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Daniil Sergeevich Shcherbakov

Institute of Service and Entrepreneurship (branch) DSTU
bachelor

Artyom Alexandrovich Tikhonov

Institute of Service and Entrepreneurship (branch) DSTU
bachelor

Vladimir Timofeevich Prokhorov

Doctor of Technical Sciences, Professor
Institute of Service and Entrepreneurship (branch) DSTU
Shakhty, Russia

Galina Yurievna Volkova

LLC TsPOSN «Orthomoda»
Doctor of Economics, Professor
Moscow, Russia

ON THE IMPORTANCE OF THE FORMATION OF WORKAHOLICS TO ENSURE THE PRODUCTION OF LEAN PRODUCTS FOR CONSUMERS IN THE REGIONS OF THE SOUTHERN FEDERAL DISTRICT AND THE NORTH CAUCASUS FEDERAL DISTRICT

Abstract: In the article, the authors analyze the reasons provoking the production of light industry products that are not in demand by consumers due to their low quality, due to their inconsistency with the requirements of GOSTs and technical regulations. Today, there are all the prerequisites for import substitution: both the adopted customs barriers and the imposed sanctions that limit the availability of demand for branded products from leading foreign manufacturers in the domestic markets, but there is no positive result so far. The authors propose to remember that it is necessary to instill in domestic manufacturers a sense of personal responsibility to their consumers for unsatisfactory results of work, not to nod at the circumstances, to be patriots of their country and to please their consumers by filling the markets with competitive and demanded products.

Key words: quality, demand, innovative technological solutions, competitiveness, import substitution, professionalism, production culture, digital production, consumer demand, professional responsibility, quality system, high-tech economy, personal responsibility of the manager.

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Introduction

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Is it permissible within the framework of scientific analysis to compare a real object with a

phenomenon from folklore classics, for example, a market with the fabulous cave of Aladdin? It is not easy to answer this question, since thinking is quite specialized, and specialization is fixed in certain traditions that formalize the approach. Scientific

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editing requires compliance with the requirements of the way of presenting the content of thoughts characteristic of science. Neo-positivists generally tried to build a special language of scientific communications, however, unsuccessfully. The conflict was resolved practically by the scientists themselves, most of whom actively involved imaginative thinking in scientific publications, rightly believing that thinking is a single flow of concepts and images, logical and non-logical, real and fantastic, imaginary. Cognition in any expression is a progressive process, connects the continuous with the discrete, the ordinary with the unusual. Normalized thinking is relatively, conditionally, organized artificially. The appeal in scientific thinking, including its printed forms, to images created outside the scientific specialization of cognition is naturally technologically conditioned.

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

Will, perseverance, resourcefulness provided Aladdin with access to the cave riches. No amount of intricacies can stop a purposeful person. There is no unknowable, there is still the unrecognized. The market is a complex economic mechanism, but it can also be understood and taken into control. The riches of the cave belonged to the rapists, the market is also not free from violence, so the state is obliged to take the necessary measures to curb the market elements, which serves as a fertile ground for those who prefer force to law. The fundamental difference between the riches of the cave and the market is that the robbers were not going to add anything else, and Aladdin had to be content with what he received. The wealth of the market, on the contrary, will grow and along with it problems, the main one of which is the realization of commodity receipts. What should be the product for the customer to sweep it off the shelves? What kind of buyer would you like to see on the market?

If the "buyer" is considered outside the socio-economic context, then the answer to the second question looks very clear. The market is waiting for a buyer with a high paying capacity. There are such buyers in Russia, but their share does not exceed 7 percent, and they rarely go to the market familiar to the masses, rather by chance than by necessity. The mass consumer is extremely economical and it is difficult to "shake" it for purchase. It requires a certain type of product that can charm, and the presentation

of the product, "cultural packaging". It is necessary to attract the buyer, to bewitch. As a reflection of the desire to comprehend the specifics of the status of demand for a product on the market, one should consider the revival of interest in the concept of "product attractiveness". It is much more specific in content in comparison with the close and more pseudo-scientific concept of "demand for a product by the market".

The concept of "attractiveness of a product" concretizes in the characteristics of a product at the same time its use value - the degree of "exchangeability" for money and the realism of the price set by the seller. Both the manufacturer and the seller have to be on friendly terms with the concept of "attractiveness", which is vector towards the buyer. It knots the interests of all the main subjects of the economically free market. This "attractiveness" function explains the active advancement of the concept into the group of those economic categories that reveal the potential of the product's competitiveness in the market. Some authors tend to interpret this proposal as traditional actions in the interests of applying advertising production, which is inappropriate to do due to one-sidedness, interfering with the achievement of a systemic understanding of the value of the attractiveness of a product in the reproduction process. Advertising production is indeed present here, but as an accompanying factor, that is, the usual place of advertising on the market is confirmed.

The growing interest in scientific research and economic policy in the concept of "product attractiveness", in our opinion, shows the regularity of the restructuring of mass production from the existing simplified type to a new, sometimes opposed to it, method of organization - lean production (lean production), focused not on the abstract variety of buyers' needs, and on the specific architectonics of consumer requests and the ability to pay of potential buyers. Economic science is called upon to become a direct productive force through the study of the architecture of the market, thus objectifying the main consequence of the scientific and technological revolution of the middle of the 20th century.

The history of the allocation of the market for goods to the area of special attention of economists and sociologists is associated with the birth and development of mass production. The time of mass factory production is calculated with the Industrial Revolution, which laid the scientific, technical and organizational prerequisites for such a development of labor productivity, which turned out to be sufficient for a real opportunity to satisfy the demand for vital goods of the bulk of the population through the provision of work and stable wages. It was this combination of production and consumption that launched the development of reproduction on a national and then transnational scale.

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Main part

The natural economy that preceded the industrial stage does not fully correspond to the concept of "reproduction", it was determined by the local demand for the product produced and was essentially closed on the producer, not contributing to the proper degree of national progress. Hence the cult of wars of conquest aimed at plundering near and far neighbors, feudal fragmentation, and constant redistribution of property. Wars and violent actions performed the functions of the market. The market worked in addition to politics, it was not permanent.

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

The sign of "attractiveness" belongs to the basic characteristics of the product, and is its "relic" property, which has strengthened its position. It is absurd to produce an unattractive product unprofessionally. Households could be forced, taught to consume what they had prepared, grown or made, while buyers always have their own reason and vote with a coin that is so necessary to continue production.

