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ON THE FEATURES OF «LEAN PRODUCTION» OF DEMANDED AND COMPETITIVE PRODUCTS

Abstract: The article discusses the possibilities of producing competitive and demanded products, which are possible only if there are managers who are professionally trained and politically responsible for the results of their activities. Such a concept will fully comply with the consumer's desire to satisfy his desire and desire to make a purchase, taking into account his social status, providing manufacturers with the sale of their products in full and guaranteeing enterprises sustainable TPE of their activities.

Moreover, the authors investigate the possibilities of organizational culture to manage the collective of an enterprise for the production of attractive and priority products, used software to assess the role of factors included in the questionnaire. Students, teachers and specialists, filling out the questionnaire, had the opportunity to formulate their attitude to organizational culture, which is capable of directing the enterprise's team to the production of demanded and competitive products. The reliability of such conclusions is confirmed by assessing the competence of the survey participants, their effectiveness of the organizational culture is possible if the enterprise collective consciously produces an assortment demanded by the consumer and for its compliance with their interests.

Key words: competitiveness, demand, innovation and innovation, production decline, useful economic policy, harmful economic policy, professional decisions, immorality, political responsibility, professional preparedness of the leader, profit, profitability, break-even, high efficiency of TPE, high creative potential of specialists.

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Introduction

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In all modern quality management systems in the

context of provisions 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

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to 1/3 cumulative points. This indicator has the least 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 a part of attractiveness. There are products 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.

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.

By 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 paying capacity. 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", for which a certain type of product is required 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 again turns to him through an alliance with the designer, making fanciful products, that is, original, ultra-fashionable and modern,

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product should not be limited to the consumer appeal of a product. Product attractiveness is superimposed on satisfaction, remaining a part of attractiveness. There are products 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.

Main part

The ideal solution to the problem of attractiveness would be the co-directed interaction of three subjects like Gogol's "bird - three" - the manufacturer of the goods, he would play the role of a "root", and "attached" - a buyer with a seller. This could be the case if each of the three worked autonomously in their own interests, and the manufacturer and the seller, while showing all the signs of a high organizational professional culture. We use the definition of "ideal solution" in its basic practical sense, as a perfect way to implement an ideal consideration, that is, what is objectively realistically achievable. The system-forming feature of the philosophy of the organization of reproduction was and will be the position: "the consumer (buyer) is always right." It is in it that prevention is laid,

Contradictions in reality are holding back the movement along the ideal route. In social life, the movement proceeds in conditions of the intersection of objective prerequisites and their realization in human interests. Human interests are determined by the place of a person's position in the structure of social architectonics. Even L. Feuerbach concluded: "In huts one thinks differently than in palaces." And K. Marx and his supporters tried to convince them that it was useless to wait for the inhabitants of huts and palaces for a consensus. Everyone will fight for their truth, regardless of objective failure, to the end. This is not only about extreme forms of political struggle. Their extreme shows that they are exclusive. In the ordinary life of society, there are many ordinary ways to achieve their class, national, political and economic goals. Ideology is designed to protect the interests of those

The thesis "The buyer is always right" is a reliable cover designed to create an impression of the humanity of the democratic structure of the social organism. In practice, the market is dominated by sellers in allied relations with manufacturers. Manufacturers do not produce what they can, but mainly what is especially cost-effective. Do they take market conditions into account? Undoubtedly, but not as a consumer's interests as a measure of their activities. Manufacturers know that market orders,

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again, are not determined by the needs of the buyers. The market is ruled by the seller in the person of the organizer - the owner - of the market. The owner of the market, in turn, is well aware of the importance of cooperation with the manufacturer for its well-being. So it turns out that from a market "deity" the buyer turns into an extreme subject of the market, whose mindset and wallet are manipulated by everyone, including government services. The market order in the "culture of the market" does not take shape in a quarter of a century of demonstrating the search for civilized mechanisms in conditions of economic instability.

Dear respondent!

What indicators would you give preference to

when analyzing and researching the status of the concept of "Attractiveness of goods", taking advantage of the privileges - to assign them the appropriate rank from the arithmetic series - preferable starting from 1, and not preferable - a higher digit, ensuring that the requirements of the arithmetic series are met, namely, avoiding missing digits in the arithmetic series. If you have difficulties in choosing your preferences, you can use "linked ranks" by assigning two or more factors the same rank, but here, too, the requirements of the arithmetic series must be observed.

Table 1. - Analysis and research of the status of the concept "Product attractiveness"

No.	Indicators of product attractiveness	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
14	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 an opinion on 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 to 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

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Table 2 - The results of the questionnaire survey of teachers and students - commodity experts on the influence of the status of the concept "Attractiveness of goods" for import substitution of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

Факторы Эксперты	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	X ₁₁	X ₁₂	X ₁₃	X ₁₄	X ₁₅	X ₁₆	X ₁₇	X ₁₈	X ₁₉	X ₂₀	X ₂₁	X ₂₂	X ₂₃	X ₂₄	X ₂₅	X ₂₆	X ₂₇
Препод. 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
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
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
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
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
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	18
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
8	1	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
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
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
11	1	11	3	5	16	17	6	7	21	22	18	2	23	12	13	19	24	25	8	9	14	26	4	27	20	15	10
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
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
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
15	1	19	18	17	22	4	6	3	26	25	24	2	21	15	14	12	13	5	11	6	20	7	10	9	8	23	
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
17	1	5	10	11	16	7	12	24	17	18	15	8	3	19	27	23	4	25	22	21	2	20	9	6	26	13	14
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
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
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
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
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
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
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
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
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
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

