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ON THE SPECIFICS OF THE MARKET TO BE AN INTERMEDIARY BETWEEN PRODUCERS AND CONSUMERS, SHAPING THE PRODUCTION OF PRODUCTS THAT ARE IN HIGH DEMAND AMONG CONSUMERS

Abstract: in the article the authors, analyzing the role of the market as an intermediary between the manufacturer and the consumer, which forms the production of products, which, using demand and demand, provides the manufacturer himself with stable TPP and a stable financial condition, and the consumer the opportunity to satisfy his preferences, taking into account his social status. In this regard, the authors justifiably believe that the market is the subject of the development of efficient production of products that will always be in demand and competitive.

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, team, success.

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Introduction

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Be that as it may, the product turned into a commodity, and the process of alienation from a socio-political phenomenon into an economic law. The concept of "market" also did not fall from heaven. The market grew out of random forms of exchange. As it gained some stability, chance, through the intermediate form of fairs, was formed into a

necessity. The market became the basis of exchange activities, and fairs were its supplement. The nature of the market is driven by the need for reproduction. The market is inscribed in the production process and all its attempts to rise above production are unnatural. But the very existence of the market as a way of satisfying the conditions of reproduction is absolutely natural, which allows the market, within certain limits, to manifest its legal position in production. As everyone knows, you can show yourself in different

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ways,

Production unites not only technical and technological actions, their objectively dependent organization, it includes the "human factor", which recently is often called "human capital" - it sounds more pleasant, instills pride in the right to be "reasonable man", besides, almost a capitalist. The "human factor" more accurately describes what is happening directly in production, since production can be completely decomposed on the basis of the concept of "factor" into its constituent "didactic" units. The "human factor" introduces a goal into production, if you are lucky with "human capital" - the professional culture of management, you can "grow" expediency from the goal, that is, systematically organize the relationship of goals, means, methods and forms of achieving it, and optimize the production process. In general, production looks like an activity aimed at converting a goal into a result. The correct choice of the goal of production is already considered the first victory, that "good start" that in folk wisdom is equated to "half the battle."

And yet, "the end is the crown of the whole business." The goal is achieved, the desired result is obtained. A new story begins. The result was not produced for own consumption. So that production does not stop, and the victory does not turn out to be Pyrrhic, the resulting product in the rank of goods must be exchanged for the necessary conditions for the continuation of production. The business involves the market, the task of which is to attach the goods - to find a buyer. The buyer, of course, has his own interests, perhaps not entirely personal, on the contrary, first of all, production. To some extent, the market is also a production; it organizes intermediary services. Such production, however, is more like ersatz production, because it does not perform the function of creating added value for the product, but it actively affects the change in the price of the product. The very concept of "price" is of market origin, therefore it is indirectly related to the fundamental concepts of production of "cost" and "value" of the commodity. Price provides profit to the market and the market is an interested subject of the pricing process. This is where another interesting story for the buyer begins.

The market has great opportunities to manipulate goods and prices in the absence of a clear, well-thought-out and organized interaction in the system of relations between producers and consumers. Liberal political economy focuses on the freedom of the market, not caring about the content of the concept of "freedom". Arbitrarily invading the sphere of responsibility of philosophy, liberals pretend that they are solving their problems by misleading professional thinking and public consciousness. Not all economists-theorists and practitioners are sophisticated in philosophical reflection. Taking advantage of this situation, liberals cultivate their

market "concept" of freedom, trying to free the market from submission to necessity in any of its expressions. In fact, the economic liberalism proclaimed by A. Smith in a specific format was transformed into a banal market anarchism. In countries,

Main part

We do not want to deprive the market of the status of a subject of developed cultural production. The market is beyond any doubt it is, but to put the market in the general row of subjects of production, therefore, to ignore the obviousness of a different attitude to the most important indicator of the development of production - the ability to increase value by labor.

The freedom of the market is comparable to the freedom of referees on the football field. The referees do not play, they ensure that the game is played according to the current rules. By their actions, they can slow down the pace, bring down the pressure, play along, but all this happens in plain sight, under public and professional control and is prosecuted in the prescribed manner.

The exchange function of the market objectifies it, it is only important to remember about the ways of manifesting objectivity. The material form of objectivity - the technical and technological objectivity of production, the physical reality of the commodity - is really primary and subordinated to the natural basis of social life; objectivity of production and economic relations, including the organization and division of labor, - "secondary" objectivity, created with the creative participation of subjects of labor, is a natural-historical objectivity. There is also, apparently, a third, transitional level of objectivity, indirectly controlled by the objective nature of production. The market belongs to this third level. Hence, such a different reality of the market, the opportunity for organizers to manipulate quite arbitrarily within the framework of the market and in the interests of the market. F. Engels explained to E. Dühring: "In a society where commodity production is the dominant mode of production," the market has always been ... a very well-known border among "business people". Due to its specific reality of the "transitional type" from a strictly regulated existence of production to the relativity of the dependence of exchange conditions on natural-historical concreteness, the market combines actions adequate to reality with actions of a specific property, organizing its infrastructure from the latter. The "market people" hide behind an "iron argument" - the market is a "barometer" of the state of production. In a similar situation, all those actions that, according to Hegel's classification, are not valid, are allowed as necessary-conditional. Quite according to the logic of Petzold, who saved Machism from solipsism by introducing into the formula of being a "potential member of a relation". Petzold did not personify the

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“potential member,” but it was not difficult to understand that it must be something universal, standing above the subjective form of consciousness. Marketers, absolutizing the position of the market, or rather exchange through the market, seek control over production. The interest of the market people again makes us remember the power of money.

According to its objective position, the market should not earn more than manufacturers. Otherwise, production will stop, and with it social progress. Now the situation is critical, and the first cause of the crisis is the policy of financiers, the second is market speculation. The prices of real goods on the market have long fallen short of the cost of their actual production, delivery and selling costs. The problem for liberals is one thing - the education of the masses. After all, the 21st century is on the street. Therefore, the world policy in the field of modernization of education is aimed at its "market" division. The overwhelming majority of graduates are doomed to be clerks, a clear minority, mostly of their own, plus those who are especially talented make up the pool of top managers. The point is not in the name of the university, but in the interest in you, very rarely, depending on you.

The flourishing of the market and its infrastructure is due to the birth of mass production. At the first level of mass production, the market was maximally regulated by the task of expanding the sale of goods on a production scale so that reproduction was dynamic. Everything was dominated by the need of production for working capital, since the advantage of mass production is the ability to reduce costs, thereby reducing the cost and increasing the competitiveness of the goods. The key factor was the delivery time. "Time is money". Mass production has given rise to the trading principle: the consumer cannot but find what he is looking for! Universal mega stores offered almost the entire assortment of goods in all their possible variety, including price. It soon became clear that the lack of certainty is associated with high costs of raw materials, energy, maintenance of premises, a large number of unsold products, especially those with a limited shelf life. The market did not fulfill its function as planned. An important event took place that did not receive a well-deserved assessment, perhaps, they did not want to lower the reputation rating of the market. Producers "went to the people" - to study demand with regard to social stratification. This is a troublesome matter, the certainty achieved is not as accurate as desired, but even at a conditional level it serves as the basis for orientation for production planning. that did not receive the well-deserved rating, perhaps they did not want to lower the reputation rating of the market. Producers "went to the people" - to study demand with regard to social stratification. This is a troublesome matter, the certainty achieved is not as accurate as desired, but even at a conditional level it serves as the

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B.S. Alyoshin and his colleagues characterize the new approach, called “lean production”, as follows: “This type of production fundamentally changes the very purpose of the production process. At the same time, the traditional task of manufacturing a large number of products of the same type that meet the requirements of regulatory documents, from which the consumer must choose the most suitable for him, is replaced by the task of manufacturing exactly such a product that is needed by this consumer and exactly in the required volume and at a certain time. " Assessment of the transition of mass production to a new stage - the acquisition of rationality - B.S. Alyoshin and his co-authors are clearly idealizing. The shoe fit both the time of Cinderella in the fairy tale, and then because it was her second shoe, nevertheless, marketing research is indeed essential for all actors. Producers cut costs, consumers get more reliable guarantees to purchase the product they are looking for, intermediaries lose their former freedom to manipulate goods and prices. But it is also inappropriate to get carried away with the assessment of transformation. Over a three-hundred-year history of industrial production, the market has developed a protective and compensatory mechanism against "collisions" from below - from producers, and from above - from rulers, the saddest thing is that the market has grown into power through lobbyists, consolidated its interests in the formulation of laws and their interpretation. Its second pillar was the mass media, going without hesitation to any violation of the regulatory limits for commercial advertising, advertising both "white" and "black" - outside of advertising time. consumers receive more reliable guarantees to purchase the product they are looking for; intermediaries lose their former freedom to manipulate goods and prices. But it is also inappropriate to get carried away with the assessment of transformation. Over the three-hundred-year history of industrial production, the market has developed a protective and compensatory mechanism against "collisions" from below - from producers, and from above - from rulers, the saddest thing is that the market has grown into power through lobbyists, consolidated its interests in the formulation of laws and their interpretation. Its second pillar was the mass media, going without hesitation to any violation of the regulatory limits for commercial advertising, advertising both "white" and "black" - outside of advertising time. consumers receive more reliable guarantees to purchase the product they are looking

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Market information work is universal. It is included in the essence of the functioning of the market and has changed throughout the history of the market. It is no less obvious that market information sometimes developed faster than the base part of the market, forming a separate segment of market reality, which has as its main reason increased competition between manufacturers - there were more and more goods on the market, and the number of manufacturers also grew. Over time, the market itself has become a subject of competition, actively involving advertising

and the means of its distribution.

