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

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal
Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2025 Issue: 01 Volume: 141

Published: 10.01.2025 <http://T-Science.org>

Issue

Article



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ON THE IMPORTANCE OF THE CONCEPT OF «APPEALING SHOES» FOR FORMING ITS COMPETITIVENESS AND DEMAND

Abstract: In the article, the authors present the results of the authors' research on the formation of competitiveness of enterprises and competitiveness of products based on the assortment policy and the creation of innovative technological processes in the production of import-substituting products for consumers in the regions of the Southern and North Caucasian Federal Districts, providing them with high technical and economic indicators. The content offered to consumers by the authors will provoke professional interest and demand among all specialists in the light industry engaged in the production of competitive and in-demand products.

Key words: competitiveness, demand, priority, entrepreneurs, products, basis of assortment policy, innovations, efficiency.

Language: English

Citation: Blagorodov, A.A., Prokhorov, V.T., Volkova, N.V., Korablina, S.Yu., & Volkova, G.Yu. (2025). On the importance of the concept of «Appealing shoes» for forming its competitiveness and demand. *ISJ Theoretical & Applied Science*, 01 (141), 216-259.

Soi: <http://s-o-i.org/1.1/TAS-01-141-14>

Doi:  <https://dx.doi.org/10.15863/TAS.2025.01.141.14>

Scopus ASCC: 2000.

Introduction

UDC 685.16:519.34.

Is it acceptable within the framework of scientific analysis to compare a real object with a phenomenon from folklore classics, for example, the

market with the fabulous Aladdin's cave? Reply to this the question is not easy, since thinking is quite specialized, and specialization is fixed in certain traditions that formalize the approach. Scientific editing requires compliance with the requirements of the method of presenting the content of thoughts that

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is characteristic of science. Neopositivists generally tried to build a special language of scientific communications, true, without success. The collisions were resolved practically by the scientists themselves, most of them who actively involved figurative thinking in scientific publications, rightly believing that thinking is a single flow of movement of concepts and images, logical and biological, real and fantastic imaginary. Position in any expression is a progressive process, connects the continuous with the discrete. Normalized thinking is relative, conditional, organized artificially. Circulation in scientific thinking, including its printed forms, to images created outside of scientific specialization knowledge, naturally.

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 fairy-tale cave with the riches of a developed modern market, much can be done, both in economic knowledge and the dynamics of the transformation of economic theory, in particular to explain why modern scientists and economists stubbornly distance themselves from the political nature of economic sciences contrasting economic theory classical political economy.

Will, perseverance, and resourcefulness provided Aladdin with access to the cave's riches. No intricacies can stop a determined person. There is no unknowable, there is still the unknown. The market is a complex economic mechanism, but it can be take control. The wealth of the cave belongs to the rapists, the market is not free either from violence, therefore the state is obliged to take the necessary measures to curb the market forces, which serve as fertile ground for those who prefer force to law. The fundamental difference between the riches of the cave and the market is that the robbers did not intend to add anything more and Aladdin had to be content with what he received. The riches of the market, on the contrary, problems will grow along with them, the main one being the sale of goods receipts. What kind of product should it be so that the buyer sweeps it off the shelves? What kind of buyer would like to see on market?

If "buyer" is considered outside the socio-economic context, then the answer to the second question seems very clear. The market is waiting for a buyer with high solvency. There are also buyers in Russia, but their share does not exceed 7 percent, and they rarely go to the profitable mass market, more by chance than out of necessity. The mass consumer is extremely economical and it is difficult to "push" him into buying. Here a certain type of product is required that is capable of charming, and the presentation of the product, "cultural packaging ". It is necessary to attract the buyer, to enchant. As a reflection of the desire to comprehend the specificity of the status of

demand for a product on the market should be considered the revival of interest in the concept of "product attractiveness". It is significantly more specific in content in comparison with the close and more scientific concept of "market demand for a product". It has less economic statics, formal features that allow measuring pressure, but the "human factor" that determines the market is fully present. dynamics.

The concept of "attractiveness of a product" concretizes in the characteristics of a product both its consumer value – the degree of "exchangeability" and the realism of the price, established by the seller. Both the manufacturer and the seller have to be friends with the concept of "attractiveness", which is vectorially directed towards the buyer. It ties together interests of all the main subjects of the economically free market. This function of "attractiveness" explains the active promotion of the concept into the group of those economic categories that reveal the potential of the competitiveness of the product in the market. Some authors tend to interpret the nomination as traditional actions in the interests of applications of advertising production, which is inappropriate to do due to one-sidedness, which prevents the achievement of a systematic understanding of the meaning of the attractiveness of a product in reproduction process. Advertising production is indeed present here, but in quality accompanying factors, that there is confirmed usual place advertisements on market.