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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	
Препод. 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	
Студент 30	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	
	14	3	15	13	12	22	26	6	10	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	
	31	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	
	32	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
	33	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
	34	3	3	10	9	9	8	5	19	17	11	4	18	1	18	11	2	15	16	14	2	6	7	13	12	12	7	
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	42	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
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	50	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
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	52	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
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77	8	1	9	7	18	23	27	2	10	19	26	24	3	20	11	21	4	17	12	22	16	5	13	15	6	25	14
78	10	2	5	27	21	14	26	20	25	24	23	8	17	22	19	18	16	15	9	3	6	11	1	13	12	4	7
79	5	4	24	3	9	8	7	6	18	19	20	21	10	22	14	23	1	11	25	18	12	13	26	2	15	16	17
80	6	26	5	18	19	4	25	2	3	15	14	24	13	12	2	23	22	10	11	9	1	16	8	17	20	21	7
81	1	2	6	8	23	14	7	3	15	16	24	4	9	17	25	18	19	27	20	21	5	26	22	12	13	10	11
82	2	1	7	6	19	3	18	17	20	21	13	12	23	8	22	24	4	15	16	26	5	11	10	27	25	9	14
83	1	12	9	17	8	10	7	13	21	27	6	16	19	20	25	5	26	22	2	3	23	4	11	14	24	15	11
84	1	2	4	7	17	11	8	9	22	19	20	3	18	27	12	5	13	23	14	21	10	25	6	16	26	15	24
85	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
86	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

Студент
Эталон 86

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

Table 3 - The results of the questionnaire survey of teachers and students - commodity experts on the influence of the status of the concept "Attractiveness of goods" for import substitution of light industry products (footwear in the regions of the Southern Federal District and the North Caucasus Federal District

Фактор Эксперт	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	КК
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	0.48
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	0.43
3	5,5	7	8,5	14	15	16	17	4	18	20	5,5	3	20	22	23	2	27	24	8,5	20	1	25	10	11	12	13	26	0.47
4	24,5	4	8	10	11	3	12	7	5	2	1	27	18	20	19	5	9	13	16	21	14	15	17	22	23	6	26	0.28
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	0.30
6	7	2	1	3	17	16	4	8	25	26	27	9	10	11	19	12	5	24	13	23	14	20	6	22	15	21	18	0.75
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	0,7
8	8	6	5	5	5	10	5	10	5	26	5	14	15	16	17	5	10	6	3,5	1,5	5	24,5	27	18,5	1,5	3,5	6	0,27
9	1	3	12	23	6	16	17	15	5	9	7	2	14	20	18	25	13	19	4,5	24	22	8	27	10	11	21	26	0,29
10	1	7	10	18	19	20	16	8	21	22	17	2	9	6	23	5	13	5	14	15	3	24	4	26	25	5	27	0,56
11	1	11	3	5	16	17	6	7	21	22	18	2	23	12	13	19	24	25	8	9	14	26	4	27	20	15	10	0,50
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	0,75
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	0,45
14	3	1	4	11	7	5	6	8	10	9	20	2	26	5	23	13	12	27	21	22	14	15,5	17	24	25	18	19	0,51
15	1	20	19	18	23	4	17	3	27	26	25	2	22	5	15	14	12	13	5	11	6	21	7	10	9	8	24	0,35
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	0,41
17	1	5	10	11	16	7	12	24	17	18	15	8	3	19	27	23	4	25	22	21	2	20	9	6	26	13	14	0,59
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	0,36
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	0,36
20	4	2	3	1	16	7	5	6	14	17	13	9	8	5	24	12	18	11	5	23	25	26	21,5	21,5	27	15	10	0,44
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	0,48
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	0,45
23	10	1	2	4,5	15	14	27	3	16	17	18	5	11	12	19	6	7	13	20	21	8	22	9	24	23	25	26	0,54
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	0,31

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

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	0.51
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	0.44
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	0.47
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	0.41
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	26.5	0.39
30	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	0.40
31	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	0.40
32	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	0.52
33	2	8	1	26	24	5	9	5	25	22	23	6	5	10	11	13	12	21	7	14	4	20	15	3	27	16	17	0.62
34	5	6	11	19	5	9	14	3	24	20	23	4	8	1	21	7	10	26	15	17	2	25	16	22	27	18	12.5	0.75
35	4.5	4.5	15	13	11	5	11	7	27	24	5	6	5	1	25	5	2.5	22	23	21	5	8	9.5	20	18.5	18.5	9.5	0.72
36	3.5	3.5	15	14	13	12	5	6	27	24	16	5	25	1	26	5	17	22	23	21	2	7	8	20	19	18	9	0.67
37	3	2	14	13	12	11	9.5	5	27	23	15	4	24	25	26	9.5	16	21	22	20	1	6	7	18	19	17	8	0.66
38	2.5	6	2.5	9.5	5	6	11	17	19	20	12	8	2.5	27	18	13	14	21	22	24	5	25	15	6	26	23	16	0.58
39	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	0.38
40	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	0.49
41	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	0.36
42	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	0.31
43	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	0.61
44	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	0.33
45	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	0.26
46	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	0.35
47	2	3.5	5	7.5	24	23	16	22	25	26	27	6	5	7.5	17	5	5	5	9	14	1	15	18	3.5	19	21	20	0.47
48	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	0.50
49	5	1	2	4	20	16	6	7	23	24	25	8	11	12	13	9	5	26	19	14	3	27	10	21	15	17.5	22	0.75
50	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	0.37
51	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	0.37
52	19	1	2	3	4	20	5	6	22	7	21	8	9	23	26	10	11	27	25	12	13	14	16	15	17	24	18	0.46
53	1	3	7	9	11	12	10	8	14	15	16	4	17	18	5	6	20	24	25	26	2	5	13	23	27	21.5	19	0.60