A high-quality product that satisfies the urgent needs of the consumer does not need advertising. The advertisement on the market was the name of the manufacturer, in Russia and in Europe recognized manufacturers added to the emblem of their trade the sign "supplier of the court" of the state ruler. Trade was part of production and was carried out under the control of the owner. Take, for example, the Ivanovo Manufactory, Filippov's bakeries and bakeries in Moscow, and K. Faberge's jewelry business. Advertising was the consumer's appraisal, by the way, the ideal of advertising as an objective informational activity and should be the appraisal of the product by public opinion. Today, the ideal criteria for advertising practice is neither written nor spoken about. Advertising was not just separated from the information flow, built on objective data, made a purely commercial event, defining its quality narrowly pragmatically in the interests of the seller. The seller pushed the manufacturer into the background. As for the buyer, in the raging sea of advertising, he is akin to the people depicted by I. Aivazovsky in the painting "The Ninth Wave", tied to the wreckage of the mast and hoping for God's help. The best advertising motto is "If you don't deceive - you won't sell!" Based on the "qualitative analysis" of advertising, we introduced the concept of "advertising quality", opposing it to the real quality.

"Real quality", in turn, is also a difficult problem. In international documents, in order to reach a consensus, the concept of "quality" is deliberately simplified, defining either as a set of specific properties of an object or service; or, as a high level of ability to meet the needs of the user. Hence the desire to formalize quality, to bring it to quantitative characteristics in order to obtain a technical problem at the end of the process. The plurality of quality representation is a condition for quality manipulation, the highest demonstration of which is the "work" with the quality of advertising craftsmen.

Production makes sense only as a way of satisfying the needs of the user, therefore, the characteristic of the quality of the product reaches its peak in the consciousness of the consumer, although the objectivity of quality is revealed by the manufacturer as a specialist. In the old days of guild and manufactory production, the problem of mutual understanding and bilateral satisfaction rested solely on the high cost of production. In the time of Huygens, the creator of the pendulum mechanism, watches were available only to very wealthy customers. Huygens presented the watch to the King of France. Louis asked: how long will they serve? Huygens replied: they will satisfy your descendants with a constant degree of accuracy. Metal cookware has been calculated for generations. The product did not need to be displayed, the assortment was also limited.

The quality of the product is easier to represent

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in the form of a triangle (Figure 1).



Figure 1 - Architecture of product quality features

Advertising felt freedom both from the objectivity of quality and from responsibility for the sale of the advertised product, when market information lost direct connection with its subject base, ceased to be essential, moving to a phenomenal level - the art of "serving" the product won. It is interesting to trace the nature of the evolution of the visual arts and the art of advertising. Realism in painting at the turn of the 19th and 20th centuries gave way to impressionism in popularity. If the realist artist strove to recreate objective reality in the context of human aesthetic feelings - the landscape was intended to show the beauty and power of nature, the portrait - to reveal the spirit of the personality, relying on the originality of the depicted object, then the Impressionists made the play of light their subject, creating new technologies in painting. They preserved the reality of the depicted object, it is easy to see, but the viewer sees the object through interactions with light, the action of which is conveyed by an innovative display technique. With impressionism, a new concept appeared in painting - "plein air".

The transformation of information is similar to the evolution of painting, and advertising is commensurate with the approach to the subject that brought the art of plein air to life. Advertising cannot exclude goods. Elements inherent in the advertised product must necessarily be present in the advertisement, like the subject of the impressionists, but how to portray the product? This already belongs to the creator of the advertising product, the market of mass production of the "consumer" society, practically does not limit the freedom of advertising fantasy. The difference is in the form of risk. The impressionist risked himself - he could be left without a buyer and go bankrupt, the advertiser, in the worst case, would lose for a while some part of his confidence in his competence.

The informational origin of the organization of market relations was clearly shown by Z. Nozhnikova, a cultural historian, who collected in her monograph "Mysterious Muscovy" the notes of Western ambassadors who visited Russia in the 15th-17th centuries. The overwhelming majority of Europeans who visited Muscovy on official visits as part of the embassies were surprised by the everyday culture, construction, order and prices in the markets. Many made their fortune when they returned home, based on the differences in the prices of goods purchased in Russia and those sold at home. Then information

about the quality of Russian goods and their real price was strictly objective, as it should be information, because they received it, as they say, "first hand" - from merchants or manufacturers. Both those and others acted within the established by the government regulations under the supervision of the royal orders. Based on documentary sources (P. Petrey, P. Allepsky, I.-F. Kilburger and others), Z. Nozhnikova concludes: "The markets seemed the most interesting to many foreigners. There was something to see in the markets (i.e. the product advertised itself better than any custom-made advertisement).

In walks around the market, it was possible to successfully combine the important task of studying the state of trade in Muscovy to ask the price of future purchases, which, as gifts to relatives and friends, should be bought before the return journey and - perhaps most importantly - marvel at miracles after miracles, as the Moscow market called Ayrman (assistant to the Swedish ambassador - Yu. M.). Markets in Moscow and Arkhangelsk worked as an advertisement for the development of Muscovy itself, were its calling card for Europeans who did not know Russia well. It is highly unlikely that today's Europeans from the Russian markets experienced the same feelings with which their ancestors left the market. In Central Asia there is a saying: "No matter how much you say halva, halva, halva, your mouth will not be sweet." It perfectly characterizes our politicians - liberals, who argue about the market achievements of the Russian Federation. It remains to add to what has been said that the market, being an economic phenomenon, it also reflects political reality. The market can be allowed to float freely, or political control can be introduced over it in the social spectrum of interests, it, like our national toy "tumbler", will remain an indicator of the quality of political management of the economy. And advertising here performs the same function as a concertmaster in a symphony orchestra - tunes the sound. A normal market, that is, truly freely and equitably organized trade, regardless of the size and position of the seller, inevitably requires information support. Everything else is built over the objectivity of information and is designed to objectively refine, cultivate the original objective information product. The market can be allowed to float freely, or political control can be introduced over it in the social spectrum of interests, it, like our national toy "tumbler", will remain an indicator of the quality of political

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In the 1950s – 1970s, agricultural enterprises and industrial enterprises focused on the production of mass-produced goods participated in direct trade without intermediaries. Their outlets were everywhere - stalls, shops, car stalls, etc. The only intermediary was the co-seller, interested in a percentage of sales not less than a percentage of profit, and buying quality goods. All advertising consisted of a beautifully designed sign, informing the manufacturer's address, so that the buyer could orient himself and make a choice for the future. The absence of intermediaries (and among them "advertisers") significantly reduced the costs of production and trade, made it possible to reduce prices, to make the goods massively available. At the "collective farm" markets, in co-selling stores, queues really did not form, the exception was the sale of industrial products, which deserved the trust of buyers - furniture, household appliances, clothing,

footwear. However, there were significantly more buyers, unlike modern supermarkets. The low inflation rate for 2016 demonstrates the price cap. Prices are comparable to the famous "eight thousand" of the Himalayas. The ascent is not within the power of the mass buyer with its limited purchasing power, but for individual groups, the number of which is also declining. Advertising potential is depleted, and along with the value of advertising, the proportion of information "hidden" behind the external surroundings also falls. There comes a turning point when the true quality of the advertised product is replaced by the desire to make it attractive in any way. Instead of the objectivity of information, the image comes to the fore,

"Attractiveness" is being transformed from an advertising category into an economic one, more precisely, a market brand. Theoretically and even methodologically, "attractiveness" refers to "cross-cutting" concepts that characterize an activity and its products. There are hardly any opponents of this statement. The essence of considering "attractiveness" in the light of our problematics is not in defining "attractiveness" as such, but in its concrete historical manifestation. Activity is a way of implementing an idea; outside of practical activity, the idea will not go beyond the element of consciousness, it remains knowledge and is likely to lose its meaning after some time. The relevance, meanwhile, is not inherent in the activity itself, but in the way of implementing the plan, while the way of implementing the activity is regulated by space-time coordinates, revealing and limiting the relevance of the mode of action. History is made up of actual historical periods - actual stories. A historical phenomenon, regardless of its nature - material or ideal, becomes not when it happens, but only when it is included in the historical chain of events. In dialectics, social development is therefore described by a pair of categories "historical-logical", and historical phenomena can "drop out" from the logic of the historical process, which is natural. Otherwise, development would involuntarily make one think about the Divine creation of social history. when included in the historical chain of events. In dialectics, social development is therefore described by a pair of categories "historical-logical", and historical phenomena can "drop out" from the logic of the historical process, which is natural. Otherwise, development would involuntarily make one think about the Divine creation of social history. when included in the historical chain of events. In dialectics, social development is therefore described by a pair of categories "historical-logical", and historical phenomena can "drop out" from the logic of the historical process, which is natural. Otherwise, development would involuntarily make one think about the Divine creation of social history.

