2 + 0.2 + 0.05 + 0.05 + 0.05 + 0.05 =	0.6
8	0.2 + 0.2 + 0.05 + 0.05 + 0.05 + 0.05 =	0.6

9	0.2 + 0.4 + 0.05 + 0.05 + 0.05 + 0.05 =	0.8
10	0.3 + 0.4 + 0.05 + 0.05 + 0.05 + 0.05 =	0.9

Table 4. The degree of competence of each expert based on the results of self-assessment

Expert	Competence in the field							
	the state of the modern market economy		the state of affairs in light industry		state of affairs in the field marketing communications		state of the art in advertising communications	
1	(0.7 + 0.7) / 2	0.7	(0.7 + 0.7) / 2	0.7	(0.7 + 0.5) / 2	0.6	(0.7 + 0.5) / 2	0.6
2	(0.6 + 0.7) / 2	0.65	(0.6 + 0.7) / 2	0.65	(0.6 + 0.6) / 2	0.6	(0.6 + 0.6) / 2	0.6
3	(0.8 + 0.5) / 2	0.65	(0.8 + 1) / 2	0.9	(0.8 + 0.3) / 2	0.55	(0.8 + 0.2) / 2	0.5
4	(0.6 + 0.5) / 2	0.55	(0.6 + 0.6) / 2	0.6	(0.6 + 0.4) / 2	0.5	(0.6 + 0.5) / 2	0.55
5	(0.7 + 0.7) / 2	0.7	(0.7 + 0.7) / 2	0.7	(0.7 + 0.4) / 2	0.55	(0.7 + 0.5) / 2	0.6
6	(0.7 + 0.8) / 2	0.75	(0.7 + 0.4) / 2	0.55	(0.7 + 0.6) / 2	0.65	(0.7 + 0.6) / 2	0.65
7	(0.6 + 0.4) / 2	0.5	(0.6 + 0.6) / 2	0.6	(0.6 + 0.2) / 2	0,4	(0.6 + 0.1) / 2	0.35
8	(0.6 + 0.7) / 2	0.65	(0.6 + 0.7) / 2	0.65	(0.6 + 0.5) / 2	0.55	(0.6 + 0.5) / 2	0.55
9	(0.8 +0.6) / 2	0.7	(0.8 +0.7) / 2	0.75	(0.8 +0.4) / 2	0.6	(0.8 +0.2) / 2	0.5
10	(0.9 + 1) / 2	0.95	(0.9 + 1) / 2	0.95	(0.9 + 0.7) / 2	0.8	(0.9 + 0.9) / 2	0.9
	The most competent expert in this matter is 10, because he has the highest degree of acquaintance - 0.95, computertents also experts 6 - 0.75; and 1, 5, 9 - they have 0.7.		The most competent in this matter are experts 10 - 0.95, as well as experts 3 - 0.9; 1 and 9 - 0.75, and 2, 5 they have 0.7		The most competent in this issue are 10 experts - 0.8; as well as experts 6 - 0.65; 1, 2 and 9 - they have 0.6		The most competent in this issue are 10 experts - 0.9; as well as competent experts; 6 - 0.65; and 1, 2, 5 - they have 0.6	
General output:	The most competent on all issues 1,2,5,6,8,9,10 experts							

Considering the traditional technological processes for the production of leather goods, which today are sources of negative impact on the environment and human health, it can be stated with great confidence that almost each of the technological operations is, to one degree or another, environmentally hazardous. The most significant harmful effect on a person is exerted by the operations of the technological process associated with the use of parts of the top and bottom of shoes, made from auxiliary materials containing toxic substances. First of all, these are, of course, mortar adhesives containing 78 - 80% solvents (acetone, ethyl acetate, gasoline). And if you consider that currently more than 80% of shoes are made using auxiliary materials,

The considered method for assessing the competence of experts with their participation in the work of expert commissions of various organizations can be used if there is sufficient reasoning about the reliability of the results of their work. If there is a need for the head of the organization that forms these expert commissions in a personal assessment of the competence of each participant, in this case it is proposed to use a new method. First, the most preferred marketing communications for promoting light industry products are determined using self-assessment of experts. All personal data are summarized in table 5.

Table 5. The results of the assessment by experts of the most effective marketing communications for the promotion of light industry products

Expert	Marketing communications element			
	advertising	public relations	personal sale	sales promotion
1	1	3	4	2
2	4	2	3	1
3	3	1	2	4
4	2	1	3	4
5	1	2	4	3
6	2	3	4	1
7	1	3	4	2
8	1	3	4	2
9	1	3	4	2
10	4	3	2	1
Total:	20	24	34	22
Output	1st place	3rd place	4th place	2nd place

As can be seen from Table 6.6, experts gave preference to advertising as the main means of marketing communications for promoting light industry products, in second place experts gave preference to sales promotion, third place - public relations and fourth place - personal sales. After that, the assessment of preferred communications for the experts with the highest competence based on the results of all studies is repeated - these are experts numbered 1,4,5,6,7,8,9. The results of the assessment of preferences are given in Table 6 for the most competent experts.

The experts gave preference to advertising and sales promotion as the main means of marketing communications for promoting light industry products in the sales market with unstable demand.

But if the customs commission (TC) needs to make sure that experts have professional competence, it is necessary to use the addition to the program for processing the results of a priori ranking developed by the authors, expanding its capabilities by giving it an evaluation function. This need arose due to a significant increase in the volume of customs work. Now the customs is forced to invite a wider and not always prepared group of specialists as experts to participate in assessing the quality of such a wide range of products without sufficient experience in a qualified assessment of their purpose and quality, which can provoke the entry of low-quality products into domestic markets.

Table 6. The results of the assessment by competent experts of the most effective marketing communications for promoting light industry products

Expert	Marketing communications element			
	advertising	public relations	personal sale	sales promotion
1	1	3	4	2
4	2	1	3	4
5	1	2	4	3
6	2	3	4	1
7	1	3	4	2
8	1	3	4	2
9	1	3	4	2
Total:	9	18	27	13
Output	1st place	3rd place	4th place	2nd place

To confirm the reliability of the proposed methodology in an objective assessment of the competence of experts, a survey was carried out of a group of experts and teachers of higher educational institutions of the Rostov region, who participate in the training of the specialists themselves involved in the examination by customs.

To do this, we will expand the list of the most preferred advertising communications used to promote light industry products using the assessments

of expert auditors, namely: radio, television, print, Direct Mail, Public relations, telemarketing, sales promotion, special advertising, advertising facilities, other types of product promotion (flyers, posters, handouts, balloons). The list of the most preferred advertising communications is shown in Table 7.

Table 7. Characteristics of the most preferred advertising communications for promoting light industry products to domestic sales markets

Name of advertising communications	Rank
Advertising communications	
Radio	
TV	
Seal	
"Direct mail"	
Public relations	
Telemarketing	
Sales promotion	
Special advertising	
Advertising structures	
Other types of promotion: Flyers, Posters, Handouts, Balloons	

The results of the expert questionnaire are shown in Table 8, and the university professors - in Table 9. We were pleasantly surprised that the preliminary designated competence of the invited specialists for the questionnaire was confirmed by the final results - their assessment of the importance of the proposed competencies (the effectiveness of marketing communications for promoting light industry products to the consumer) basically coincided (tables 8 and 9). But, given that the main task of the customs is to obtain an assessment of the competence of each expert during their work in customs and to decide on their possible admission to participation in the examination in the future or their refusal to do so, we conducted a comparative assessment of the results of the questionnaire on these marketing communications for all participants experiment, that is, for experts and for university professors.

The results of the questionnaire are shown in Tables 9–32. The sum of the ranks for each competence was compared with each other for experts and for teachers, and this made it possible, based on the value of the coefficient of concordance, to arrange them according to the degree of competence. The group of the most competent, whose concordance coefficient was 0.9 ÷ 0.97, included 9 teachers out of 10, and only one teacher had a concordance coefficient lower than the normative one, namely, 0.54; but for expert specialists - the results of their participation in the examination are much worse, none of them received the value of the coefficient of concordance, which the teachers showed - they have it equal to 0.5 - 0.87, therefore, With such a result of the examination, the customs service has grounds for refusing the specialists participating in the examination and offering them either to improve their qualifications with subsequent verification of competence, or to attract other specialists whose level of competence will meet the requirements. Figures 1-14 show the results of a questionnaire survey by experts and teachers of advertising communications for the promotion of lightweight products and the results of calculating the concordance coefficient W.

Table 9. The results of the questionnaire survey by experts (students) on the most effective advertising communications for promoting light industry products

Expert	Element of advertising communications									
	1	2	3	4	5	6	7	8	9	10
1	4	1	6	7	9	10	2	3	5	8
2	9	4	8	7	2	3	1	5	6	10
3	6	1	2	5	4	3	7	8	10	9
4	10	2	1	4	3	8	5	9	6	7
5	10	1	3	2	9	7	4	5	6	8

6	10	5	2	7	8	4	1	9	3	6
7	2	1	3	9	8	7	4	5	6	10
8	2	1	7	8	3	10	4	5	6	9
9	4	5	1	2	3	7	6	9	8	10
10	10	5	6	3	7	1	2	8	9	4
1	67	26	39	54	56	60	36	63	65	81
Output	9	1	3	4	5	6	2	7	8	10

Table 10. The results of the questionnaire survey by experts (teachers) on the most effective advertising communications for promoting light industry products

Expert	Elements of advertising communications									
	1	2	3	4	5	6	7	8	9	10
1	10	1,5	1,5	3,5	5,5	3,5	5,5	7	8	9
2	8	1,5	3,5	1,5	3,5	5,5	5,5	7	9	10
3	9,5	1,5	3	4	5	6	1,5	7	8	9,5
4	10	4	1,5	1,5	4	4	6	7	9	8
5	10	1,5	3	4	5	6	1,5	7	8	9
6	10	1	4,5	4,5	4,5	4,5	2	7	8	9
7	4	1	6	7	9	10	2	3	5	8
8	10	1,5	6	4	4	4	1,5	7,5	7,5	9
9	10	1,5	4,5	4,5	4,5	4,5	1,5	7	9	8
10	10	1	3	5,5	3	5,5	3	7	9	8
Sum of ranks	91.5	16	36.5	40	48	53.5	30	69.5	80.5	85.5
conclusions	10	1	3	4	5	6	2	7	8	9

But at the same time, I would like to warn the heads of organizations that attract experts about their responsibility to provide concise, unambiguous information about goods, in the decoding of which the experts involved will participate. The advantages of this information are brevity, unambiguity, but the perception of symbols requires a certain professional training to decipher the information. The basic requirements for commodity information are the following basic requirements: availability, sufficiency, reliability.

These requirements became known as the "Three Ds".

The first "D" - reliability - implies the truthfulness and objectivity of information about the product, the absence of misinformation. Unreliability of information is information falsification.

The second "D" - availability - is associated with the principle of information openness of information about the product for all users. The Federal Law "On Protection of Consumer Rights" states that information about a product must be in Russian.

The third "D" - sufficiency - is interpreted as rational information saturation, i.e. both incomplete and redundant information should be excluded. Incomplete information, for example, the expiration date of a dairy product is not specified, can lead to damage to the health of the consumer. Excessive information is useless information about a product; it can irritate the consumer and prompt them to abandon a purchase.

Understanding the importance for society of the role of expert specialists involved by the TC CU to work in customs expertise to provide consumers with high-quality products, guaranteeing them safety and protecting them from the use of low-quality products, the authors proposed a new method for assessing the competence of specialists involved by the TC CU for their participation in customs examination ...

Filling technological processes for the production of competitive and popular footwear for consumers in the regions of the Southern Federal District and the North Caucasus Federal District is costly. The use of universal and multifunctional equipment forms the technological process in such a way that it makes it possible to produce the entire assortment of high quality footwear with different price niches.

But in this case, it is necessary to find a solution that would allow the manufacturer to have a tool for assessing the effectiveness of innovative processes. Such a solution is possible if, in each case, an efficiency coefficient is used for such an assessment, the value of which, as a concordance coefficient (W), will be applied in the range 0 <Kef <1. If its value tends to one, then this means that the manufacturer has managed to find the most the optimal solution, if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result are required.

Table 11. The transformed matrix of ranks based on the results of a questionnaire survey by experts - students and teachers of advertising communications for promoting products of light products and (results of calculating the coefficients of concordance W)

Survey participants		Factor										
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	W
Students	1	4	1	6	7	9	10	2	3	5	8	0,59
	2	9	4	8	7	2	3	1	5	6	10	0,71
	3	6	1	2	5	4	3	7	8	10	9	0,85
	4	10	2	1	4	3	8	5	9	6	7	0,87
	5	10	1	3	2	9	7	4	5	6	8	0,82
	6	10	5	2	7	8	4	1	9	3	6	0,68
	7	2	1	3	9	8	7	4	5	6	10	0,64
	8	2	1	7	8	3	10	4	5	6	9	0,51
	9	4	5	1	2	3	7	6	9	8	10	0,79
	10	10	5	6	3	7	1	2	8	9	4	0,75
University teachers	11	10	1,5	1,5	3,5	5,5	3,5	5,5	7	8	9	0,87
	12	8	1,5	3,5	1,5	3,5	5,5	5,5	7	9	10	0,92
	13	9,5	1,5	3	4	5	6	1,5	7	8	9,5	0,96
	14	10	4	1,5	1,5	4	4	6	7	9	8	0,90
	15	10	1,5	3	4	5	6	1,5	7	8	9	0,96
	16	10	1	4,5	4,5	4,5	4,5	2	7	8	9	0,96
	17	4	1	6	7	9	10	2	3	5	8	0,96
	18	10	1,5	6	4	4	4	1,5	7,5	7,5	9	0,54
	19	10	1,5	4,5	4,5	4,5	4,5	1,5	7	9	8	0,96
	20	10	1	3	5,5	3	5,5	3	7	9	8	0,96
Places		9/10	1/1	3/3	4/4	5/5	6/6	2/2	7/7	8/8	10/9	
Expert opinions		67	26	39	54	56	60	36	63	65	83	
Teachers' opinions		91,5	16	36,5	40	48	53,5	30	69,5	80,5	85,5	
Rank sums		158,5	42	75,5	94	104	113,5	66	132,5	145,5	168,5	

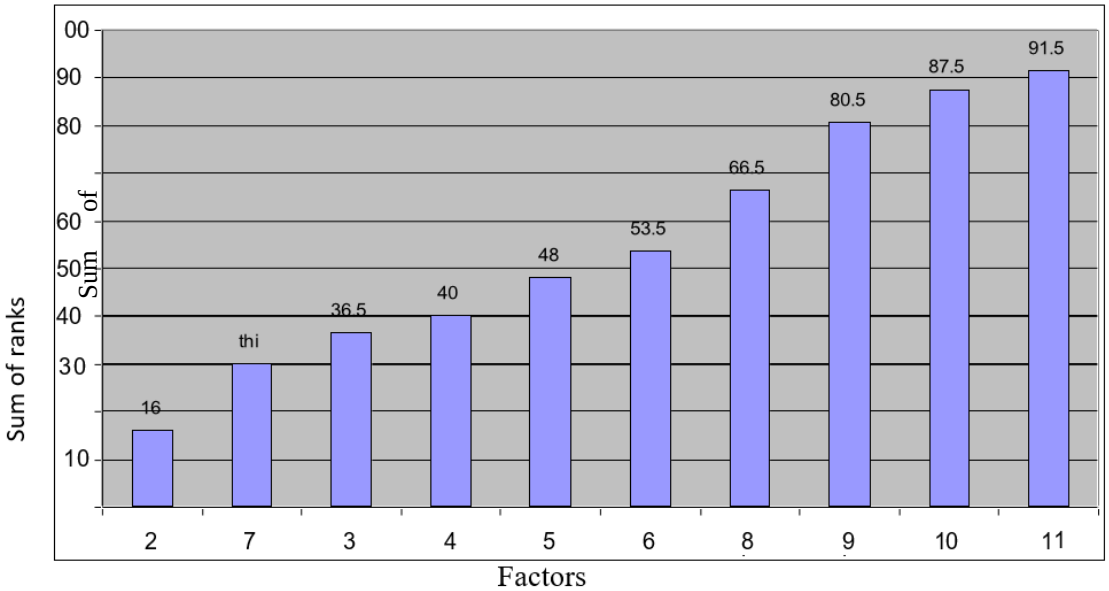

Figure 1 - The results of a survey by experts, students and teachers on the impact of advertising communications for the promotion of lightweight products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

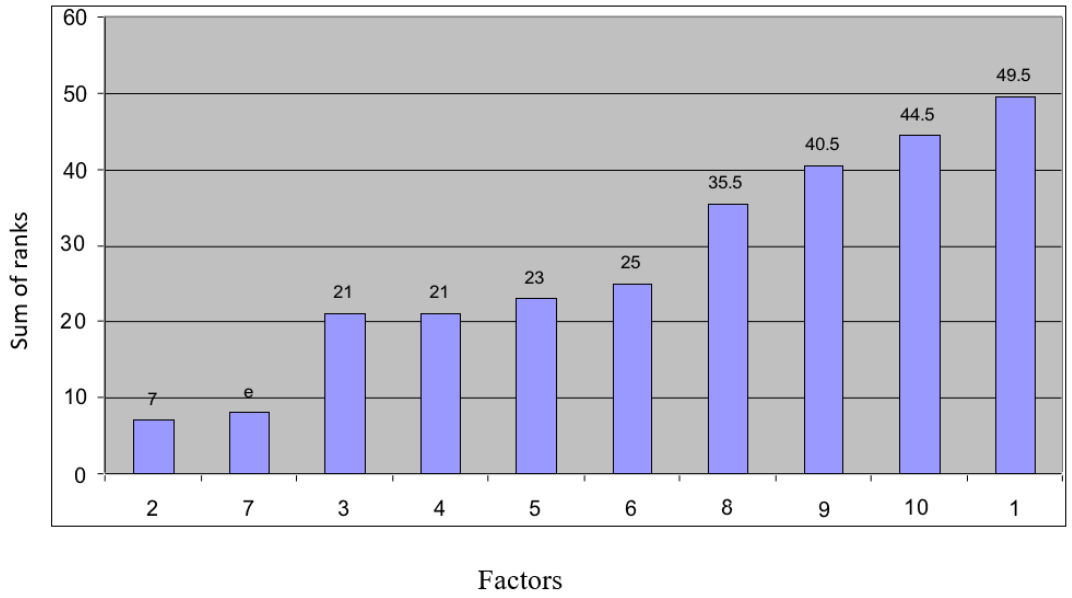

Figure 2 - The results of the questionnaire survey by experts, students and teachers on the influence of advertising communications for the promotion of lightweight products (shoes) in the regions of the Southern Federal District and the North Caucasus Federal District without heretics, that is, without all respondents whose opinion does not coincide with the majority of survey participants

Table 12. The results of the questionnaire survey by student experts of the most effective advertising communications for promoting light industry products

Experts	Factors									
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10
1	4	1	6	7	9	10	2	3	5	8
2	9	4	8	7	2	3	1	5	6	10
3	6	1	2	5	4	3	7	8	10	9
4	10	2	1	4	3	8	5	9	6	7
5	10	1	3	2	9	7	4	5	6	8
6	10	5	2	7	8	4	1	9	3	6
7	2	1	3	9	8	7	4	5	6	10
8	2	1	7	8	3	10	4	5	6	9
9	4	5	1	2	3	7	6	9	8	10
10	10	5	6	3	7	1	2	8	9	4

Table 13. Results of processing a survey of student experts on the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factor										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	QC
1	4	1	6	7	9	10	2	3	5	8	0,47
2	9	4	8	7	2	3	1	5	6	10	0,44
3	6	1	2	5	4	3	7	8	10	9	0,53
4	10	2	1	4	3	8	5	9	6	7	0,53
5	10	1	3	2	9	7	4	5	6	8	0,53
6	10	5	2	7	8	4	1	9	3	6	0,39
7	2	1	3	9	8	7	4	5	6	10	0,53
8	2	1	7	8	3	10	4	5	6	9	0,53
9	4	5	1	2	3	7	6	9	8	10	0,53

10	10	5	6	3	7	1	2	8	9	4	0,35
Rank sums	67	26	39	54	56	60	36	66	65	81	
Sum of ranks without heretics	32	10	10	22	27	32	26	36	36	44	
Coef. concord.		0,31		0,53							
Crete. Pearson		27,56		12,06							

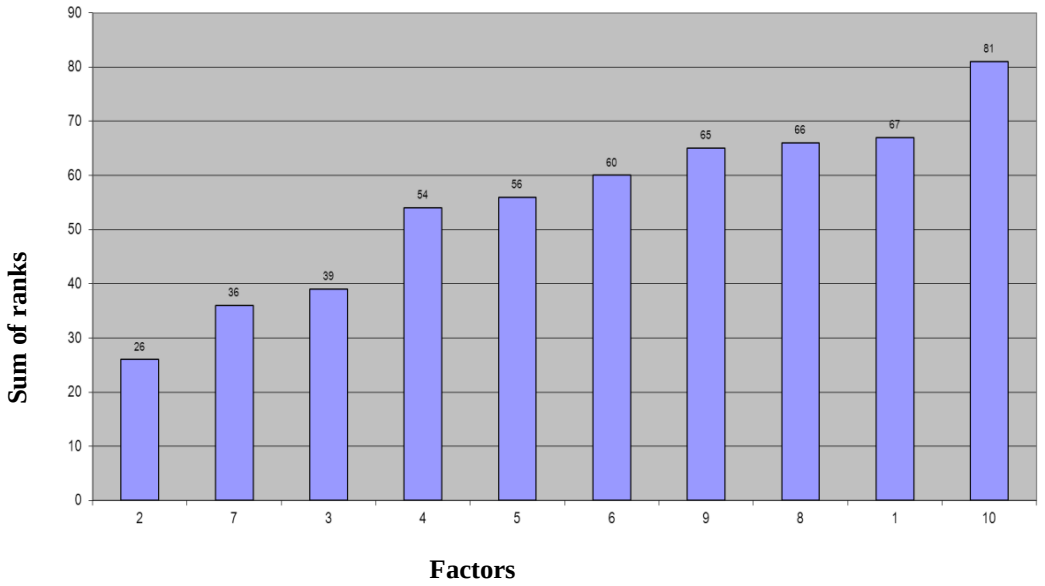

Figure 3 - The results of processing a survey of student experts on the impact of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