In modern times, the term "presentation" is used as a synonym for "attractiveness". Hence, perhaps, the expression "prominent product" came from, that is, the one that accumulates attention to itself, "catches" the eye. The ability to make a product "prominent" and "attractive" requires both the manufacturer and the seller to have high qualifications, professional imagination, and presentation skills. This is a costly business, but the costs are paid off by the result. The demand for an "attractive", "prominent" product is high, accelerates the acquisition of working capital, stimulates the increase in production, consolidates the relationship between the seller and the manufacturer, gives stability to the growth of production, which serves as a good advertisement for the manufacturer in the market, eliminates some of the direct payments for advertising services that cost everything. more expensive because of its pretentiousness.

Even a panoramic-historical review of the systemic position of the concept of "attractiveness"

testifies to its versatility and complexity of manifestation. The fact that the term "attractiveness" is not so often found in journal publications should not enter consciousness into a state of question regarding the actual significance of this mark of marketability in the ongoing economic restructuring at the level of lean production. It is no coincidence that, answering the question of the Levada Center, asked in April 2017: "What first of all inspires you with a sense of pride in Russia?" giving the last to "relative" - "health care system".

K. Marx began his study of the bourgeois mode of production with an analysis of the contradictory nature of the commodity. The commodity is objectively characterized by the presence of consumer and exchange value. The first determines its demand in the market, the second - the measure of such demand. Cost objectifies labor costs - the quantity and quality of labor produced. Labor also manifests itself through a contradiction born of the commodity essence of capitalist reproduction. On the one hand, he is the creative, creative power of man - the facet of his essence, on the other, he necessarily alienates this human essence, because the product of labor, which has absorbed the creative power, is produced for someone else's consumption. Marxism deduces from the theory of alienation the social impasse in the development of bourgeois society. In his main work, K. Marx developed not only the theory of the development of capitalism, it was important for him to bring the dialectical-materialist method of scientific analysis to a working form. Hegel's dialectic was local. Hegel limited dialectical development to the movement of the spirit. Marx saw in dialectics a universal way of development, therefore, in Capital, he thoroughly traced the dialectics of production, focusing on the material nature of the commodity created by labor. The quality of a product is created by the contradictory nature of the product and manifests itself through its relationship in the form of essential features. Dialectical materialism is based on the recognition of the materiality of a commodity. Intangible goods are a kind of semi-finished commodity, a "transitional form" to practical expression, materialization. However, the materiality of the product is specific. it was important for him to bring the dialectical-materialist method of scientific analysis to a working form. Hegel's dialectic was local. Hegel limited dialectical development to the movement of the spirit. Marx saw in dialectics a universal way of development, therefore, in Capital, he thoroughly traced the dialectics of production, focusing on the material nature of the commodity created by labor. The quality of a product is created by the contradictory nature of the product and manifests itself through its relationship in the form of essential features. Dialectical materialism is based on the recognition of the materiality of a commodity. Intangible goods are a kind of semi-finished

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expression, materialization. However, the materiality of the product is specific.

The quality of natural phenomena is indeed identical to their material nature, but a commodity, even in its final form, materiality, is something different from that created outside and independently of the existence of man. Labor in a commodity materializes the rational essence of man - feelings, thoughts, ideals. The rationality of human reality is expressed in the product, therefore, the concept of "quality of the product" should capture the spirituality of a person, confirming that the product is created by a person for a person. In our opinion, the market quality of a product is designed to reveal the unity of values by combining the natural nature of the material and its artificial transformation by human creative activity. The quality of a product, along with functionality, is determined by its attractiveness.

Attractiveness is a highly significant pricing factor. Partattractiveness-dependent prices can be viewed as the economic equivalent of attractiveness. This part is measured by the size of demand. Receiving goods with new functions is costly and limited in physical nature. This way of surprising the consumer is fraught with the risk of lower competitiveness due to high production costs. It is easier and more promising to manipulate consciousness. For this, there are ready-made psychological mechanisms and the necessary scientific knowledge. If the product in its form did not make the proper impression, did not attract, it can be made attractive by modulating in a certain context, for example, acting on the psyche of subcultural perception. How many pop "stars" we have without the proper voice and vocal culture. Not only do they attract with their performing "skill", they try to copy clothes, accessories, shoes. They shape the taste of certain social groups, indirectly influencing the market position of goods. There is no data to enter state schools and universities of arts, go to the "factories of stars".

Attractiveness has reserves that managers still have a very unprofessional understanding of. There is no doubt that in the future, marketers will go beyond the range of knowledge currently defined by education and will squeeze out managers of production and assortment. Market management does not require the same as now, the doctrine of Z. Freud about "it", "ego" and the conditions for achieving "superego"; theory

K. Jung's "collective unconscious"; E. Fromm's ideas about the meaning for consciousness of the ability to be surprised and the role of dreams in real life.

Market and production prospects are related to the activity that managers will show in relation to the concept of "product attractiveness." The most difficult for them will be the process of restructuring thinking from a utilitarian, pragmatic warehouse, formed by the paradigm of minimizing costs to obtain the final

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margin, to a new principle:

get the maximum margin legally and morally. With more and more energetic focus on mathematical methodology, economists are losing the specifics of political economic analysis, which requires acting against the background of perspective. More often it is necessary to return to the works of the classics - W. Petty, A. Smith, D. Ricardo. The "classics", understanding the present, thought about the future, correctly believing that science, limited by the current course of events, resembles an anchored ship, built as a means of propulsion. The "fathers" of economics were philosophers, their heirs slipped into accounting.

Economists are understandable. In conditions of instability of world development, looking ahead beyond the nearest corner is extremely dangerous. The crisis of 2008, the consequences of which are still causing storms in the world economy, is a man-made work. The path was paved by the Nobel laureates, they wanted the best. It turned out as always. It is time for economics to return to thinking scales - not only spatial, but also temporal. Research of the present, to carry out with a backlog for a reasonably foreseeable future, integrating them with related sciences, including the teachings of V.I. Vernadsky about the noosphere. E. Deming back in the 1950s, developing the philosophical foundations of the quality of management, in the section "Seven Deadly Diseases" put planning in the first place, not focused on the production of such goods and services that the market requires,

The lack of sufficient elaboration of the concept of "product attractiveness" for management makes one recall its philological roots, the interpretation of "attractiveness" in classical sources. IN AND. Dahl identified "to attract" with "to attract", emphasized the physical meaning of the term, pushing the physiological and psychological aspects of attraction into the background - "to attract morally, by feeling, by the power of persuasion ..., to attract, to attract, to carry away". F. Brockhaus and I. Efron did not include this term in their collection. Britannica also bypassed him, which is difficult to justify, taking into account the publication's desire to make changes to the text taking place in the world.