Increasing interest V scientific research and economic politics to the concept of "product attractiveness", in our opinion, shows the pattern of restructuring mass production from the existing simplified type to a new, sometimes opposing, way of organizing – lean production (thrifty, gentle production), oriented not towards the abstract diversity of needs indicators, but towards the specific architecture of consumer demands and the solvency of potential buyers. Economic science is called upon through study of market architecture to become direct productive force, objectified in this way, main consequence scientific and technological revolution mid 20th century centuries.

The history of the allocation of the goods market as a zone of special attention for sociologists is associated with birth and development mass production. Time mass factory- factory production calculate with industrial revolution, pledged scientific- technical and organizational prerequisites for such a development of industrial labor that it turned out to be sufficient for the real possibility of satisfying the demand for vital essential goods of the main part of the population through the provision and stable payment of wages. It was this combination of production and consumption that launched the development of reproduction V national, A then and transnational scale.

The subsistence economy that preceded the industrial stage does not correspond in fully

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understand the concept of "reproduction", it was determined by local demand of the manufactured product and was essentially closed to the manufacturer, without contributing to this degree of national progress. Hence the cult of wars of conquest aimed at robbing near and distant neighbors, feudal fragmentation, and the constant redistribution of property. Wars and forceful actions performed the functions of the market. The market worked in addition to politics, no was permanent.

It is also appropriate to emphasize that the development of the market and the formation of what has become a classic image reproduction, obliged Not only scientific and technical progress, change the method of organizing production, but also the competition of production products on the market, differentiation of the market structure. The dialectical law of the relationship between quantitative and qualitative changes is visible in the history of the market. When the manufacturer began to work on market, the product has become a commodity. The status of the product has changed, and the requirements have changed, presented to it. In order for the product to be realized as intended, it had to attract the attention of the buyer. The product is not a product for sale, but a product that can interest. The term "hot product" reflects the movement of the product, its demand buyer. "Chassis goods" - market locomotives.

The "attractiveness" attribute belongs to the basic characteristics of the product, and is a "relict" property that has lost its position. An unattractive product is produced unprofessionally, absurdly. The household could be forced, trained to consume what was grown or made, but buyers always have their own reasons and vote coin, so necessary for continuations production.

Main part

In modern times, the concept of "commodity" is used as a synonym for "attractiveness". "View". This is where the expression "visible goods" may have come from, that is, one that accumulates attention, "catches" the eye. The ability to make a product "visible", "attractive" requires both the manufacturer and the seller to be highly qualified and have professional imagination, skills presentations. Case this costly, but expenses pay off result. Demand for an "attractive", "prominent" product is high, accelerates the receipt of working capital, stimulates the increase in production, consolidates the relationship of the seller with the manufacturer, gives an increase in its production, stability, which serves as good advertising the manufacturer on the market, relieves him of some of the direct payments for advertising services, which cost all 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 often found in magazine publications and should not lead the mind to question the actual significance of this sign marketability V happening economic perestroika on level lean production. Not accidentally answering on question "Levada Center", given V April 2024 years: "What, before in total, inspires to you feeling pride for Russia? 1600 citizens countries from 137 settlements in 48 regions of the Russian Federation put their "economic successes" in second-to-last place place, having given away the last "relative" - "system "health care."

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 on the market, the second - the extent of such demand. Value objectifies labor costs – the quantity and quality of labor produced. Labor also manifests itself through the contradiction generated by the commodity essence of capitalist reproduction. On the one hand, it is the creative, creative force of man – a facet of his essence, on the other, it necessarily alienates this human essence, because the product of labor, having absorbed creative power, is produced for someone else's consumption. Marxism deduces from the theory of alienation the social impasse of 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- mathematical method of scientific analysis. Hegel's dialectic was local. Hegel limited dialectical development to the movement of the spirit. Marx saw dialectic as universal mode of development, therefore in Capital he thoroughly traced the dialectic of production, by emphasizing the materiality of the nature of the commodity created by labor. The quality of the commodity is created by the contradictory nature of the commodity and is manifested through its relationship in the form of essential features. Dialectical materialism is based on the recognition of the materiality goods. Intangible goods are a kind of semi-finished product, a "transitional form" to practical expression of materialization.