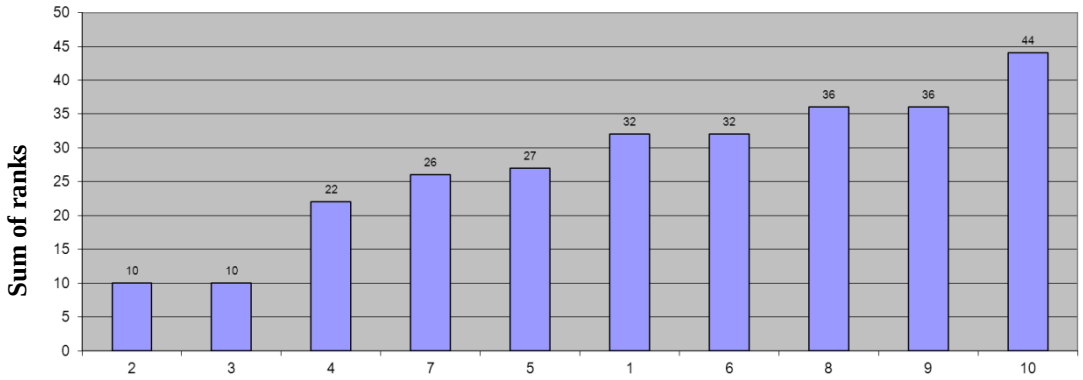

Figure 4 - The results of processing a survey of student experts on the influence of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District without heretics, i.e., whose opinion does not coincide with the majority of respondents

Table 14. The results of processing a survey of student experts on the impact of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District with the identification of respondents whose opinions do not coincide if the concordance coefficient W <0.5, which means their incompetence, and respondents , for which the coefficient of concordance W> 0.5, i.e., whose opinion is competent

Experts	Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
1		4	1	6	7	9	10	2	3	5	8											0,52
2		9	4	8	7	2	3	1	5	6	10											0,61

3		6	1	2	5	4	3	7	8	10	9										0,79
4		10	1	3	2	9	7	4	5	6	8										0,81
5		10	5	2	7	8	4	1	9	3	6										0,74
6		2	1	3	9	8	7	4	5	6	10										0,56
7		2	1	7	8	3	10	4	5	6	9										0,57
8		4	5	1	2	3	7	6	9	8	10										0,81
9		10	5	6	3	7	1	2	8	9	4										0,61
10		10	2	1	4	3	8	5	9	6	7										0,81

Table 15. The results of the questionnaire survey by experts-teachers on the most effective advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

Experts	Factors									
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10
1	10	1	2	3	5	4	6	7	8	9
2	8	1	3	2	4	5	6	7	9	10
3	10	1	3	4	5	6	2	7	8	9
4	10	5	1	2	3	4	6	7	9	8
5	10	1	3	4	5	6	2	7	8	9
6	10	1	3	4	5	6	2	7	8	9
7	4	1	6	7	9	10	2	3	5	8
8	10	1	6	3	4	5	2	7	8	9
9	10	1	3	4	5	6	2	7	9	8
10	10	1	2	5	3	6	4	7	9	8

Table 16. Results of processing a survey of expert teachers on the impact of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factor										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	QC
1	10	1	2	3	5	4	6	7	8	9	0,96
2	8	1	3	2	4	5	6	7	9	10	0,93
3	10	1	3	4	5	6	2	7	8	9	0,97
4	10	5	1	2	3	4	6	7	9	8	0,91
5	10	1	3	4	5	6	2	7	8	9	0,97
6	10	1	3	4	5	6	2	7	8	9	0,97
7	4	1	6	7	9	10	2	3	5	8	0,88
8	10	1	6	3	4	5	2	7	8	9	0,97
9	10	1	3	4	5	6	2	7	9	8	0,97
10	10	1	2	5	3	6	4	7	9	8	0,97
Rank sums	92	14	32	38	48	58	34	66	81	87	
Sum of ranks without heretics	50	5	14	21	23	30	12	35	42	43	
Coef. concord.		0,75		0,97							
Crete. Pearson		67,51		22,0							

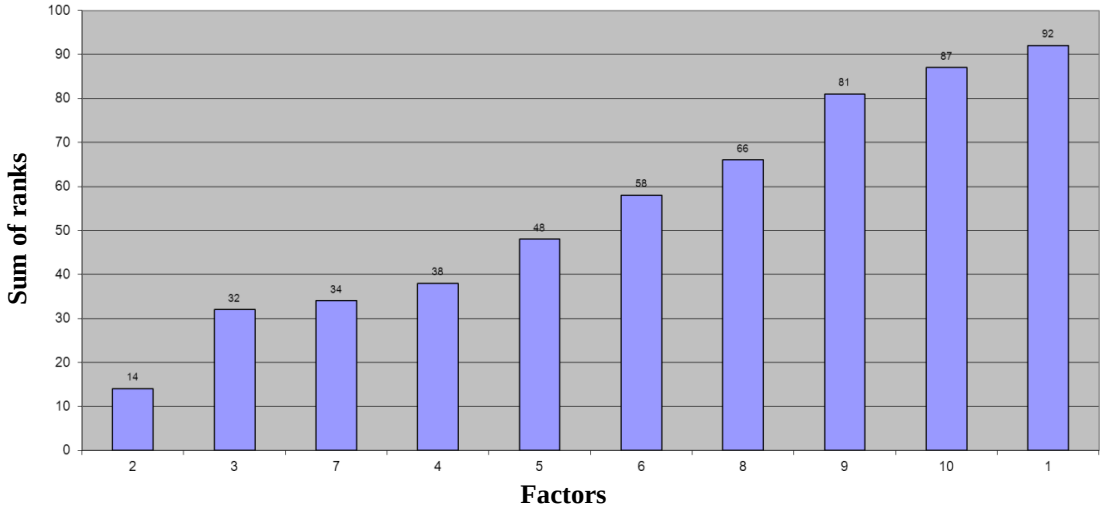

Figure 5 - The results of processing a survey of expert teachers on the impact of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

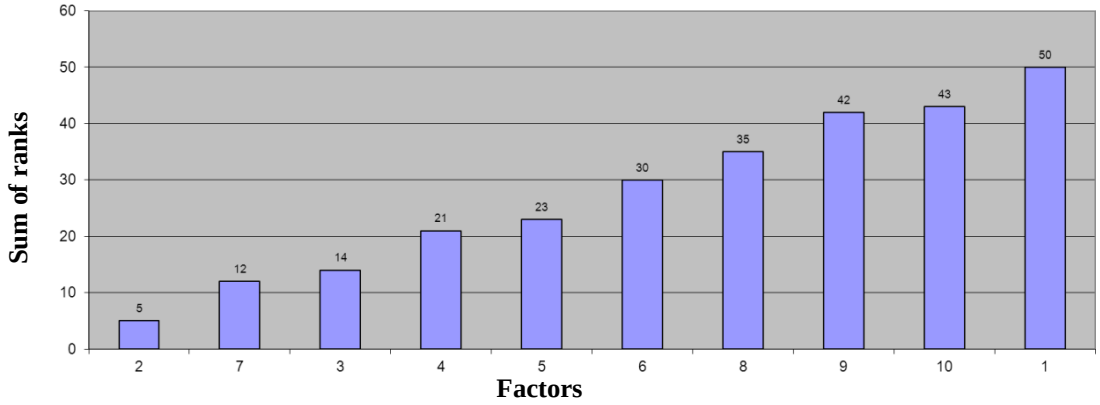

Figure 6 - The results of processing a survey of expert teachers on the impact of the most effective advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District. without heretics, i.e. whose opinion does not coincide with the majority of respondents

Table 17. Results of processing a survey of expert teachers on the impact of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District with the identification of respondents whose opinions do not coincide if the concordance coefficient W <0.5, which means their incompetence, and respondents , for which the coefficient of concordance W> 0.5, i.e., whose opinion is competent

Experts		Factors																				Wi
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
11		10	1	2	3	5	4	6	7	8	9											0,77
12		8	1	3	2	4	5	6	7	9	10											0,77
13		10	5	1	2	3	4	6	7	9	8											0,73
14		10	1	6	3	4	5	2	7	8	9											0,79
15		10	1	3	4	5	6	2	7	8	9											0,97
16		10	1	3	4	5	6	2	7	8	9											0,97
17		10	1	3	4	5	6	2	7	8	9											0,97
18		4	1	6	7	9	10	2	3	5	8											0,97
19		10	1	3	4	5	6	2	7	9	8											0,97
20		10	1	2	5	3	6	4	7	9	8											0,97

Table 18. The results of processing a survey of expert teachers and students on the impact of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District with the identification of respondents whose opinions do not coincide if the coefficient of concordance W <0.5, which means their incompetence, and respondents with a concordance coefficient W> 0.5, that is, whose opinion is competent

		Factors	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Wi
Experts																							
1			4	1	6	7	9	10	2	3	5	8											0,69
2			9	4	8	7	2	3	1	5	6	10											0,71
3			6	1	2	5	4	3	7	8	10	9											0,73
4			10	2	1	4	3	8	5	9	6	7											0,76
5			10	1	3	2	9	7	4	5	6	8											0,77
6			10	5	2	7	8	4	1	9	3	6											0,70
7			2	1	3	9	8	7	4	5	6	10											0,69
8			2	1	7	8	3	10	4	5	6	9											0,67
9			4	5	1	2	3	7	6	9	8	10											0,69
10			10	5	6	3	7	1	2	8	9	4											0,68
11			10	1	2	3	5	4	6	7	8	9											0,77
12			8	1	3	2	4	5	6	7	9	10											0,77
13			10	5	1	2	3	4	6	7	9	8											0,73
14			10	1	6	3	4	5	2	7	8	9											0,79
15			10	1	3	4	5	6	2	7	8	9											0,97
16			10	1	3	4	5	6	2	7	8	9											0,97
17			10	1	3	4	5	6	2	7	8	9											0,97
18			4	1	6	7	9	10	2	3	5	8											0,97
19			10	1	3	4	5	6	2	7	9	8											0,97
20			10	1	2	5	3	6	4	7	9	8											0,97

Table 19. Results of a questionnaire survey of student experts in different areas of training on the impact of the most effective advertising communications for promoting light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Element of advertising communications									
	1	2	3	4	5	6	7	8	9	10
1	4	1	6	7	9	10	2	3	5	8
2	9	4	8	7	2	3	1	5	6	10
3	6	1	2	5	4	3	7	8	10	9
4	10	2	1	4	3	8	5	9	6	7
5	10	1	3	2	9	7	4	5	6	8
6	10	5	2	7	8	4	1	9	3	6
7	2	1	3	9	8	7	4	5	6	10
8	2	1	7	8	3	10	4	5	6	9
9	4	5	1	2	3	7	6	9	8	10
10	10	5	6	3	7	1	2	8	9	4
11	4	3	5	7	6	2	9	8	1	10
12	6	1	7	2	10	5	9	8	3	4
13	2	3	4	8	10	5	6	7	1	9
14	9	2	8	1	3	4	5	6	7	10
15	9	2	8	1	3	4	5	6	7	10
16	10	3	8	5	7	1	9	2	6	4
17	10	3	5	7	9	1	8	2	4	6
18	2	1	7	5	8	6	9	3	10	4
19	4	1	3	8	7	5	9	6	2	10
20	4	1	7	8	9	3	10	6	5	2
21	9	1	6	9	7	3	8	4	5	2

22	2	3	4	2	1	5	3	5	5	6
23	1	2	8	6	3	1	7	5	4	3
24	4	5	3	8	2	6	1	7	10	9
25	5	1	6	9	10	7	8	4	3	2
26	9	8	1	4	6	5	2	7	3	10
27	2	1	3	9	10	4	7	6	5	8
28	7	1	8	6	9	5	10	4	3	2
29	5	1	2	9	10	6	8	7	4	3
30	9	1	10	6	7	2	8	5	3	4
31	2	1	7	6	10	4	9	5	8	3
32	4	1	8	10	9	2	5	3	7	6
33	5	1	2	10	8	3	9	4	7	6
34	5	6	7	8	4	4	3	3	1	2
35	8	1	7	5	6	2	9	4	3	10
36	3	4	3	5	1	2	2	4	5	6
37	5	7	2	3	1	1	4	5	5	6
38	8	4	10	9	6	5	3	2	1	7
39	6	2	1	10	9	5	3	4	7	8
40	8	3	4	5	1	7	6	2	9	10
41	4	1	5	9	3	6	10	7	8	2
42	4	1	3	9	10	2	8	6	7	5
43	5	1	4	6	3	7	10	2	9	8
44	2	1	10	4	9	3	8	7	5	6
45	2	1	2	5	4	6	3	3	1	7
46	2	1	3	6	5	4	7	2	1	8
47	2	2	2	3	3	1	1	1	1	4
48	3	2	1	7	6	5	4	8	1	9
49	1	1	1	3	3	2	4	2	1	5
50	2	2	2	3	4	6	5	1	1	7
51	1	1	2	3	4	5	6	7	1	8
52	4	3	5	7	6	8	2	1	9	10
53	3	2	4	6	5	8	9	10	1	7
54	2	1	3	9	8	7	6	4	5	10

Table 20. Results of processing a survey of student experts in different areas of their training on the impact of the most effective advertising communications for promoting light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factor										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	QC
1	4	1	6	7	9	10	2	3	5	8	0,52
2	9	4	8	7	2	3	1	5	6	10	0,28
3	6	1	2	5	4	3	7	8	10	9	0,40
4	10	2	1	4	3	8	5	9	6	7	0,30
5	10	1	3	2	9	7	4	5	6	8	0,38
6	10	5	2	7	8	4	1	9	3	6	0,29
7	2	1	3	9	8	7	4	5	6	10	0,85
8	2	1	7	8	3	10	4	5	6	9	0,41
9	4	5	1	2	3	7	6	9	8	10	0,27
10	10	5	6	3	7	1	2	8	9	4	0,22
11	4	3	5	7	6	2	9	8	1	10	0,80
12	6	1	7	2	10	5	9	8	3	4	0,50
13	2	3	4	8	10	5	6	7	1	9	0,89
14	9	2	8	1	3	4	5	6	7	10	0,32
15	9	2	8	1	3	4	5	6	7	10	0,31
16	10	3	8	5	7	1	9	2	6	4	0,37

17	10	3	5	7	9	1	8	2	4	6	0,49
18	2	1	7	5	8	6	9	3	10	4	0,46
19	4	1	3	8	7	5	9	6	2	10	0,89
20	4	1	7	8	9	3	10	6	5	2	0,62
21	9,5	1	6	9,5	7	3	8	4	5	2	0,47
22	2,5	4,5	6	2,5	1	8	4,5	8	8	10	0,23
23	1,5	3	10	8	4,5	1,5	9	7	6	4,5	0,44
24	4	5	3	8	2	6	1	7	10	9	0,25
25	5	1	6	9	10	7	8	4	3	2	0,64
26	9	8	1	4	6	5	2	7	3	10	0,23
27	2	1	3	9	10	4	7	6	5	8	0,86
28	7	1	8	6	9	5	10	4	3	2	0,51
29	5	1	2	9	10	6	8	7	4	3	0,74
30	9	1	10	6	7	2	8	5	3	4	0,45
31	2	1	7	6	10	4	9	5	8	3	0,56
32	4	1	8	10	9	2	5	3	7	6	0,59
33	5	1	2	10	8	3	9	4	7	6	0,70
34	7	8	9	10	5,5	5,5	3,5	3,5	1	2	0,19
35	8	1	7	5	6	2	9	4	3	10	0,57
36	4,5	6,5	4,5	8,5	1	2,5	2,5	6,5	8,5	10	0,24
37	7	10	3	4	1,5	1,5	5	7	7	9	0,20
38	8	4	10	9	6	5	3	2	1	7	0,36
39	6	2	1	10	9	5	3	4	7	8	0,66
40	8	3	4	5	1	7	6	2	9	10	0,34
41	4	1	5	9	3	6	10	7	8	2	0,43
42	4	1	3	9	10	2	8	6	7	5	0,68
43	5	1	4	6	3	7	10	2	9	8	0,24
44	2	1	10	4	9	3	8	7	5	6	0,54
45	3,5	1,5	3,5	8	7	9	5,5	5,5	1,5	10	0,89
46	3,5	1,5	5	8	7	6	9	3,5	1,5	10	0,89
47	6	6	6	8,5	8,5	2,5	2,5	2,5	2,5	10	0,39
48	4	3	1,5	8	7	6	5	9	1,5	10	0,89
49	2,5	2,5	2,5	7,5	7,5	5,5	9	5,5	2,5	10	0,89
50	4	4	4	6	7	9	8	1,5	1,5	10	0,76
51	2	2	4	5	6	7	8	9	2	10	0,82
52	4	3	5	7	6	8	2	1	9	10	0,35
53	3	2	4	6	5	8	9	10	1	7	0,79
54	2	1	3	9	8	7	6	4	5	10	0,89
Rank sums	290.5	140.5	272	355.5	345.5	267	335.5	293.5	276.5	393.5	
Sum of ranks without heretics	15.5	7.5	17	40.5	36.5	32.5	38.5	24.5	12.5	50	
Coef. concord.	13.19, 45.46.49.54	0.18		0.89							
Crete. Pearson		87.60		3.62							

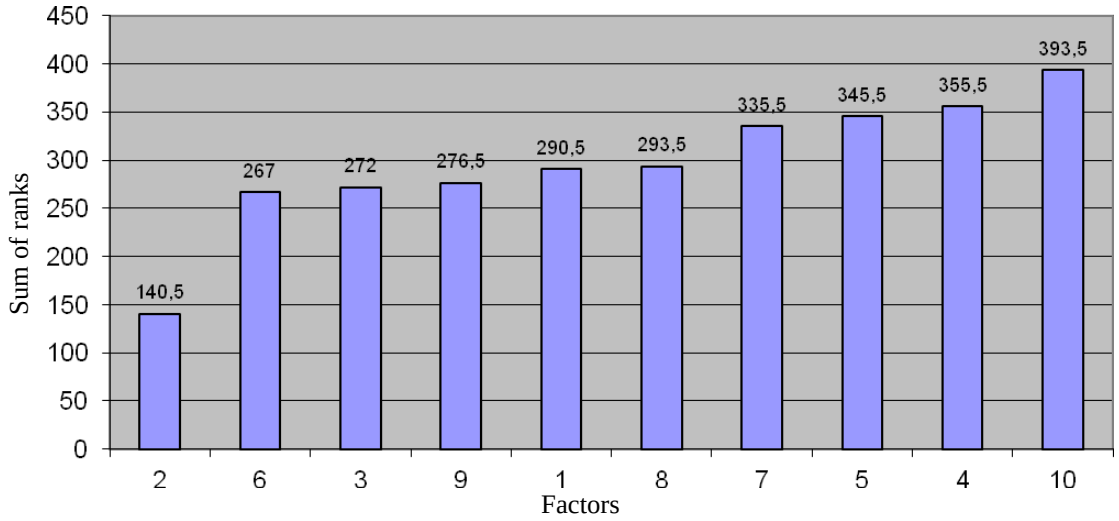

Figure 7 - The results of processing a survey of experts - students of different directions of their training on the influence of advertising communications for the promotion of light industry products (footwear) on the markets of the regions of the Southern Federal District and the North Caucasus Federal District

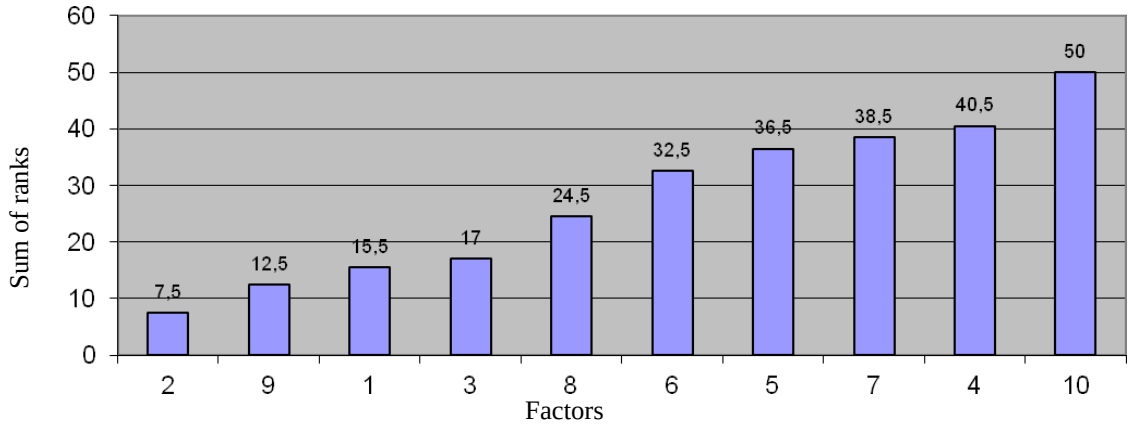

Figure 8 - The results of processing a survey of students in different directions of their training about the influence of advertising communications for promoting light industry products (footwear) without heretics, i.e. whose opinion does not coincide with the opinion of the majority of respondents

Table 21. The results of processing a survey of students from different areas of training on the impact of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District with the identification of respondents whose opinions do not coincide if the coefficient of concordance is W <0.5, which means that they are incompetent \ and, and respondents who have a concordance coefficient W> 0.5, that is, whose opinion is competent

Experts		Factors										
		1	2	3	4	5	6	7	8	9	10	
1	4	1	6	7	9	10	2	3	5	8	0,78	0.78
2	9	4	8	7	2	3	1	5	6	10	0,64	0.64
3	6	1	2	5	4	3	7	8	10	9	0,71	0.71
4	10	2	1	4	3	8	5	9	6	7	0,67	0.67
5	10	1	3	2	9	7	4	5	6	8	0,70	0.70
6	10	5	2	7	8	4	1	9	3	6	0,67	0.67
7	2	1	3	9	8	7	4	5	6	10	0,84	0.84
8	2	1	7	8	3	10	4	5	6	9	0,77	0.77
9	4	5	1	2	3	7	6	9	8	10	0,69	0.69