"Attractiveness" in a broader context has always stimulated activity. In recent history, this concept has

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acquired a new meaning and, accordingly, a new meaning. It found itself at the center of the economic contradictions in the market. It is actively exploited in their own interests by all those for whom the market is the main source of speculation, they will go to "all the hard". Those who have retained the honor of a professional manufacturer see it as a salvation for consumers.

The question arises: why is the position of speculators so stable in the market? The question falls into two parts. The first part - at whose expense do they have their "margin"? The answer is simple - they are fed by producers and consumers, of course, not of their own free will, forcedly, obeying the lawful order. The second part - why the laws are spelled out this way and what the government is undertaking at all its levels to be the rule of the people - democracy. On this question, we have to stop asking. Statistics will tell you the answer. In quantitative terms, in comparison with the Soviet period, the government has significantly strengthened by branching, increasing the number of its employees from two to three times, financially increasing the provision of their well-being and merging with the legal marketing business. It would seem that, there is little chance of turning "attractiveness" in the interests of production and consumption. So it is, but objectively they exist.

We will try to approach the solution of the problem in a systematic and comprehensive manner. Dissemination in modern scientific knowledge, the systemic and integrated approaches are successfully combined with each other, making it possible to look at the subject of research in two basic projections: from the outside (from the outside) and from the inside. With an integrated approach to production planning, it is required to analyze all the available facets of the object's functioning in order to achieve not just the limiting value of the objectivity of knowledge, but also to obtain the "bulk" of knowledge about the object, to exclude the possibility of overlooking any of its essential manifestations. We often hide behind an accident. This usually happens when we forget the origin of randomness. Chance is born at the intersection of necessities. Prevention of undesirable accidental events is based, namely,

The systematic approach reveals to us the inner secrets and gives "keys" to the control of the object itself. In the XX century, the concept of "system" has become one of the basic methodological concepts of the philosophy of science. "A system, a set of elements in relationships and connections with each other, which forms a certain integrity, unity." The systemic nature of the construction of knowledge (or the phenomenon of reality) is defined as follows: the object of analysis is conventionally divided into its components, if the sum of the properties of all parts of the system does not coincide with the sum of the properties of the system itself, then we are faced with just the system. The relations between the parts of the

system cause synergistic effects, which is the reason for the discrepancy in the values of the sums of properties.

The system is also distinguished by the presence of a special factor that forms the system, it is defined as system-forming. System-forming factors can be monistic - for example, a crystal grows, on the same factor D.I. Mendeleev built the Periodic Table of Chemical Elements, the first to understand the significance of the difference in atomic weights, or dualistic. For a long time they could not decipher the systemic basis of the hereditary function of DNA until the idea came to split its chain. It seems that the DNA chain is born by the relationship of two bases, functionally interdependent - an element and a property. They are, as it were, "tied" to one another, due to which the double helix of DNA appears. K. Marx, as already noted, revealed the systemic structure of the commodity, presenting the commodity as an alienable product with exchange and use value. The systemic status of the goods determined the order of relations in the commodity market, but not immediately. A. Smith understood why an increase in labor productivity is not accompanied by an increase in workers' wages.

Political economy, as a science, penetrates into the logic of systemic relations that determine the existence of a rank, but not its reality. The reality of the market is already a different system, different from the system of being of commodity production. The market is determined by socio-political reality, therefore, something happens on the market that is not included in the logic of commodity production, but is an actively operating infrastructure. The formal logic is simple: historically, mutual satisfaction of the interests of the producer and the consumer is necessary. Only then will history also be a "reasonable history" of a "reasonable person". The real story is seemingly irrational. In fact, real history is also reasonable, the path to the reasonableness of historical movement is similar to the movement of a train leaving a large station with many tracks and switches to the main track.

The system-forming factor in the construction of the system of the attractiveness of a product, in our opinion, should be the ability of the product to cause the relevance of the need for it. There is little interest in the buyer; interest must be given the form of an actual need for the offered product. Need is the most important indicator of the psychophysiological mood of a person. "Needs are the need of a living organism for something that is necessary for its life and development ... needs create the motives of behavior." In the scientific literature, there are several attempts to classify human needs. Unfortunately, none of those that we know seem to be systemic. Most often mentioned A. Maslow believed that based on the analysis of the degree of satisfaction of the given needs, it is possible to build effective company

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management. Some authors, in particular B.S. Aleshin, L. N. Alexandrovskaya, V.I. Kruglov, A.M. Sholem confirm that "during its use, a number of clarifications were made," and in general, it "became the most important tool for the manager's activity."

In our understanding, the Maslow Pyramid is interesting as a general approach to the collection of needs. It lacks cultural - moral and aesthetic needs, needs for knowledge and skills, for physical development, health. Physiological needs are traditionally laid in the foundation of the structure, which clearly limits them functionally. The system of human needs should be built on the principle of the dualism of human nature. The dualism of human nature in one way or another manifests itself not only in relation to the basis and superstructure, but also functions at all levels of the individual's personal and social life. In addition, it is necessary to emphasize the socio-temporal and socio-spatial concreteness of needs, the importance of their relevance.

In terms of analyzing the problem of "attractiveness" of a product, the genesis of the buyer's needs is of particular importance. From the point of view of genesis, human needs are studied mainly in the two most general angles, due to specific species - biological and social. Distinguish between inborn needs and those acquired in socio-cultural history. We think this is insufficient, since the time factor and social specifics are not reflected in the development of needs. It is important to separate needs into potential and actual. Actual needs are initiated by external factors of life, they are very significant in the conditions of a market economy and its mass stage in the light of work on a business perspective.

The modern buyer from the outside looks "advanced", but his awareness is clearly amateurish type, especially among young people who try to show themselves as knowledgeable, not realizing that the guide of his awareness is, with rare exceptions, the same advertisement that induces knowledge in a direction beneficial to the seller ... The consumer finds himself on a leash with market interests. The consumer needs to be educated and the market is happy to do this, least of all, naturally, thinking about the needs of buyers. It is important for the market to awaken the need and activate it supposedly in two-way interests. Interests, perhaps, are mutual, only here it is far from parity.

We do not assess the market as a whole. The market is diverse, morally responsible sellers work on it, unfortunately, they do not determine the state and dynamics of market policy. The famous painting by I. Shishkin "Morning in a pine forest" depicts three bears in the very center of the canvas. It is on them that the eye of the visitor to the Tretyakov Gallery falls, but the artist in the title of the work points to the morning forest, inscribing the awakening of bears into its silence. The market is also inscribed in the general picture of the contradictions of world production

aimed at the benefit of the producer and the intermediary. They are ready to share with the consumer, but not as an equal partner. The "third" is doomed to pay for the interests of the first two.

Formally, such a ratio is objectively necessary. Production needs development, it needs profit. Profit is mainly provided by the market. The seller is also a kind of employee and rightfully has his share. Only the buyer turns out to be a non-worker in the market, even the police and that in the service. To the consumer and to promote production progress with his wallet - after all, production is market. The market is likened to controlled chaos. This is the essence of liberal economic policy. In those countries where management has been practiced for centuries, chaos is less noticeable. The principle formulated by V.S. Chernomyrdin. There are only doubts about the first part of it - the desire to do what's best has almost disappeared. In connection with the above considerations, the question arises: is it possible to change the situation in the interests of the consumer? Can,

The concept of "attractiveness", used to characterize a product, can be correctly considered in two editions - objective and subjective-objective. An attractive product should objectively be such - of high quality in order to exclude deception. As for the value for money, it is well known how this is speculated. At the same time, it is also clear that a quality product is not a cheap pleasure. The quality of a product does not automatically mean that the ability to purchase it is limited. Quality has several levels - quality states. It is necessary to strive to provide an assortment of quality in order to expand the purchasing experience at the expense of the price range.

The quality of a product is a basic objective parameter of attractiveness. Above the quality is built on what we define as "a subjective-objective characteristic of the attractiveness of a product." The name emphasizes the duality of the nature of the properties of attractiveness that form the superstructure.