A detailed analysis of the content of the concept can be found in the four-volume Academic Dictionary of the Russian language. "Attractive, tempting, interesting .. which disposes, excites, awakens curiosity" Continuing the argument about attractiveness, we come to the sign of "originality." Usually, it is with originality, its concreteness, which arouses interest in a phenomenon, that the attractiveness of a product is associated, which in general corresponds to ideas. At the same time, we must try not to absolutize the position of "attractiveness" on the product market.

The fate of a product on the market is determined by its demand.

"Demand" is a concept of the social and humanitarian level. It is conditioned, on the one hand, by the degree of development of society and the solvency of the mass consumer, on the other, by the structure of the buyer's needs. Epicurus differentiated needs on the basis of two characteristics - naturalness and necessity. According to the view of the ancient thinker, needs are divided into three types: "natural and necessary", "natural and unnecessary" and "unnatural and unnecessary".

In the judgments of Epicurus there is a clue to understanding the status of the goods. There are objectively necessary goods, their need is born of a natural need for them. The buyer is obliged to buy such goods - they are a necessary condition for his survival. Of course, it is desirable that the goods that make up the consumer's "basket of existence" were not only useful, but also pleasant to the senses, but such goods are not allowed to be purchased only in two cases, when there is nothing to pay with and nothing to exchange for.

Naturally necessary goods are always "popular" on the market. If they stay in warehouses or in places of sale, then there is only one reason - price unavailability, greed of speculators who have occupied the market. Shoes - a typical representative of the group of naturally essential goods, along with clothing and household utensils. The main function of the shoe lies in its ability to protect the lower limbs from mechanical and thermal damage. The design of footwear is primarily governed by its functional accessory. The aesthetic side of the design is built on top of the basic function. A characteristic feature of the shoe halls of modern stores are various kinds of promotions, supposedly aimed at reducing prices. When the third pair is promised to be handed over free of charge at a trade establishment, it means that the price of the first and the second allows you to painlessly compensate for the losses associated with the "gift". They pay for the "gift" with their own price. There is no clearer argument in favor of defining the pricing situation as one-sided. Oil and gas workers include in the pricing the costs of exploration in difficult, often extreme circumstances that require the creation of special equipment and specific materials. The unexplored and unexploited is associated with high risks, unpredictable scientific and technical losses. Everyone understands that there is a speculative approach here, which a priori overestimates the losses for the production of a product, but the absence of impeccably developed methods for calculating inevitable investments in design; the level of scientific and technical support, the need for risky actions, significantly mitigate the critical reaction. unpredictable scientific and technical losses. Everyone understands that there is a speculative approach here, which a priori overestimates the losses for the production of a product, but the absence of impeccably developed

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"In war, as in war," the front-line writer who burned in a self-propelled gun called his famous story, extrapolating his approach, we repeat after: "On the market as on the market." By releasing free market relations between the producer of the goods, the consumer-buyer and the seller-intermediary, the authorities made life easier for themselves and, possibly, made it comfortable at the expense of the producer and the consumer. Pricing in the market economy objectively assumes the participation of such factors as the cost of goods, consumer interest in it of the buyer, the solvency of demand and payment for the participation of the seller. But we are talking about proportional complicity. The strength of market factors cannot be calculated by the formulas describing the forces in mechanical movement, the parallelogram of forces cannot be obtained here, however, the proportionality of participation in the formation of the final price can be obtained with a given degree of accuracy. And it was high time to carry out this operation in order to determine politically and economically where the border of the civilized market and the bazaar, built "according to concepts", lies.

For what and whose market freedom are liberals-politicians fighting for, why are distortions in market pricing treated as natural costs of development, normal for democratic governance? Why don't they combine empty Soviet-era store shelves with queues? So that there is no contrast with the clogged shelves of the current stores and the lack of customers? There was indeed a shortage until the 1990s, but it was primarily associated with a high level of purchasing power and affordability of most goods. Demand outstripped production. Now, on the contrary, the offers of sellers clearly exceed the real possibilities of buyers, which hurts domestic producers as well, since they sell imported cheap goods that are hazardous to health.

As a consequence of the next political and economic imbalance, lending is flourishing, creating the illusion of purchasing power. The Russian consumer is driven into a financial trap by economic policy. The essence of the situation is not in the economic illiteracy of the population, but in the worldview primitivism, which is implanted everywhere and aggressively. Schoolchildren are

taught to memorize, students are not taught to think scientifically, calling it modernization of education. Life is the ability to act effectively based on real possibilities. The substitution of the reality that really exists, earned, for a virtual-objective, life on loan, inevitably leads to spiritual nihilism, moral decay and a personality crisis.

The primary reasons for the consumer's one-dimensionality of the individual must be sought in the anarchy of a non-civilized commodity market. What's next? The answer must be sought in the same place, that is, where everyone meets with necessity - on the market. The economic priorities of politics are designed to determine the role of the market: will it become a fraternal burial of native producers or a trigger for the rise of domestic production? But producers should not contemplate what is happening, criticize politicians and demand favorable development conditions for themselves. By their status in society, they are confronted with the vital necessity of looking for new factors of advancement, thinking about reserves that have not yet been involved in the process.

In the idea of O. Comte that every science must be a philosophy, far from everything is false. Philosophers who adhere to classical ideas about philosophy argued with Comte, considering it wrong to give methodology and, especially, worldview to the mercy of particular scientific reflection. The dissolution of philosophical reflections in scientific knowledge will lead the latter into an epistemological dead end, since it will provoke absolutization in solving the universal problems of scientific knowledge. Making generalizing and guiding decisions in cognition is the lot of a "judge" independent of the specifics of private judgments. At the same time, O. Comte was indisputably right, believing that only thinking that is not clogged with stereotypes is capable of acting productively, being innovative, innovative, and creative.