10	10	5	6	3	7	1	2	8	9	4	0,53	0.53
11	4	3	5	7	6	2	9	8	1	10	0,72	0.72
12	6	1	7	2	10	5	9	8	3	4	0,72	0.72
13	9	2	8	1	3	4	5	6	7	10	0,64	0.64
14	15th	9	2	8	1	3	4	5	6	7	10	0,64
15	16th	10	3	8	5	7	1	9	2	6	4	0,63
16	17th	10	3	5	7	9	1	8	2	4	6	0,71
17	18th	2	1	7	5	8	6	9	3	10	4	0,70
18	20th	4	1	7	8	9	3	10	6	5	2	0,73
19	21st	9	1	6	9	7	3	8	4	5	2	0,68
20	22nd	2	3	4	2	1	5	3	5	5	6	0,67
21	23rd	1	2	8	6	3	1	7	5	4	3	0,69
22	24th	4	5	3	8	2	6	1	7	10	9	0,66
23	25th	5	1	6	9	10	7	8	4	3	2	0,76
24	26th	9	8	1	4	6	5	2	7	3	10	0,68
25	27th	2	1	3	9	10	4	7	6	5	8	0,85
26	28th	7	1	8	6	9	5	10	4	3	2	0,71
27	29th	5	1	2	9	10	6	8	7	4	3	0,78
28	30th	9	1	10	6	7	2	8	5	3	4	0,68
29	31st	2	1	7	6	10	4	9	5	8	3	0,72
30	32nd	4	1	8	10	9	2	5	3	7	6	0,75
31	33rd	5	1	2	10	8	3	9	4	7	6	0,79
32	34th	5	6	7	8	4	4	3	3	1	2	0,62
33	35th	8	1	7	5	6	2	9	4	3	10	0,77
34	36th	3	4	3	5	1	2	2	4	5	6	0,66
35	37th	5	7	2	3	1	1	4	5	5	6	0,59
36	38th	8	4	10	9	6	5	3	2	1	7	0,71
37	39th	6	2	1	10	9	5	3	4	7	8	0,78
38	40th	8	3	4	5	1	7	6	2	9	10	0,67
39	41st	4	1	5	9	3	6	10	7	8	2	0,69
40	42nd	4	1	3	9	10	2	8	6	7	5	0,77
41	43rd	5	1	4	6	3	7	10	2	9	8	0,74
42	44th	2	1	10	4	9	3	8	7	5	6	0,74
43	47th	2	2	2	3	3	1	1	1	1	4	0,76
44	48th	3	2	1	7	6	5	4	8	1	9	0,84
45	50th	2	2	2	3	4	6	5	1	1	7	0,83
46	51st	1	1	2	3	4	5	6	7	1	8	0,84
47	52nd	4	3	5	7	6	8	2	1	9	10	0,73
48	53rd	3	2	4	6	5	8	9	10	1	7	0,81
49	13th	2	3	4	8	10	5	6	7	1	9	0,85
50	19th	4	1	3	8	7	5	9	6	2	10	0,85
51	45th	2	1	2	5	4	6	3	3	1	7	0,85
52	46th	2	1	3	6	5	4	7	2	1	8	0,85
53	49th	1	1	1	3	3	2	4	2	1	5	0,85
54	54th	2	1	3	9	8	7	6	4	5	10	0,85

Table 22. Results of a questionnaire survey of teachers and specialists on the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Element of advertising communications									
	1	2	3	4	5	6	7	8	9	10
1	10	1	2	3	5	4	6	7	8	9
2	8	1	3	2	4	5	6	7	9	10
3	10	1	3	4	5	6	2	7	8	9

4	10	5	1	2	3	4	6	7	9	8
5	10	1	3	4	5	6	2	7	8	9
6	10	1	3	4	5	6	2	7	8	9
7	4	1	6	7	9	10	2	3	5	8
8	10	1	6	3	4	5	2	7	8	9
9	10	1	3	4	5	6	2	7	9	8
10	10	1	2	5	3	6	4	7	9	8
11	3	3	1	4	6	2	2	1	6	5
12	4	1	3	5	8	7	1	2	1	6
13	4	3	2	8	7	1	1	6	5	9
14	3	2	1	9	8	7	6	4	5	10
15	2	1	1	7	6	4	2	2	3	5
16	1	1	4	5	4	3	1	2	1	6
17	1	1	1	4	3	2	1	1	1	4
18	2	1	3	8	7	6	5	4	9	10
19	3	2	2	7	5	6	4	1	1	8
20	3	3	2	4	5	1	6	1	7	8
21	2	1	5	4	3	2	1	2	1	6
22	2	1	2	4	3	4	3	3	3	4
23	1	1	2	3	4	5	6	2	1	7
24	3	4	3	2	5	1	6	2	7	8
25	3	1	2	7	6	5	4	8	9	10
26	2	1	1	3	4	5	4	2	5	6
27	1	1	2	6	6	5	2	3	4	6
28	3	1	2	8	7	6	5	4	4	9
29	2	1	3	4	5	3	6	2	1	7
30	2	2	3	5	4	4	3	1	6	7
31	2	1	2	7	6	3	1	4	4	5
32	2	2	2	4	5	6	1	3	1	7
33	1	1	2	6	5	4	3	2	2	7
34	4	3	5	10	9	8	1	2	7	6
35	4	3	2	7	8	9	5	6	1	10
36	3	1	2	6	8	7	5	4	4	9
37	3	1	4	5	8	7	2	2	1	6
38	4	2	3	2	5	1	2	1	1	3
39	2	1	1	6	7	5	4	3	3	8
40	2	1	3	8	7	6	4	5	4	9
41	3	2	2	7	6	5	4	1	1	8
42	1	1	3	2	4	3	4	2	2	5
43	2	1	1	5	4	6	2	2	3	7
44	1	1	3	6	5	4	1	1	2	7

Table 23. Results of processing a survey of teachers and specialists on the impact of advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factor										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	QC
1	10	1	2	3	5	4	6	7	8	9	0,53
2	8	1	3	2	4	5	6	7	9	10	0,56
3	10	1	3	4	5	6	2	7	8	9	0,64
4	10	5	1	2	3	4	6	7	9	8	0,47
5	10	1	3	4	5	6	2	7	8	9	0,62
6	10	1	3	4	5	6	2	7	8	9	0,60
7	4	1	6	7	9	10	2	3	5	8	0,85

8	10	1	6	3	4	5	2	7	8	9	0,52
9	10	1	3	4	5	6	2	7	9	8	0,58
10	10	1	2	5	3	6	4	7	9	8	0,55
11	5,5	5,5	1,5	7	9,5	3,5	3,5	1,5	9,5	8	0,68
12	6	2	5	7	10	9	2	4	2	8	0,81
13	5	4	3	9	8	1,5	1,5	7	6	10	0,69
14	3	2	1	9	8	7	6	4	5	10	0,97
15	4	1,5	1,5	10	9	7	4	4	6	8	0,95
16	2,5	2,5	7,5	9	7,5	6	2,5	5	2,5	10	0,80
17	3,5	3,5	3,5	9,5	8	7	3,5	3,5	3,5	9,5	0,92
18	2	1	3	8	7	6	5	4	9	10	0,79
19	5	3,5	3,5	9	7	8	6	1,5	1,5	10	0,86
20	4,5	4,5	3	6	7	1,5	8	1,5	9	10	0,66
21	5	2	9	8	7	5	2	5	2	10	0,70
22	2,5	1	2,5	9	5,5	9	5,5	5,5	5,5	9	0,93
23	2	2	4,5	6	7	8	9	4,5	2	10	0,78
24	4,5	6	4,5	2,5	7	1	8	2,5	9	10	0,51
25	3	1	2	7	6	5	4	8	9	10	0,72
26	3,5	1,5	1,5	5	6,5	8,5	6,5	3,5	8,5	10	0,75
27	1,5	1,5	3,5	9	9	7	3,5	5	6	9	0,96
28	3	1	2	9	8	7	6	4,5	4,5	10	0,97
29	3,5	1,5	5,5	7	8	5,5	9	3,5	1,5	10	0,79
30	2,5	2,5	4,5	8	6,5	6,5	4,5	1	9	10	0,76
31	3,5	1,5	3,5	10	9	5	1,5	6,5	6,5	8	0,79
32	4	4	4	7	8	9	1,5	6	1,5	10	0,82
33	1,5	1,5	4	9	8	7	6	4	4	10	0,97
34	4	3	5	10	9	8	1	2	7	6	0,74
35	4	3	2	7	8	9	5	6	1	10	0,89
36	3	1	2	7	9	8	6	4,5	4,5	10	0,97
37	5	1,5	6	7	10	9	3,5	3,5	1,5	8	0,84
38	9	5	7,5	5	10	2	5	2	2	7,5	0,49
39	3	1,5	1,5	8	9	7	6	4,5	4,5	10	0,97
40	2	1	3	9	8	7	4,5	6	4,5	10	0,97
41	5	3,5	3,5	9	8	7	6	1,5	1,5	10	0,88
42	1,5	1,5	6,5	4	8,5	6,5	8,5	4	4	10	0,73
43	4	1,5	1,5	8	7	9	4	4	6	10	0,94
44	2,5	2,5	6	9	8	7	2,5	2,5	5	10	0,91
Rank sums	216	96	160	301	319	277,5	195	202	245,5	408	
Sum of ranks without heretics	14	6,5	9,5	42	42	36	28,5	23,5	23,5	23	
Coef. concord.	14, 28, 36, 39, 40	0,45		0,97							
Crete. Pearson		179,50		4,92							

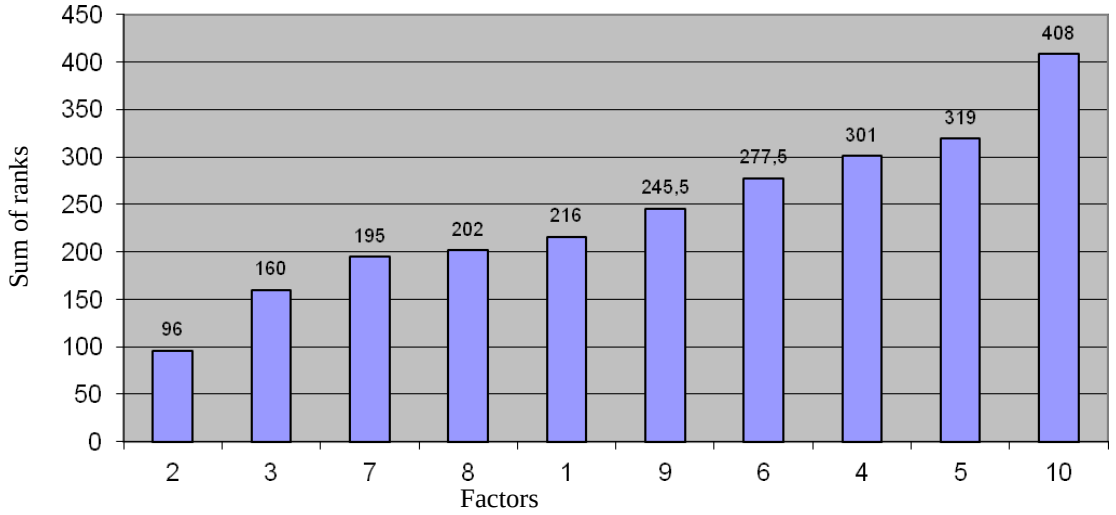

Figure 9. The results of the questionnaire survey by teachers and specialists on the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

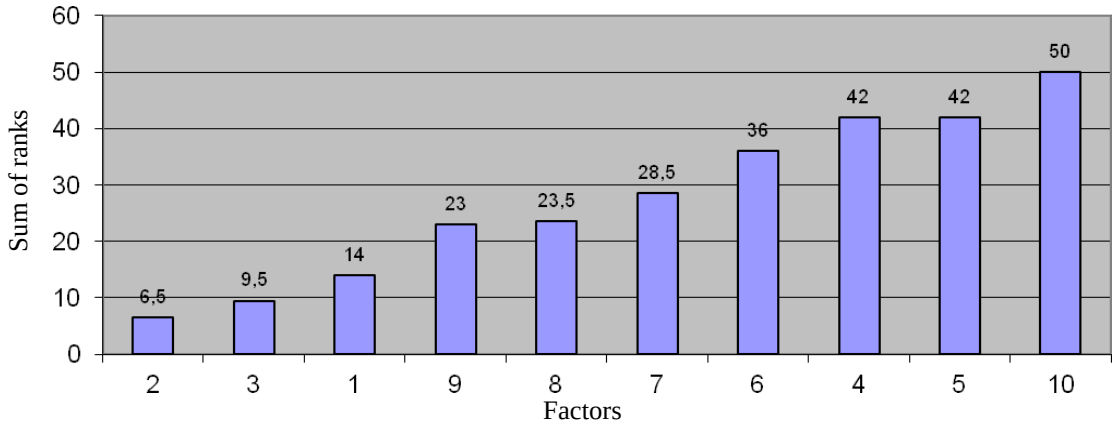

Figure 10. The results of the questionnaire survey by teachers and specialists on the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District without heretics, that is, the opinion of those experts that does not coincide with the opinion of the majority of respondents without heretics, that is, whose opinion does not coincide with the majority of respondents

Table 24. The results of processing a survey of teachers and specialists on the influence of the most effective advertising communications for promoting light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District with the identification of respondents whose opinions do not coincide if the coefficient of concordance is W <0.5, which means that they are incompetent \ and , and respondents who have a concordance coefficient W> 0.5, that is, whose opinion is competent

Experts		Factors											Wi
		1	2	3	4	5	6	7	8	9	10		
1	1st	10	1	2	3	5	4	6	7	8	9		0,77
2	2nd	8	1	3	2	4	5	6	7	9	10		0,77
3	3rd	10	1	3	4	5	6	2	7	8	9		0,77
4	4th	10	5	1	2	3	4	6	7	9	8		0,68
5	5th	10	1	3	4	5	6	2	7	8	9		0,77
6	6th	10	1	3	4	5	6	2	7	8	9		0,77
7	7th	4	1	6	7	9	10	2	3	5	8		0,89
8	8th	10	1	6	3	4	5	2	7	8	9		0,71

9	9th	10	1	3	4	5	6	2	7	9	8		0,76
10	10th	10	1	2	5	3	6	4	7	9	8		0,76
11	11th	3	3	1	4	6	2	2	1	6	5		0,83
12	12th	4	1	3	5	8	7	1	2	1	6		0,88
13	13th	4	3	2	8	7	1	1	6	5	9		0,85
14	15th	2	1	1	7	6	4	2	2	3	5		0,95
15	16th	1	1	4	5	4	3	1	2	1	6		0,89
16	17th	1	1	1	4	3	2	1	1	1	4		0,94
17	18th	2	1	3	8	7	6	5	4	9	10		0,93
18	19th	3	2	2	7	5	6	4	1	1	8		0,91
19	20th	3	3	2	4	5	1	6	1	7	8		0,82
20	21st	2	1	5	4	3	2	1	2	1	6		0,83
21	22nd	2	1	2	4	3	4	3	3	3	4		0,95
22	23rd	1	1	2	3	4	5	6	2	1	7		0,92
23	24th	3	4	3	2	5	1	6	2	7	8		0,741607
24	25th	3	1	2	7	6	5	4	8	9	10		0,89
25	26th	2	1	1	3	4	5	4	2	5	6		0,91
26	27th	1	1	2	6	6	5	2	3	4	6		0,95
27	29th	2	1	3	4	5	3	6	2	1	7		0,90
28	30th	2	2	3	5	4	4	3	1	6	7		0,89
29	31st	2	1	2	7	6	3	1	4	4	5		0,91
30	32nd	2	2	2	4	5	6	1	3	1	7		0,89
31	33rd	1	1	2	6	5	4	3	2	2	7		0,96
32	34th	4	3	5	10	9	8	1	2	7	6		0,86
33	35th	4	3	2	7	8	9	5	6	1	10		0,93
34	37th	3	1	4	5	8	7	2	2	1	6		0,89
35	38th	4	2	3	2	5	1	2	1	1	3		0,72
36	41st	3	2	2	7	6	5	4	1	1	8		0,92
37	42nd	1	1	3	2	4	3	4	2	2	5		0,88
38	43rd	2	1	1	5	4	6	2	2	3	7		0,95
39	44th	1	1	3	6	5	4	1	1	2	7		0,91
40	14th	3	2	1	9	8	7	6	4	5	10		0,96
41	28th	3	1	2	8	7	6	5	4	4	9		0,96
42	36th	3	1	2	6	8	7	5	4	4	9		0,96
43	39th	2	1	1	6	7	5	4	3	3	8		0,06
44	40 th	2	1	3	8	7	6	4	5	4	9		0,96

Table 25. The results of a survey of students of different directions, teachers and specialists on the influence of the most effective advertising communications for the promotion of light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Experts	Factors																		
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19
1	11	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6
2	7	11	19	14	2	16	3	15	1	12	13	5	17	9	4	8	10	18	6
3	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	13
4	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	12
5	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	2
6	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	7
7	13	1	4	5	9	6	14	7	15	10	11	17	18	16	8	3	12	2	9
8	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19
9	1	7	15	11	6	2	8	12	3	14	5	9	4	19	10	17	13	16	18
10	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9
11	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17
12	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3
13	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16
14	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7

15	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12
16	1	8	4	11	5	13	12	15	7	9	17	3	6	18	2	14	16	16	10
17	6	3	18	4	15	7	8	2	9	1	10	5	11	13	17	12	14	15	16
18	1	2	3	3	2	4	5	6	7	8	4	9	10	11	12	13	14	15	16
19	1	2	3	3	2	4	6	5	7	8	4	9	11	10	13	14	12	15	8
20	6	4	5	11	17	18	12	8	3	14	7	1	2	10	9	13	15	16	18
21	5	4	11	5	6	2	12	14	7	13	15	16	3	17	8	10	9	7	1
22	6	7	17	16	8	9	15	2	14	3	18	4	11	12	13	5	10	13	1
23	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19
24	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6
25	8	2	9	3	10	11	4	5	6	7	13	1	14	17	18	15	16	12	12
26	2	8	13	12	9	16	7	3	4	6	10	1	15	14	5	13	11	17	18
27	1	6	2	3	4	5	7	9	8	10	11	12	13	14	15	16	16	15	7
28	1	9	2	3	13	4	6	10	17	13	16	14	11	12	18	5	8	7	15
29	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17
30	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18	13	10	18	16
31	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13
32	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3
33	11	10	14	2	3	4	1	5	17	6	16	7	15	12	13	8	9	18	19
34	2	4	10	6	8	1	5	3	14	15	16	17	18	12	9	11	7	13	19
35	1	5	10	3	11	2	6	4	14	15	17	18	12	13	9	7	8	16	19
36	2	1	8	10	13	9	4	11	16	5	19	15	17	18	12	6	7	14	3
37	1	2	5	4	1	6	3	3	4	7	8	7	9	8	8	3	2	1	2
38	16	6	15	7	4	5	1	1	9	3	10	2	18	11	17	12	8	13	14
39	1	3	6	2	10	4	11	5	16	17	6	12	13	18	15	14	8	9	7
40	1	3	2	7	18	13	12	5	8	6	14	15	16	17	19	10	4	11	9
41	1	4	18	5	2	6	9	7	16	14	17	10	15	11	13	12	8	3	19
42	1	3	17	4	2	8	5	6	16	14	18	10	11	15	12	13	7	9	19
43	1	6	15	3	4	2	5	11	9	13	16	8	12	10	17	7	14	18	19
44	6	8	7	5	10	9	2	4	18	1	12	13	15	19	3	16	17	14	11
45	1	4	16	9	15	17	8	6	7	5	14	11	12	13	3	2	10	18	19
46	12	7	14	2	3	13	1	5	9	10	7	9	11	8	11	4	6	15	16
47	1	4	7	2	3	8	5	6	9	15	10	11	16	17	18	12	13	19	14
48	7	8	8	8	8	5	6	5	9	9	4	1	8	7	10	10	3	10	2
49	6	8	9	8	8	5	6	5	10	10	4	3	8	7	11	11	1	11	2
50	6	8	8	8	8	5	5	4	9	9	3	1	8	7	10	10	2	11	1
51	5	8	9	8	8	6	6	4	10	10	3	2	7	5	11	11	1	12	1
52	6	8	7	8	8	5	5	4	9	9	3	3	7	6	10	10	1	11	2
53	5	8	8	9	8	6	6	3	10	10	2	2	7	4	11	12	1	13	2
54	6	8	7	8	9	5	5	3	10	11	2	2	7	4	12	13	1	14	1
55	7	8	8	8	8	7	7	4	8	8	3	4	6	5	8	8	1	8	2
56	6	7	8	8	9	5	5	4	9	9	3	4	7	6	10	10	2	11	1
57	7	8	7	8	8	6	5	4	9	9	4	1	7	4	10	10	3	11	2
58	6	8	8	8	8	7	7	5	8	8	4	3	8	6	9	9	2	10	1
59	5	6	6	6	6	5	5	4	6	6	4	3	5	4	7	7	2	7	1
60	7	8	8	8	8	4	5	6	8	8	4	3	6	5	8	8	2	8	1
61	6	7	7	7	7	4	5	4	8	8	3	4	6	5	7	7	2	8	1
62	7	8	9	10	11	5	4	4	12	13	3	3	6	5	14	15	1	16	2
63	6	8	9	11	10	7	7	4	13	12	3	3	5	5	15	14	1	16	2
64	6	7	8	8	9	4	4	5	10	11	3	2	5	6	12	12	1	13	1
65	6	9	10	11	12	8	7	4	13	14	3	1	5	5	15	16	2	17	2
66	6	7	8	9	9	4	4	4	10	11	3	2	5	5	12	12	1	13	1
67	6	7	8	9	10	5	4	4	11	12	3	2	4	5	13	14	2	15	1
68	5	9	9	10	10	7	8	5	11	12	6	3	4	4	13	14	2	15	1
69	6	7	8	9	10	4	6	5	11	12	4	3	5	5	13	14	2	15	1
70	6	8	7	10	9	4	4	4	11	12	2	3	5	4	14	13	1	15	1
71	5	8	9	10	11	6	7	4	12	13	3	1	4	3	14	15	2	16	2
72	6	7	7	8	8	4	4	5	9	9	3	2	4	3	10	10	1	11	1
73	6	7	8	9	10	5	4	5	11	12	3	2	6	5	13	14	1	15	1
74	7	8	10	9	11	6	6	4	13	12	3	1	5	5	12	13	1	14	2
75	6	8	9	10	11	7	7	4	12	12	3	2	5	6	13	13	2	14	1
76	5	8	9	10	11	6	7	4	11	11	3	3	6	5	12	12	2	13	1