The concept of "product attractiveness" has not been specially researched. It existed in the form of an idea, mainly not in the interests of the consumer, but as a task of advertising work. Therefore, the attraction was more phantom than real. Advertising sought to absolutize objective data, falsifying the actual capabilities of the product, presenting it as an exclusive product that cannot be passed by.

The time has come to thoroughly and comprehensively delve into this problem, to analyze the signs of attractiveness. Pioneering research in the interests of the consumer was carried out in Japan, and it is with them (but not only) that the success of Japanese

industry in the 1980s and 90s. "The Japanese," writes B.S. Alyoshin, were the first to realize the importance of better understanding the needs of the

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consumer (client) and the need for a systematic approach to analyzing his expectations in order to identify the degree of their influence on the technical characteristics of the product being created and ultimately ensure the maximum value of the product for the consumer. " Japanese economists have calculated that by creating attractiveness of a product, producers activate their reserves and move production forward, i.e. "Attractiveness", in its true sense, is mutually beneficial and it is not necessary either in production or in the market to disorient the consumer.

In Japan, and not in America and Europe, for the first time a ball was given an assessment of the quality of the attractiveness of a product. It was the Japanese experts who revised the thesis that work on the quality of an attractive product will inevitably lead to an increase in prices and inflict an irreparable blow on the original goal. One of the leading analysts, I. Ishikawa, refuting the opinion of skeptics, everywhere asserted the immorality of raising prices while improving the quality of products. He explained that getting better quality products is due, first of all, to a reduction in production costs - a decrease in defectiveness, an improvement in the organization of production, and technological discipline. All of these operations do not require a significant increase in costs and are associated with a reduction in the ultimate cost, and hence the price of the goods. An exception is the case

Effective economic management in a developed and responsible production environment is based on the "three golden truths" learned from many years of successful management practice:

- economic longevity and authority in the market are associated with concern for the quality and price of a quality product;
- greed is not only immoral, but also very uneconomical, as it testifies to the ignorance of management, which always costs dearly to production;

people as consumers and producers are the gold fund for the development of production.

If you want to earn professional credibility, organize the production of a product that is necessary, of high quality and accessible to a consumer with limited purchasing power. Then it will be possible to think about sales without being nervous, and not to pay advertisers, risking to be at the "broken trough". A popular Canadian writer in the middle of the last century, S.B. Leacock explained: "Advertising can be said to be the science of obscuring the mind of a person until you get money from him. "Advertisers" are difficult to judge. They did not invent themselves, they were born by those who were not saved by simple but objective information. Unable to win the consumer's gratitude, manufacturers that were not in demand "in white" were looking for an outlet to the

buyer through an intermediary who was ready to work "black", and most importantly,

The Japanese mentality, having survived the crisis of shameful defeat in the Second World War, significant human losses, nevertheless, helped to realize the path of salvation as a different organization of production in a quarter of a century. Thank God, in Russia the matter did not come to war, there was no shameful surrender, but there has been and remains a collapse in the economy and, what is especially worrisome, in the mind. There are no signs of awareness by manufacturers of professional and social responsibility. The scenery of the 1990s was replaced by the scenery of the "noughties". Crimson jackets and gold chains were replaced by couturier suits. They started shooting less, but the "new thinking" that MS dreamed about. Gorbachev, it didn't work out. Not because they are incapable of thinking as homo sapiens should, but because of the immorality and ignorance of the multimillion-dollar management. Sometimes you get the impression that marketers and showmen still remain the trendsetters of political and economic fashion. The dim light of the appointed "stars" was added to the "Ilyich's lamps". It has not become brighter, but you get colder when the crisis phenomena become chronic, modernization turns from modernization into a brake on development.

It can be seen from everything that we have not succeeded yet with "our" innovations. Let's look at the experience of others. Recently, the President and the Government have increasingly emphasized the importance of ties with eastern neighbors.

The concept of "Total Quality Management (TQM)" is positioned as an economic theory of a mass consumer society. We agree, but note that its basic part is built on social philosophy. The origins of TQM were the same Japanese in collaboration with creative Americans. K. Ishikawa organized in the 1950s JUSE - "The Japanese Union of Scientists and Engineers". E. Deming and J. Juran actively helped him. The central goal of JUSE was to develop a methodology for economic policy to improve the quality of industrial products. Drawing on the experience of the USA and Europe, JUSE was only taking its first steps. Further, not without the influence of the national mentality, the developers went their own way with an emphasis not on quality control, but on the consumer - "the consumer is always right". The frame of reference has changed from "manager" to "consumer". The place of the "boss" was taken by the "consumer",

The emphasis on the consumer means not only his leading role in the activities of the system, but also obtaining reliable information about the needs and wishes of the consumer. Therefore, there is a need for "contact personnel", on which depends not only the reliability of information coming from the consumer, but also the subjective image of the company in the eyes of the consumer. The people involved in the

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development, production and delivery of a product in accordance with the new paradigm should be seen as a customer satisfaction support person. They must be combined and included in a system that fulfills the main goal - to increase the value of the product for the consumer and reduce its cost ". This is how B.S. Aleshin et al.

Initially, it acted as a tandem of the concepts of "value" and "decrease in value". Now we can confidently name the time when the mass consumer will "live well" in Russia, when the current paradigm will change - "to snatch the jackpot". Not soon. The Japanese were promoted by the national mentality, the Europeans - a three-hundred-year history of grinding relations in the market, the Americans - a well-fed life without wars on the territory. In order for our manufacturers and managers to transfer the economic arrow to a new paradigm, they must have a dispatcher's order. Their psychology - individual exceptions, like the first swallow, do not change the picture, stronger than the walls of the Brest Fortress and the market is ready to stand to the last. Our market is interested in the buyer exclusively as an economic entity, but not as a person, person, or fellow countryman. The national flavor of the market has long been different from the national composition of the Russian Federation. Market prices are not set by the buy-to-sell ratio; they are regulated by the boss's margin. If we do not really implement TQM in the near future - not by bureaucratic reports, it is not clear who and what will be protected by the valiant Aerospace Forces, the Navy and the army.

Where are serious, systemic studies of satisfaction with the product of the Russian buyer? Meanwhile, the indexing of the degree of satisfaction allows one to quantify the contribution of various components of the quality of production, rather than to operate with average values. It is hard to get rid of the thought that the official reaction to TQM serves as a cover for the practical activity of blocking the introduction of this system into the real process of the economic movement. The fact is that TQM radically changes the understanding of the value of the contribution of all participants in the production of a product, clearly defining who did what and how. Our manufacturer is hardly ripe to welcome such an audit.

Methodologically, the turn of producers and sellers to face the consumer has already been laid out according to the main items, nothing needs to be invented, and serious funds are invested. In the literature, there is a step-by-step route for comprehending the idea of real humanization and democratization of production, corresponding to the construction of a consumer society. It can even be found in textbooks. We read "The focus on the consumer is as follows:

- processes exist to meet the needs of people and the needs of society;

- processes are useful if they add value to people and society;
- desires and needs are different in time and space (for different nations and cultures);
- processes are different in different cultures and in different nations;
- needs and processes for their satisfaction can be modeled and tracked using statistical analysis;
- the best model of the process of meeting the needs of society should be adopted by the leadership with the direct participation of each member of society. "

The last position is formulated not quite correctly in relation to "every member of society", such a total task is more romantic than realistic. For a start, a simple majority of consumers will be enough. Then a chain reaction will begin and with each step everyone will be closer to the result.

Consumers differ not only in their requests and claims. They have different social status and their subjectivity. The consumer can be a person, a social group, an industrial education. Therefore, in the theory there is a classification of the external consumer, which is based on the principle of the "final link" of the production chain. The consumer status is similar to the production status. Just like the production process, consumption involves several stages in the preparation of the final product. Manufacturers can also be consumers, but they represent intermediaries. The end consumer is a single person. Man is the beginning of social history, its main tool and goal of social progress. Is it possible to put the consumers of other subjects in the row? Naturally, but their consumption is conditioned by human activity. For example, science is primarily interested in the exploration of outer space. She is a direct consumer of the resulting product, she is also a customer and a participant in a technical project. Spacecrafts are a product of scientific and industrial interaction. In this way, production develops its technological base, therefore, technological innovations undoubtedly belong to a number of products. As a rule, various departments cooperate with scientific research, receiving their share of the product. Nevertheless, no matter how much we continue to track the path of the research product, the end point will be the person - his health, well-being, safety, cognitive and practical interests. She is a direct consumer of the resulting product, she is also a customer and a participant in a technical project. Spacecrafts are a product of scientific and industrial interaction. In this way, production develops its technological base, therefore, technological innovations undoubtedly belong to a number of products. As a rule, various departments cooperate with scientific research, receiving their share of the product. Nevertheless, no matter how much we continue to track the path of the research product, the

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Highlighting the final status in human consumption, this conclusion should not be absolutized. Mowgli was a "human baby", socialized, that is, entered into the structure created by human communication. The interests of a single person - the consumer - are important, but they cannot be viewed in isolation. Mass production, no matter how "zealous" it may be, is not capable of working for individuality. As much as possible, it can be closed to a small social group.