Anyone who has taken the path of organizing business development, like Prayer No. 1 "Our Father", must know and repeat: only dialectical thinking will help me to be successful, will save the enterprise. But who in our years will teach you to think dialectically? The Russian democrats, who ruled the politics of the end of the 20th century, identified dialectics with the directives and slogans of the Soviet era and deliberately cut off its democratic roots as vigorously as M.S.'s henchmen uprooted the Massandra vineyards. Gorbachev, and even earlier the builders of communism raised virgin soil where it should not have been done, according to the voluntarist instructions of N.S. Khrushchev.

An enterprising entrepreneur is conditioned in decision-making by the state and trends of the existing market. But dialectically organized thinking will not allow him to find himself in the grip of market conditions when developing a business plan for the

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foreseeable future. No matter how arbitrarily formed, anarchically free the market is, it is regulated by the movement of production. Everything in production is connected by a common knot. "Everything is one", the ancient dialecticians argued, and they were looking for something that makes everything one. The market today demands one thing, tomorrow the situation on it will be different, however, it is impossible to exclude a repetition of today. Therefore, we need a preliminary, comprehensive, better systemic approach. The systemic one is better, because it allows you to get involved in the essence of what is happening, it presupposes the allocation of a system-forming factor. The system-forming factor of the economic analysis of market production has been and will be the commodity. It is no coincidence that K. Marx in Capital began with the commodity, called it the cell of the economic organism of capitalism and built contradictions in the movement of the bourgeois mode of production out of the contradictory nature of the commodity.

It is not the goods themselves that compete in the market, but the minds and will of the producers, of course equipped with capital. Goods are the visible side of the market, which objectifies the power of the entrepreneurial spirit in specific physical forms and actions. Here we are forced to turn again to dialectics, its requirement to look for the source of development in contradictions and not be surprised at the transformation of opposites, spirit - into material, material - into spiritual. The fundamental and universal conclusion of dialectics about the concreteness of truth explains: what is true now will become a delusion later. When? The question naturally arises. The answer must be sought in the tendencies of movement. It is imperative to start with a comprehensive study of what everything is from. For us, this is a product, its necessary and additional (superstructure) features.

The production of a product is market driven. Once the market was formed at the expense of surplus product and manifested itself in the form of fairs. Now the goods are made according to the needs of the market. The market, in turn, accumulates consumer needs in real terms. By chance, antique products or something very unusual new appears on the market. Theoretically, taking into account the rationality of human activity, its rationality, the mutual interest of the manufacturer, seller and buyer, we can assume the conclusion that all goods will find their consumer. If the market accumulates unsold goods, it will lose its function and die as a sale. This is practically the way it happens sometimes. Only the market is not something abstract that exists outside of time. It represents a form of concrete temporal reality.

The market is the most important link that ensures the timely reproduction of goods. Stocks are not born out of fantasy. Sellers agree to bear certain costs, to sequester their expectations precisely because

of the need to do everything on time. Otherwise, losses will increase, status costs will join the financial costs. The authority of the market entities themselves will be at risk. In the context of these considerations, the idea is ripening that the main function of the market is not to make people buy at all, but to make people buy as quickly as possible. A civilized organized market is intended not only to sell goods in a timely manner, but also to be a factor in accelerating the development of the production of goods. How exactly can this be done?

The paradox of the market is that the future of the market is cloudless, all market problems are always modern, they will remain modern as some are resolved and others grow. Where such confidence? From the analysis of the objectively real foundations of the market history. The basic market product is one that provides the natural needs of a person. Outside the market, it is impossible to satisfy that without which social and individual reproduction is impossible. The market is a socially necessary condition for human life and its progress. The market should not only exist, it is historically imputed to be a factor in the development of society. Accordingly to this purpose, the market is supposed to be a developing reality, and society is to take care of the development of the market. Not the freedom to give "as much as he can swallow" (Boris Yeltsin).

Let's return to the generic structure of the commodity market and continue its analysis, starting from the original idea of the "basic product". Satisfaction of basic human needs with its help requires deciphering with the involvement of worldview achievements. You can do it in a different way, simplified, only simplification will lead to the warning of "common sense": "simplicity is worse than theft." In economic analysis, it is dangerous to underestimate or overestimate anything. Human reality is dualistic, absorbing the biological and the social. As a first approximation, it is not difficult to separate the biological and the social in a person.

Biological - satisfying the body's needs for nutrition, maintaining water-salt balance and metabolism, normal gas exchange, protecting the temperature conditions of life, reproduction of offspring, moving in space through self-movement.

Social - satisfaction with the conditions of work, the development of thinking, consciousness, speech, cultural progress.

Biological and social are combined on the basis of the need for communication and are realized in communication through activities. Public and interpersonal communication also requires its market expression. The biological and social characteristics of human reality are multifaceted. They are not set once and for all, grow, there are synthetic forms of manifestation. So, the prospects for the market of naturally necessary goods and services are ensured, as well as market competition, following in the wake of

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its function to promote the mass availability of buyers to the offered products.

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

The market is developing in the direction of increasing its autonomy. This vector is paid special attention to by representatives of financial capital, who are well aware that the market represents the optimal preconditions for speculative stocks. Finally, in the twentieth century, the market has become a favorite subject of economics, seeking to prove that the forces of economic movement are concentrated in the market. The market has become a symbol of the new economy, its leaders are not against giving this symbol a scale of social and historical significance. The desire to present modern society as a "consumer society", "post-industrial society" must be understood in this way.

The market is not only a place where speculation has acquired the size of a mass legal phenomenon, it has itself become the subject of speculation over time. Market speculation and speculation on the market phenomenon is an objective reality that is necessarily generated by the market, its, so to speak, reverse sides, development costs.

No matter how important they are for the history of the market naturally - the necessary goods that guarantee the stability of the market movement in the foreseeable future, one should not overestimate the importance of their natural necessity. The natural necessity of the product line indicates the nature, characterizes the essence of the object. But the nature and essence of the commodity does not appear directly, they are mediated by the phenomenon, the form of existence of the material transformed by production.

Low temperatures, high humidity, the need to protect themselves from injury, correspond to the workplace and the specifics of the performance of official duties, will bring a person to the store and make him a potential buyer of goods that he lacks, but will force him to purchase only in one case, if nothing else is found anywhere ...