77	5	8	8	8	8	4	4	4	9	9	7	3	6	5	10	10	2	11	1
78	7	8	9	10	11	4	4	5	12	13	3	3	6	5	14	15	2	16	1
79	6	7	7	7	8	5	5	4	9	10	3	3	4	4	11	12	2	13	1
80	7	8	9	8	9	4	4	4	10	10	3	3	5	6	11	11	2	12	1
81	5	6	7	8	9	4	5	5	10	11	3	3	4	3	12	13	2	14	1
82	5	6	7	8	9	4	4	4	10	11	3	3	4	3	12	13	2	14	1

Table 26. Results of processing a survey of students of different directions, teachers and specialists on the influence of the most effective advertising communications for promoting light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factor										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	QC
1	4	1	6	7	9	10	2	3	5	8	0,76
2	9	4	8	7	2	3	1	5	6	10	0,39
3	6	1	2	5	4	3	7	8	10	9	0,52
4	10	2	1	4	3	8	5	9	6	7	0,41
5	10	1	3	2	9	7	4	5	6	8	0,51
6	10	5	2	7	8	4	1	9	3	6	0,36
7	2	1	3	9	8	7	4	5	6	10	0,96
8	2	1	7	8	3	10	4	5	6	9	0,68
9	4	5	1	2	3	7	6	9	8	10	0,40
10	10	5	6	3	7	1	2	8	9	4	0,25
11	4	3	5	7	6	2	9	8	1	10	0,60
12	6	1	7	2	10	5	9	8	3	4	0,30
13	2	3	4	8	10	5	6	7	1	9	0,85
14	9	2	8	1	3	4	5	6	7	10	0,38
15	9	2	8	1	3	4	5	6	7	10	0,37
16	10	3	8	5	7	1	9	2	6	4	0,26
17	10	3	5	7	9	1	8	2	4	6	0,35
18	2	1	7	5	8	6	9	3	10	4	0,33
19	4	1	3	8	7	5	9	6	2	10	0,86
20	4	1	7	8	9	3	10	6	5	2	0,29
21	9,5	1	6	9,5	7	3	8	4	5	2	0,30
22	2,5	4,5	6	2,5	1	8	4,5	8	8	10	0,34
23	1,5	3	10	8	4,5	1,5	9	7	6	4,5	0,26
24	4	5	3	8	2	6	1	7	10	9	0,42
25	5	1	6	9	10	7	8	4	3	2	0,32
26	9	8	1	4	6	5	2	7	3	10	0,36
27	2	1	3	9	10	4	7	6	5	8	0,90
28	7	1	8	6	9	5	10	4	3	2	0,27
29	5	1	2	9	10	6	8	7	4	3	0,61
30	9	1	10	6	7	2	8	5	3	4	0,27
31	2	1	7	6	10	4	9	5	8	3	0,31
32	4	1	8	10	9	2	5	3	7	6	0,59
33	5	1	2	10	8	3	9	4	7	6	0,65
34	7	8	9	10	5,5	5,5	3,5	3,5	1	2	0,24
35	8	1	7	5	6	2	9	4	3	10	0,55
36	4,5	6,5	4,5	8,5	1	2,5	2,5	6,5	8,5	10	0,39
37	7	10	3	4	1,5	1,5	5	7	7	9	0,25
38	8	4	10	9	6	5	3	2	1	7	0,29
39	6	2	1	10	9	5	3	4	7	8	0,72
40	8	3	4	5	1	7	6	2	9	10	0,43
41	4	1	5	9	3	6	10	7	8	2	0,28
42	4	1	3	9	10	2	8	6	7	5	0,62
43	5	1	4	6	3	7	10	2	9	8	0,53

44	2	1	10	4	9	3	8	7	5	6	0,33
45	3,5	1,5	3,5	8	7	9	5,5	5,5	1,5	10	0,92
46	3,5	1,5	5	8	7	6	9	3,5	1,5	10	0,83
47	6	6	6	8,5	8,5	2,5	2,5	2,5	2,5	10	0,58
48	4	3	1,5	8	7	6	5	9	1,5	10	0,80
49	2,5	2,5	2,5	7,5	7,5	5,5	9	5,5	2,5	10	0,88
50	4	4	4	6	7	9	8	1,5	1,5	10	0,77
51	2	2	4	5	6	7	8	9	2	10	0,70
52	4	3	5	7	6	8	2	1	9	10	0,66
53	3	2	4	6	5	8	9	10	1	7	0,44
54	2	1	3	9	8	7	6	4	5	10	0,96
55	10	1	2	3	5	4	6	7	8	9	0,46
56	8	1	3	2	4	5	6	7	9	10	0,47
57	10	1	3	4	5	6	2	7	8	9	0,50
58	10	5	1	2	3	4	6	7	9	8	0,31
59	10	1	3	4	5	6	2	7	8	9	0,49
60	10	1	3	4	5	6	2	7	8	9	0,48
61	4	1	6	7	9	10	2	3	5	8	0,74
62	10	1	6	3	4	5	2	7	8	9	0,41
63	10	1	3	4	5	6	2	7	9	8	0,45
64	10	1	2	5	3	6	4	7	9	8	0,44
65	5,5	5,5	1,5	7	9,5	3,5	3,5	1,5	9,5	8	0,57
66	6	2	5	7	10	9	2	4	2	8	0,73
67	5	4	3	9	8	1,5	1,5	7	6	10	0,64
68	3	2	1	9	8	7	6	4	5	10	0,96
69	4	1,5	1,5	10	9	7	4	4	6	8	0,96
70	2,5	2,5	7,5	9	7,5	6	2,5	5	2,5	10	0,78
71	3,5	3,5	3,5	9,5	8	7	3,5	3,5	3,5	9,5	0,93
72	2	1	3	8	7	6	5	4	9	10	0,79
73	5	3,5	3,5	9	7	8	6	1,5	1,5	10	0,81
74	4,5	4,5	3	6	7	1,5	8	1,5	9	10	0,56
75	5	2	9	8	7	5	2	5	2	10	0,67
76	2,5	1	2,5	9	5,5	9	5,5	5,5	5,5	9	0,95
77	2	2	4,5	6	7	8	9	4,5	2	10	0,82
78	4,5	6	4,5	2,5	7	1	8	2,5	9	10	0,34
79	3	1	2	7	6	5	4	8	9	10	0,69
80	3,5	1,5	1,5	5	6,5	8,5	6,5	3,5	8,5	10	0,71
81	1,5	1,5	3,5	9	9	7	3,5	5	6	9	0,96
82	3	1	2	9	8	7	6	4,5	4,5	10	0,96
Rank sums	448.5	200.5	366	532.5	530.5	432	456	434	458	652	
Sum of ranks without heretics	11.5	6.5	12.5	45	41	35	25.5	22.5	26.5	49	
Coef. concord.	7.54.68.69.81.82	0.23		0.96							
Crete. Pearson		167.13		2.61							

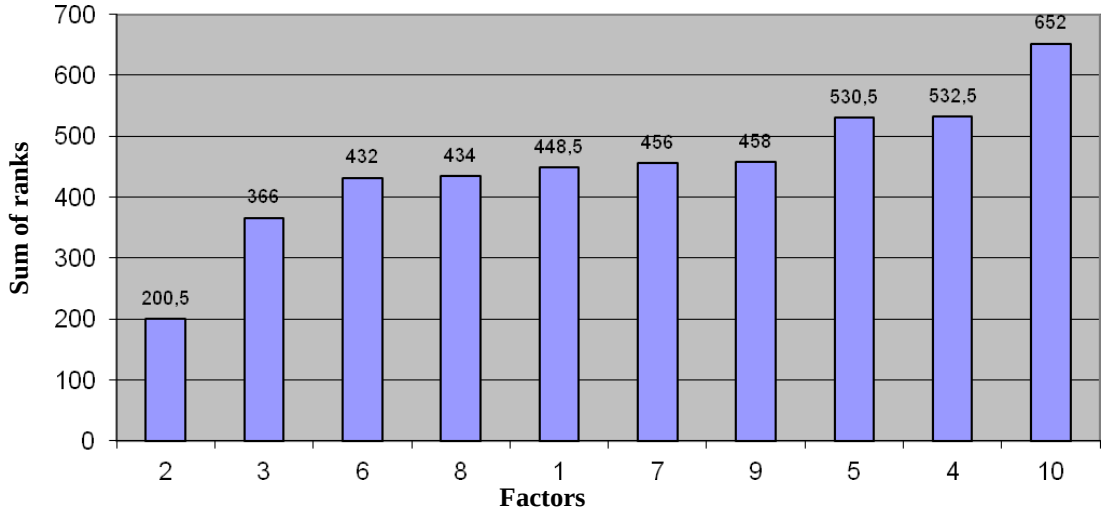

Figure 11 - The results of the survey, students of different areas of their training, teachers and specialists on the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

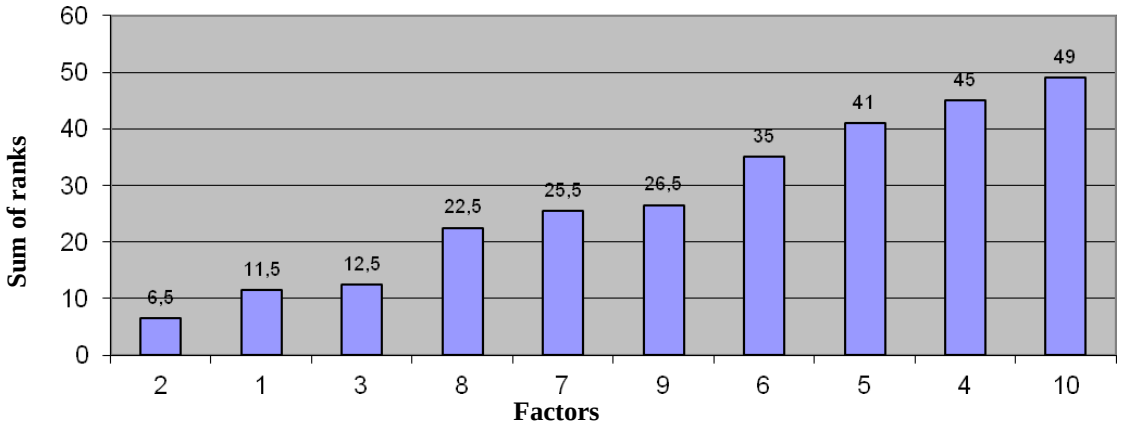

Figure 12– The results of a survey of students in different areas of their training, teachers and specialists on the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District without heretics, that is, the opinion of those experts, which does not coincide with the opinion of the majority of respondents

Table 27. The results of calculating competence after processing a survey of experts, students of different directions, teachers and specialists on the influence of the most effective advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District with the identification of respondents whose opinions do not coincide if the coefficient of concordance W <0.5 , which means their incompetence, and respondents whose concordance coefficient W> 0.5, i.e., whose opinion is competent

Experts		Factors																			*Wi*
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	
1	**1**	1	13	15	1	10	2	8	5	9	7	12	4	17	16	19	14	3	18	6	0,41
2	**3**	4	5	7	8	16	17	3	9	12	1	19	14	18	6	2	11	15	10	13	0,28
3	**4**	2	6	14	5	15	4	7	16	11	3	1	19	17	18	10	8	9	13	12	0,34
4	**5**	5	10	11	14	17	8	13	1	16	4	18	9	12	19	7	15	6	3	2	0,33
5	**6**	14	17	18	19	16	15	13	8	12	2	1	11	6	5	4	3	9	10	7	0,28

6	**7**	13	1	4	5	9	6	14	7	15	10	11	17	18	16	8	3	12	2	9	0,27
7	**8**	3	1	2	16	7	6	5	8	10	9	12	11	14	15	13	18	17	4	19	0,32
8	**9**	1	7	15	11	6	2	8	12	3	14	5	9	4	19	10	17	13	16	18	0,37
9	**10**	1	3	2	5	4	6	7	11	10	14	18	8	19	17	15	16	12	13	9	0,39
10	**11**	9	3	4	2	15	5	10	1	14	7	16	18	13	8	19	6	12	11	17	0,31
11	**12**	1	4	14	5	2	6	10	11	9	15	12	17	19	16	13	18	7	8	3	0,39
12	**13**	1	17	12	6	9	7	18	2	15	11	13	3	19	10	4	8	5	14	16	0,34
13	**14**	2	10	18	16	9	13	1	3	14	12	8	19	4	17	11	5	15	6	7	0,33
14	**15**	5	14	3	9	11	10	2	16	6	18	17	8	15	4	13	19	7	1	12	0,34
15	**16**	1	8	4	11	5	13	12	15	7	9	17	3	6	18	2	14	16	16	10	0,32
16	**17**	6	3	18	4	15	7	8	2	9	1	10	5	11	13	17	12	14	15	16	0,36
17	**18**	1	2	3	3	2	4	5	6	7	8	4	9	10	11	12	13	14	15	16	0,38
18	**20**	6	4	5	11	17	18	12	8	3	14	7	1	2	10	9	13	15	16	18	0,34
19	**21**	5	4	11	5	6	2	12	14	7	13	15	16	3	17	8	10	9	7	1	0,34
20	**22**	6	7	17	16	8	9	15	2	14	3	18	4	11	12	13	5	10	13	1	0,35
21	**23**	15	18	16	17	7	8	9	1	5	2	14	3	11	12	6	4	10	13	19	0,27
22	**24**	1	5	2	3	13	8	4	10	18	11	15	7	14	17	9	12	16	19	6	0,39
23	**25**	8	2	9	3	10	11	4	5	6	7	13	1	14	17	18	15	16	12	12	0,37
24	**26**	2	8	13	12	9	16	7	3	4	6	10	1	15	14	5	13	11	17	18	0,35
25	**27**	1	6	2	3	4	5	7	9	8	10	11	12	13	14	15	16	16	15	7	0,39
26	**28**	1	9	2	3	13	4	6	10	17	13	16	14	11	12	18	5	8	7	15	0,33
27	**29**	1	6	11	7	16	8	12	2	13	3	9	18	5	14	15	4	10	19	17	0,33
28	**30**	2	1	3	5	6	4	9	7	8	11	15	17	14	12	18	13	10	18	16	0,37
29	**31**	1	6	4	5	3	2	9	7	8	11	14	10	12	17	19	15	16	18	13	0,39
30	**32**	1	18	12	10	13	2	9	7	8	11	5	19	4	16	17	14	15	6	3	0,36
31	**33**	11	10	14	2	3	4	1	5	17	6	16	7	15	12	13	8	9	18	19	0,35
32	**34**	2	4	10	6	8	1	5	3	14	15	16	17	18	12	9	11	7	13	19	0,36
33	**35**	1	5	10	3	11	2	6	4	14	15	17	18	12	13	9	7	8	16	19	0,35
34	**36**	2	1	8	10	13	9	4	11	16	5	19	15	17	18	12	6	7	14	3	0,35
35	**37**	1	2	5	4	1	6	3	3	4	7	8	7	9	8	8	3	2	1	2	0,35
36	**38**	16	6	15	7	4	5	1	1	9	3	10	2	18	11	17	12	8	13	14	0,37
37	**40**	1	3	2	7	18	13	12	5	8	6	14	15	16	17	19	10	4	11	9	0,35
38	**41**	1	4	18	5	2	6	9	7	16	14	17	10	15	11	13	12	8	3	19	0,33
39	**42**	1	3	17	4	2	8	5	6	16	14	18	10	11	15	12	13	7	9	19	0,36
40	**43**	1	6	15	3	4	2	5	11	9	13	16	8	12	10	17	7	14	18	19	0,36
41	**44**		8	7	5	10	9	2	4	18	1	12	13	15	19	3	16	17	14	11	0,34
42	**45**	1	4	16	9	15	17	8	6	7	5	14	11	12	13	3	2	10	18	19	0,30
43	**46**	12	7	14	2	3	13	1	5	9	10	7	9	11	8	11	4	6	15	16	0,35
44	**47**	1	4	7	2	3	8	5	6	9	15	10	11	16	17	18	12	13	19	14	0,41
45	**48**	7	8	8	8	8	5	6	5	9	9	4	1	8	7	10	10	3	10	2	0,47
46	**49**	6	8	9	8	8	5	6	5	10	10	4	3	8	7	11	11	1	11	2	0,47
47	**50**	6	8	8	8	8	5	5	4	9	9	3	1	8	7	10	10	2	11	1	0,47
48	**51**	5	8	9	8	8	6	6	4	10	10	3	2	7	5	11	11	1	12	1	0,47
49	**52**	6	8	7	8	8	5	5	4	9	9	3	3	7	6	10	10	1	11	2	0,47
50	**53**	5	8	8	9	8	6	6	3	10	10	2	2	7	4	11	12	1	13	2	0,46
51	**54**	6	8	7	8	9	5	5	3	10	11	2	2	7	4	12	13	1	14	1	0,46
52	**55**	7	8	8	8	8	7	7	4	8	8	3	4	6	5	8	8	1	8	2	0,44
53	56	6	7	8	8	9	5	5	4	9	9	3	4	7	6	10	10	2	11	1	0,47
54	**57**	7	8	7	8	8	6	5	4	9	9	4	1	7	4	10	10	3	11	2	0,46
55	**58**	6	8	8	8	8	7	7	5	8	8	4	3	8	6	9	9	2	10	1	0,46
56	**59**	5	6	6	6	6	5	5	4	6	6	4	3	5	4	7	7	2	7	1	0,45
57	**60**	7	8	8	8	8	4	5	6	8	8	4	3	6	5	8	8	2	8	1	0,44
58	**61**	6	7	7	7	7	4	5	4	8	8	3	4	6	5	7	7	2	8	1	0,45
59	**63**	6	8	9	11	10	7	7	4	13	12	3	3	5	5	15	14	1	16	2	0,46
60	**64**	6	7	8	8	9	4	4	5	10	11	3	2	5	6	12	12	1	13	1	0,46
61	**65**	6	9	10	11	12	8	7	4	13	14	3	1	5	5	15	16	2	17	2	0,46
62	**66**	6	7	8	9	9	4	4	4	10	11	3	2	5	5	12	12	1	13	1	0,46

63	**67**	6	7	8	9	10	5	4	4	11	12	3	2	4	5	13	14	2	15	1	0,46
64	**68**	5	9	9	10	10	7	8	5	11	12	6	3	4	4	13	14	2	15	1	0,45
65	**69**	6	7	8	9	10	4	6	5	11	12	4	3	5	5	13	14	2	15	1	0,46
66	**70**	6	8	7	10	9	4	4	4	11	12	2	3	5	4	14	13	1	15	1	0,46
67	**71**	5	8	9	10	11	6	7	4	12	13	3	1	4	3	14	15	2	16	2	0,46
68	**72**	6	7	7	8	8	4	4	5	9	9	3	2	4	3	10	10	1	11	1	0,46
69	**74**	7	8	10	9	11	6	6	4	13	12	3	1	5	5	12	13	1	14	2	0,45
70	**75**	6	8	9	10	11	7	7	4	12	12	3	2	5	6	13	13	2	14	1	0,46
71	**76**	5	8	9	10	11	6	7	4	11	11	3	3	6	5	12	12	2	13	1	0,46
72	**77**	5	8	8	8	8	4	4	4	9	9	7	3	6	5	10	10	2	11	1	0,46
73	**78**	7	8	9	10	11	4	4	5	12	13	3	3	6	5	14	15	2	16	1	0,46
74	**80**	7	8	9	8	9	4	4	4	10	10	3	3	5	6	11	11	2	12	1	0,46
75	**81**	5	6	7	8	9	4	5	5	10	11	3	3	4	3	12	13	2	14	1	0,46
76	**82**	5	6	7	8	9	4	4	4	10	11	3	3	4	3	12	13	2	14	1	0,46
77	**2**	7	11	19	14	2	16	3	15	1	12	13	5	17	9	4	8	10	18	6	0,47
78	**19**	1	2	3	3	2	4	6	5	7	8	4	9	11	10	13	14	12	15	8	0,47
79	**39**	1	3	6	2	10	4	11	5	16	17	6	12	13	18	15	14	8	9	7	=,47
80	**62**	7	8	9	10	11	5	4	4	12	13	3	3	6	5	14	15	1	16	2	0,47
81	**73**	6	7	8	9	10	5	4	5	11	12	3	2	6	5	13	14	1	15	1	0,47
82	**79**	6	7	7	7	8	5	5	4	9	10	3	3	4	4	11	12	2	13	1	0,47

Table 28. The results of a survey of all students, teachers and specialists by experts on the impact of the most effective advertising communications for the promotion of light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Element of advertising communications									
	1	2	3	4	5	6	7	8	9	10
1	4	1	6	7	9	10	2	3	5	8
2	9	4	8	7	2	3	1	5	6	10
3	6	1	2	5	4	3	7	8	10	9
4	10	2	1	4	3	8	5	9	6	7
5	10	1	3	2	9	7	4	5	6	8
6	10	5	2	7	8	4	1	9	3	6
7	2	1	3	9	8	7	4	5	6	10
8	2	1	7	8	3	10	4	5	6	9
9	4	5	1	2	3	7	6	9	8	10
10	10	5	6	3	7	1	2	8	9	4
11	4	3	5	7	6	2	9	8	1	10
12	6	1	7	2	10	5	9	8	3	4
13	2	3	4	8	10	5	6	7	1	9
14	9	2	8	1	3	4	5	6	7	10
15	9	2	8	1	3	4	5	6	7	10
16	10	3	8	5	7	1	9	2	6	4
17	10	3	5	7	9	1	8	2	4	6
18	2	1	7	5	8	6	9	3	10	4
19	4	1	3	8	7	5	9	6	2	10
20	4	1	7	8	9	3	10	6	5	2
21	9	1	6	9	7	3	8	4	5	2
22	2	3	4	2	1	5	3	5	5	6
23	1	2	8	6	3	1	7	5	4	3
24	4	5	3	8	2	6	1	7	10	9
25	5	1	6	9	10	7	8	4	3	2
26	9	8	1	4	6	5	2	7	3	10
27	2	1	3	9	10	4	7	6	5	8
28	7	1	8	6	9	5	10	4	3	2
29	5	1	2	9	10	6	8	7	4	3