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**

54	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	0,46
55	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	0,42
56	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	0,42
57	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	0,34
58	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	0,31
59	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	0,28
60	3	5	4	6	24	25	2	23	26	27	22	20	21	19	18	7	15	16	17	1	12	13	8	14	9	11	10	0,34
61	19,5	4	3	2	5	15	25	1	14	26	13	6	12	18	11	27	10	16	24	5	9	22	23	21	17	7	8	0,38
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	0,32
63	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	0,75
64	6,5	3	6,5	5	3	1	5	18	5	18	6,5	3	18	18	22	24	11	18	18	11	24	26,5	18	11,5	6,5	26,5	22,5	0,35
65	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	0,43
66	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	0,29
67	7	1	14	2	18	24	3	13	27	8	19	20	10	23	15	22	4	25	5	17	6	16	26	21	9	12	11	0,33
68	3	1	15	16	21	22	24	2	27	17	6,5	4	25	26	23	20	19	18	14	12	5	6,5	13	11	9	8	10	0,38
69	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	0,55
70	2,5	10	2,5	4	11	13	22	1	12	14	15	16	17	23	27	5	26	18	21	6	7	25	19	24	20	8	9	0,39
71	5	1	4	12	18	11	14	13	16	17	15	6	7	26	19	2	3	20	27	23	8	22	21	9	24,5	10	24,5	0,57
72	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	0,30
73	27	1	4	5	14	26	6	2	19	25	24	3	18	23	20	7	8	22	13	16	9	16	10	11	21	16	12	0,53
74	2	7	13	17	4	14	18	5	15	8	16	23	3	5	6	5	22	24	26	21	9	12	25	1	27	20	19	0,32
75	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	0,64
76	12,5	9	2	26	16	8	27	4	22	17	24	5	6	20	5	21	7	23	18	19	1	25	14,5	12,5	3	11	10	0,39
77	3,5	1,5	5,5	7,5	21	22	9,5	23	24	25	26	5	5	27	5	15	5	5	18	3,5	5	19	13,5	5,5	20	9,5	7,5	0,54
Сум. ранг без еретик	549	358	65	89	11	10	108	76	14	13	125	51	110	130	13	107	102	14	133	111	71	117	102	142	132	1191	2	
W	0,26	0,75	2,5	5,5	20	57	1,5	6,5	86	42	5,5	9	6,5	4,5	20	0,5	1,5	56	7	8	5	1444	5	3	0	82,5	85	
X ²	22	18	17	39	0	79	30	66	1	12	124	32	61	66	90	38	40	11	80	82	35	107	48	82	101	82,5	85	
	512,73	6,33																										

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

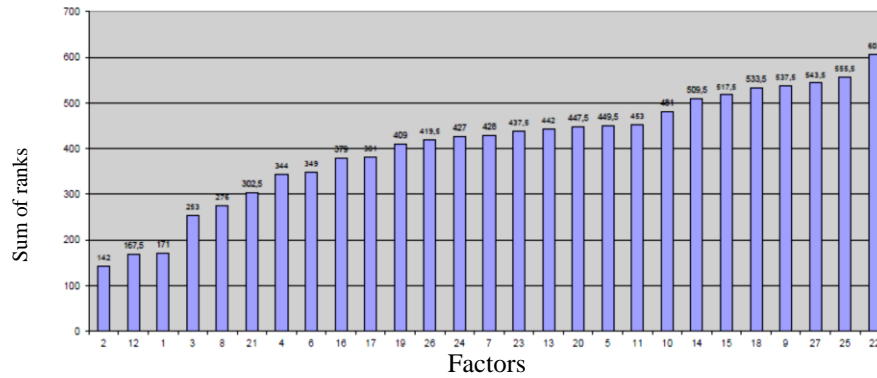


Figure 1 - Results of a survey of teachers and students - commodity experts on the status of the concept "Attractiveness of goods" for import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District

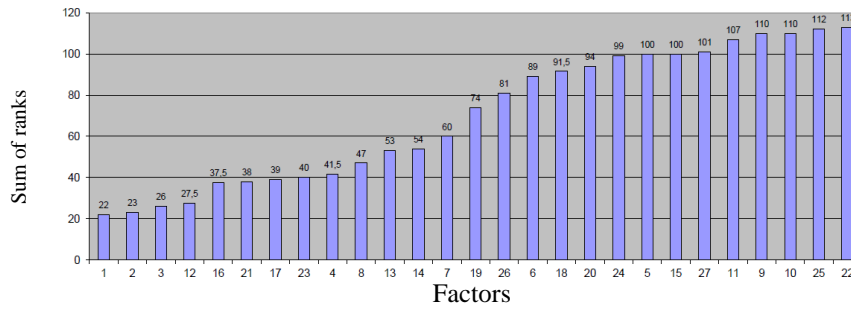


Figure 2 - The results of a survey of teachers and students - commodity experts on the status of the concept "Attractiveness of goods" for import substitution of light industry products in the regions of the Southern Federal District and the North Caucasus Federal District, without heretics, that is, without all the respondents whose opinion does not coincide with the majority of survey participants

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

Table 4 - The results of calculating the competence of a 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