The imperative of fashion and technical and technological capabilities form specific social and specific historical limitations of production. Individuality manifests itself through the group form of reality. Only through social affiliation - gender, age, purchasing opportunities, psychological status, upbringing, nationality, a person is guided in the consumption market, while having quite enough freedom of action within the framework of the social conditioning of their tastes. Someone makes their choice consciously, others - subconsciously, and still others, combining prudence with the collective unconscious (K. Jung).

Economic science considers the external consumer as a combination of three groups: a specific end user - a person; an intermediary consumer (reseller, distributor); collective unitary enterprise. To correctly determine economic priorities, it is necessary to study the consumer interests of all external consumers. The meaning of consumer

preferences for a manufacturer is different and depends on the status of the enterprise itself, its production orientation. But the problem of "attractiveness" of a product cannot be avoided in all cases.

"An enterprise must carefully control the entire chain of the supplier-consumer interaction process. Large enterprises practice questioning their regular and potential customers once a year. The questionnaires include, as a rule, no more than seventy questions. To adjust their goals in long-term planning, once every three years, manufacturers send out more detailed questionnaires intended for large consumers of the manufactured product.

The Japanese mentality has prompted reflective managers that those who look forward to the future should not limit themselves to understanding the current consumers. The end consumer is a member of a family, a local community. Behind him are future buyers, who have not yet decided for themselves the question of what to buy from whom. Word of mouth is free and more productive than advertising. The buyer should be transferred from an abstract opportunity to the state of "his" person, included in the system of partnerships. While the thought of buying, consolidating the need for a product, matures as a desire, it should be informed of the vector of movement to the appropriate manufacturer.

"Focus on the consumer" is freely converted into a technical and economic task - to give their products an attractive look. Such a product does not need advertising costs of production, on the contrary, it helps to reduce the cost in the end, to make a real "sale" and to accelerate the turnover of funds spent on production. B.S. Alyoshin correctly explains to manufacturers who underestimate the value of the factor of attractiveness of a product for a consumer, who think only about how to reduce production costs: reward and at the same time satisfying the expectations of the consumer regarding the value of the product, its cost and delivery time.

The renowned management specialist and his colleagues needlessly spared their feelings about producers, presenting the case in a positive light. Our manufacturer and salesperson often needs to be immersed in a negative perspective in order to intimidate, especially the employees of the "counter". The buyer through the information consumer chain is able to turn away from the purchase of problematic goods, and then the manufacturer will open "disease No. 1" according to E. Deming.

The producer and the final consumer of his product are separated by the continuation of production and the market. It is necessary to reduce this division to a minimum, so that there is less mediation between the two workers - the one who produces the goods, and those who legitimately want to buy what they like and at a fair price with their honestly earned funds. The solution to that problem

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lies in the market plane. The manufacturing company must include itself in the market process by organizing a proprietary way of selling the product. This will free the market from counterfeiting, reduce the price burden on the end consumer, monitor the promotion of goods, better and easier to study the buyer's demand, accelerate the receipt of working capital, and work more effectively on the quality of the goods, taking into account the wishes of the consumer.

In Japan, along with the traditional Kairio method of quality management, aimed at technical and technological leaps - micro revolutions, under the influence of the development of relations with the consumer, the Kaizen approach has become widespread. Unlike "Kairio", "Kaizen" does not imply large investments, it is aimed at small improvements in the quality of the product, but it stands out favorably in that it is designed to involve an unlimited number of specialists-researchers, designers, scientists, and all thinking, interested workers in the process. ... A qualitative effect that adds attractiveness to the product and the consumer is achieved by combining a large number of small steps with a large number of people willing to participate and able to work for the result.

The Americans had a similar idea of how to solve the problem, they called it "cervelat tactics." It is not customary to cut sausage of the cervelat type with thick circles - it is inconvenient to eat, so they cut it off with thin plastics, but the result is the same as in the case of soft sausage. The Japanese are impressed by the mental imperative, admirably described by an international journalist.com V. Ovchinnikov ("Sakura Branch"), squeezing ideas out of the product to the end, adapted the principle of cervelat to the management of production development, mainly to increase the attractiveness of the product. In addition to the described effect, "Kaizen" consolidates employees, convincing them of how important each of them is, if he is interested in the result, forms the need to improve personal skills, and develops a sense of professional pride.

There is a lot to learn from the Americans, in particular their persistence, self-confidence and their capabilities. W. Churchill once said: "You can always count on the Americans to do everything right after they have tried all the other options." In the 1990s, US industry faced serious sales and development problems. After analyzing the results of the business, the Americans identified three priorities: customer satisfaction, the need to reduce production costs and cycle times.

The analysis of the situation made us pay attention to the importance of combining efficiency factors, especially the focus on the consumer, reengineering and informational component. "Mass consumer" has supplanted "mass production". This is how the American company "Levis", famous for sewing jeans, has returned the leading position of the

manufacturer of women's jeans.

Relying on information technology, Lewis offered 2400 sizes to customers in different colors and styles. Directly in a company store, or in a department, it was determined on the basis of jeans with built-in magnetic measurements, the individuality of the sizes, the clerk transmitted the order for production by computer and without delay the customer received what she dreamed of. Smaller enterprises generally began to go directly to the consumer, bypassing intermediary stores and warehouses, accepting customers in offices with the function of selling goods.

The concept of "product attractiveness" is partially revealed in the concept of "product value". In special literature, "product value" is defined as "a set of quality parameters expected by the consumer for the product he needs and their values that meet the needs of the consumer." The product value unfolding is called the "customer satisfaction tree".

In order for the value of a product to cause consumer satisfaction, it is important not only to be concerned about the quality of the product, but also to remember that the consumer's consciousness is not a constant, it moves and matures. The expression "the client is ripe" characterizes the process of interaction between the producer and the consumer. The consumer in such an interaction is primarily represented by mental activity. The sources of mental readiness to accept the manufacturer's proposal as coinciding with their own idea of the attractiveness of the product are not uniform. Usually they include:

- manufacturer's credibility;
- information from trusted sources;
- consumer communication, informal communication;
- the presence of the product in the past experience of the buyer;
- the relevance of this purchase to the buyer.

If psychologically the image of the product as attractive has formed, then relations from the phase of abstract possibility pass into real possibility. The next step - the transformation of a real opportunity into the reality of purchasing a product you like will depend on the ratio of producer and consumer costs. For the first, we are talking about the ratio of cost and price, for the second - the price and quality of the product.

J. Juran emphasized a special place in the structure of consumer demands for the quality of services. B.S. Alyoshin gives a decoding of the qualities of a service that can interest a consumer in a purchase (Figure 2).

In all modern quality management systems in the context of regulations on prestigious awards (EFUK, UOK, IAQ, TQM, etc.), such an indicator as the degree of customer satisfaction with products stands above all others, occupying in a weight ratio from 1/5 to 1/3 cumulative points. This indicator has the least

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points - 180 (out of 1000) in the Regulation on the Prize of the Government of the Russian Federation in the field of quality.

We understand that customer satisfaction with a product should not be limited to the consumer appeal of a product. Product attractiveness is superimposed on satisfaction, remaining part of attractiveness. There are goods that initially, perhaps, did not belong to the range of attractive ones, for example, gifts or

something purchased "on the occasion", by necessity. The attractiveness was discovered later, as it was used for its intended purpose. But the comparison between satisfaction and attractiveness is quite correct and indicative. Moreover, at the junction of these concepts, there is a test zone for characterizing the degree of development of production. Analysis and results of the study of the status "Attractiveness of goods" are given below (table 1).