30	9	1	10	6	7	2	8	5	3	4
31	2	1	7	6	10	4	9	5	8	3
32	4	1	8	10	9	2	5	3	7	6
33	5	1	2	10	8	3	9	4	7	6
34	5	6	7	8	4	4	3	3	1	2
35	8	1	7	5	6	2	9	4	3	10
36	3	4	3	5	1	2	2	4	5	6
37	5	7	2	3	1	1	4	5	5	6
38	8	4	10	9	6	5	3	2	1	7
39	6	2	1	10	9	5	3	4	7	8
40	8	3	4	5	1	7	6	2	9	10
41	4	1	5	9	3	6	10	7	8	2
42	4	1	3	9	10	2	8	6	7	5
43	5	1	4	6	3	7	10	2	9	8
44	2	1	10	4	9	3	8	7	5	6
45	2	1	2	5	4	6	3	3	1	7
46	2	1	3	6	5	4	7	2	1	8
47	2	2	2	3	3	1	1	1	1	4
48	3	2	1	7	6	5	4	8	1	9
49	1	1	1	3	3	2	4	2	1	5
50	2	2	2	3	4	6	5	1	1	7
51	1	1	2	3	4	5	6	7	1	8
52	4	3	5	7	6	8	2	1	9	10
53	3	2	4	6	5	8	9	10	1	7
54	2	1	3	9	8	7	6	4	5	10
55	10	1	2	3	5	4	6	7	8	9
56	8	1	3	2	4	5	6	7	9	10
57	10	1	3	4	5	6	2	7	8	9
58	10	5	1	2	3	4	6	7	9	8
59	10	1	3	4	5	6	2	7	8	9
60	10	1	3	4	5	6	2	7	8	9
61	4	1	6	7	9	10	2	3	5	8
62	10	1	6	3	4	5	2	7	8	9
63	10	1	3	4	5	6	2	7	9	8
64	10	1	2	5	3	6	4	7	9	8
65	3	3	1	4	6	2	2	1	6	5
66	4	1	3	5	8	7	1	2	1	6
67	4	3	2	8	7	1	1	6	5	9
68	3	2	1	9	8	7	6	4	5	10
69	2	1	1	7	6	4	2	2	3	5
70	1	1	4	5	4	3	1	2	1	6
71	1	1	1	4	3	2	1	1	1	4
72	2	1	3	8	7	6	5	4	9	10
73	3	2	2	7	5	6	4	1	1	8
74	3	3	2	4	5	1	6	1	7	8
75	2	1	5	4	3	2	1	2	1	6
76	2	1	2	4	3	4	3	3	3	4
77	1	1	2	3	4	5	6	2	1	7
78	3	4	3	2	5	1	6	2	7	8
79	3	1	2	7	6	5	4	8	9	10
80	2	1	1	3	4	5	4	2	5	6
81	1	1	2	6	6	5	2	3	4	6
82	3	1	2	8	7	6	5	4	4	9
83	1	2	5	3	4	6	7	10	8	9
84	1	2	3	4	5	6	7	8	9	10
85	2	3	4	5	6	7	1	8	0	10

86	1	7	5	2	3	8	6	4	9	10
87	9	3	5	2	7	1	4	6	8	10
88	1	5	7	10	2	3	4	6	8	9
89	1	2	8	7	9	4	1	10	5	6
90	2	6	8	1	5	4	3	7	9	10
91	1	7	5	9	6	2	8	3	4	10
92	1	7	3	8	4	9	2	10	5	6
93	2	4	3	5	6	1	8	9	7	10
94	3	2	1	7	6	8	5	9	4	10
95	2	8	4	9	10	3	7	6	1	5
96	7	2	1	6	3	5	4	8	9	10
97	2	5	8	4	7	6	1	9	3	10
98	2	6	7	8	1	9	4	3	5	10
99	7	8	1	10	2	9	3	4	5	6
100	5	1	2	4	3	6	7	8	9	10
101	2	9	5	4	3	8	10	1	6	7
102	8	2	7	9	6	5	10	3	4	1
103	2	8	1	9	10	5	7	6	4	3
104	9	3	2	8	10	6	1	7	4	5
105	1	8	4	7	10	2	9	5	6	3
106	3	8	1	7	5	10	6	2	9	4
107	2	6	10	7	4	9	5	8	3	1
108	3	7	5	9	2	8	10	6	1	4
109	4	7	2	9	10	6	8	3	5	1
110	1	8	4	9	6	3	10	7	5	2
111	1	5	8	10	7	3	6	9	4	2
112	1	6	9	5	8	3	10	7	4	2
113	3	7	9	8	4	1	10	5	6	2
114	3	2	5	4	1	7	6	8	9	10
115	4	9	10	2	7	8	5	1	6	3
116	3	8	5	9	1	7	10	4	6	2
117	3	7	10	4	6	1	9	5	8	2
118	3	6	10	8	9	1	5	7	2	4
119	8	1	9	10	7	4	6	2	5	3
120	1	9	8	4	10	5	2	6	3	7
121	3	7	5	8	1	6	9	2	10	4
122	1	10	3	6	7	9	2	4	5	8
123	8	2	5	4	9	6	10	7	1	3

Table 29. Results of processing a survey of students, teachers and specialists on the impact of the most effective advertising communications for promoting light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factor											
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	Tj	QC
1	4	1	6	7	9	10	2	3	5	8	0	0,75
2	9	4	8	7	2	3	1	5	6	10	0	0,36
3	6	1	2	5	4	3	7	8	10	9	0	0,53
4	10	2	1	4	3	8	5	9	6	7	0	0,41
5	10	1	3	2	9	7	4	5	6	8	0	0,46
6	10	5	2	7	8	4	1	9	3	6	0	0,31
7	2	1	3	9	8	7	4	5	6	10	0	0,96
8	2	1	7	8	3	10	4	5	6	9	0	0,68
9	4	5	1	2	3	7	6	9	8	10	0	0,44
10	10	5	6	3	7	1	2	8	9	4	0	0,22

11	4	3	5	7	6	2	9	8	1	10	0	0,58
12	6	1	7	2	10	5	9	8	3	4	0	0,28
13	2	3	4	8	10	5	6	7	1	9	0	0,85
14	9	2	8	1	3	4	5	6	7	10	0	0,35
15	9	2	8	1	3	4	5	6	7	10	0	0,34
16	10	3	8	5	7	1	9	2	6	4	0	0,23
17	10	3	5	7	9	1	8	2	4	6	0	0,29
18	2	1	7	5	8	6	9	3	10	4	0	0,31
19	4	1	3	8	7	5	9	6	2	10	0	0,86
20	4	1	7	8	9	3	10	6	5	2	0	0,27
21	9,5	1	6	9,5	7	3	8	4	5	2	6	0,26
22	2,5	4,5	6	2,5	1	8	4,5	8	8	10	36	0,36
23	1,5	3	10	8	4,5	1,5	9	7	6	4,5	12	0,27
24	4	5	3	8	2	6	1	7	10	9	0	0,43
25	5	1	6	9	10	7	8	4	3	2	0	0,29
26	9	8	1	4	6	5	2	7	3	10	0	0,33
27	2	1	3	9	10	4	7	6	5	8	0	0,9
28	7	1	8	6	9	5	10	4	3	2	0	0,25
29	5	1	2	9	10	6	8	7	4	3	0	0,59
30	9	1	10	6	7	2	8	5	3	4	0	0,25
31	2	1	7	6	10	4	9	5	8	3	0	0,3
32	4	1	8	10	9	2	5	3	7	6	0	0,4
33	5	1	2	10	8	3	9	4	7	6	0	0,61
34	7	8	9	10	5,5	5,5	3,5	3,5	1	2	12	0,22
35	8	1	7	5	6	2	9	4	3	10	0	0,44
36	4,5	6,5	4,5	8,5	1	2,5	2,5	6,5	8,5	10	24	0,37
37	7	10	3	4	1,5	1,5	5	7	7	9	30	0,23
38	8	4	10	9	6	5	3	2	1	7	0	0,26
39	6	2	1	10	9	5	3	4	7	8	0	0,72
40	8	3	4	5	1	7	6	2	9	10	0	0,42
41	4	1	5	9	3	6	10	7	8	2	0	0,28
42	4	1	3	9	10	2	8	6	7	5	0	0,6
43	5	1	4	6	3	7	10	2	9	8	0	0,52
44	2	1	10	4	9	3	8	7	5	6	0	0,32
45	3,5	1,5	3,5	8	7	9	5,5	5,5	1,5	10	18	0,92
46	3,5	1,5	5	8	7	6	9	3,5	1,5	10	12	0,83
47	6	6	6	8,5	8,5	2,5	2,5	2,5	2,5	10	90	0,39
48	4	3	1,5	8	7	6	5	9	1,5	10	6	0,31
49	2,5	2,5	2,5	7,5	7,5	5,5	9	5,5	2,5	10	72	0,79
50	4	4	4	6	7	9	8	1,5	1,5	10	30	0,76
51	2	2	4	5	6	7	8	9	2	10	24	0,7
52	4	3	5	7	6	8	2	1	9	10	0	0,66
53	3	2	4	6	5	8	9	10	1	7	0	0,57
54	2	1	3	9	8	7	6	4	5	10	0	0,96
55	10	1	2	3	5	4	6	7	8	9	0	0,46
56	8	1	3	2	4	5	6	7	9	10	0	0,5
57	10	1	3	4	5	6	2	7	8	9	0	0,49
58	10	5	1	2	3	4	6	7	9	8	0	0,32
59	10	1	3	4	5	6	2	7	8	9	0	0,48
60	10	1	3	4	5	6	2	7	8	9	0	0.;?
61	4	1	6	7	9	10	2	3	5	8	0	0,74
62	10	1	6	3	4	5	2	7	8	9	0	0,41
63	10	1	3	4	5	6	2	7	9	8	0	0,45
64	10	1	2	5	3	6	4	7	9	8	0	0,45
65	5,5	5,5	1,5	7	9,5	3,5	3,5	1,5	9,5	8	24	0,43
66	6	2	5	7	10	9	2	4	2	8	24	0,73

67	5	4	3	9	8	1,5	1,5	7	6	10	6	0,65
68	3	2	1	9	8	7	6	4	5	10	0	0,96
69	4	1,5	1,5	10	9	7	4	4	6	8	30	0,96
70	2,5	2,5	7,5	9	7,5	6	2,5	5	2,5	10	66	0,78
71	3,5	3,5	3,5	9,5	8	7	3,5	3,5	3,5	9,5	216	0,93
72	2	1	3	8	7	6	5	4	9	10	0	0,79
73	5	3,5	3,5	9	7	8	6	1,5	1,5	10	12	0,79
74	4,5	4,5	3	6	7	1,5	8	1,5	9	10	12	0,51
75	5	2	9	8	7	5	2	5	2	10	48	0,67
76	2,5	1	2,5	9	5,5	9	5,5	5,5	5,5	9	90	0,95
77	2	2	4,5	6	7	8	9	4,5	2	10	30	0,82
78	4,5	6	4,5	2,5	7	1	8	2,5	9	10	12	0,34
79	3	1	2	7	6	5	4	8	9	10	0	0,59
80	3,5	1,5	1,5	5	6,5	8,5	6,5	3,5	8,5	10	24	0,71
81	1,5	1,5	3,5	9	9	7	3,5	5	6	9	36	0,96
82	3	1	2	9	8	7	6	4,5	4,5	10	6	0,96
83	1	2	5	3	4	6	7	10	8	9	0	0,53
84	1	2	3	4	5	6	7	8	9	10	0	0,62
85	2	3	4	5	6	7	1	8	9	10	0	0,64
86	1	7	5	2	3	8	6	4	9	10	0	0,34
87	9	3	5	2	7	1	4	6	8	10	0	0,4
88	1	5	7	10	2	3	4	6	8	9	0	0,38
89	3	2	8	7	9	4	1	10	5	6	0	0,38
90	2	6	8	1	5	4	3	7	9	10	0	0,33
91	1	7	5	9	6	2	8	3	4	10	0	0,39
92	1	7	3	8	4	9	2	10	5	6	0	0,3
93	2	4	3	5	6	1	8	9	7	10	0	0,54
94	3	2	1	7	6	8	5	9	4	10	0	0,54
95	2	8	4	9	10	3	7	6	1	5	0	0,24
96	7	2	1	6	3	5	4	8	9	10	0	0,55
97	2	5	8	4	7	6	1	9	3	10	0	0,37
98	2	6	7	8	1	9	4	3	5	10	0	0,36
99	7	8	1	10	2	9	3	4	5	6	0	0,24
100	5	1	2	4	3	6	7	8	9	10	0	0,56
											1008	
Rank sums	500.5	280.5	446	636.5	619.5	529	538	562	575	813	550	
Sum of ranks without heretics	6.5	11.5	12.5	22.5	25.5	26.5	35	41	45	49		
Coef. concord.		0.21		0.96								
Crete. Pearson		185.96		2.14								

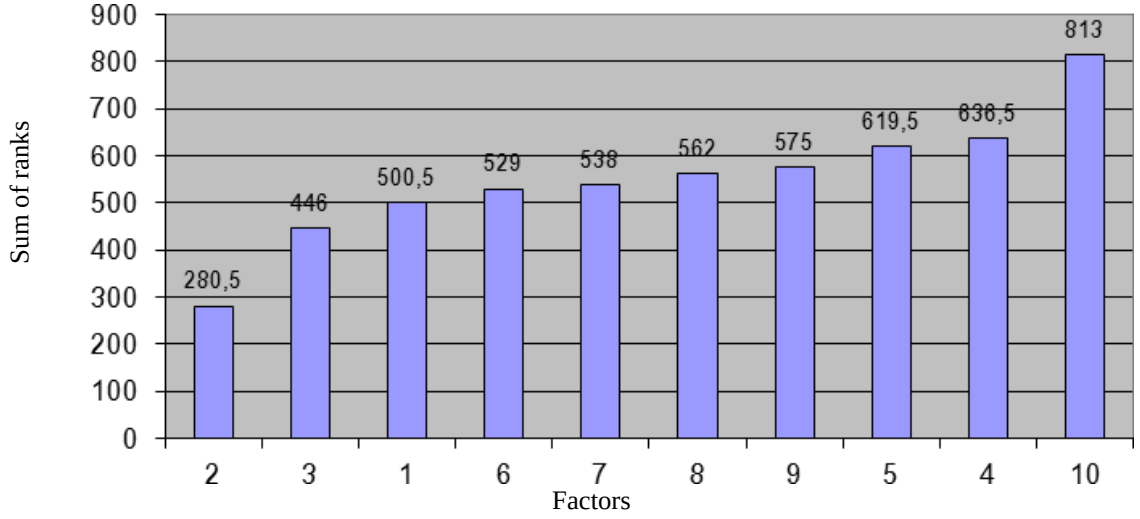

Figure 13 - Results of the survey of students, teachers and specialists on the influence of the most effective advertising communications for the promotion of light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

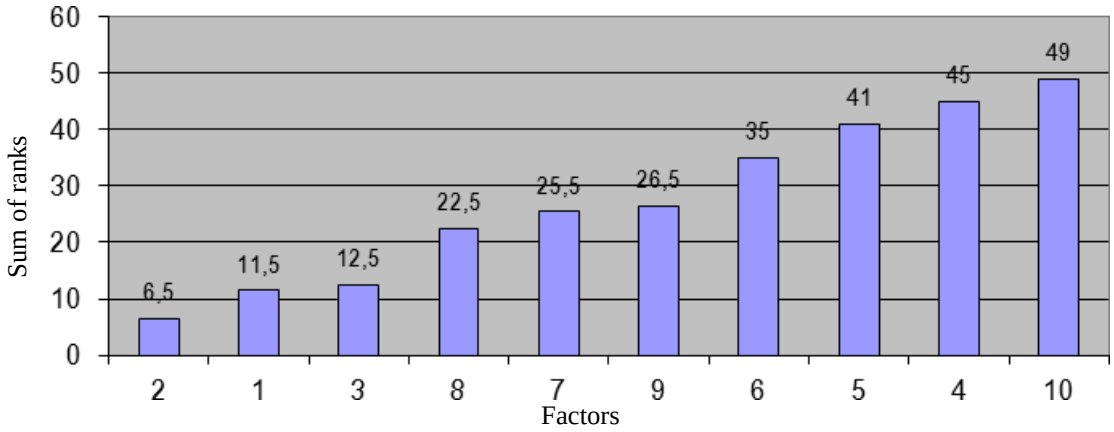

Figure 14 - The results of a survey of students, teachers and specialists about the impact of the most effective advertising communications for the promotion of light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District without heretics, that is, the opinion of those experts that does not coincide with the opinion of the majority of respondents

Table 30. Results of a survey of students, teachers and specialists on the impact of the most effective advertising communications for promoting light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Experts	Factors									
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10
1	4	1	6	7	9	10	2	3	5	8
2	9	4	8	7	2	3	1	5	6	10
3	6	1	2	5	4	3	7	8	10	9
4	10	2	1	4	3	8	5	9	6	7
5	10	1	3	2	9	7	4	5	6	8
6	10	5	2	7	8	4	1	9	3	6
7	2	1	3	9	8	7	4	5	6	10
8	2	1	7	8	3	10	4	5	6	9
9	4	5	1	2	3	7	6	9	8	10
10	10	5	6	3	7	1	2	8	9	4

11	4	3	5	7	6	2	9	8	1	10
12	6	1	7	2	10	5	9	8	3	4
13	2	3	4	8	10	5	6	7	1	9
14	9	2	8	1	3	4	5	6	7	10
15	9	2	8	1	3	4	5	6	7	10
16	10	3	8	5	7	1	9	2	6	4
17	10	3	5	7	9	1	8	2	4	6
18	2	1	7	5	8	6	9	3	10	4
19	4	1	3	8	7	5	9	6	2	10
20	4	1	7	8	9	3	10	6	5	2
21	9	1	6	9	7	3	8	4	5	2
22	2	3	4	2	1	5	3	5	5	6
23	1	2	8	6	3	1	7	5	4	3
24	4	5	3	8	2	6	1	7	10	9
25	5	1	6	9	10	7	8	4	3	2
26	9	8	1	4	6	5	2	7	3	10
27	2	1	3	9	10	4	7	6	5	8
28	7	1	8	6	9	5	10	4	3	2
29	5	1	2	9	10	6	8	7	4	3
30	9	1	10	6	7	2	8	5	3	4
31	2	1	7	6	10	4	9	5	8	3
32	4	1	8	10	9	2	5	3	7	6
33	5	1	2	10	8	3	9	4	7	6
34	5	6	7	8	4	4	3	3	1	2
35	8	1	7	5	6	2	9	4	3	10
36	3	4	3	5	1	2	2	4	5	6
37	5	7	2	3	1	1	4	5	5	6
38	8	4	10	9	6	5	3	2	1	7
39	6	2	1	10	9	5	3	4	7	8
40	8	3	4	5	1	7	6	2	9	10
41	4	1	5	9	3	6	10	7	8	2
42	4	1	3	9	10	2	8	6	7	5
43	5	1	4	6	3	7	10	2	9	8
44	2	1	10	4	9	3	8	7	5	6
45	2	1	2	5	4	6	3	3	1	7
46	2	1	3	6	5	4	7	2	1	8
47	2	2	2	3	3	1	1	1	1	4
48	3	2	1	7	6	5	4	8	1	9
49	1	1	1	3	3	2	4	2	1	5
50	2	2	2	3	4	6	5	1	1	7
51	1	1	2	3	4	5	6	7	1	8
52	4	3	5	7	6	8	2	1	9	10
53	3	2	4	6	5	8	9	10	1	7
54	2	1	3	9	8	7	6	4	5	10
55	10	1	2	3	5	4	6	7	8	9
56	8	1	3	2	4	5	6	7	9	10
57	10	1	3	4	5	6	2	7	8	9
58	10	5	1	2	3	4	6	7	9	8
59	10	1	3	4	5	6	2	7	8	9
60	10	1	3	4	5	6	2	7	8	9
61	4	1	6	7	9	10	2	3	5	8
62	10	1	6	3	4	5	2	7	8	9
63	10	1	3	4	5	6	2	7	9	8
64	10	1	2	5	3	6	4	7	9	8
65	3	3	1	4	6	2	2	1	6	5
66	4	1	3	5	8	7	1	2	1	6

67	4	3	2	8	7	1	1	6	5	9
68	3	2	1	9	8	7	6	4	5	10
69	2	1	1	7	6	4	2	2	3	5
70	1	1	4	5	4	3	1	2	1	6
71	1	1	1	4	3	2	1	1	1	4
72	2	1	3	8	7	6	5	4	9	10
73	3	2	2	7	5	6	4	1	1	8
74	3	3	2	4	5	1	6	1	7	8
75	2	1	5	4	3	2	1	2	1	6
76	2	1	2	4	3	4	3	3	3	4
77	1	1	2	3	4	5	6	2	1	7
78	3	4	3	2	5	1	6	2	7	8
79	3	1	2	7	6	5	4	8	9	10
80	2	1	1	3	4	5	4	2	5	6
81	1	1	2	6	6	5	2	3	4	6
82	3	1	2	8	7	6	5	4	4	9
83	1	2	5	3	4	6	7	10	8	9
84	1	2	3	4	5	6	7	8	9	10
85	2	3	4	5	6	7	1	8	9	10
86	1	7	5	2	3	8	6	4	9	10
87	9	3	5	2	7	1	4	6	8	10
88	1	5	7	10	2	3	4	6	8	9
89	3	2	8	7	9	4	1	10	5	6
90	2	6	8	1	5	4	3	7	9	10
91	1	7	5	9	6	2	8	3	4	10
92	1	7	3	8	4	9	2	10	5	6
93	2	4	3	5	6	1	8	9	7	10
94	3	2	1	7	6	8	5	9	4	10
95	2	8	4	9	10	3	7	6	1	5
96	7	2	1	6	3	5	4	8	9	10
97	2	5	8	4	7	6	1	9	3	10
98	2	6	7	8	1	9	4	3	5	10
99	7	8	1	10	2	9	3	4	5	6
100	5	1	2	4	3	6	7	8	9	10
101	2	9	5	4	3	8	10	1	6	7
102	8	2	7	9	6	5	10	3	4	1
103	2	8	1	9	10	5	7	6	4	3
104	9	3	2	8	10	6	1	7	4	5
105	1	8	4	7	10	2	9	5	6	3
106	3	8	1	7	5	10	6	2	9	4
107	2	6	10	7	4	9	5	8	3	1
108	3	7	5	9	2	8	10	6	1	4
109	4	7	2	9	10	6	8	3	5	1
110	1	8	4	9	6	3	10	7	5	2
111	1	5	8	10	7	3	6	9	4	2
112	1	6	9	5	8	3	10	7	4	2
113	3	7	9	8	4	1	10	5	6	2
114	3	2	5	4	1	7	6	8	9	10
115	4	9	10	2	7	8	5	1	6	3
116	3	8	5	9	1	7	10	4	6	2
117	3	7	10	4	6	1	9	5	8	2
118	3	6	10	8	9	1	5	7	2	4
119	8	1	9	10	7	4	6	2	5	3
120	1	9	8	4	10	5	2	6	3	7
121	3	7	5	8	1	6	9	2	10	4
122	1	10	3	6	7	9	2	4	5	8