This situation is not entirely fabulous, but it looks somewhat implausible for modern Russia. Our buyer has a choice, both in terms of price and attractiveness. 9 out of 10 are chosen first of all for the price, based on the contents of the wallet, and then focusing on the satisfaction of aesthetic claims.

Sellers need not panic, no crisis will deprive the market of customers. Their problem is: who exactly will the consumer buy from? He will buy what he sees as a combination of the need to purchase a product, free financial resources, more precisely, the price on price tags, and the appearance of the product, including the art of service. The purchase formula is simple - "the relevance of the need plus the charm of the offer." The terms should be filled with specific content by specialists, relying on the experience of market relations. Let us remind ourselves that there are two types of demand in the ordinary, non-exclusive, author's market: natural and artificial, provoked by the promises of manufacturers and the advertising process.

The domestic consumer, hooked on the "pop culture" effect of "mass media", has lost the independence of taste along with the ability to think. The national flavor has been largely lost, the cult of globality is flourishing, the market is overwhelmed with foreign consumer goods and counterfeit products, to which a qualitative assessment cannot be applied.

The market is developing a specific cultural picture that is difficult to understand. The state is not seriously interested in the culture of the buyer. The previous experience of cultural education and upbringing has been banished. "A holy place is never empty," and instead of the state came organizations from the structure of civil society, which have neither official powers, nor effective mechanisms, nor the required financial resources. Scientists economists convince entrepreneurs that it is necessary to cut off everything that is not directly involved in production, reducing costs, increasing profitability. By doing so, entrepreneurs are driving themselves into the trap of the spontaneity and whims of the market forces, abandoning the levers of demand management.

The "prudent housekeeper" replacing the current irrationally organized mass production, focused on the absolute freedom of choice of goods by the consumer, when the assortment must satisfy the demand here and now, otherwise the seller will lose customers and question the continuation of his business, is "tied" to knowing the needs of a specific buyer. Of course, such knowledge is specific, it is indicative, relative, conditional, more like knowledge, an assumption, but still knowledge, in contrast to an abstract attitude of the type: the buyer came for the product and he must buy it, we are obliged to help him. How exactly? We do not know, so we initiate his desire with an assortment. There is a certain logic and ethics in such reflections. The price of this logic is holding back from support - the high level of costs and load on the natural environment. They will not be written off, they will be distributed among consumers, increasing the purchase price.

The attractiveness of the product can become a magnet that initiates the interest of the buyer. It was

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not without reason that V.I. Dal interpreted “attractiveness” as “attractiveness”, “magnetism”. The economic system is formed by production relations; therefore, there will be no radical transformations of the existing system of the economy, there will be a restructuring, a reboot, which changes not the system, but the order of functioning of the system, the vector evolution of economic policy.

The economic system will be optimized by rationalizing costs, minimizing the cost of assortment.

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

The transition from good to better in any field of activity is associated with an increase in the costs of implementation, including the financing of risks. In our view, the analyzed transition to a new economic policy should justify the expectations – lead to a reduction in costs, losses, environmental burden, but the result will largely be determined by the construction of scientific, technical and educational policy. Good intentions often result in worse results due to poor management.

The bad experiences of the past are described even in the sacred books. The modification of the economy of mass production in lean production involves the mobilization of scientific and technical initiative, the maximum connection of cultural assets and the implementation of the Soviet experience of educational work in the environment of the immediate needs of the final product. It is illogical to improve the principles and forms of organization of production, designed for mass consumption, without appropriate preparation of consumers. The adjective “mass”, regardless of desires, indicates the inclusion of activities in the political process, which also requires a political scale of participation. A change of course within the economic system is a political process with the specificity that it begins in the economy.

The time has come again to temporarily disconnect from the production of goods and, following the example of Karl Marx, focus on the cell of the modern economic organism - the commodity, but, unlike the author of Capital, place the commodity not in production, but try to fit it into the subsystem of market relations. Capital without circulation is not capital. Capital is a process. The reproduction process of capital is a characteristic way of its existence. The market ensures the reproduction of capital, creating conditions for the sale of marketable products. For

production, initial capital in financial form is required, for implementation, as a condition for reproduction, demand for a product is required, which the market must provide - a condition that connects the producer with the consumer. Everything, as we can see, rests not even on the characteristics of the product, but on the organization of the market. Of course and the properties of the product are important here. The doctor is able to revive a dying person, but he is not able to revive a corpse. The same can be said about the market.

As for the cultural organization of the market, it is rational to make work with the buyer and the manufacturer, the real subject (object) of relations, which is a commodity, as a set of properties that can satisfy all market participants, as its core. The commodity will pass from one property to another only if there is a consensus. Consensus is intended to provide the market. Consensus is a measure of market culture.

When the market moves from the concept of consensus to the understanding of consensus, the market will acquire the status of a “cultural organization”. Can this process be accelerated? Undoubtedly. We need to organize work on both fronts. Both the buyer and the seller must be culturally prepared for the meeting in the market. The fulfillment of the real mission of the market is determined by the quality of its information and scientific equipment.

The social function of the market is the satisfaction of sociocultural and naturally necessary needs of the mass buyer, thereby contributing to national development and political progress. The economic task of the commodity market is to involve in production the financial reserves of the country's population, and they are considerable, actually comparable with the annual budget of Russia.

It is possible to manage the market. Japan and China are economically different, however, despite this, they successfully manage both production and market. Market management is different from production management. The market is more complex and reacts in different directions to the desire to put things in order. The orders are also not uniform. In the theater, one order, at the races - another, in the barracks - the third. It is possible (and desirable) to manage the market economically.

The final stage of market relations is the sale of goods, therefore, the market should be managed through the conditions for the sale of goods, creating favorable conditions for the demand for goods. Such management is effective both in relation to the consumer and the producer. Building the market according to the principle: “here and now the buyer must satisfy his request” saves time and possibly insignificant financial means of the consumer, but unnatural, because it is wasteful for society and nature. This is “foolishness” due to political myopia.

Do not give up on it, society will place the next

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generations of people in a responsible position. The future of the country and the people will be called into question.