Table 1. Analysis and study of the status of the concept "Attractiveness of goods"

No.	Product attractiveness indicators	Rank -
1	Feeling the need to buy a product	7
2	Reliability of goods	2
3	Manufacturer's responsibility for the quality of the goods	1
4	Completeness of goods	3
5	Service courtesy	17
6	Trust in the seller, manufacturer	16
7	Impressive warranty period	4
8	Product availability	8
9	Communication with the seller	25
10	Mutual understanding with the seller, his interest	26
11	Service culture	27
12	Affordability	9
13	Customer satisfaction	10
12	The level of readiness of the consumer to make a purchase	11
15	The level of interest of the manufacturer in the formation of the attractiveness of the product	19
16	Consumer buying opportunity	12
17	Manufacturer credibility	5
18	Consumer communication	24
19	Presence of opinion of an earlier made purchase of an ideal product	13
20	The consumer's need to buy an attractive, original product	23
21	The relevance of this purchase for the buyer	14
22	Possibility of subsequent exchange of goods	20
23	Availability of several necessary functions for the product	6
24	Modern design	22
25	Payment method for purchase	15
26	Ease of operation of the product	21
27	Organization and availability of service support for purchased goods	18

Table 2. The results of calculating the competence of the survey of teachers and students-commodity experts on the influence of the status of the concept "Attractiveness of goods" on the competitiveness and demand for manufactured shoes

№	Эксперты	Фактор ы																											Wi
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	
1	1	2	1	3	6	19	11	15	9	22	14	23	4	12	27	17	25	7	18	13	20	5	16	26	21	10	8	24	0,53
2	2	2	1	3	24	9	8	21	17	22	10	7	4	16	26	12	23	18	20	25	19	5	27	11	15	14	13	6	0,47
3	3	5	6	7	12	13	14	15	4	16	17	5	3	17	18	19	2	23	20	7	17	1	21	8	9	10	11	22	0,49
4	4	24	4	8	10	11	3	12	7	24	2	1	26	18	20	19	5	9	13	16	21	14	15	17	22	23	6	25	0,40
5	5	25	4	5	10	11	3	12	6	13	14	15	1	20	22	21	2	26	16	17	23	24	18	8	27	9	7	19	0,401
6	7	2	5	4	3	26	17	6	16	27	25	18	1	19	20	15	7	8	24	9	21	10	22	11	12	23	14	13	0,57
7	8	1	3	11	12	13	5	6	5	12	14	6	7	8	9	10	12	5	3	2	4	12	13	15	11	1	2	3	0,43
8	9	1	3	11	22	5	15	16	14	4	8	6	2	13	19	17	24	12	18	4	23	21	7	26	9	10	20	25	0,38
9	10	1	7	10	17	18	19	15	8	20	21	16	2	9	6	22	11	12	11	13	14	3	23	4	25	24	5	26	0,56

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

72	76	12	9	2	24	14	8	25	4	20	15	22	5	6	18	13	19	7	21	16	17	1	23	13	12	3	11	10	0,53
73	77	2	1	3	4	13	14	5	15	16	17	18	1	6	19	7	8	9	9	10	2	6	11	7	3	12	5	4	0,53
74	6	7	2	1	3	17	18	4	8	25	26	27	9	10	11	19	12	5	24	13	23	14	20	6	22	15	21	16	0,61
75	12	2	8	9	13	23	22	7	12	21	20	27	11	4	5	24	1	6	19	18	14	3	25	10	15	26	16	17	0,61
76	34	5	6	11	18	12	9	13	3	23	19	22	4	8	1	20	7	10	25	14	16	2	24	15	21	26	17	12	0,61
77	62	10	17	18	3	13	23	11	9	24	4	25	12	2	19	15	27	5	20	26	14	1	22	21	6	8	16	7	0,61

Table 3. The results of calculating the competence of a survey of students - commodity experts on the influence of the status of the concept "Attractiveness of goods" on the competitiveness and demand for manufactured shoes

№	Эксперты	Факторы																											Wi
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	
1	1	2	1	3	6	19	11	15	9	22	14	23	4	12	27	17	25	7	18	13	20	5	16	26	21	10	8	24	0,60
2	2	2	1	3	24	9	8	21	17	22	10	7	4	16	26	12	23	18	20	25	19	5	27	11	15	14	13	6	0,55
3	3	5	6	7	12	13	14	15	4	16	17	5	3	17	18	19	2	23	20	7	17	1	21	8	9	10	11	22	0,60
4	4	24	4	8	10	11	3	12	7	24	2	1	26	18	20	19	5	9	13	16	21	14	15	17	22	23	6	25	0,48
5	5	25	4	5	10	11	3	12	6	13	14	15	1	20	22	21	2	26	16	17	23	24	18	8	27	9	7	19	0,53
6	8	4	3	11	12	13	5	6	5	12	14	6	7	8	9	10	12	5	3	2	1	12	13	15	11	1	2	3	0,50
7	9	1	3	11	22	5	15	16	14	4	8	6	2	13	19	17	24	12	18	4	23	21	7	26	9	10	20	25	0,47
8	13	1	2	18	16	17	14	15	11	13	12	10	9	19	26	20	8	7	25	24	6	5	21	22	3	27	4	23	0,55
9	14	3	1	4	11	7	5	6	8	10	9	19	2	25	15	22	13	12	26	20	21	14	15	16	23	24	17	18	0,60
10	15	1	19	18	17	22	4	16	3	26	25	24	2	21	15	15	14	12	13	5	11	6	20	7	10	9	8	23	0,59
11	16	13	4	8	23	20	7	19	12	11	10	18	2	21	24	9	22	5	25	3	14	1	26	15	6	27	16	17	0,56
12	17	1	5	10	11	16	7	12	24	17	18	15	8	3	19	27	4	25	22	21	2	20	9	6	26	13	14	0,60	
13	18	1	3	14	10	21	22	11	7	20	9	8	2	6	23	13	18	25	19	12	17	16	26	27	5	4	24	15	0,54
14	19	4	1	8	9	3	10	19	7	11	2	18	6	15	17	16	12	14	26	13	21	27	22	23	24	20	5	25	0,55
15	20	4	2	3	1	16	7	5	6	14	17	13	9	8	19	22	12	18	11	19	21	23	24	20	20	25	15	10	0,60
16	21	1	5	6	2	23	7	22	24	21	20	18	3	16	19	17	15	14	25	13	12	4	11	27	8	26	9	10	0,58
17	22	4	1	2	3	6	5	7	8	22	10	9	11	12	25	20	14	23	15	21	13	16	18	17	19	27	24	26	0,58
18	23	9	1	2	4	14	13	26	3	15	16	17	4	10	11	18	5	6	12	19	20	7	21	8	23	22	24	25	0,63
19	24	5	19	20	21	27	6	23	4	26	25	24	2	1	7	8	3	9	10	11	12	13	18	14	17	16	15	22	0,58
20	25	2	5	12	19	6	26	13	7	18	20	21	1	23	22	17	16	8	27	9	3	4	24	10	11	15	25	14	0,61
21	26	7	5	1	4	8	6	14	9	24	15	26	20	16	10	21	25	17	11	27	3	2	18	22	12	23	19	13	0,56
22	27	5	3	11	15	21	6	20	12	7	19	22	2	27	10	13	16	26	24	23	18	1	17	4	8	25	9	14	0,58
23	28	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0,55
24	29	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	26	0,55

Table 4. The results of calculating the competence of the survey of teachers - about the influence of the status of the concept "Attractiveness of goods" on the competitiveness and demand for manufactured shoes

№	Эксперты	Факторы																											Wi
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	
1	1	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0,57
2	2	14	3	15	13	12	22	26	6	10	21	5	2	18	19	17	4	7	9	8	20	11	25	16	1	23	24	27	0,55
3	3	11	1	7	14	18	12	8	3	17	19	21	2	23	26	13	25	4	24	22	15	16	27	6	5	20	9	10	0,67
4	4	2	8	1	25	23	18	9	5	24	21	22	6	18	10	11	13	12	20	7	14	4	19	15	3	26	16	17	0,68
5	5	5	6	11	18	12	9	13	3	23	19	22	4	8	1	20	7	10	25	14	16	2	24	15	21	26	17	12	0,64
6	6	3	3	10	9	9	8	8	5	19	17	11	4	18	1	18	11	2	15	16	14	2	6	7	13	12	12	7	0,63
7	7	3	3	13	12	11	10	9	5	25	22	14	4	23	1	24	9	15	20	21	19	2	6	7	18	17	16	8	0,63
8	8	3	2	13	12	11	10	9	5	26	22	14	4	23	24	25	9	15	20	21	19	1	6	7	17	18	16	8	0,66
9	9	1	2	1	4	4	2	5	11	13	14	6	3	1	21	12	7	8	15	16	18	1	19	9	2	20	17	10	0,66
10	10	9	2	8	12	21	11	27	14	10	19	15	3	22	13	7	24	6	16	25	23	1	26	17	4	5	18	20	0,61
11	11	11	1	9	22	6	25	12	7	15	26	24	2	10	18	14	8	19	27	17	13	3	21	23	4	20	5	16	0,66
12	12	10	4	17	23	5	11	24	1	18	12	25	2	19	6	13	3	26	14	20	7	8	15	21	9	16	22	27	0,56
13	13	27	5	20	19	24	4	10	18	17	9	26	1	11	12	13	23	3	25	21	6	2	14	7	8	15	16	22	0,62
14	15	9	1	22	14	6	17	7	2	23	16	5	10	11	24	15	25	21	13	12	20	4	18	26	19	8	3	27	0,54
15	16	3	14	1	7	17	12	26	19	11	22	2	23	25	18	6	24	15	8	27	20	16	4	21	9	10	13	5	0,53
16	17	2	11	1	13	21	22	12	24	23	27	25	3	14	4	10	9	5	18	17	6	20	16	26	7	15	19	8	0,66
17	18	2	3	8	6	20	19	12	18	21	22	23	5	9	6	13	8	9	4	7	10	1	11	14	3	15	17	16	0,68
18	19	1	6	7	13	14	8	15	9	24	23	22	10	11	2	12	3	26	16	27	4	5	25	17	21	20	18	19	0,65