Table 31. Results of processing a survey of students, teachers and specialists on the impact of the most effective advertising communications for promoting light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Expert	Factor										
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	QC
1	4	1	6	7	9	10	2	3	5	8	0,75
2	9	4	8	7	2	3	1	5	6	10	0,36
3	6	1	2	5	4	3	7	8	10	9	0,53
4	10	2	1	4	3	8	5	9	6	7	0,41
5	10	1	3	2	9	7	4	5	6	8	0,46
6	10	5	2	7	8	4	1	9	3	6	0,31
7	2	1	3	9	8	7	4	5	6	10	0,96
8	2	1	7	8	3	10	4	5	6	9	0,68
9	4	5	1	2	3	7	6	9	8	10	0,44
10	10	5	6	3	7	1	2	8	9	4	0,22
11	4	3	5	7	6	2	9	8	1	10	0,58
12	6	1	7	2	10	5	9	8	3	4	0,28
13	2	3	4	8	10	5	6	7	1	9	0,85
14	9	2	8	1	3	4	5	6	7	10	0,35
15	9	2	8	1	3	4	5	6	7	10	0,34
16	10	3	8	5	7	1	9	2	6	4	0,23
17	10	3	5	7	9	1	8	2	4	6	0,29
18	2	1	7	5	8	6	9	3	10	4	0,31
19	4	1	3	8	7	5	9	6	2	10	0,86
20	4	1	7	8	9	3	10	6	5	2	0,27
21	9,5	1	6	9,5	7	3	8	4	5	2	0,26
22	2,5	4,5	6	2,5	1	8	4,5	8	8	10	0,36
23	1,5	3	10	8	4,5	1,5	9	7	6	4,5	0,27
24	4	5	3	8	2	6	1	7	10	9	0,43
25	5	1	6	9	10	7	8	4	3	2	0,29
26	9	8	1	4	6	5	2	7	3	10	0,33
27	2	1	3	9	10	4	7	6	5	8	0,9
28	7	1	8	6	9	5	10	4	3	2	0,25
29	5	1	2	9	10	6	8	7	4	3	0,59
30	9	1	10	6	7	2	8	5	3	4	0,25
31	2	1	7	6	10	4	9	5	8	3	0,3
32	4	1	8	10	9	2	5	3	7	6	0,4
33	5	1	2	10	8	3	9	4	7	6	0,61
34	7	8	9	10	5,5	5,5	3,5	3,5	1	2	0,22
35	8	1	7	5	6	2	9	4	3	10	0,44
36	4,5	6,5	4,5	8,5	1	2,5	2,5	6,5	8,5	10	0,37
37	7	10	3	4	1,5	1,5	5	7	7	9	0,23
38	8	4	10	9	6	5	3	2	1	7	0,26
39	6	2	1	10	9	5	3	4	7	8	0,72
40	8	3	4	5	1	7	6	2	9	10	0,42
41	4	1	5	9	3	6	10	7	8	2	0,28
42	4	1	3	9	10	2	8	6	7	5	0,6
43	5	1	4	6	3	7	10	2	9	8	0,52
44	2	1	10	4	9	3	8	7	5	6	0,32
45	3,5	1,5	3,5	8	7	9	5,5	5,5	1,5	10	0,92
46	3,5	1,5	5	8	7	6	9	3,5	1,5	10	0,83
47	6	6	6	8,5	8,5	2,5	2,5	2,5	2,5	10	0,39

48	4	3	1,5	8	7	6	5	9	1,5	10	0,31
49	2,5	2,5	2,5	7,5	7,5	5,5	9	5,5	2,5	10	0,79
50	4	4	4	6	7	9	8	1,5	1,5	10	0,76
51	2	2	4	5	6	7	8	9	2	10	0,7
52	4	3	5	7	6	8	2	1	9	10	0,66
53	3	2	4	6	5	8	9	10	1	7	0,57
54	2	1	3	9	8	7	6	4	5	10	0,96
55	10	1	2	3	5	4	6	7	8	9	0,46
56	8	1	3	2	4	5	6	7	9	10	0,5
57	10	1	3	4	5	6	2	7	8	9	0,49
58	10	5	1	2	3	4	6	7	9	8	0,32
59	10	1	3	4	5	6	2	7	8	9	0,48
60	10	1	3	4	5	6	2	7	8	9	0.;?
61	4	1	6	7	9	10	2	3	5	8	0,74
62	10	1	6	3	4	5	2	7	8	9	0,41
63	10	1	3	4	5	6	2	7	9	8	0,45
64	10	1	2	5	3	6	4	7	9	8	0,45
65	5,5	5,5	1,5	7	9,5	3,5	3,5	1,5	9,5	8	0,43
66	6	2	5	7	10	9	2	4	2	8	0,73
67	5	4	3	9	8	1,5	1,5	7	6	10	0,65
68	3	2	1	9	8	7	6	4	5	10	0,96
69	4	1,5	1,5	10	9	7	4	4	6	8	0,96
70	2,5	2,5	7,5	9	7,5	6	2,5	5	2,5	10	0,78
71	3,5	3,5	3,5	9,5	8	7	3,5	3,5	3,5	9,5	0,93
72	2	1	3	8	7	6	5	4	9	10	0,79
73	5	3,5	3,5	9	7	8	6	1,5	1,5	10	0,79
74	4,5	4,5	3	6	7	1,5	8	1,5	9	10	0,51
75	5	2	9	8	7	5	2	5	2	10	0,67
76	2,5	1	2,5	9	5,5	9	5,5	5,5	5,5	9	0,95
77	2	2	4,5	6	7	8	9	4,5	2	10	0,82
78	4,5	6	4,5	2,5	7	1	8	2,5	9	10	0,34
79	3	1	2	7	6	5	4	8	9	10	0,59
80	3,5	1,5	1,5	5	6,5	8,5	6,5	3,5	8,5	10	0,71
81	1,5	1,5	3,5	9	9	7	3,5	5	6	9	0,96
82	3	1	2	9	8	7	6	4,5	4,5	10	0,96
83	1	2	5	3	4	6	7	10	8	9	0,53
84	1	2	3	4	5	6	7	8	9	10	0,62
85	2	3	4	5	6	7	1	8	9	10	0,64
86	1	7	5	2	3	8	6	4	9	10	0,34
87	9	3	5	2	7	1	4	6	8	10	0,4
88	1	5	7	10	2	3	4	6	8	9	0,38
89	3	2	8	7	9	4	1	10	5	6	0,38
90	2	6	8	1	5	4	3	7	9	10	0,33
91	1	7	5	9	6	2	8	3	4	10	0,39
92	1	7	3	8	4	9	2	10	5	6	0,3
93	2	4	3	5	6	1	8	9	7	10	0,54
94	3	2	1	7	6	8	5	9	4	10	0,54
95	2	8	4	9	10	3	7	6	1	5	0,24
96	7	2	1	6	3	5	4	8	9	10	0,55
97	2	5	8	4	7	6	1	9	3	10	0,37
98	2	6	7	8	1	9	4	3	5	10	0,36
99	7	8	1	10	2	9	3	4	5	6	0,24
100	5	1	2	4	3	6	7	8	9	10	0,56
Rank sums	500.5	280.5	446	636.5	619.5	529	538	562	575	813	
Sum of ranks											

without heretics											
Coef. concord.		0.21		0.96							
Crete. Pearson		185.96		2.14							

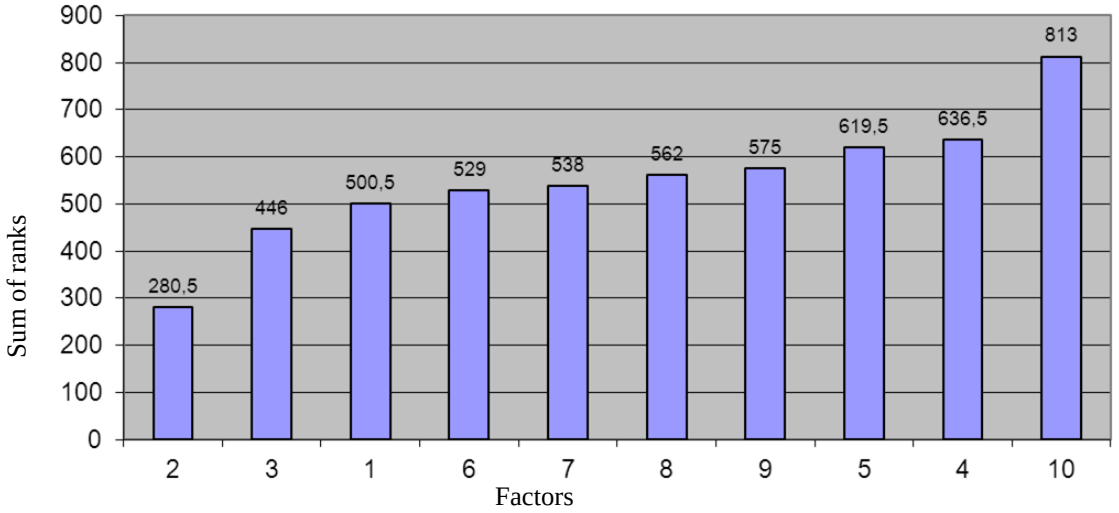

Figure 15 - The results of the questionnaire survey by teachers and specialists on the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

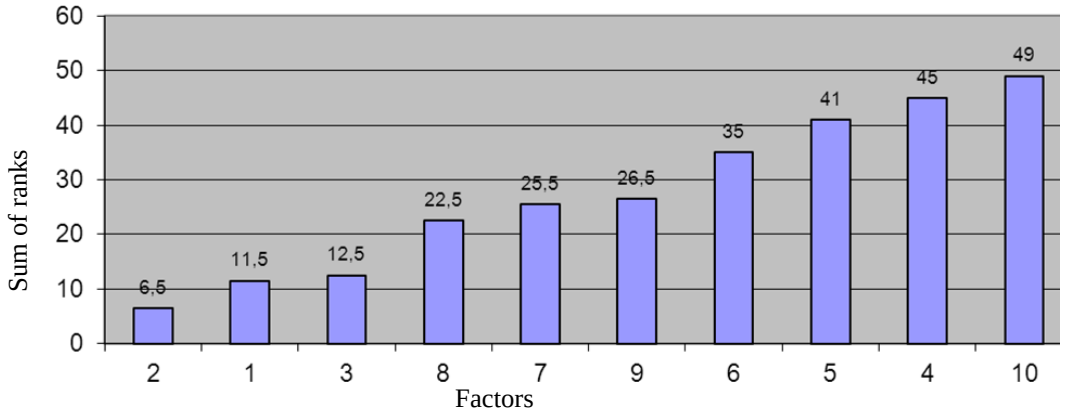

Figure 16 - The results of the questionnaire survey by teachers and specialists about the influence of advertising communications for the promotion of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District without heretics, that is, the opinion of those experts that does not coincide with the opinion of the majority of respondents without heretics, i.e. whose opinion does not match the majority of respondents

Table 32. The results of assessing the competence of students, teachers and specialists on the impact of the most effective advertising communications for the promotion of light industry products (footwear) on the market of the regions of the Southern Federal District and the North Caucasus Federal District

Experts		Factors										Wi
		1	2	3	4	5	6	7	8	9	10	
1	1	4	1	6	7	9	10	2	3	5	8	0,80
2	2	9	4	8	7	2	3	1	5	6	10	0,59
3	3	6	1	2	5	4	3	7	8	10	9	0,66
4	4	10	2	1	4	3	8	5	9	6	7	0,63
5	5	10	1	3	2	9	7	4	5	6	8	0,66
6	6	10	5	2	7	8	4	1	9	3	6	0,64

7	7	2	1	3	9	8	7	4	5	6	10		0,84
8	8	2	1	7	8	3	10	4	5	6	9		0,75
9	9	4	5	1	2	3	7	6	9	8	10		0,61
10	10	10	5	6	3	7	1	2	8	9	4		0,47
11	11	4	3	5	7	6	2	9	8	1	10		0,71
12	12	6	1	7	2	10	5	9	8	3	4		0,61
13	13	2	3	4	8	10	5	6	7	1	9		0,79
14	14	9	2	8	1	3	4	5	6	7	10		0,54
15	15	9	2	8	1	3	4	5	6	7	10		0,54
16	16	10	3	8	5	7	1	9	2	6	4		0,53
17	17	10	3	5	7	9	1	8	2	4	6		0,63
18	18	2	1	7	5	8	6	9	3	10	4		0,65
19	19	4	1	3	8	7	5	9	6	2	10		0,79
20	20	4	1	7	8	9	3	10	6	5	2		0,65
21	21	9	1	6	9	7	3	8	4	5	2		0,62
22	22	2	3	4	2	1	5	3	5	5	6		0,61
23	23	1	2	8	6	3	1	7	5	4	3		0,59
24	24	4	5	3	8	2	6	1	7	10	9		0,67
25	25	5	1	6	9	10	7	8	4	3	2		0,71
26	26	9	8	1	4	6	5	2	7	3	10		0,62
27	28	7	1	8	6	9	5	10	4	3	2		0,61
28	29	5	1	2	9	10	6	8	7	4	3		0,75
29	30	9	1	10	6	7	2	8	5	3	4		0,57
30	31	2	1	7	6	10	4	9	5	8	3		0,66
31	32	4	1	8	10	9	2	5	3	7	6		0,71
32	33	5	1	2	10	8	3	9	4	7	6		0,75
33	34	5	6	7	8	4	4	3	3	1	2		0,55
34	35	8	1	7	5	6	2	9	4	3	10		0,66
35	36	3	4	3	5	1	2	2	4	5	6		0,62
36	37	5	7	2	3	1	1	4	5	5	6		0,50
37	38	8	4	10	9	6	5	3	2	1	7		0,64
38	39	6	2	1	10	9	5	3	4	7	8		0,79
39	40	8	3	4	5	1	7	6	2	9	10		0,63
40	41	4	1	5	9	3	6	10	7	8	2		0,63
41	42	4	1	3	9	10	2	8	6	7	5		0,73
42	43	5	1	4	6	3	7	10	2	9	8		0,68
43	44	2	1	10	4	9	3	8	7	5	6		0,63
44	46	2	1	3	6	5	4	7	2	1	8		0,79
45	47	2	2	2	3	3	1	1	1	1	4		0,71
46	48	3	2	1	7	6	5	4	8	1	9		0,79
47	49	1	1	1	3	3	2	4	2	1	5		0,80
48	50	2	2	2	3	4	6	5	1	1	7		0,76
49	51	1	1	2	3	4	5	6	7	1	8		0,75
50	52	4	3	5	7	6	8	2	1	9	10		0,74
51	53	3	2	4	6	5	8	9	10	1	7		0,71
52	54	2	1	3	9	8	7	6	4	5	10		0,84
53	55	10	1	2	3	5	4	6	7	8	9		0,63
54	56	8	1	3	2	4	5	6	7	9	10		0,63
55	57	10	1	3	4	5	6	2	7	8	9		0,65
56	58	10	5	1	2	3	4	6	7	9	8		0,54
57	59	10	1	3	4	5	6	2	7	8	9		0,65
58	60	10	1	3	4	5	6	2	7	8	9		0,65
59	61	4	1	6	7	9	10	2	3	5	8		0,78
60	62	10	1	6	3	4	5	2	7	8	9		0,59
61	63	10	1	3	4	5	6	2	7	9	8		0,63
62	64	10	1	2	5	3	6	4	7	9	8		0,64

63	65	3	3	1	4	6	2	2	1	6	5		0,70
64	66	4	1	3	5	8	7	1	2	1	6		0,77
65	67	4	3	2	8	7	1	1	6	5	9		0,74
66	68	3	2	1	9	8	7	6	4	5	10		0,84
67	70	1	1	4	5	4	3	1	2	1	6		0,78
68	72	2	1	3	8	7	6	5	4	9	10		0,80
69	73	3	2	2	7	5	6	4	1	1	8		0,80
70	74	3	3	2	4	5	1	6	1	7	8		0,68
71	75	2	1	5	4	3	2	1	2	1	6		0,73
72	77	1	1	2	3	4	5	6	2	1	7		0,78
73	78	3	4	3	2	5	1	6	2	7	8		0,59
74	79	3	1	2	7	6	5	4	8	9	10		0,76
75	80	2	1	1	3	4	5	4	2	5	6		0,77
76	81	1	1	2	6	6	5	2	3	4	6		0,83
77	82	3	1	2	8	7	6	5	4	4	9		0,84
78	83	1	2	5	3	4	6	7	10	8	9		0,66
79	84	1	2	3	4	5	6	7	8	9	10		0,71
80	85	2	3	4	5	6	7	1	8	9	10		0,72
81	86	1	7	5	2	3	8	6	4	9	10		0,60
82	87	9	3	5	2	7	1	4	6	8	10		0,58
83	88	1	5	7	10	2	3	4	6	8	9		0,67
84	89	3	2	8	7	9	4	1	10	5	6		0,68
85	90	2	6	8	1	5	4	3	7	9	10		0,56
86	91	1	7	5	9	6	2	8	3	4	10		0,70
87	92	1	7	3	8	4	9	2	10	5	6		0,68
88	93	2	4	3	5	6	1	8	9	7	10		0,67
89	94	3	2	1	7	6	8	5	9	4	10		0,80
90	95	2	8	4	9	10	3	7	6	1	5		0,68
91	96	7	2	1	6	3	5	4	8	9	10		0,69
92	97	2	5	8	4	7	6	1	9	3	10		0,66
93	98	2	6	7	8	1	9	4	3	5	10		0,68
94	99	7	8	1	10	2	9	3	4	5	6		0,65
95	100	5	1	2	4	3	6	7	8	9	10		0,68
96	101	2	9	5	4	3	8	10	1	6	7		0,57
97	102	8	2	7	9	6	5	10	3	4	1		0,60
98	103	2	8	1	9	10	5	7	6	4	3		0,68
99	104	9	3	2	8	10	6	1	7	4	5		0,71
100	105	1	8	4	7	10	2	9	5	6	3		0,61
101	106	3	8	1	7	5	10	6	2	9	4		0,64
102	107	2	6	10	7	4	9	5	8	3	1		0,55
103	108	3	7	5	9	2	8	10	6	1	4		0,62
104	109	4	7	2	9	10	6	8	3	5	1		0,65
105	110	1	8	4	9	6	3	10	7	5	2		0,59
106	111	1	5	8	10	7	3	6	9	4	2		0,62
107	112	1	6	9	5	8	3	10	7	4	2		0,54
108	113	3	7	9	8	4	1	10	5	6	2		0,50
109	114	3	2	5	4	1	7	6	8	9	10		0,65
110	115	4	9	10	2	7	8	5	1	6	3		0,47
111	116	3	8	5	9	1	7	10	4	6	2		0,56
112	117	3	7	10	4	6	1	9	5	8	2		0,45
113	118	3	6	10	8	9	1	5	7	2	4		0,59
114	119	8	1	9	10	7	4	6	2	5	3		0,64
115	120	1	9	8	4	10	5	2	6	3	7		0,61
116	121	3	7	5	8	1	6	9	2	10	4		0,56
117	122	1	10	3	6	7	9	2	4	5	8		0,67
118	123	8	2	5	4	9	6	10	7	1	3		0,61

119	27	2	1	3	9	10	4	7	6	5	8		0,84
120	45	2	1	2	5	4	6	3	3	1	7		0,84
121	69	2	1	1	7	6	4	2	2	3	5		0,84
122	71	1	1	1	4	3	2	1	1	1	4		0,84
123	76	2	1	2	4	3	4	3	3	3	4		0,84

The considered method for assessing the competence of experts with their participation in the work of expert commissions of various organizations can be used if there is sufficient reasoning about the reliability of the results of their work. If the head of the organization that forms these expert commissions needs to personally assess the competence of each participant, in this case it is proposed to use a new method, the essence of which involves a personal assessment of the competence of each expert using the developed software product.

One of the conditions for the competitiveness of an enterprise is the organization of effective interaction with the parties interested in the successful functioning of this enterprise. Each enterprise, even small ones, has several groups of subjects with different interests, with which it can be in temporary or permanent cooperation. The research of the authors is devoted to the issues of studying these interests, ways of solving emerging problems between external and internal participants, establishing relationships between partners, in order to guarantee to all interested parties the implementation of the main principle - the interests of all parties are legitimate and require their satisfaction and respect.

The considered method for assessing the competence of experts with their participation in the work of expert commissions of various organizations can be used if there is sufficient reasoning about the reliability of the results of their work. If the head of the organization that forms these expert commissions needs to personally assess the competence of each participant, in this case it is proposed to use a new method, the essence of which involves a personal assessment of the competence of each expert using the developed software product.