The transition to market-oriented production based on the structure of concretized consumption can be viewed as a way to resolve the growing contradiction between growing socio-cultural needs and natural sources. And in this sense there are sufficient grounds to speak about the objective laws of the development of reproduction. The center of concentration of activity is shifting to the territory of the market, its scientific potential is being updated. Lean production question # 1: is the market ready to increase allocations for researching the structure of mass consumer needs? It is not difficult to find individual examples. At the end of June 2017, Google conducted a survey of the culinary preferences of Russians in order to make a rating of 20 basic products and the same number of dishes. The taste of Russian consumers has encouraged marketers and terrified nutritionists. However, experts are convinced that no changes will take place in two or three years. Manufacturing, which provides the food market, received the necessary information for thinking about the directions of investments in manufacturing. Now it is important to avoid a rush of restructuring, to agree on quotas within the relevant unions, associations and other associations of producers. We were interested in the study of a well-known firm in the context of general problems, as it highlighted several characteristic reasons for thought. The first and, probably, the most important one leads to the conclusion that economists-theoreticians are late again and instead of a forecast they have fixed the real fact of the existing reality. The market that caters to the needs of the mass customer was not and it was unclear when it would fit the models of marketers. He shapes himself.

The domestic buyer put a chicken egg in the first place, sent pork in the middle and milk even further. The production of chicken and eggs was established back in the 1970s and 80s, lost in the 1990s, saving American farmers, later returned to their own farm, and quickly restored in the required volumes. The market is reliably provided with this assortment of products. The prices are kept, the manufacturer, the sellers cannot overestimate them - there is no shortage, the manufacturers have created a network of stores. A varied assortment, its timely replenishment, quality, affordability of products form the buyer's interest in them. Pork production also began to increase even in the pre-reform period, the peculiarity of raising a pork herd allows solving problems relatively quickly.

The hardest part is with milk. Market liberalism hit hardest of all at the weakest link in agricultural production - the dairy herd. Until the nineties, it was largely in disrepair. Collective farms were abolished, farming, designed to raise production, did not take place as planned. The biology of cattle is such that the

required volume of a herd of animals with satisfactory characteristics should be waited for at least 10 years. The investment required is huge! The West is not interested in us as a competitor. All of the above are conditions of instability and scarcity. The market orientated itself to the deficit and introduced its own price order in cooperation with dairies. Milk, available and of high quality during the difficult Soviet years, became both low-quality and inaccessible to the average mass consumer. Especially milk products. The market has weaned consumers off of milk. The question arises. Why? The market must be interested in the buyer. That's right, but smart people work in production and in the market. They understand that the herd of cattle will be forming for a long time. The indefinite time for obtaining the result is enough to take the greatest margin, and it is not necessary to count on the mass consumer.

Second, natural and sociocultural needs are formed spontaneously only in the most general, abstract form. They are concretized in the real conditions of national reproduction, on the results of economic policy. The state is able to influence this process through control over production and consumption, of course, if you do not manage, then at least know the rationality of goods and the assortment architecture of the market through the study of consumer preferences is quite realistic. Economic, sociological and psychological tools make it possible to do this. You just need to be able to "look into the soul" of a potential client of the market, make him open up. A common environment that builds trust is required. The public is pretty tired of the questioning, which is understandable. Efficiency is not visible, questions are often not clear, the technique of questioning is primitive, without application to the process. On the other hand, ongoing "sale" actions are not used for questionnaires. Questioning the buyer in specific conditions of sale, depending on the ability to reduce their costs, by specialists, and not by random counterparts, naturally disposes to reciprocity. You should try to make the questionnaire a part of the promotions. Why not spend "buyer's days" in specialized stores with the wide involvement of representatives of interested organizations. The compilation of questions for questionnaires and interviews should also be dealt with not by random "scientific units" working under any order. We need permanent research centers specialized in the main sectors of the consumer market, periodically conducted analysis of the state of consumer interests. Moreover, a very high analytical and methodological qualification of the employees of such centers is required. There is no doubt that the reduction of losses, the acceleration of turnover will significantly exceed the costs of the activities of these divisions.

The current state of the study of consumer demand is proportional to the cost of its implementation. If statistical methods, as a rule, are in

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a satisfactory state, they are borrowed from mathematics, then the methodology for developing questionnaires and questionnaires raises many questions. The wording of the questions testifies to a poor understanding of the structure and specificity of the thinking activity of homo sapiens. How, for example, can one understand the "perceptibility of the need to purchase a product," in what units can this feeling be measured. The feeling of pain tells the doctor about a possible illness. It is different in character, and in strength, and in the course of time. The perceptibility of the need should first be differentiated and only, having received a specific picture of the options for the saturation of feelings, should it be introduced into the information circulation, and interrogated. Lack of prior, prepared to assess the feeling of working with a client will result in a poor-quality answer, in which the respondent is least to blame - you need to be able to ask. During the interview, an oversight - in the formulation of the question, can be corrected by leading additional questions, in the questionnaire there is no such possibility.

Content questions overlap, repeat each other. So the questions: "Manufacturer's responsibility for the quality of the goods" (by the way, it is superfluous to ask, because it is clearly spelled out in the terms of purchase and sale) and "impressive warranty period" duplicate one another. The latter is really important. In the general questionnaire, there are specific questions that help to assess the state of consumer relations and synthesizing ones, which do not belong in the questionnaire, but in the analysis of who will evaluate the answers and make an expert opinion. For example, the question "Cultural services" should not have been entered into the questionnaire in this way. It is usually divided into questions so that the respondent does not know and is not engaged in advance. The one who ordered the research will have to judge the culture.

Quite often questions drive the consciousness into a dead end and for a long time. How to understand the question: "The level of interest of the manufacturer in the formation of the attractiveness of the product"? What does it have to do with the buyer? Does the question "Completeness of the goods" require clarification? Two or three such questions are enough to turn off the buyer, alerting him.

The questionnaires are poorly structured, it seems that the questions are arranged as they come up. For example, often questions, the purpose of which is to unfold the willingness of the client to make a purchase, to determine the degree of "client's maturity," stand side by side in the general section with questions aimed at establishing the rating of information sources. The question of the possibility of subsequent exchange (regulated by law) is clearly superfluous in the questionnaire, especially in the vicinity of the question of modern design. He puts in

a stupor a question like: "Does the consumer need to buy an attractive, original product?" It combines meaninglessness with uselessness.