Факторы:		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	Wi			
Эксперты:	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	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	47	0.47			
	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	24	4	8	10	11	3	12	7	12	6	13	14	15	1	26	18	20	19	5	9	13	16	21	14	15	17	22	23	6	25	0.40
	5	25	4	5	10	11	3	12	6	16	17	25	18	1	19	20	21	2	26	16	17	23	24	18	8	27	9	7	19	0.401		
	6	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	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	1	3	11	22	5	15	16	14	4	8	6	6	2	13	19	17	24	12	18	4	23	21	7	26	9	10	20	25	0.38		
	9	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			
	10	1	11	3	5	16	17	6	7	21	22	18	2	23	12	13	19	24	25	8	9	14	26	4	27	20	15	10	0.53			
	11	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	0.49			
	12	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	0.52			
	13	1	19	18	17	22	4	6	3	26	25	24	2	21	15	15	14	12	13	5	11	16	20	7	10	9	8	23	0.48			
	14	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	0.48			
	15	1	5	10	11	16	7	12	24	17	18	15	8	3	19	27	23	4	25	22	21	2	20	9	6	26	13	14	0.56			
	16	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	0.48			
	17	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	0.47			
	18	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	0.52			
	19	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	0.51			
	20	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	0.49			
	21	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	0.56			
	22	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	0.51			
	23	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	0.54			
	24	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	0.53			
	25	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	0.48			

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**

26	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	0.46
27	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	0.46
28	30	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	0.46
29	31	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	0.45
30	32	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	0.52
31	33	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	0.56
32	35	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	0.56
33	36	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	0.55
34	37	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	0.53
35	38	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	0.55
36	39	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	0.48
37	40	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	0.54
38	41	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	0.47
39	42	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	0.49
40	43	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	0.56
41	44	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	0.44
42	45	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	0.34
43	46	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	0.53
44	47	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	0.55
45	48	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	0.55
46	49	5	1	2	4	19	16	6	7	22	23	24	8	11	12	13	9	17	25	18	14	3	26	10	20	15	17	21	0.61
47	50	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	0.49
48	51	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	0.52
49	52	19	1	2	3	4	20	5	6	22	7	21	8	9	23	26	10	11	27	25	12	13	14	16	15	17	24	18	0.55
50	53	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	0.53
51	54	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	0.49
52	55	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	0.51
53	56	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	0.51
54	57	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	0.47
55	58	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	0.44

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**

56	59	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	0,44
57	60	3	5	4	6	24	25	2	23	26	27	22	20	21	19	18	7	15	16	17	1	12	13	8	14	9	11	10	0,50
58	61	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	0,49
59	63	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	0,56
60	64	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	0,43
61	65	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	0,49
62	66	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	0,41
63	67	7	1	14	2	18	24	3	13	27	8	19	20	10	23	15	22	4	25	5	17	6	16	26	21	9	12	11	0,53
64	68	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	0,45
65	69	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	0,59
66	70	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	0,49
67	71	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	0,55
68	72	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	0,41
69	73	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	0,54
70	74	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	0,48
71	75	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	0,54
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

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 - The result of a survey of teachers on the influence of the status of the concept "Product attractiveness" on the competitiveness and demand for footwear made for consumers

Факто р Экспе рт	X1	X	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	
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	
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	
3	5,5	7	8,5	14	15	16	17	4	18	20	5,5	3	20	22	23	2	27	24	8,5	20	1	25	10	11	12	13	26	
4	24,5	4	8	10	11	3	12	7	5	24,	2	1	27	18	20	19	5	9	13	16	21	14	15	17	22	23	6	26
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	
6	7	2	1	3	17	16	4	8	25	26	27	9	10	11	19	12	5	24	13	23	14	20	6	22	15	21	18	
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	
8	8	6	5	5	10	5	10	5	10	5	12,	14	15	16	17	5	10	6	3,5	1,5	5	5	27	5	1,5	3,5	6	
9	1	3	12	23	6	16	17	15	4,5	9	7	2	14	20	18	25	13	19	4,5	24	22	8	27	10	11	21	26	
10	1	7	10	18	19	20	16	8	21	22	17	2	9	6	23	5	13	5	14	15	3	24	4	26	25	5	27	
11	1	1	3	5	16	17	6	7	21	22	18	2	23	12	13	19	24	25	8	9	14	26	4	27	20	15	10	
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	
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	
14	3	1	4	11	7	5	6	8	10	9	20	2	26	5	23	13	12	27	21	22	14	5	17	24	25	18	19	
15	1	0	19	18	23	4	17	3	27	26	25	2	22	5	15,	5	14	12	13	5	11	6	21	7	10	9	8	24
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	
17	1	5	10	11	16	7	12	24	17	18	15	8	3	19	27	23	4	25	22	21	2	20	9	6	26	13	14	
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	
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	
20	4	2	3	1	16	7	5	6	14	17	13	9	8	5	24	12	18	11	5	23	25	26	5	21,	21,	15	10	
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	
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	
23	10	1	2	4,5	15	14	27	3	16	17	18	4,5	11	12	19	6	7	13	20	21	8	22	9	24	23	25	26	
24	5	9	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	
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	
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	
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	
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	15,27	
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	26,5	

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

Table 6 - The result of processing a survey of teachers about the influence of the status of the concept "Attractiveness of goods" on the competitiveness and demand for shoes made for consumers