The quality of natural phenomena is truly identical to their material nature, but the commodity, even in its final form-materiality, is something different from the created outside and does not depend on 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 a commodity, therefore, spirituality must be imprinted in the concept of "quality of a commodity" 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 intended to reveal the unity of values by combining the natural nature of the

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material and its artificial transformation by human creative activity. The quality of the product, along with its functionality, is determined by its attractiveness.

Attractiveness is a highly significant sector of pricing. The part of the price that depends from attractiveness, can be considered as an economic equivalent of attractiveness. This part is measured by the size of demand. Receiving goods with new functions expensive and limited physical nature. This path surprise consumer is associated with the risk of reduced competitiveness due to high cost. It is easier and more promising to manipulate consciousness. There are ready-made mechanisms and necessary knowledge. If the product in its appearance did not make the desired impression, did not attract, it can be made attractive by modulating in a certain context, for example, by acting on the psyche of subcultural perception. How many pop "stars" do we have without the data of voice and vocal culture. Not only do they attract with their performing "skills", with they try to copy clothes, accessories, shoes. They form the taste of certain social groups, indirectly influencing market position goods.

"Attractiveness" has reserves of which we still have a very unprofessional idea. There is no doubt that in the future, marketers will go beyond the currently defined spectrum of knowledge by education and will push aside those managed by production, assortment. Control market will demand not so how now, teaching Z. Freud about "ego", "ego" and the conditions for achieving the "super ego"; the theory of the "collective unconscious" K. Jung; E. Fromm's ideas about the importance of the ability to be surprised for consciousness and the role of the ability in real life life of dreams.

The prospects of the market and production are linked to the activity that managers will show in relation to the concept of "attractiveness of goods". The most difficult for them will be the process of restructuring their thinking from a utilitarian, pragmatic warehouse, formed on various minimization of expenses to obtain the final margin, to a new principle: obtaining the legally maximum margin. Increasingly moving into mathematical methodology, economists are losing the specificity of political economic analysis, which requires action against the backdrop of perspective. More often we need to return to the works of the classics - Ch. Petty, A. Smith, D. Ricardo. The "classics" analyze the present, think about the future, correctly believing that science, limited by the current course of events, resembles a standing anchored ship built as a means of propulsion... The "fathers" of economic science were philosophers, their heirs rolled into accounting accounting.

Economists can be understood. In the conditions of instability of world development, it is necessary to look forward beyond the nearest corner is extremely

dangerous. The 2008 crisis, the consequences of which still make the world economy storm - a man-made thing. The path was paved Nobel laureates wanted the best. It turned out as usual. It's time for economic science to return scale to thinking – not only spatial but also temporal. Research present, to bring in with a reserve for a reasonably foreseeable future, compensating them with related sciences, including V.I. Vernadsky's teaching on the noosphere. E. Deming back in the 1950s years developed the philosophical foundations of quality management. In the section "Seven Deadly Diseases" he put in first place planning that is not oriented towards the production of such goods and services that the market demands, while the American specialist was aware the complexity of the situation.

The lack of sufficient development of the concept of "attractiveness" for management of the product" makes it necessary to fulfill its philological roots, the interpretation of attractiveness in classical sources. V.I. Dahl identified "to attract" with "to pull in", emphasized the physical meaning of the term, pushing into the background the physiological and psychological sides attractiveness: "attract moral, sensual, by force beliefs, "to entice, to attract, to captivate." F. Brockhaus and I. Efran did not include this term in their collection. Britannica also beat it out, which is hard to justify given the publication's ambitions bring in V text happening V world changes.

A detailed analysis of the content of the concept can be found in the four-volume Academic Dictionary of the Russian language. "Attractive, enticing, interesting, which has an appeal, excites, awakens curiosity." Continuing the discussion of attractiveness, we will come to the feature of "originality". Usually, it is with originality, its concreteness, exciting interest in the phenomenon, that attractiveness is obliged goods, which generally corresponds to the ideas. At the same time, one must try not to absolutize position "attractiveness" on commodity market.

The fate of a product on the market is determined by its demand. "Demand" the concept of social and humanitarian level. It due to, with one sides, degree the development of society and the solvency of the mass consumer, on the other hand, the structure needs buyer. Epicurus differentiated needs on basis two signs of naturalness and necessity. According to the ancient thinker, needs are divided into three types: "natural and necessary", "natural and unnecessary" And "unnatural and not necessary."