Drawing up a questionnaire is an art that is not available to every specialist. The best is when teams of specialists and consultants and advisers work on the development of the questionnaire. We can only assume a variant of the structure of the questionnaire, aimed at identifying the place and role in inducing the consumer's consciousness to purchase a product of its attractiveness. It seems to us that such a questionnaire should consist of 3 sections:

- the first is formed by questions designed to reveal the degree of readiness of the consumer's consciousness to purchase a product of a given group;
- the second is to help determine the attractiveness of the product that leads the consumer to the state of a buyer, specifies the mood of his consciousness in detail, determines the choice;
- the third is to understand what can prevent the consumer from becoming a buyer, eliminate factors of negative impact on a potential buyer.

A rare product is able to brainwash the consumer, force him not to think or feel anything except what he holds in his hands. Such a product must combine all the signs of an ideal degree, be perfect in everything. The main danger for abandoning a seemingly resolved purchase issue is usually created by the behavior of the seller, violation of the cultural order - signs of the operator's lack of interest in selling the goods. A potential purchase decision is subjective and, as such, needs to be objectified - to make a purchase - under certain conditions that show the reciprocity of interests of the parties to the transaction. Customer service culture is sometimes more important than attractive product attributes. Unfortunately, we have not yet rooted in the minds of sellers of the understanding that their actions are an integral part of the attractiveness of the product. They think that a mirror is a mirror and a face is a face, not realizing that the image of a face in a mirror combines the quality of the mirror with the quality of the face in a single image.

In the context of the philosophical characterization of the attractiveness of a product, the first group of questions is especially interesting, which allows monitoring the movement of consciousness. Here, apparently, it is necessary to distinguish four phases:

- the need for a product at the level of feeling (wanting);
- interest at the level of a systematic assessment of the purchase opportunity;
- maturation of the relevance of the acquisition;
- super maturity, forcing to attract a loan.

The market, taken in the abstract, in the form of a necessary link in commodity reproduction, is a clear and important concept for political and economic

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thinking, indicating the role of the market in ensuring the sustainability of social progress. This importance of the market is speculated by those who objectify, materialize understanding, transform it into socio-economic reality. The concepts of economic theory have cultural design within the framework of the most general requirements, ensuring reproduction in its fundamental expression. This is the level of cultural abstraction.

The real market is determined by the available cultural equipment of the society. Here culture is concretized historically in time and space. What they brought up is what they got on the market. Let's add to what has been said also the meaning of the attitude to culture. It is one thing to understand culture as an ordinary factor; it is quite another thing to see culture as the source of social development.

Prophetic Oleg at A.S. Pushkin was surprised at the prophecy of the Magi regarding the cause of his death. Someone, probably, having read the following, will remember the surprise of the prince of the Russians. The ability to be surprised is a sign of active thinking, an argument in favor of the creativity of consciousness, but it requires caution and knowledge, not opinion. In an effort to find out what does not make the product attractive, it was logical to come up with the originality of the product. Dealing with the concept of "originality", we remembered about "pretentiousness". Progress is carried out in a spiral, so a return to the forgotten past is natural. At one time, the concept of "pretentiousness" was common, the term was often used by Russian classics: V.G. Belinsky, N.V. Gogol, I.S. Turgenev, F.M. Dostoevsky. Interestingly, none of them used pretentiousness in a positive way. Pretentiousness was understood as a dangerous deviation from the cultural norm, emphasizing the need for delicate handling of the word. V. I. Dal also, it seems, did not come to a common attitude to the content of the concept of "pretentious", preferring to let the readers think for themselves how they will operate with the term. Dahl was only completely determined with the origin of the word. "Pretentious" from the verb "to fake it out", but initially from "chur" ("in games: to get rid of what from what, to protect yourself (or a thing) with a "conspiracy"). "Pretentious, according to Dal, patterned, sharp, variegated, with embellishments; exquisite, strange ... " Dahl was only completely determined with the origin of the word. "Pretentious" from the verb "to fake it out", but initially from "chur" ("in games: to get rid of what from what, to protect yourself (or a thing) with a "conspiracy"). "Pretentious, according to Dal, patterned, sharp, variegated, with embellishments; exquisite, strange ... " Dahl was only completely determined with the origin of the word. "Pretentious" from the verb "to fake it out", but initially from "chur" ("in games: to get rid of what from what, to protect yourself (or a thing) with a "conspiracy"). "Pretentious, according

to Dal, patterned, sharp, variegated, with embellishments; exquisite, strange ... "

The content of concepts and the attitude to concepts change over time, sometimes even to the opposite point of view. We compared V.I. Dahl with explanations in the "Dictionary of the Russian Language" published by the Academy of Sciences of the USSR: "pretentious" - intricate, overly intricate, overly decorated. Literary examples, taken from Belinsky, Dostoevsky and Nikulin, are selected in such a way as to emphasize the negativity of the presence of this excess in the pretentiousness. Over a century and a half, as we can see, there have been no special changes in the understanding of "pretentiousness" for the cultural status of the concept "pretentious".

Pretentiousness is the lot of experienced, skilled artists. One thing is for sure, pretentiousness implies product exclusivity. The mass product excludes pretentiousness, as it is designed for a consumer of standard cultural taste. The mass consumer will not understand pretentiousness without a preliminary explanation, but then pretentiousness loses its meaning as "something beyond what is." Boutique managers have the right to hope for the effect of pretentiousness. They have a specific customer. Pretentiousness is the element of stylists, established fashion designers, and not all, but only those who have not crossed the threshold of measure, subtly feels the border of the allowed intrusion of personal fantasy into the formed variety of tastes. And again on our way is the philosophical position of the artist, who is faced with a choice: to do for whom and for what? Because his future depends on who will be in it, connoisseurs or consumers of creativity. History has pronounced its verdict of pretentiousness at the beginning of the Enlightenment. Pretentiousness was associated with the past, leaving a place in the future for pretentiousness not as a product, but as a creative method of searching for "productive" thinking. Pretentiousness is normal for fantasy in test terms in order to determine the reaction to innovation, avant-garde detail. The inclination to pretentiousness should be viewed through the prism of the fate of avant-garde movements.