Фактор Эксперт	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	KK	
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	0.54	
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	0.44	
3	5,5	7	8,5	14	15	16	17	4	18	20	5,5	3	20	22	23	2	27	24	8,5	20	1	25	10	11	12	13	26	0.49	
4	24,5	4	8	10	11	3	12	7	24,5	2	1	27	18	20	19	5	9	13	16	21	14	15	17	22	23	6	26	0.32	
5	25	4	5	10	11	3	12	6	13	14	1	20	22	21	2	26	16	17	23	24	18	8	27	9	7	19	0.35		
6	7	2	1	3	17	16	4	8	25	26	27	9	10	11	19	12	5	24	13	23	14	20	6	22	15	21	18	0.67	
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	0.67	
8	8	6	18,5	21,5	24,5	10	12,5	10	21,5	26	12,5	14	15	16	17	21,5	10	6	3,5	1,5	21,5	24,5	27	18,5	1,5	3,5	6	0.3	
9	1	3	12	23	6	16	17	15	4,5	9	7	2	14	20	18	25	13	19	4,5	24	22	8	27	10	11	21	26	0.33	
10	1	7	10	18	19	20	16	8	21	22	17	2	9	6	23	11,5	13	11,5	14	15	3	24	4	26	25	5	27	0.67	
11	1	11	3	5	16	17	6	7	21	22	18	2	23	12	13	19	24	25	8	9	14	26	4	27	20	15	10	0.67	
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	0.67	
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	0.45	
14	3	1	4	11	7	5	6	8	10	9	20	2	26	15,5	23	13	12	27	21	22	14	15,5	17	24	25	18	19	0.63	
15	1	20	19	18	23	4	17	3	27	26	25	2	22	15,5	15,5	14	12	13	5	11	6	21	7	10	9	8	24	0.37	
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	0.43	
17	1	5	10	11	16	7	12	24	17	18	15	8	3	19	27	23	4	25	22	21	2	20	9	6	26	13	14	0.52	
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	0.38	
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	0.42	
20	4	2	3	1	16	7	5	6	14	17	13	9	8	19,5	24	12	18	11	19,5	23	25	26	21,5	21,5	27	15	10	0.59	
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	0.51	
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	0.56	
23	10	1	2	4,5	15	14	27	3	16	17	18	4,5	11	12	19	6	7	13	20	21	8	22	9	24	23	25	26	0.23	
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	0.67	
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	0.47	
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	0.39	
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	0.46	
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	0.41	
29	14	3	15	13	12	22	26,5	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	26,5	0.40	
Суммы рангов	171	14	2	253	344	5	349	428	537	5	481	167	5	509	517	5	379	381	5	409	7,5	5	437	5	427	5	543		
Сумма рангов без критериев	22	23	26	41,5	100	89	60	47	110	110	107	27,5	53	54	100	37,5	39	91,5	74	94	98	113	40	99	112	81	101		
Коеф. корр.		0,																											
Крит. Пирсона		21	5,																										
		78																											

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

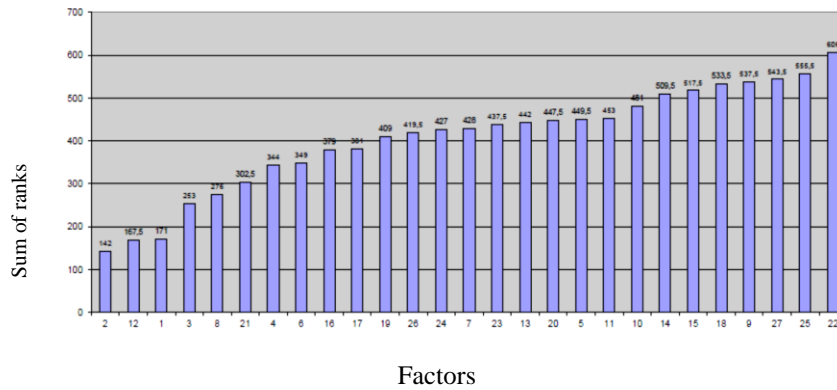


Figure 3 - Results of the questionnaire survey of teachers about the status of the concept "Product attractiveness" for import substitution of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

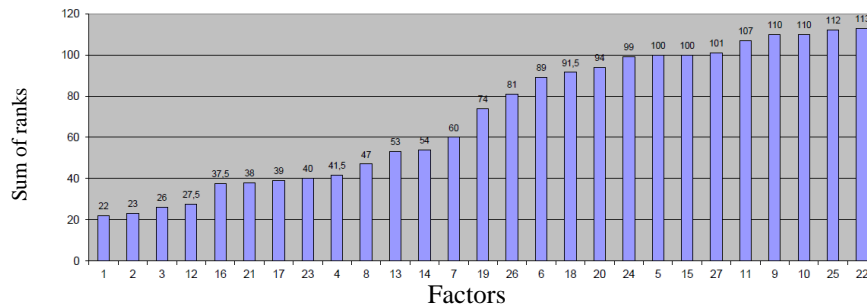


Figure 4 - Results of the questionnaire survey of teachers about the status of the concept "Product attractiveness" for import substitution of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District, without heretics, that is, without all the respondents whose opinion does not coincide with the majority of survey participants

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 7 - 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

Факторы:	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	Wi	
Эксперты:	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	0.60	
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	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	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	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	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	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	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	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	23	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	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	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
25	6	7	2	1	3	17	16	4	8	25	26	27	9	10	11	19	12	5	24	13	23	14	20	6	22	15	21	18	0.63
26	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	0.63
27	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	0.63
28	11	1	11	3	5	16	17	6	7	21	22	18	2	23	12	13	19	24	25	8	9	14	26	4	27	20	15	10	0.63
29	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	0.63

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 8 - The result 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

Факторы Эксперты	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	X ₁₁	X ₁₂	X ₁₃	X ₁₄	X ₁₅	X ₁₆	X ₁₇	X ₁₈	X ₁₉	X ₂₀	X ₂₁	X ₂₂	X ₂₃	X ₂₄	X ₂₅	X ₂₆	X ₂₇
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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