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJ (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

19	21	1	3	4	5	7	6	2	8	10	9	11	12	16	13	14	17	15	18	22	23	21	20	24	27	26	25	19	0,55
20	22	1	3	2	9	12	11	10	4	18	5	19	6	7	13	15	14	21	24	23	17	27	26	25	22	8	20	16	0,58
21	23	19	1	2	6	4	20	5	3	22	7	21	8	9	23	26	10	11	27	25	12	13	14	16	15	17	24	18	0,62
22	24	1	3	7	9	11	12	10	8	14	15	16	4	17	18	21	6	20	23	24	25	2	5	13	22	26	21	19	0,63
23	25	1	2	6	3	12	18	15	13	16	19	14	4	21	9	5	17	24	22	11	7	10	20	26	8	27	25	23	0,63
24	26	16	2	17	12	10	13	18	14	19	11	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25	0,62
25	27	16	2	17	12	10	13	18	14	19	11	9	8	1	22	20	21	7	27	23	3	4	24	5	6	26	15	25	0,62
26	28	6	7	8	23	25	24	9	17	27	22	18	10	26	11	19	12	21	20	13	1	2	5	3	4	14	15	16	0,67
27	29	3	10	16	1	8	22	27	9	18	13	2	7	25	4	17	26	5	11	21	24	12	6	20	15	23	14	19	0,51
28	30	1	6	5	10	4	7	3	8	2	9	13	24	12	15	22	23	14	21	16	27	26	11	20	25	17	19	18	0,49
29	31	3	5	11	6	24	25	2	23	26	27	22	20	21	19	18	7	15	16	17	1	12	13	8	14	9	4	10	0,67
30	32	19	4	3	2	5	15	24	1	14	25	13	6	12	18	11	26	10	16	23	19	9	21	22	20	17	7	8	0,58
31	33	10	17	18	3	13	23	11	9	24	4	25	12	2	19	15	27	5	20	26	14	1	22	21	6	8	16	7	0,60
32	35	3	2	3	4	2	1	4	5	4	5	3	2	5	5	6	7	4	5	5	4	7	8	5	4	3	8	6	0,56
33	36	14	2	1	7	4	8	15	5	11	9	6	3	10	25	19	21	12	23	20	18	13	24	17	27	26	16	22	0,56
34	37	26	7	6	20	2	9	10	18	27	11	1	5	8	19	14	4	25	21	23	3	15	12	22	17	24	13	16	0,55
35	38	7	1	14	20	18	24	3	13	27	8	19	2	10	23	15	22	4	25	5	17	6	16	26	21	9	12	11	0,61
36	39	3	1	14	15	20	21	23	2	26	16	6	4	24	25	22	19	18	17	13	11	5	6	12	10	8	7	9	0,61
37	40	1	13	2	14	21	22	15	3	23	24	25	4	5	26	16	6	7	17	20	8	9	27	10	18	11	19	12	0,68
38	41	2	9	2	3	10	12	21	1	11	13	14	15	16	22	26	4	25	17	20	5	6	24	18	23	19	7	8	0,59
39	42	5	1	4	12	18	11	14	13	16	17	15	6	7	25	19	2	3	20	26	23	8	22	21	9	24	10	24	0,65
40	43	14	1	13	2	11	12	19	15	16	17	18	3	8	20	21	22	23	7	26	25	24	6	5	4	9	10	27	0,58
41	44	25	1	4	5	14	24	6	2	17	23	22	3	16	21	18	7	8	20	13	15	9	15	10	11	19	15	12	0,65
42	45	2	7	12	16	4	13	17	10	14	8	15	22	3	10	6	5	21	23	25	20	9	11	24	1	26	19	18	0,56
43	47	12	9	2	24	14	8	25	4	20	15	22	5	6	18	13	19	7	21	16	17	1	23	13	12	3	11	10	0,62
44	14	1	5	6	12	26	13	14	15	23	24	25	7	8	16	20	18	21	17	27	2	3	19	4	11	22	9	10	0,68
45	20	5	1	10	4	19	16	6	7	22	23	24	8	11	12	13	9	17	25	18	14	3	26	20	2	15	17	21	0,68
46	34	6	2	1	16	24	8	7	23	25	26	27	3	17	18	19	9	4	20	21	10	5	13	11	12	22	14	15	0,68
47	46	11	1	2	12	27	13	3	10	26	25	24	9	14	23	15	21	16	17	18	19	4	8	5	7	20	22	6	0,68
48	48	2	1	3	4	13	14	5	15	16	17	18	1	6	19	7	8	9	9	10	2	6	11	7	3	12	5	4	0,68

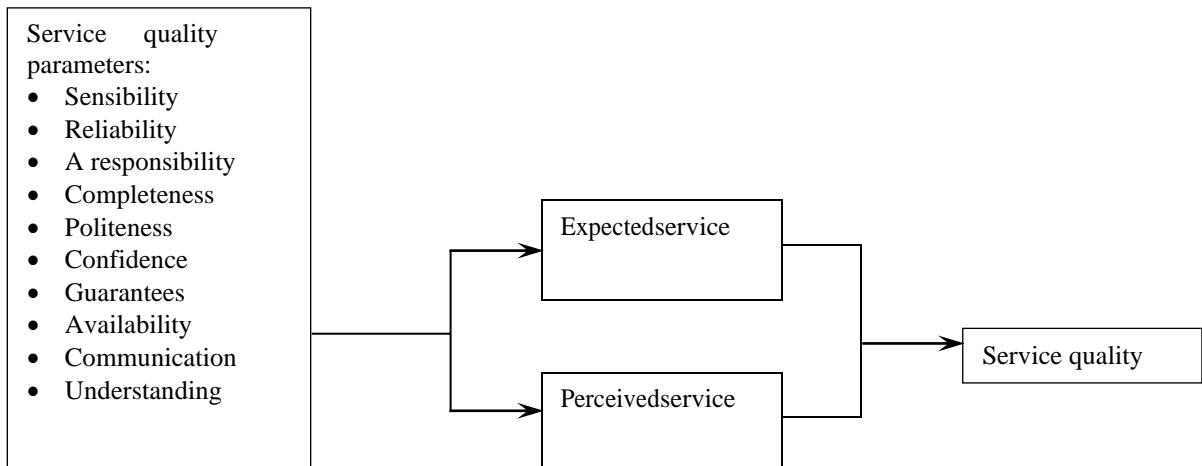


Figure 2 - The architecture of customer expectations

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 9.035	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

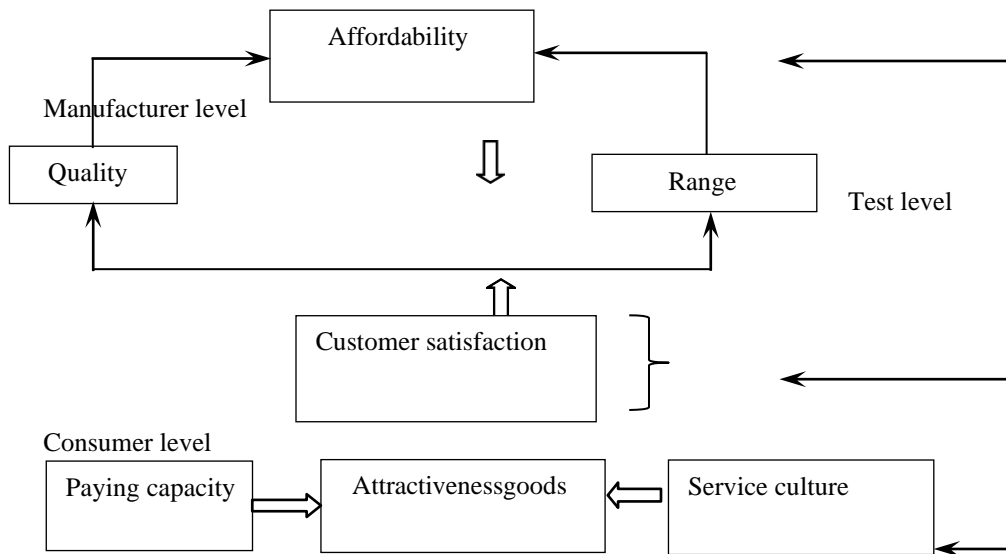


Figure 3 - Customer Satisfaction Architecture

Summing up the analysis of the concept of "product attractiveness", its relationship with the closest economic concepts, it is methodologically expedient to arrange the relations of these concepts

systematically.