They left behind ideas, technical tools. The demand for avant-garde products was aesthetically pretentious, determined by the size of free finances, and remained an exclusive phenomenon. The demand for fanciful products on a mass scale can be counted on for a short time, and after the total processing of the mass consumer by the mass media. It is clear that the consumer here is also a specific one with an unformed culture of thinking, looking not for answers to questions, but for hints of what exactly and how to do. Judging by the paradigm of the domestic modification of the modernization of education, manufacturers of artsy products can hope for the near future if they correctly orient prices. The logic of sensual thinking

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"iron" is presented in the mind and is easily broken against practical cliffs. One of them is the margin of the producer-seller union.

The market, both in demand and in the range of offers, is actively used by politicians, mainly during periods of public uncertainty. In particular, today, the rulers and their ideological support in Ukraine. Shirts embroidered with a national pattern before the Maidan events of 2014, provoked by the participation of radical Nazi nationalists, were kept in chests, and in some places hung in huts in the form of relics in the corners. When it was required to activate the national spirit of the freedom-loving Ukrainian people, the Rada blossomed with embroidery. And democratic Europe, which has long defined for itself a normal business suit for an official presence in government bodies, has become blind and has not seen such an obvious nationalist action.

Let's remember the birth of Nazism in Germany. German extreme radicalism was born in a brown uniform. Politicians seeking coups often need pretentiousness. Firstly, to achieve uniformity of the ranks, their cohesion, and secondly, to oppose the essential order with which they are going to fight.

Along with negative examples of the use of "pretentiousness" in clothing, equipment, there is also a positive experience - the scout movement in the USA, the pioneer movement in the USSR. What conclusion can be drawn from the analysis of the political perspectives of design creativity in the form of creating a pretentious product? One conclusion suggests itself: there is a "dialectic" of the individual and the general, usually it is formed through the "special". The dispute about the primacy of the "singular" and the "common" is long-standing. Goes back to Plato and Aristotle, was the basis of medieval scholastic ideology, dividing it into "nominalists" and "realists". Dialectic Hegel at the level of philosophical - metaphysical thinking, considered what is, what and how they are connected in development, natural science confirmed the dialectical understanding of the unity of the "individual" and "general". But, one thing is speculation, another is practically oriented awareness.

Common sense is a pre-scientific form of knowledge production. It attracts by the simplicity of obtaining them, ease of use, but its downside is the danger of getting lost as you immerse yourself in the process of cognition, substitution of opinion for knowledge. Unscrupulous politicians use all this in their private interests. Pretentiousness in creativity is a normal phenomenon, indicating the working state of thoughts. What is needed, however, is creative vigilance to avoid a "pretentious boom." Everything should have a new place. Manufacturers are called upon to go beyond satisfying the practical demand of the mass buyer brought up by advertising pressure. By their socio-cultural status, they are called upon to shape the tastes and aesthetic priorities of consumers

in the context of national and universal traditions.

The criteria-based basis of human behavior includes those stable characteristics of his personality that determine the choice, decision-making by a person about his behavior. Naturally, decisions of this kind are greatly influenced by the goals that a person pursues, the conditions in which the actions unfold, his capabilities, the dynamics of the ongoing processes, mood and a number of other factors. However, with all the variety of factors, the behavior of each individual person has a certain stability and predictability, certain inherent principles of behavior, criteria of choice and preference, taboos and the like. Moreover, in exactly the same situations, if they exist at all, different people can make completely different decisions. And it will again be determined by

The criterion base for the behavior of any person consists of his disposition towards people, events and processes, a set of values shared by a given person, a set of beliefs that a person adheres to, and the principles that he follows in his behavior. All these components of the criterion base of behavior are in close interaction, interpenetration and mutual influence. However, despite the strong interdependence, they can be viewed as relatively isolated characteristics of a person's personality that affect his behavior.

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

Location is characterized by the fact that it is, firstly, invisible, since it is contained in a person. Only its consequences are visible on the "surface". Secondly, disposition stems from the feelings that a person has for an object. Thirdly, the location is, as it were, a point located on the axis with the "like" - "dislike" poles. Fourthly, disposition affects human behavior and manifests itself in the fact that he behaves in accordance with an a priori positive or negative attitude towards a phenomenon, object, process or person.

Conclusion

In real practice, all these areas of participatory management are usually used in a certain combination, since they are very closely related to each other and complement each other very well.

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Moreover, it is precisely in combination with each other that these individual areas can effectively manifest themselves, and it is the individual established combinations of these areas that are used as specific forms of participatory management. The most obvious example of this is the quality circles that are widely used in the management of Japanese firms.

A person carries out certain actions in accordance with the pressure on him of the aggregate of internal and external forces in relation to him. The combination of these forces, called motivation, causes far from the same reaction in people. Therefore, it is impossible to unambiguously describe the process of motivation. At the same time, based on empirical research, several concepts have been developed that describe the factors that affect motivation and the content of the motivation process.

The so-called content theories of motivation focus on how different groups of needs influence human behavior. The widely accepted concepts of this group are Maslow's hierarchy of needs theory, Alderfer's ERG theory, Herzberg's two-factor theory, and McClelland's acquired needs theory. Despite the fundamental differences between these concepts, they nevertheless have something in common in their basis, which reflects a certain commonality in the motivation of a person to action.

The process of motivation is revealed in theories that try to explain why people are willing to carry out certain actions, spending more or less effort. Expectation theory, goal setting theory, equality theory, and participatory management theory, by explaining how people should be influenced to motivate them to perform well, provide managers with the key to building an effective system of motivating people. The problem of ensuring the quality of activities is not just universally relevant, it is strategic.

The dilemma in relation to quality is reasonable only within the limits of opposing the ratio of actions "direct" and "mediated". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality only because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied." From the relationship in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule, reflecting the relevance and profitability of activities aimed at the development of production. The dynamics of market development in the last decades of the last century and at the beginning of the third millennium invariably shows an increase in consumer demand for the quality of goods. For all the economic, social and political costs, humanity is getting richer and wealth is unevenly distributed. Finance, as before, is concentrated in certain regions, however, in the same way as the premieres of modern production. Analysts predict the course towards the quality of goods confidently and everywhere. The new economy is called temporarily "lean". It requires humanization not only in the distribution of national wealth. The production itself is also humanized, including the management system. The current principle: "the strongest, the fittest survives", will replace the "social-production partnership" - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer produces exactly what the consumer needs." The "lean" economy will be focused on resource-saving technologies and environmental friendliness of production. It will require a new look at core concepts. The philosophy of quality will also change. We must be ready for the coming events.

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