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**

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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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

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

Table 9 - The result of processing 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

Фактор Эксперт	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X	X24	X25	X26	X27	КК
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	0,41	
2	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	0,40	
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	0,66	
4	2	8	1	26	24	18,5	9	5	25	22	23	6	18,5	10	11	13	12	21	7	14	4	20	15	3	27	16	17	0,69	
5	5	6	11	19	12,5	9	14	3	24	20	23	4	8	1	21	7	10	26	15	17	2	25	16	22	27	18	12,5	0,55	
6	4,5	4,5	15	13,5	13,5	11,5	11,5	7	27	24	16,5	6	25,5	1	25,5	16,5	2,5	22	23	21	2,5	8	9,5	20	18,5	18,5	9,5	0,52	
7	3,5	3,5	15	14	13	12	10,5	6	27	24	16	5	25	1	26	10,5	17	22	23	21	2	7	8	20	19	18	9	0,53	
8	3	2	14	13	12	11	9,5	5	27	23	15	4	24	25	26	9,5	16	21	22	20	1	6	7	18	19	17	8	0,56	
9	2,5	6	2,5	9,5	9,5	6	11	17	19	20	12	8	2,5	27	18	13	14	21	22	24	2,5	25	15	6	26	23	16	0,63	
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	0,39	
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	0,59	
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	0,36	
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	0,32	
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	0,72	
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	0,31	
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	0,26	
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	0,47	
18	2	3,5	10,5	7,5	24	23	16	22	25	26	27	6	12,5	7,5	17	10,5	12,5	5	9	14	1	15	18	5	19	21	20	0,50	
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	0,51	
20	5	1	2	4	20	16	6	7	23	24	25	8	11	12	13	9	17,5	26	19	14	3	27	10	21	15	17,5	22	0,72	
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	0,35	
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	0,36	
23	19	1	2	3	4	20	5	6	22	7	21	8	9	23	26	10	11	27	25	12	13	14	16	15	17	24	18	0,46	
24	1	3	7	9	11	12	10	8	14	15	16	4	17	18	21,5	6	20	24	25	26	2	5	13	23	27	21,5	19	0,54	
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	0,46	
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	0,45	
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	0,43	
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	0,49	
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	0,29	
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	0,28	
31	3	5	4	6	24	25	2	23	26	27	22	20	21	19	18	7	15	16	17	1	12	13	8	14	9	11	10	0,37	
32	19,5	4	3	2	5	15	25	1	14	26	13	6	12	18	11	27	10	16	24	19,5	9	22	23	21	17	7	8	0,37	
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	0,33	
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	0,72	

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SJIF (Morocco) = 7.184

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

35	6,5	3	6,5	11,5	3	1	11,5	18	11,5	18	18	11,5	18	18	11,5	24,5	11,5	24,5	18	18	11,5	24,5	11,5	26,5	11,5	22,5	0,34		
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	0,38	
37	26	7	6	20	2	9	10	18	27	11	1	5	8	19	14	4	25	21	23	3	15	12	22	24	13	16	0,30		
38	7	1	14	2	18	24	3	13	27	8	19	20	10	23	15	22	4	25	5	17	6	16	26	9	12	11	0,33		
39	3	1	15	16	21	22	24	2	27	17	6,5	4	25	26	23	20	19	18	14	12	5	6,5	13	9	8	10	0,42		
40	1	13	2	14	21	22	15	3	23	24	25	4	5	26	16	6	7	17	20	8	9	27	10	11	19	12	0,72		
41	2,5	10	2,5	4	11	13	22	1	12	14	15	16	17	23	27	5	26	18	21	6	7	25	19	24	20	8	9	0,38	
42	5	1	4	12	18	11	14	13	16	17	15	6	7	26	19	2	3	20	27	23	8	22	21	9	24,5	10	0,61		
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	0,29		
44	27	1	4	5	14	26	6	2	19	25	24	3	18	23	20	7	8	22	13	16	9	16	10	11	21	16	12	0,57	
45	2	7	13	17	4	14	18	10,5	15	8	16	23	3	10,5	6	5	22	24	26	21	9	12	25	1	27	20	19	0,31	
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	0,72	
47	12,5	9	2	26	16	8	27	4	22	17	24	5	6	20	14,5	21	7	23	18	19	1	25	14,5	5	3	11	10	0,40	
48	3,5	1,5	5,5	7,5	21	22	9,5	23	24	25	26	1,5	11,5	27	13,5	15	16,5	16,5	18	3,5	5	19	13,5	5	20	9,5	7,5	0,72	
Суммы рангов	378	216	399	551	670	653	490	948	802	861	802	351	664	802	691	640	922	928	5	5	5	412	838	5	864	771	778	5	
Сумма рангов без еретиков																													
Козф. конкорд.																													
Крит. Пирсона	22	23	26	41,5	100	89	60	47	110	110	107	27,5	53	54	100	5	37,5	91,5	74	94	38	3	40	9	112	81	101		
			0,26																										
			322																										
			77																										
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GIF (Australia)	= 0.564	ESJI (KZ)	= 9.035	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