Thus, the authors were able, on the one hand, to show the possibilities of expertise for assessing the competence of specialists involved by customs for marketing communications for the compliance of products with regulatory requirements within the framework of the Customs Code of the Customs Union and other organizations and the choice of preferences in advertising to stimulate product sales, on the other hand, make sure that they are competent. whether the involved expert auditors or not, which will allow the management of the TC CU and other organizations to reduce errors in their work on attracting expert auditors to work in customs, and consumers will be sure that they are purchasing high quality products that meet the requirements of technical regulations , standards, codes of practice, or contract terms.

In any case, only the business itself will benefit from all this, i.e. it will be possible to protect the domestic consumer from low-quality products and provoke domestic producers to significantly improve the very quality of products and increase their competitiveness and demand.

The nature of the new competition in the modern world economy, caused by the processes of globalization, sets high demands on manufacturers to increase the competitiveness of goods and enterprises. Increasing the competitiveness of enterprises and industries is one of the most important areas of real economic growth, both in Russia and in the regions of the Southern Federal District and the North Caucasus Federal District, which is reflected in the program document, namely, in the strategy for the development of light industry in Russia for the period up to 2025.

In this regard, the problem of the competitiveness of domestic footwear requires the development of conceptual foundations of theoretical, methodological and practical recommendations adequate to the forthcoming changes in the organizational and economic mechanism of the functioning of the entire industrial complex of the country.

In modern conditions of market relations, a competitive environment and direct interaction of Russian and foreign manufacturers, solving the problem of combining state and market mechanisms for managing competitiveness is becoming a strategic resource for the economy of the regions of the Southern Federal District and the North Caucasus Federal District. In the world economy, the place of price competitiveness was taken by the competitiveness of quality levels, which will increase its relevance with Russia's entry into the WTO. An increase in the quality factor of the results of the production of domestic footwear in the strategy of competition in world markets is a long-term trend.

The task of increasing competitiveness is especially urgent for shoe enterprises, which, due to external factors (increased competition due to globalization, the global financial crisis) and internal (ineffective management), have lost their competitive positions in the domestic and foreign markets. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensifying, one of which is the union of commodity producers and the state.

There are three main options for the concept of

an enterprise in a developed economy: neoclassical, agency (stock) and the concept of partnerships.

The concept of partnership, or stakeholder theory, examines the dependence of a firm's actions on the interests of a wide variety of stakeholders, including consumers, suppliers, shareholders, managers, employees, etc.At the same time, each of the partners has certain rights to control the enterprise, therefore the concept implies the need to make decisions taking into account their interests.

The theory of strategic management is one of the most difficult areas of management science. For a fairly short period of its existence, characterized by the rapid development of a number of concepts, it managed to turn into an independent scientific discipline with its own academic infrastructure. The most important question that theory must answer is the identification of the sources of long-term competitiveness of enterprises. These sources are determined by the strategy of the enterprise and, accordingly, raise the question of its nature.

The systemic concept of the enterprise can be considered as a starting point for the strategic description of enterprises at the present time, since none of the above concepts "in its pure form represents a scheme for analysis, relevant to the real situation and role of the enterprise in any economy."

Insufficient adequacy of the concept of partnership relations of an enterprise follows from the fact that the behavior of industrial enterprises is determined to the greatest extent by the interests of only the internal top management and large owners.

However, it should be noted that this situation was typical for the 90s of the last century, but recent years have been characterized by changes in this area. Evidence of this is the gradual development and spread of the corporate governance system in the country, one of the principles of which directly emphasizes the role of stakeholders in enterprise management. One cannot fail to note the recent increase in attention to the concept of social responsibility of business.

The simultaneous coexistence of several concepts that describe the decision-making mechanism in enterprise management is due to the fact that different enterprises have specific tasks at different stages of their activities.

In particular, not all enterprises are the main consumers of stakeholder theory, but only those that are interested in maintaining relationships with a wide range of partners and in managing them. For such enterprises, stakeholder theory can offer non-standard approaches to address their specific challenges.

There are certain relationships between the company and partners, they can be different, both competitive and collaborative. Partners can exist independently of each other, or they can interact. The set of partners, which the adherents of this theory call "a coalition of business participants" or "a coalition of influence", is a force that continuously influences an organization, forcing it to evolve, change and adjust.

In the modern interpretation of stakeholder theory, partners are viewed not just as groups and individuals affected by the organization's activities, but as contributors of a certain type of resource. Stakeholders provide the enterprise with the resources necessary for its activities, because its activities allow satisfying its needs. At the same time, the satisfaction of the partner's requests is nothing more than the receipt by him of resources from the organization. Thus, the relationship between the enterprise and its partners is built around the resource exchange, since each seeks to create its own resource base that would best suit the goals of the partners.

Thus, the total assessment of the competitiveness of the same product, given by representatives of different segments, will differ. To make managerial decisions on competitiveness, the analysis uses the results of assessing the competitiveness of men's shoes, which were put down by representatives of the target segment.

The maximum score for the product coefficient is 5 points.

In fact, the level of competitiveness may be below the maximum mark.

Let's calculate the competitiveness of enterprises, taking into account the significance defined above. We will enter the obtained data into table 33.

Table 33. Analysis of the competitiveness of men's shoes

Properties	Compliance with the direction of fashion	Arts. formalized indolence	Workmanship quality	Comfort fortitude	Otherness	Appearance and quality of the material	Price	Competitive way ness	Place order
The significance of ai	0.138	0.154	0.138	0.15	0.12	0.145	0.153		
Dono shoes	0.46	0.49	0.51	0.51	0.45	0.56	0.51	3.49	1
Leonov	0.45	0.38	0.47	0.43	0.39	0.48	0.45	3.05	2

According to table 6.33, it can be seen that men's footwear of Donobuv CJSC are more competitive than the same range of Leonov LLC.

The rest of the indicators for assessing the competitiveness of enterprises will be taken from the technical and economic indicators of enterprises, data from the balance sheet.

Let us calculate the dimensionless estimates of the indicators of the competitiveness of enterprises and summarize everything in Table 34.

To convert the dimensional estimates of indicators into dimensionless, it is proposed to use the index method. Which was discussed above.

So, based on the data presented, we will calculate the generalizing indicators of the competitiveness of the studied enterprises using the formula (3):

for LLC Leonov: ***KP***= 59.65%.
for JSC "Donobuv": ***KP***= 70.877%.

As can be seen from the scale for assessing the qualitative level of competitiveness, LLC Leonov and CJSC Donobuv have an average level of competitiveness in the market of footwear enterprises in the Southern Federal District and the North Caucasus Federal District.

Let us analyze the second most important potential of enterprise competitiveness - marketing efficiency. We present the data on this potential in Table 34, where we indicate the weighted estimates at the surveyed enterprises and the maximum estimate for these indicators.

Table 34. Assessment of the competitiveness of enterprises

Enterprise competitiveness factors	Indicators	Significance bridge, %	The values		Dimensionless estimates of enterprise competitiveness indicators		Weighted estimates of competitiveness indicators	
			Leonov LLC	Donobuv CJSC	Leonov LLC	Donobuv CJSC	Leonov LLC	Donobuv CJSC
1. Competitiveness tovara	Weighted average by product range competitiveness goods, score	40	3.05	3.49	0.61	0.69	24.4	27.92
2.Efficiency marketing	Assessment of the level of partnerships with stakeholders of the enterprise, score	ten	2.85	3.05	0.71	0.76	7.10	7.60
	Exceeding the permissible level of Goth stocks. products,%	3	66.50	28.80	0.34	1.00	1.02	3.00
	Market share of the enterprise,%	3	3.00	7.30	0.08	0.20	0.24	0.60
	Sales growth rate,%	3	221.00	198,00	0.89	0.80	2.67	2.40
3. Quality management	Return on investment	3	0.85	4.02	0.08	0.39	0.24	1.17
	Return on total assets,%	3	10.90	43.90	0.17	0.53	0.51	1.59
4. Financial state of the enterprise	Coefficient of provision Own werewolves. by means (0.2)	3	0.19	0.76	0.95	3.80	2.85	11.40

	Current liquidity ratio (1.3)	3	1.46	4.16	0.26	0.79	0.78	2.37
	Costs per 1 rub. realiz. products	3	0.69	0.53	0.86	1.00	2.58	3.00
5.Level of organization NSproduction	Capacity utilization rate	2	0.83	0.95	0.87	1.00	1.74	2.00
	Labor productivity	2	48.19	60.22	0.64	0.80	1.28	1.60
	Wear of mains funds,%	2	26.00	47,00	0.38	0.21	0.76	0.42
6.EfficiencyMTO	Assessment of relationships with suppliers, score	3	7.28	7.99	0.73	0.80	2.18	2.40
	Material efficiency, RUB / RUB	3	20.45	13.48	0.13	0.12	0.39	0.36
7. Activity of innovators. activities	Share of innovative products,%	eight	1.30	0.13	1.00	0.10	8.00	0.80
8. Competitivenessnstaff	Coefficient of advancing labor productivity growth in relation to wage growth	3	2.06	1.56	0.95	0.72	2.85	2.16
	Personnel turnover rate,%	3	7.00	6.00	0.02	0.03	0.06	0.09
	Total maximum significance score	100	-	-	-	-	59.65	70.88

As can be seen from the table 35 below, the deviation in terms of the potential of marketing efficiency in Leonov LLC is –7.97, in Donobuv CJSC –5.4. The greatest influence on this deviation is exerted by the indicator of the quality level of partnerships with stakeholders, therefore, in order to increase the effectiveness of marketing activities, the enterprises under study should establish and develop relationships with partners.

Table 35. Analysis of the effectiveness of using marketing potential

Indicators for evaluating the effectiveness of marketing	Significance, %	Weighted estimates of competitiveness indicators		Maximum weighted score	Deviation of the weighted estimate from the maximum	
		OOO Leonov	Company Dono shoes		OOO Leonov	Company Dono shoes
Assessment of the level of partnerships with stakeholders of the enterprise, score	ten	7.1	7.6	ten	–2.9	-2.4
Exceeding the permissible level of stocks Goth. products,%	3	1.02	3	3	-1.98	0

Market share of the enterprise,%	3	0.24	0.6	3	-2.76	-2.4
Sales growth rate,%	3	2.67	2.4	3	–0.33	–0.6
Total	19	11.03	13.6	19	-7.97	–5.4

So, when assessing competitiveness of the surveyed enterprises it was revealed that the level of competitiveness of LLC "Leonov", CJSC "Donobuv" is average (59.65% and 70.88%, respectively). One of the important factors that influences the assessment of competitiveness is the effectiveness of marketing. It can be seen from the analysis that the deviation for this potential is 7.97 in Leonov LLC, and 5.4 in Donobuv CJSC. To improve marketing effectiveness, businesses should implement a stakeholder framework that will foster relationships with partners.

So, in order to increase the competitiveness of the studied enterprises on the basis of the theory of partnership relations, it is proposed to introduce a mechanism for the formation of interaction with stakeholders.

Thus, the theory of partnerships is becoming relevant today, therefore, taking into account the importance of this factor, a methodology for assessing the competitiveness of an enterprise has been developed, taking into account a new paradigm - the theory of partnerships. The developed methodology for assessing and analyzing the competitiveness of an enterprise based on the theory of partnerships allows an in-depth analysis of the competitiveness of enterprises, taking into account an important factor of competitive advantages in a networked economy - the quality and level of development of partnerships.

As the main unique aspects of the formation of competitive The advantages of enterprises based on theory-oriented partnerships can be highlighted:

- creation and permanent expansion of a database of key partners;
- formation of the necessary technical base (computers, peripherals and software);
- organization of the activities of the unit and individual managers for managing relationships with stakeholders;
- development and adjustment of plans for interaction with key partners, taking into account their business and personal characteristics;
- regular audit of the activities of managers for managing relationships with partners in the context of assessing the following indicators:
- the number of meetings with partners, the number of prepared commercial offers, the number of contracts concluded, the dynamics of the volume of supplies of products attributable to each partner;
- regular marketing research within the framework of partnerships in order to identify changes in the structure and nature of preferences when choosing partners.

Thus, the above aspects, with the proper level of their elaboration, can allow an enterprise to form a unique competitive advantage - a system of relationships with stakeholders.

One of the conditions for the competitiveness of an enterprise is the organization of effective interaction with the parties interested in the successful functioning of this enterprise. Each enterprise, even small ones, has several groups of subjects with different interests, with which it can be in temporary or permanent cooperation. The research of the authors is devoted to the issues of studying these interests, ways of solving emerging problems between external and internal participants, establishing relationships between partners, in order to guarantee to all interested parties the implementation of the main principle - the interests of all parties are legitimate and require their satisfaction and respect.

Partnerships can be divided into two groups: external and internal. External include: buyers, suppliers, competitors, government agencies and organizations, regional governments, financial intermediaries.

Buyers. Strategies and tactics for working with important customers include joint meetings to identify the drivers of business change, mutual efforts to develop products and the market, increase communication, use common space, and joint training and service programs. Strengthening customer relationships often provides significant benefits.

Internal partners include managers, employees, owners, and a board of directors or board, which represents managers and owners. One of the most significant internal partners is a senior executive.

Thus, the success of an organization is determined by the degree of satisfaction of the interests of interested parties, therefore, in order to increase the competitiveness and efficiency of activities, the enterprise must take into account not only its own interests, but also the interests of interested parties. Therefore, taking into account the considered methodological foundations of the competitiveness of an enterprise, a methodology for assessing and analyzing the competitiveness of an enterprise based on the theory of stakeholders is proposed. Stage 1. The choice of indicators for assessing the factors of competitiveness of the enterprise. For each factor, a system of indicators can be determined based on the analysis of scientific literature (Table 35). So, taking into account the analysis of the system of indicators for assessing the competitive potential of the enterprise,

Table 36. The system of indicators for assessing the competitive potential of shoe enterprises

Competitive potential factors	Assessment indicators
1.Efficiencymarketing	The ratio of the quality of the product and the costs of its production and marketing
	Growth rate of marketable products
	Growth in sales and profits
	Profitability
	Market share, image
	The quality of partnerships
2. Quality management	Return on total assets, return on equity; return on investment
3. The financial condition of the enterprise	Net profit for 1 rub. sales volume; profit from product sales per 1 rub. sales volume; profit ex. period for 1 rub. sales volume
	Equity ratio; current liquidity ratio; coverage ratio, autonomy ratio, fixed asset index, total profitability of the enterprise, return on equity, profitability of products
4. The level of organization of production	Production capacity utilization rate; production and sales facilities; volume and directions of investments
	The share of certified products in accordance with international standards of the ISO 9000 series
	Depreciation of OPF, growth of labor productivity
5. Efficiency of MTO	The quality and prices of the supplied materials. Material return, turnover, allowing direct connections; the coefficient of uniformity of goods receipt; profitability of transaction costs; profitability of purchasing goods
6. Activity of innovation activity	Annual expenditure on R&D, number of patents for inventions
	The share of innovative products, the share of product exports, the number of advanced technologies created
	The volume of shipped innovative products (services), the number of patented technologies, the number of patented technologies, the cost of innovation, the number of acquired and transferred new technologies, software
7. Competitiveness nstaff	Personnel turnover rate, coefficient of outstripping labor productivity in relation to wages, educational level of labor force, level of professional qualifications of workers

Stage 2. Determination of the importance of indicators in the overall assessment of competitiveness. The significance of indicators for assessing each factor of competitive potential are presented in Table 37.

Table 37. Recommended system of indicators for assessing the competitiveness of an enterprise and their significance

Factors enterprise competitiveness	Indicators	Significance,%
1.Competitiveness of goods	Weighted average for the product range of competitiveness of the goods	40
2. Marketing Effectiveness	Exceeding the permissible level of stocks of finished goods	3
	Market share of the enterprise	3
	Sales growth rate	3
	Assessment of the level of partnerships with stakeholders of the enterprise	10
	Total	19
3. Quality management	Return on investment	3

	Return on Total Assets	3
	Total	6
4. Financial condition of the enterprise	Coefficient of provision with own circulating assets	3
	Current liquidity ratio	3
	Costs per 1 rub. products sold	3
	Total	9
5.The level of organization of production	Capacity utilization rate	2
	Labor productivity	2
	Depreciation of fixed assets	2
	Total	6
6. Efficiency of MTO	Reducing the level of material consumption	3
	Material efficiency	3
	Total	6
7. Activity of innovation activity	Share of innovative products	4
	Cost of innovation	4
	Total	8
8 competitivenessstaff	Coefficient of advancing labor productivity growth in relation to wage growth	3
	Employee turnover rate	3
	Total	6
	Total importance of competitive potential	60
	Total maximum significance score	100

Stage 3. Calculation of dimensionless estimates of the indicators of the competitiveness of the enterprise. To convert the dimensional estimates of indicators into dimensionless, it is proposed to use the index method. Indices of dimensionless indicators are determined by formula (4) for positive indicators that have a positive trend - growth (for example, profitability of sold products, labor productivity) and according to formula (5) for negative indicators that have a positive trend - decrease (for example, depreciation of fixed assets, excess of balances of finished products in the warehouse in comparison with the norm, staff turnover rate), taken mainly from the indicators that form the cost of production:

$Oi = Xi / X\ max,$ (4)

$O = X\ min / X,$ (5)

where Oi is a dimensionless (index) estimatethe i-th indicator of the competitiveness of the enterprise,

Xi- the value of the i-th dimensional indicator for assessing the competitiveness of the enterprise,

Ximax- the maximum value of the i-th dimensional indicator for assessing the competitiveness of an enterprise,

Ximin- the minimum value of the i-th dimensional indicator for assessing the competitiveness of the enterprise.

Stage 4. Assessment of the competitiveness of the product. It is carried out for light industry goods according to their demand in the domestic market.

Stage 5. Calculation of the generalized indicator of the competitiveness of the enterprise. It is proposed to determine a quantitative assessment of the competitiveness of an enterprise.

The values of assessing the competitiveness of an enterprise can theoretically vary from 0 to 100:

$Kp = 0 \div 100$ (6)

For the qualitative characteristics of the obtained assessments of competitiveness, a scale for assessing the quality level is required. In economic practice, they use the principle of constructing scales with an equal step, progressive and regressive scales. Progressive and regressive scales are most often used for material incentives. We believe that the most appropriate is a scale with an equal step, since it, firstly, corresponds to solving a practical problem (specification of the qualitative level of competitiveness), and secondly, it is easy to build and use. The scale step is defined as 100 (maximum estimate): 4 (number of levels) = 25. A choice of another step value is also possible, which is determined by the goals and objectives that the enterprise itself forms for itself.

Table 38. Scale for assessing the quality level of competitiveness of an enterprise

Percentage score	Quality level
from 0 to 24.9	very low
from 25.0 to 49.9	short

from 50.0 to 74.9	average
from 75.0 to 100	high

The economic meaning of the obtained generalized assessment of competitiveness is that, on the one hand, it shows the degree of satisfaction with the product, and on the other hand, the degree of use of the competitive potential of the enterprise itself.

The proposed methodology for assessing and analyzing the competitiveness of an enterprise, in contrast to the existing ones, firstly, takes into account the specifics of the shoe industry, secondly, reduces the subjective factor in the assessment, and thirdly, allows for an in-depth analysis, thanks to the proposed directions and indicators of analysis competitiveness of enterprises.

Analysis of the questionnaire survey on the influence of the competitive potential of enterprises in the regions of the Southern Federal District and the North Caucasus Federal District and on the increase in the competitive advantages of domestic fur products over imported fur products regretfully confirmed the lack of consistency of respondents on the criteria for the quality of light industry products formulated in the questionnaires. So, for example, the basic answer, the first expert, expressed by competent experts, received the value of the concordance coefficient according to the results of the survey. equal to (W) 0.34, i.e. less than 0.5, and the basic answer about the quality of domestic fur products is the eighteenth expert, expressed by competent specialists - experts, although he received a higher value of the concordance coefficient, equal to (W) 0.47, but still less than 0.5. That is, in our case, the fact is confirmed that the survey participants are respondents, not competent in the issues under study. In this regard, the authors are engaged in the development of additional changes to the software product, with the help of which the competence of the survey participants - respondents will be assessed and weeding out those who do not have the same opinion with the reference answers expressed by an authoritative and competent expert commission - creating a basis for more effective assessment of invited specialists as experts to work in customs commissions and improve their qualifications, which will allow our consumers to be confident in the high quality of products that have passed customs examination and offered for their sale on demand markets.

But in this case, it is necessary to find a solution that would allow the manufacturer to have a tool for assessing the effectiveness of the developed innovative technological processes. Such a solution is possible if we use the efficiency coefficient for such an assessment, the value of which is considered as the value of the concordance coefficient for assessing the results of the prior ranking (W), which changes - Keff from 0 to 1. If its value tends to one, then this means that the manufacturer managed to find the most optimal solution to the innovative technological process, but if its value tends to zero, then an analysis of the reasons for such an unsatisfactory result and a search for errors that provoked such a result and ways to eliminate the mistakes are required.

Table 39 shows the calculations of the optimal power for the range from 300 to 900 pairs for men's and women's shoes for the entire range of footwear. The analysis of the obtained characteristics for three variants of a given technological process in the manufacture of the entire assortment of footwear has confirmed the effectiveness of the software product given below for evaluating the proposed innovative technological process using universal and multifunctional equipment. So with a range of 300 - 900 pairs, the best according to the given criteria is the volume of production of 889 pairs (for men) and 847 pairs (for women). If the production areas proposed by the regional and municipal authorities of these districts - the Southern Federal District and the North Caucasus Federal District - according to the normative indicators, will not allow the calculated production volumes to be realized,

Table 39. Calculation of technical and economic indicators at optimal power with a range of 300-900 pairs in the manufacture of men's shoes / women's shoes

Power	Viewequipment *	Optimalpower, steam per shift	Manufacturerness of labor 1 worker, couples	Percentage of workload of workers,%	Losses on wages per unit of production, rub	Specific reduced costs for 100 pairs of shoes, rub
300-500	1	500/500	28.09 / 27.73	61.39 / 62.18	13.68 / 13.4	6735.36 / 6980.5
500-700	1	556/700	27.73 / 27.73	69.14 / 69.14	9.83 / 9.83	6404.71 / 6277.43

700-900	1	889/847	28.09 / 27.73	77.20 / 74.5	6.42 / 7.54	5236.17 / 6277.43
300-500	2	500/500	28.09 / 24.45	61.39 / 63.9	13.68 / 14.01	6728.68 / 7630.92
500-700	2	556/556	27.91 / 27.73	68.70 / 69.14	9.97 / 9.83	6083.28 / 6404.71
700-900	2	889/812	28.09 / 25.64	77.20 / 75.4	6.42 / 7.77	5240.72 / 6060.55
300-500	3	500/500	28.09 / 27.0	61.39 / 61.74	13.68 / 14.02	7533.95 / 7827.12
500-700	3	700/556	28.12 / 29.32	67.28 / 68.21	10.56 / 9.71	6734.02 / 6607.65
700-900	3	889/847	28.09 / 27.0	77.20 / 74.7	6.42 / 7.66	5876.59 / 6341.05

* *- power options and types of equipment are similar*

The characteristics of competitive advantages in the production of the entire assortment of footwear for making a decision on its manufacture, calculated using the same software product, are shown in Table 40.