The assortment of children's shoes is presented in figures 4 - 19



Figure 4- Assortment of children's shoes for summer

Impact Factor:

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

SIS (USA) = 0.912
ПИИЦ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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



Figure 5 - Assortment of children's shoes for autumn

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 9.035	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350



Figure 6 - Assortment of children's shoes for girls



Figure 7 - Assortment of sports shoes for children

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 3.939	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350



Figure 8 - Assortment of footwear for a nursery group for girls



Figure 9 - Assortment of shoes for a nursery group for boys

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 9.035	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350



Figure 10 - Assortment of dance shoes for girls



Figure 11 - Range of shoes for ballroom dancing

Impact Factor:

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

SIS (USA) = 0.912
 ПИИЦ (Russia) = 3.939
 ESJI (KZ) = 9.035
 SJIF (Morocco) = 7.184

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



Figure 12 - Assortment of footwear for the little ones



Figure 13 - Assortment of shoes for schoolchildren for winter

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 9.035	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350



Figure 14 - Assortment of sports shoes for girls



Figure 15 - Assortment of sports shoes for boys

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 9.035	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350



Figure 16 - Assortment of footwear for the nursery group for the summer



Figure 17 - Assortment of summer shoes for boys

Impact Factor:

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

SIS (USA) = 0.912
ПИИЦ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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



Figure 18 - Assortment of shoes for children

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 9.035	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350



Figure 19 - Assortment of shoes for children

Impact Factor:

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

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 9.035
SJIF (Morocco) = 7.184

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

An analysis of the results of a survey of respondents on the influence of the criterion "Attractiveness of goods" (on their demand) confirmed the importance of rehabilitating this criterion in marketing activities to form sustainable demand not only for light industry products, but also for all consumer goods.

What is interesting is the fact that is due to the coincidence of the studies carried out by the authors on the formation of the architecture of customer satisfaction based on the criterion - product attractiveness - as one of the main factors on demand and the results of a priori ranking on its impact on the sale of consumer goods, for participation which attracted merchandise students, students - experts in the field of certification and standardization, students - technologists, constructors and designers, teachers of these specialties and graduates of the same specialties, who are currently leading specialists at enterprises engaged in the production of this the product itself for consumers in the regions of the Southern Federal District and the North Caucasus Federal District.

Customer satisfaction is formed at the expense of the manufacturer's level, i.e. its test level is formed by the price availability of the product, which is offered either by the assortment range, naturally, by the quality, and by the consumer level, i.e. its test level assumes the presence of a culture of customer service, the attractiveness of the product, customer satisfaction, and, of course, the solvency of the consumers themselves, then the respondents who took part in the survey believe that consumer satisfaction will be ensured with the reliability of the product, its affordability, and the availability of the opportunity for buyers make purchases, i.e. their solvency. Natural, product quality, variety of assortment, attractiveness, design decision, i.e. correspond to fashion, products should have a sufficiently long warranty period and, interestingly, all respondents are unanimous that manufacturers should fight for respectful attitude of buyers to the manufacturer, win their trust and desire to make a purchase of the products of these enterprises, i.e. brand and image are always in demand.

Unfortunately, the respondents, when filling out the questionnaires offered to them, did not pay due attention to communication with sellers, methods of payment for a purchase, the possibility of exchanging a purchase made if necessary, the level of service and other factors, and only because our consumer is not spoiled by all of this. With the list of services, both the

manufacturer and the trade still have a lot of opportunities for improvement in interaction with consumers in order to guarantee themselves a steady demand.

Conclusion

The features of the considered constructive and technological indicators of the upper of the shoe allow us to formulate a certain set of measures to increase the efficiency of the production of children's shoes by increasing the level of production technologies with obtaining an economic effect. The developed method for determining the assessment of the manufacturability of the assembly of the ZVO of children's shoes allows us to highlight the design features of the tops of children's shoes of various assortments with any price category, which ensure the efficiency of the production itself.

Thus, the criteria for the attractiveness of a product has a right to life and is more significant for both the manufacturer and the buyer to ensure sustainable demand for products manufactured in the regions of the Southern Federal District and the North Caucasus Federal District, and this is the most important and demanded wish for finding its consumer.

An analysis of the results of a survey of respondents on the impact of the criterion "Attractiveness of goods" confirmed the importance of rehabilitating this criterion in marketing activities to create sustainable demand not only for light industry products, but also for all consumer goods.

What is interesting is the fact that is due to the coincidence of the studies carried out by the authors on the formation of the architecture of customer satisfaction based on the criterion - product attractiveness - as one of the main factors on demand and the results of a priori ranking on its impact on the sale of consumer goods, for participation in which students were involved in commodity studies, students - experts in the field of certification and standardization, students - technologists, constructors and designers, teachers of these specialties and graduates of the same specialties, who are currently leading specialists at enterprises, engaged in the production of this very product for consumers in the regions of the Southern Federal District and the North Caucasus Federal District in table 5 characteristics of the influence of factors on the results of the survey of respondents on the "Attractiveness of goods".

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

Table 5. Characteristics of the influence of factors on the results of the survey of respondents on the "Attractiveness of goods"

Factors	Expert opinions			
	All respondents	Teachers and specialists	Students	Agreed
1	2	2	2	2
2	12	12	12	12
3	1	1	1	1
4	3	3	3	3
5	21	8	21	21
6	8	21	8	8
7	4	4	4	4
8	17	6	24	17
9	24	16	17	24
10	6	17	7	6
11	16	19	13	13
12	7	26	5	7
13	13	24	20	5
14	20	7	16	16
15	5	23	6	23
16	23	13	23	20
17	26	20	26	26
18	11	5	27	14
19	14	11	14	11
20	15	10	11	27
21	27	14	15	19
22	19	15	22	15
23	10	18	10	10
24	25	9	25	18
25	22	27	18	25
26	18	25	19	22
27	9	22	9	9

Summing up the analysis of the concept of "product attractiveness", its relationship with the closest economic concepts, it is methodologically expedient to arrange the relations of these concepts systematically. Table 5 shows the results of a survey of all respondents on the formation of the image of goods and its attractiveness. ensuring competitiveness and demand among consumers.

Unfortunately, the respondents, when filling out the questionnaires offered to them, did not pay due attention to communication with sellers, methods of payment for a purchase, the possibility of exchanging a purchase made if necessary: the level of service and other factors, and only because our consumer is not spoiled by all this list of services service, both the manufacturer and the trade still have a lot of opportunities for improvement in interaction with consumers in order to guarantee themselves a steady demand.

Thus, the criteria for the attractiveness of a product has a right to life and are more important for both the manufacturer and the buyer to ensure

sustainable demand for products manufactured in the regions of the Southern Federal District and the North Caucasus Federal District, and this is the most important and demanded wish for finding its consumer.

The most significant factors were identified by the respondents:

X3 - manufacturer's responsibility for the quality of the goods; X1 - the perceptibility of the need to purchase a product; X4 - completeness of the product; X7 - impressive warranty period; X6 - trust in the seller, manufacturer; X10 - mutual understanding with the seller, his interest in selling products; X12 - affordability; X13 - customer satisfaction; X23 - the product has several necessary functions; X27 - organization and accessibility, but this is not the opinion of all survey participants:

X2 - product reliability; X8 - product availability; X11 - service culture; X14 - the level of the consumer's readiness to make a purchase; X16 - consumer purchasing ability; X18 - consumer communication; X19 - the consumer has an opinion

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about an earlier purchase of an identical product; X21 - the relevance of this purchase for the buyer; X22 - the possibility of subsequent exchange of goods; X24 - modern design, insignificant factors were:

X5 - courtesy of service; X9 - communication with the seller; X15 - the level of the manufacturer's interest in the formation of the "Product Attractiveness"; X17 - manufacturer's authority; X20 - the consumer's need to purchase an "Attractive Product"; X25 is a method of payment for a purchase; X26 - ease of use of the product.

Reanimating the concept of product attractiveness, we seem to return the domestic consumer to the market, although the market is waiting for a buyer with a high solvency. But today there are only 7% of such consumers in Russia, and they are not frequent visitors to those markets where the mass consumer makes purchases. The mass consumer differs from the solvent consumer in that he is extremely economical and it is difficult to "swing" him for purchase. This is where it will be the main criterion for making a decision to purchase by a mass consumer the concept of "Product attractiveness",

which requires a certain type of product that can charm him, and the presentation of this very product. And no less important factor is "cultural packing", that is, the very criteria laid down in the "Product attractiveness" status.

Agreeing that today manufacturers do not produce what they can, but mainly what is especially profitable, because needs in the market are not determined by buyers. The markets are ruled by the seller in all persons and as the organizer - the owner of the market. And, of course, the owner of the market, in turn, is well aware of the importance of cooperation with the manufacturer for his well-being. Such a vicious circle provokes a situation that the concept of "quality" has become a bargaining chip, dependent on the understanding and taste of the seller, who, unfortunately, does not have such criteria, he simply does not own them. In this regard, the "Product Attractiveness" status is a litmus test for the consumer, if the manufacturer turns to face him again through an alliance with the designer, making elaborate products, that is, original, ultra-fashionable and modern,

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