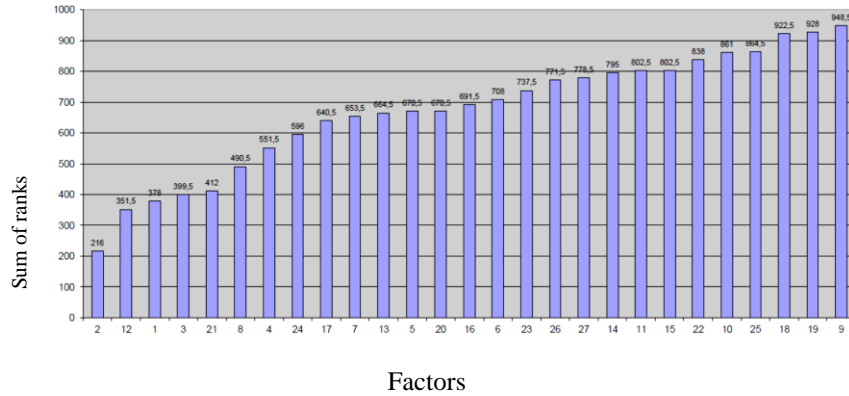


Figure 5 - The results of a survey of students - commodity experts on the influence of the status of the concept "Attractiveness of goods" for import substitution of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District

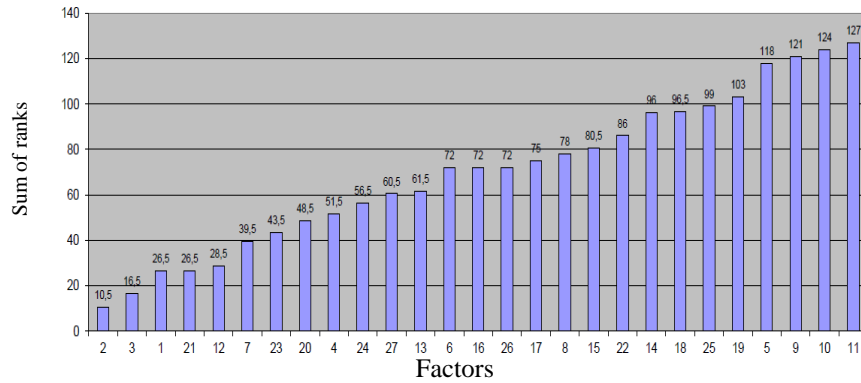


Figure 6 - Results of a survey of teachers and students - commodity experts on the status of the concept of "Attractiveness of goods" for import substitution of light industry products (footwear) in the regions of the Southern Federal District and the North Caucasus Federal District, without heretics, that is, without all the respondents whose opinion does not coincide with the majority of survey participants

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Table 10 - The results of calculating the competence of a survey of teachers on the influence of the status of the concept "Attractiveness of goods" on the competitiveness and demand for manufactured shoes

Факторы:		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	Wi
Эксперты:	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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
	19	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	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	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	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	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	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

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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

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GIF (Australia) = 0.564	ESJI (KZ) = 9.035	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

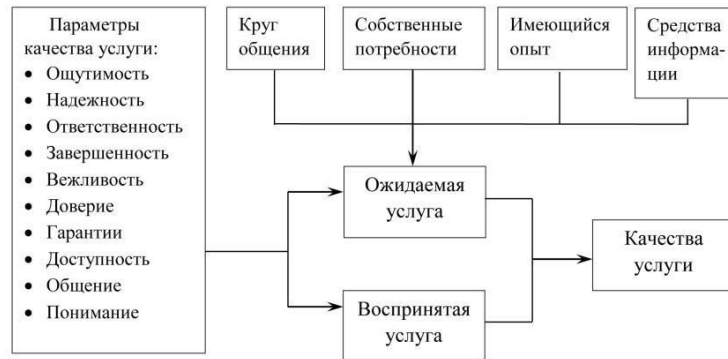


Figure 7. - The architecture of consumer expectations



Figure 8. - 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. As a problem for discussion and improvement, the diagram shown in Figure 8 is proposed.

Analysis of the results of the survey of respondents about the influence of the criterion "Attractiveness of goods" (on their demand) confirmed the importance of the rehabilitation of this criterion in marketing activities aimed at the formation of 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 - commodity experts, 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 in 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.

If in fig. 7 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, of course, by 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

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SJIF (Morocco) = 7.184

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PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

took part in the survey believe that customer 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 product range, 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 this list of services both the manufacturer and the retailer still have plenty of room for improvement in how they interact with consumers to ensure they have sustained demand.

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 influence of the criterion "Attractiveness of goods" 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 in which students - commodity experts, 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, were involved, 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 11 characterization of the influence of factors on the results of the survey of respondents on the "Attractiveness of goods".

Table 11. Characteristics of the influence of factors on the results of the survey of respondents on the "Attractiveness of goods"

Opinions expert Factors	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

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JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

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 11 shows the results of a survey of all respondents on the formation of the image of goods and its attractiveness. Ensuring competitiveness and consumer 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 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 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.

Mostthe respondents identified as significant factors:

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 presence of several necessary functions for the product; X27 - organization and availability of service support for purchased goods. The respondents identified the following factors as significant factors: but this is the opinion of not 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 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 is a modern design, but this is not the opinion of all survey participants.

The respondents identified the following factors

as insignificant factors:

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 - a method of payment for a purchase; X26 - ease of use of the product.

Summarizing the concept of "Product attractiveness", we seem to return the domestic consumer to the market, although the market is waiting for a buyer with 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", for which a certain type of product is required 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 status

"Product attractiveness" is a litmus test for the consumer, if the manufacturer again turns to him through an alliance with the designer, making elaborate products, that is, original, ultra-fashionable and modern, guaranteeing its attractiveness and demand, and the seller - this is his role in the demand market should be essential and he, and only he, must bear both material and legal responsibility for not selling this very product, and the buyer needs to return the status of a "market deity" that belongs to him by right, that is, when only he himself will manipulate his thinking and wallet by returning the "market culture" - we will return a civilized form of communication, economic stability and a guarantee of success to manufacturers, but for this, all participants in the demand market need to unite into one whole,so that

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"Product Attractiveness" becomes the main driving mechanism for filling domestic markets with competitive and demanded products.