In the judgments of Epicurus there is a hint to understanding the status of goods. If goods are necessary, their necessity is born of a natural need for them. The buyer is obliged to buy such goods - they are a necessary condition for his survival. Of course, it is desirable that the goods that make up the consumer's "basket of existence" are not only useful and necessary, but also pleasant to the senses,

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however, not to buy such goods allowed only V two cases, when there is nothing pay and not on what change.

Naturally necessary goods are always "hot" on the market. If they are delayed in warehouses or at the points of sale, then there is one reason – price inaccessibility, greed of speculators who have occupied the market. Shoes are a typical representative of the group of naturally necessary goods on a par with clothing and household utensils. The main function of shoes is their ability to protect the lower limbs from mechanical and temperature damage. The design of shoes is regulated, first of all, by their functional belonging. The aesthetic side of the design is built on the basic function. A characteristic feature of shoe halls of modern stores are various kinds of promotions aimed at reducing prices. When a third pair is promised to be given away for free in a retail establishment, this means that the price of the first and second allows painlessly compensating for the losses associated with the "gift". They pay for the "gift" with their price. More there is no obvious argument in favor of defining the pricing situation as one-sided. Oil and gas companies include in their pricing the costs of research in difficult, often extreme circumstances, requiring the creation of special equipment and specific materials. The unknown and undeveloped are associated with high risks, unpredictable scientific and technical losses. Everyone understands that there is a speculative approach here, which a priori overestimates production losses product, but the lack of flawlessly developed methods for calculating the inevitable investments in design, scientific and technical support, the need for risky actions, significantly soften the critical reaction. "In war as in war" is the name given by the front-line writer who burned in a self-propelled gun, his famous story, extrapolating his campaign, repeating after him: "In the market as in the market". Having let go on freedom market relationship between by the manufacturer goods, consumer- buyer and seller-intermediary, the government will make life easier for itself and, possibly, make it comfortable at the expense of the producer and consumer. Pricing in a market economy involves such factors as the cost price of the goods, the consumer interest of the buyer in it, the solvency of demand and the payment for the seller's participation. But we are talking about proportional participation. The strength of market factors cannot be calculated by formulas describing forces in mechanical motion, there is no parallelogram of forces here obtain, however, proportionality of participation in the formation of the final price obtain can be done with a given degree of accuracy. And it was high time to carry out this operation in order to politically and economically determine where the border of a civilized market lies and bazaar, built "according to the concepts".

For what kind of market freedom and whose

market freedom are liberal politicians fighting, why are there distortions in market pricing are treated as natural development costs, normal for democratic governance? Why don't they combine empty shelves of Soviet-era stores with queues? So that there is no contrast with the packed shelves of today's stores and the lack of customers? There really was a shortage until the 1990s, but it is related was V the first queue With high level buyer's capabilities, price availability of most goods. Demand outpaced production. Now, on the contrary, supply sellers clearly exceed the real capabilities of buyers, which hurts domestic to producers, so how do they trade brought in goods.

As a result, in yet another political and economic disproportion, lending flourishes, creating the illusion of purchasing power. The Russian consumer is being driven into a financial trap by economic policy. The essence of the situation is not in the economic illiteracy, but in the ideological primitivism, implanted everywhere and aggressively. Schoolchildren are taught to memorize, students are not taught to think scientifically, calling this the modernization of education. Life is the ability to act based on real possibilities. Substitution reality really existing, earned, on Virtually - objective, life on loan, inevitably leads to spiritual nihilism, moral decay and the crisis personalities.

The primary causes of the consumer one-dimensionality of personality must be identified in the anarchy of a commodity market that has not been built in a civilized manner. What next? The answer must be sought there same, that is, where everyone necessarily meets – in the market. The economic priorities of policy are called upon to determine the role of the market: will it become a mass grave for domestic producers or a trigger for the rise of domestic production? But also Producers should not watch what is happening, criticize politicians and demand for themselves favorable conditions for development. They are placed before their status in society a vital necessity to look for new factors of advancement, to think about reserves, not yet involved in process.