Table 40. Calculation components for the entire range of footwear

Indicators	Type of shoe	Types of shoes			
		Spring	Summer	Autumn	Winter
Cost price units of production, rub.	Mens	856.77	643.72	998.5	1007.07
	Womens	933.51	844.31	1062.37	2107.29
	Children	551.05	503.89	586.15	795.41
Costs for basic materials, rub.	Mens	541.61	378.64	623.16	660.42
	Womens	523.71	511.6	618.52	1503.57
	Children	235.78	200.05	280.76	415.5
Expenses for auxiliary materials, rub.	Mens	23.82	17.57	28.16	30.4
	Womens	22.65	17.05	24.31	43.16
	Children	11.78	7.92	12.16	15.26
Wage	Mens	141.02	108.28	161.1	150.71
	Womens	148.92	84.62	139.09	220.58
	Children	58.44	55.42	68.95	95.77
Unit profitability, rub.	Mens	10.75	14.65	13.36	15.12
	Womens	11.88	13.37	16.42	17.11
	Children	9.53	8.39	9.19	10.72
Costs per 1 rub. marketable products, rub.	Mens	82.88	85.35	86.64	84.88
	Womens	88.12	86.63	83.57	82.89
	Children	90.47	91.62	90.8	89.28

By proving their proposals, the authors confirmed the results of calculating technical and economic indicators using the software they developed, which allowed them to choose production volumes that would guarantee the manufacturer an economic effect, in which the integrated efficiency indicator (K) evaluating it will tend to its maximum value, and namely, to one.

Of greatest interest is the fact that the technology of direct casting of the bottom on shoes is the most effective for the manufacture of the entire product range. This is possible because today the chemical industry offers manufacturers for direct molding of shoe bottoms polymer compositions that create conditions to use the entire list of materials that are possible for the upper of shoes, in order to guarantee consumers high quality, in line with fashion trends, functionality and affordability and to ensure competitiveness of similar footwear from leading foreign companies, squeezing them out of our markets and creating priorities for such footwear.

The world footwear market is estimated at 260

billion, the growth rate over the past 5 years was 3.5%. China, USA and India are the largest footwear markets. The specific consumption of footwear in Russia is much lower than the level of developed countries. China is the largest footwear exporter and serves all major global markets.

The main drivers of growth in the Russian footwear market are an increase in the specific consumption of footwear per person and an increase in the average cost of a pair. Russia lags far behind in consumption of footwear from developed countries (3 pairs per year in Russia against 5-6 in Europe and 7-8 in the USA). By 2025, this figure may increase to 4 couples per person. The average price of a pair by 2025 may increase from 1200 to 1500 rubles at current prices. In 2016, it was estimated at 0.81 trillion. rub.

By analogy with garment production, the main factors determining the competitive advantage of a manufacturer are the availability and increase in the volume of domestic raw hides, access to a cheap and productive labor force, access to materials and functional components of shoes (insoles, pads, accessories, etc.) , as well as access to sales markets.

The share of labor costs in the shoe industry is slightly lower than in the garment industry, but the main problem for Russian shoe manufacturers is the difficulty in accessing materials and functional components.

The cost of manufacturing footwear in Russia is 1.5 times higher than in China, and the cost of components is 35% more expensive, since they are imported from China at inflated prices due to small order volumes, the cost of labor in Russia is 2 times more expensive than in China ...

Opportunities to reduce the effective cost by reducing the delivery time in footwear production are possible only when providing quick access to materials and components, but the need to import them from Asia does not allow Russian manufacturers to achieve advantages in terms of time. The use of natural leather made in Russia and an increase in the production of leather footwear will reduce delivery times and partly costly components. Another possible tool for solving the problem with components can also be the creation of purchasing alliances - the consolidation of orders for components can reduce their cost by 20%. By analogy with the segment of technical textiles, shoe production in the world is developing in the format of innovation centers / industrial parks, with a large number of highly specialized players.

Shoe production development strategy - consolidation and development within the framework of innovation centers. The main directions of state policy, in addition to those indicated above, to create equal competitive conditions in the footwear market:

* support for the creation of industrial infrastructure within innovation centers:

* support for the creation of industrial innovation centers by large shoe manufacturers and SMEs to achieve economies of scale and synergies;

* support for the modernization of production to increase labor productivity;

* ensuring favorable access for manufacturers to functional components:

* support for the creation of purchasing alliances for functional components;

* further, support for the partial localization of component manufacturers within the shoe innovation centers.

The total volume of domestic footwear production in the Russian Federation by 2017 may reach 310-340 billion rubles (in producer prices), which will correspond to 60% of localization. At the same time, up to 20% of the increase in footwear production will be provided by special and protective products. The estimated volume of required investments in the industry is 95–120 billion rubles, up to 30–50 thousand new jobs can be created. The development of the garment industry will add 0.05% to GDP and provide RUB 36–58 billion. tax revenues. The cumulative effect from the development of clothing and footwear production in the Russian Federation will amount to 0.11% of GDP (0.06% from the development of clothing production, 0.05% from footwear production). The total amount of required investments is 180–270 billion rubles. 160-200 thousand new jobs will be created. The expected volume of tax revenues by 2025 is 124-162 billion rubles.

For the strategic management of the production of demanded products, it is necessary:study the demand for manufactured footwear and, together with sales, production and supply specialists, develop solutions for the removal of models from production and renewal of the assortment; explore sales markets in different regions and various forms of sales organization, study potential buyers; study the reaction of buyers to experienced batches of shoes in specialized stores; jointly with the planning and economic department to develop regulations on their own pricing policy; study the impact of selling prices for different regions; develop a policy of motivating wholesale buyers for the volume of orders, the duration of contracts, etc .; predict possible changes in the situation and develop decisions on the strategy of behavior in new conditions; coordinate conflicting production and marketing requirements; organize and study the effectiveness of advertising activities. You can imagine yourself as a manager of the company "Donobuv", which opened a new shop and chose a new strategy for the production and promotion of footwear in the regions of the Southern Federal District and the North Caucasus Federal District. Here's what can happen. The main markets for the sale of products of JSC "Donobuv" today are Moscow and the Moscow region. The initial data, which is formed

by the manager of the enterprise for the board of directors of the enterprise, is to prepare a draft future strategy for choosing a certain type of footwear, namely:

– produce expensive shoes for a high-income target audience (item A);

– specialize in the production of inexpensive shoes for a target audience with earnings above the subsistence level (product B);

– to produce cheap footwear for socially unprotected strata with earnings below the subsistence level (product C).

In the future, the following scenarios of the development of the external environment are possible, the likelihood of which is estimated by the management of the enterprise as follows: an increase in purchasing power (scenario S1, probability of occurrence - 0.2); the invariability of the purchasing power of the population and the influence of foreign competitors (scenario S2, probability of occurrence - 0.5); decrease in purchasing power due to increased inflation with constant competition (scenario S3, probability of occurrence - 0.3).

Additional information for making the necessary calculations:

– living wage - 12,924 rubles.

– daily release - 576 pairs of shoes;

– number - 100 people, who are engaged in the production of 576 pairs of shoes per day;

– with a working week of 5 days, the total number of working days in a year is 250 days;

– monthly production of shoes - 12,000 pairs;

– annual production of shoes 144,000 pairs.

We will assume that the average cost of one pair of shoes, with the purchasing power unchanged (scenario S2), will be characterized by the following values: the price of a pair of expensive shoes for a target audience with high earnings is 5 thousand rubles; the price of a pair of shoes for the target audience with earnings above the subsistence level - 2 thousand rubles; the price of a pair of cheap shoes for socially unprotected strata with earnings below the subsistence level - 1 thousand rubles.

The total volume of shoe sales, given the unchanged purchasing power (scenario S2) for the audience in question, will be:

– when selling expensive footwear for a target audience with high earnings - 60 million rubles. per month;

– when selling footwear to a target audience with earnings above the subsistence level - 24 million rubles. month;

– when selling cheap footwear for socially unprotected strata with earnings below the subsistence level - 12 million rubles. per month.

For the target audience with an increase in purchasing power (scenario S1), the price of one pair of expensive shoes will be 5 thousand rubles, the price of one pair of shoes for the target audience with earnings above the subsistence level is 3 thousand rubles, the price of one pair of shoes for the unprotected layers - 1 thousand rubles. one pair of shoes for unprotected layers - 500 rubles.

For each of the considered scenarios, the volume of shoe sales per month was calculated. We calculated the sum of the mathematical expectations of the volume of sales, taking into account the probability of three scenarios. Enterprise managers, based on the analysis or their experience (intuitively), assess the likelihood of a particular situation.

Separately for each strategy, the sum of the mathematical expectations of the volume of sales is determined as the product of the volume of shoe sales per month in the implementation of each scenario by its probability.

By calculating the amount of mathematical expectation, the sales volume, the maximum sales volume was gained by the strategy of producing expensive shoes for a target audience with high earnings.

Summarizing the information obtained as a result of the research, a structural diagram of the formation of the mentality has been drawn up. The proposed structuring can be used when planning the industrial assortment for the regions of the Southern Federal District and the North Caucasus Federal District. And only in the interconnection of all the above factors, it will be possible to assert the high stability of the financial results of the activities of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District, united into an innovation center.

The assortment of children's shoes should be oriented towards buyers with different income levels, for this, in the production of shoes it is necessary to use leather for the upper of different quality: expensive, such as chevro, or cheaper chrome-tanned pork leather, from which shoes can be worn out, and coming home to take pictures so that the child's legs would rest.

Also, when developing the assortment, it is necessary to take into account the fact that more girls are born in the Southern Federal District and the North Caucasus Federal District than boys, so shoes for girls should be produced in a larger volume than shoes for boys.

If manufacturers of footwear for children are guided by all of the above recommendations of the authors, then buyers will have the opportunity, depending on their financial situation, to give preference to products of a particular price category, made taking into account the climatic characteristics of the Southern Federal District and the generic characteristics of its population.

The main place among the attributes of any enterprise is occupied by the name with which the

enterprise goes public. We know the company not by the legal phrase that is recorded in the corresponding registration documents (and it happens to be unfamiliar to a wide range of consumers), but by the trademark of its products. So, a rare consumer knows that the shoes of the Belka Trading House are Ralf Ringer. Most manufacturers of the Southern Federal District do not have a name (trade mark).

There are several ways to form a name, a logo and a trademark.

The most common way is to choose a proper name. Typical for fashion houses (luxury goods) - the name of the company founder CHRISTIAN DIOR, CHANEL, GIVENCHY, YVES SAINT LORAN etc. The unique taste, bright style expressed the personality of the artists in their creations, subsequently giving the things released under this name a high status. This technique has become necessary if an individual or family company is being created and it is required to emphasize the personal role of the owner, and build the reputation and policy of the company on his reputation. With this approach, the role of the individual is invaluable. The surname should become a guarantor of product quality and business conduct. Accordingly, if there is an owner's image, it is not only directly related to the company's image, but also carries the main emotional load.

Another way is that the commercial name of the enterprise is based on an abbreviation formed from the first letters of the official name. This achieves the conciseness of the name and the ease of pronunciation and memorization, respectively. It can be clearly traced that the abbreviation is an excellent means of obtaining a logo - the LVMH / Louis Vuitton Moet Hennessy / company. The same method is used by companies positioning their products in the "Bridge better" class, representing the second line of well-known houses; the title contains a reference to the artist's name associated with his luxury line "couture" and "preta - porte de lux" and an abbreviation. For example, Mani (Armani), DKNY (Donna Karan New Your), CK Jeans (Calvin Klein).

The second - much less common in the fashion industry - is the formation of a name by connecting the root fragments of several words, which are not at all necessarily present in the name of the company. But in this case, associations with the profile of the firm are desirable. The requirement, like any other group of names, is unusual and euphonious.

The third way is the formation of a new word, not similar to existing meaningful words, but associatively associated with positive concepts. Most often, the positioning of these companies is associated with the bridge middle class, bridge low class and moderate and buget class mass clothes.

For example, the name of the company "Skorokhod" is the production of children's shoes. Saying "Skorokhod", you can provoke an association with fast movement, and children love to run, they need high-quality and sturdy shoes.

Another example is the name of the company MEXX. There are no close associations, but the name is modern and laconic. It agrees well with the positioning of the company - clothes for young people according to the ideal combination of "style, price and quality".

It is necessary to note the huge number of names that use the Latin alphabet when writing their names. It seems to us that the roots of this phenomenon lie in the statements - the legacy of the Soviet era: “there is no fashion in Russia!”, “Domestic means bad”. Accordingly, domestic enterprises that were the first to enter the post-Soviet market were forced to disguise themselves as foreign manufacturers. Gregory, Gloria Jeans, Climona, Vereteno, Festival, ZARINA are numerous examples of this strategy when choosing a company name.

The fourth way is the company logo. The purpose of a logo in the fashion industry is to instantly recognize the brand. A logo is a symbolism that replaces a name or is its graphic interpretation. Interestingly, in the fashion world, the logo has also become a part of clothing and footwear design.

The logo serves as an identification mark for the uninitiated crowd, who, by these letters, will know how much a particular item cost. This is a cheat sheet for those who cannot define the silhouette of Dolce and Gabanna, Christian Dior or Ferre. With the general trend towards more and more visualization, type graphics are all kinds of pointers. Plates and labels - began to play an increasing role. The logo, as an image replacing the text, becomes an ideal solution if you need to combine decorative and informative content. In addition to its primary function - a trademark - it plays a decorative role.

This is a natural result of the interweaving of the fashion industry and advertising.

Here are the reasons: the first - industrial - fashion for text as a decorative element. The second is the fashion for democratic clothing, i.e. a crisis in the recognition of styles, the binding of an object to a specific brand. The third is pro-advertising. This shift in the "expensive - cheap" framework: it is the design of the product, and not the quality of the materials used or the amount of manual labor that increasingly determines the consumer value. The oversaturation of advertising information makes it possible for logos to become a decorative element.

The logo is becoming more imaginative and emotional. And you can play with the images, placing it where it was previously unthinkable. Thus, today buyers of fashionable footwear have been made advertising carriers of brands due to universal logoization.

The main thing is the correspondence of the emotions caused by the advertising of the product, the brand image and the design of the products themselves.

After all, the promotion of the subject should be specific, simple, understandable and vivid, i.e. advertising. At the same time, carry a readable emotionally colored image. This means that you can't do without a logo.

The verbal logo of the enterprise - the name inscribed in a certain way is its most frequently used attribute, which forms the first emotional attachment to the image of the company in the mind of the consumer. A certain way of depicting a verbal logo becomes a distinctive, original feature of an enterprise.

Another important direction in the company's activities to promote its brand is the design in the trade environment. The following requirements are imposed here:

- Convenient location for a specific target audience (Via Corso - a boutique street in Milan; and Piazza il Duomo with La Rinaschente department store - both conveniently located in the center of Milan, but the consumer of these retail spaces is different). As mentioned above, a similar community of boutiques selling footwear will be created in Russia on the basis of the Paris Commune factory. The need for such a base exists in the Southern Federal District and the North Caucasus Federal District - this will allow organizing the regional market;
- Compliance with the concept of presenting the image of the product, i.e. well-thought-out principles of presenting the properties of a product that correspond to the expected motivation of its choice by the consumer;
- Figuratively, the target solution of the environment should be oriented towards the type of consumer. It should be possible to try on shoes, get advice from the seller;
- The environment should be conducive to stay and provoke interest in the product. Pleasant music can sound in the store; each visitor should be given a booklet with shoe brands;
- According to the figurative decision, the environment should be raised above the ordinary, create a feeling of “event”, “chosenness”, “fullness of possibilities” or “accessibility”. An enterprise can introduce a system of discounts to re-attract consumers;
- Maintain an additional range of services that fall within the range of the consumer's pastime and cultural interests. The buyer can be offered a cream for the newly purchased shoes or another clothing accessory with the manufacturer's logo as a gift.

Consumers in the marketplace are not a monolithic community. When buying shoes, they are guided, first of all, by the type of shoes and the price.

For example, when choosing women's boots, the buyer takes into account the seasonality of the shoes, their age characteristics and the type of work, the appearance of the shoes will be important signs: compliance with the fashion direction, color, materials of the top and bottom, as well as the constructive solution of the model. Buyers will also prefer the brand name. It is this offer of footwear to the consumer in specialized stores or departments that will provoke an increase in sales in conditions of unstable demand. And if the seller, possessing well-thought-out principles of presenting the advantageous properties of each design of women's boots, and guessing the mood and capabilities of the customer by their motivated questions when choosing a model, will be able to realize this very desire, then in any case the buyer will leave satisfied that his interests are fully satisfied , and he himself,

Elderly people love comfort and coziness. Both the seller and the buyer - a representative of the fair sex - of course, will turn their attention to the model if it will be pleasant to wear it in a snowy winter, since it should be made of soft nap leather - velor and have a molded sole with a large tread, as it will very comfortable and will provide them with comfort during any period of wearing it .. At the same time, it should be affordable.

Business women, whose age is over 45 and up to 45, and who are constantly in the hustle and bustle, of course, will give preference to models made from natural materials, low heels, discreet accessories, creating comfort for the wearer in their daily life, while emphasizing their image and social status.

The appearance in the salon or in a special brand store of fashionistas or high school girls will immediately attract the attention of the salon seller, who will want to offer them only an original model with extra high heels with patch straps, decorated with hoovers and fixed at the top and bottom of the bootleg. The fashionista will be delighted that she has bought what she wanted, and the high school student will be satisfied with the purchase also because she is sure that this purchase will surprise her friends, and for her, this is the most important argument in favor of the purchase.

It is always easy for the seller if a “socialite” appears in the store, since she always prefers only new products or exclusive models. These ambitions of her can be satisfied by the model both due to originality and due to the constructive solution, also due to the selected materials and decorations in the manufacture of this very model.

For girls who love severity, but at the same time originality, the seller will certainly offer a model in which materials of two colors and textures are successfully combined, and the details, perforated, draped on the bootleg, give it an uniqueness.

And the price should not "bite" very much, which is also an important argument in favor of the purchase. These fantasies of ours, spied on in life and working very effectively on demand, are justified and have the right to be, since the ability to present our products, work with our consumers, a competent

marketing approach form the popularity of this boutique, store or salon among buyers and provide them with a steady consumer demand ... Ultimately, well-thought-out principles of presenting the properties of the goods, the choice of your consumer, the correct design of boutiques and their windows - all this will significantly influence the effective results of their work. This also fully applies to the children's assortment.

Both considered systems have their own advantages and disadvantages. So, for example, when the volume of production exceeds the volume of sales, a higher profit will be shown in the system of full cost allocation. In the case when the volume of sales exceeds the volume of production, the higher profit will be reflected in the calculation of the cost price at variable costs. However, when calculating the cost of variable costs, information for making a decision can be obtained with significantly fewer calculations. The choice is up to the management of the enterprise in order to ensure its stable position in the conditions of unstable demand with timely and effective actions. This is especially important in the manufacture of the entire assortment of children's shoes and when working with customers - with mothers and children, creating all the conditions for them to satisfy their interests

Conclusion

In a market economy, in order to survive in a constantly changing economic environment, shoe enterprises need to focus on the target audience:

- an increase in the amount of profit as a result of a company in the volume of sales of products;
- reducing its cost;
- improving product quality.

In order to get the desired profit in conditions when the prices for shoes and production volumes are dictated by the market, the company always faces the choice of what products and how much to produce in terms of the costs of manufacturing them and taking into account the solvency of potential buyers. The availability of high-quality, competitive footwear is a prerequisite for the highly efficient functioning of a footwear enterprise. An important criterion for the competitiveness of footwear on the market is its cost with its corresponding quality and the purchasing power of the population. The main criterion for the viability and profitability of an enterprise is profit; in order to increase losses, first of all, it is necessary to reduce the cost of shoes. Changes in the total cost depend on the ratio of changes in costs for each calculation item, which includes all the costs of manufacturing and selling footwear. An important factor affecting the level of costs for the production of footwear is the change in the assortment and the technological process. Choosing a technology that is capable of effectively realizing unlabeled goals in a highly competitive environment will ensure that the developed range of footwear will be chosen by the buyer and will allow the enterprise to get the maximum profit. To solve this problem, it is necessary to most widely use the injection method, which ensures the manufacture (production) of the entire assortment of high quality footwear with different profitability of certain types of footwear to meet the demand of various groups of the population. In the cost of manufacturing footwear, the largest share is the cost of raw materials and basic materials,

Production per year before the introduction of 98,800 pairs, after the introduction of 172,900 pairs.

To make a profit, the company must constantly monitor the proportion of costs for the manufacture of the proposed many assortment of footwear.

This is possible only if the heads of enterprises implement modern technological solutions formed on the basis of the use of multifunctional and universal equipment and at the same time it is necessary to remember that the innovative technological solution itself should not be costly, that is, on the one hand, provide the enterprise with sustainable technical and economic indicators and guaranteeing their demand not only in the sales markets of the regions of the Southern Federal District and the North Caucasus Federal District, but in the regions of other districts of Russia and to be attractive to foreign consumers. But on the other hand, consumers should have a choice to compare the price niche for the offered products with analogues of foreign firms, and always have priority. This will be possible during the formation of production,

The use of the injection method will allow the enterprise in the conditions of market relations to receive such a volume of profit that will allow it not only to firmly hold its positions in the sales market for its shoes, but also to ensure the dynamic development of its production in a competitive environment, this is especially important in the manufacture of the entire assortment of children's shoes ...

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