Conclusion

Creation of a quality management system (QMS). Compliant with the requirements of ISO 9001-2015. - an excellent opportunity for an enterprise to raise the level of management and bring it into line with world practice. In this case, the certificate becomes only an additional confirmation of the company's ability to guarantee the delivery of products and services of high quality to customers.

The formulation of modern quality management assumes that a systemic restructuring of activities should be carried out at the enterprise, affecting almost all the tasks potentially facing the enterprise in such areas as Strategy, Structures, Processes, Personnel, Automation, etc. Moreover, these standards themselves, during their development, have long since moved away from production control of the conformity of products to internal requirements and norms.

At present, it is not easy to determine the field of human activity in which information technologies would not be applied in any way. Automation of various processes, computerization of workplaces and the introduction of new ways of working with data have a high degree of increase in the level of quality of work, as well as improve the results of interaction between people in society. With the emergence of new information technologies in the industry, it became possible to solve the most labor-consuming industrial tasks, to recommend at the proper level a new approach and technical methods in order to implement them. The result of such changes brings new scientific and technical solutions in the manufacture of the most difficult and science-intensive products, while the buyer is always more interested in its quality and reliability.

If we take as a basis the circumstances that determine the result of the implementation of quality management systems, then the factor of information support is of no small importance. The interdependence of improvement in almost all major production characteristics appears to be supported by well-implemented and planned information technology. The properties of production characteristics, the possibility of increasing the competitiveness of manufactured products depend on this.

The conceptual basis of ISO 9001-2015 is that an enterprise creates, ensures and improves product quality by organizing and managing its processes, which must be analyzed and continuously improved. All processes of the company form a system that must be clearly understood when making any management decisions. The main principles of modern standards are "process" and "system" approaches to

management.

It should be noted that the importance of personnel as a resource grows with an increase in the level of production automation: workers must be more qualified. Analyzing the software tools available on the market focused on the automation of the enterprise management system, one can note the desire of literally all leading developer firms to offer solutions for personnel management. This commendable trend, unfortunately, does not resonate well among CEOs and CIOs.

The use of modern information technologies for building a QMS allows a company to quickly switch to process management. Such a system includes four main software modules (systems):

- 1) modeling and organization of management;
- 2) planning of activities in time and control of work execution;
- 3) organizational communications;
- 4) personnel data management.

Another important quality management principle that needs serious information support is fact-based decision making. The activity of the enterprise is associated with the accumulation of huge amounts of data. They are collected sometimes purposefully, sometimes by themselves, but there is always an acute problem of transforming this data into information that makes it possible to realize the facts that are important for making various decisions.

Creation of the necessary information technology environment for supporting the quality system can rely on the existing software tools at the enterprise. First of all, it is necessary to focus on material management systems (logistics and production), which can be additionally configured to reflect the processes of the product life cycle and other processes that affect quality - the results of operations for collecting, registering and processing data (i.e. records and quality reports).

Setting up a QMS with the use of ternary matrix analysis technologies begins with a description of the existing activities of the enterprise ("as is") in the format of a standard organizational and functional model. Having such an accurate model description will allow:

- systematically present the activities of the enterprise (fix all types of products and services, determine the requirements from consumers, identify the existing functional and organizational structures, make a management inventory of the enterprise resources, identify the existing regulatory documents, as well as information in the enterprise databases that can be used in the QMS);

- compare the activities of the enterprise with the requirements, contained in the ISO 9001-2015 standard - this actually formalizes the results of diagnostics (input audit) and will allow you to determine those aspects of the activity that should be focused on when setting up the system.

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The use of technologies of the enterprise personnel management system makes it possible to switch to the implementation of the "Model Management" approach instead of "Document Management". The main idea is to create a document system using an enterprise business model. When documenting activities (and this is also one of the basic requirements of ISO 9000 quality management standards), a modern solution is to support not a system of interconnected documents, but a system of interconnected information models of an enterprise, which will generate the required documents. In addition, thanks to the technology of creating documents from a single system of models, they will not contradict each other [3].

Another class of management systems includes electronic document management systems EDM (Electronic Data Management). They are usually entrusted with the functions of identifying status, storing documents, managing them on the way from one user - an official to another, with the ability to control their movement and fixing all changes and accompanying resolutions. The importance of these tasks for the QMS directly follows from the requirements of the standard.

These functions are implemented on the basis of Intranet technology, the essence of which is the creation of an internal (Intranet) electronic document management system of an enterprise. Its main purpose:

- support for the development and monitoring of organizational and administrative documents (ORD) of enterprise management (including documents of the quality management system);

- storage of electronic versions of the OSA, identification of their status and work with them, taking into account user access rights.

This method of storing QMS documents not only ensures their updating and makes them available to employees, but also allows you to fulfill the ISO 9001-2015 requirement regarding the internal exchange of information. According to him, "top management should ensure that the organization has developed appropriate processes for the exchange of information between different levels, departments and employees on the quality management system processes and their effectiveness." The proof of the organization's compliance with these requirements can be the description of the information interaction process obtained from the company model, based either on a simple (paper) document flow and rules of subordination in the exchange of information, or on a modern information technology platform using computer technologies.

Describing processes and creating an effective quality management system is costly. But this is not a loss of the enterprise. These are investments associated with improving the functioning of the enterprise, which will pay off many times in the future.

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