In O. Kant's idea that every science must be philosophical, not all false. Philosophers who adhered to classical ideas about philosophy argued with Kant, counting to give away wrongly methodology and, especially, the worldview of ransom private scientific reflection. Dissolution of philosophical reflections in scientific knowledge lead the latter into a dead end, as it will provoke absolutization in solving problems of scientific knowledge. The adoption of generalizing and guiding decisions in knowledge is the lot of a judge independent of the specifics of private judgments. At the same time, O. Kant was undoubtedly is right in believing that only thinking that is not cluttered with stereotypes is capable of acting productively, being innovative, creative. Anyone who has set out on the path business development, like prayer No. 1 "Our Father", is

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obliged to know and repeat: only dialectical thinking will help me to be successful, will save the enterprise. But who in our years will teach think dialectically? Russian Democrats Who Ruled Politics at the End 20th century, dialectics was identified with the directives and slogans of the Soviet era and its democratic roots were deliberately cut off, just as M.S. Gorbachev's henchmen uprooted the Massandra vineyards, and even earlier they broke up virgin soil where it was not necessary to do, by voluntaristic instructions N.S. Khrushchev.

The entrepreneur's initiative is conditioned in decision-making by the state and trends of the existing market. But dialectically organized thinking will not allow him when developing a business plan designed for the foreseeable future, find yourself in a vice market conditions. 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 asserted, and they looked for what makes everything one. The market today demands one thing, tomorrow the situation on it will be different, however, it is impossible exclude and repetitions today's. Therefore, it is necessary preliminary, complex, better systemic approach. Systemic is better because it allows to get involved in the essence of what is happening, it assumes the allocation of the system-forming factor. The system-forming factor of the economic analysis of market production was and will be the commodity. Not by chance K. Marx in "Capital" started with the commodity, called it the cell of the economic organism of capitalism and built contradictions of movement from the contradictory nature of the commodity bourgeois way production.

It is not so much the products 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, objectifying in concrete physical forms and actions, the power of the entrepreneurial spirit. Here we are forced to turn again to dialectics, its requirement to seek the source of development in contradictions and not to be surprised by the transformation of opposites, spirit into the material, material into the 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 necessary to begin with a comprehensive study of what everything is made of. For us, it is a commodity, its necessary and additional (superstructural) features.

The production of goods is determined by the market. Once the market was formed due to the surplus product, now the goods are manufactured to meet the needs of the market. The market, in turn, queue accumulates in real terms, consumer needs.

Randomly on antique products or something very unusual new appear on the market. Theoretically, taking into account the reasonableness of human activity, its rationality, mutual interest manufacturer, seller and buyer, it is possible to conclude that all goods will find their consumer. If unsold goods accumulate on the market, it will lose its function and die as a market - a place of purchase and sale. Practically so it does happen. Only the market is not something abstract, existing outside of time. It represents form specific-temporal reality. On market important factor time.

The market is the most important link that ensures the timely reproduction of goods. Market shares were not born out of fantasy. Sellers are willing to bear certain costs to sequester in their expectations precisely because of the need to do everything on time. Otherwise, the losses will increase, and status costs will be added to financial ones. At risk it will turn out authority ourselves subjects market. In context data reasoning is maturing the idea that the main function of the market is not to force people to buy at all, but to force people to buy as much as possible as quickly as possible. A civilized market is called upon not only to sell goods in a timely manner, but also to be a factor in accelerating the development of production of goods. How exactly can this be accomplished?

The paradox of the market is that the future of the market is cloudless, all the problems of the market always modern they become modern as some are resolved and some grow others. Where does this come from? confidence? From analysis of objectively real foundations of history market. The basic market commodity is the one that provides for the natural and necessary needs human. Outside market satisfy that, without what impossible public- individual reproduction, it is impossible. The market is a socially necessary condition of human life and its progress. The market should not only exist, it is historically imputed to be a factor in the development of society. In accordance with this purpose, the market is supposed to be a developing reality, and for society to take care of the development of the market. Not freedom to give "as much as one can swallow" (B.N. Yeltsin), and to manage the freedom of the market in interests market and his systemic provisions V public development.

Let's return to the species structure of the commodity market and continue its analysis, going from the original idea of a basic commodity. Satisfaction of basic human needs with its help requires deciphering with the involvement of ideological achievements. It is possible to do it differently, in a simplified way, only simplification will lead to a warning of common sense: "simplicity is worse than theft". In economic analysis, it is dangerous to either underestimate or overestimate. Human reality is dualistic, absorbing the biological

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and social. In the first approximation, it is impossible to separate the biological and social in a person. It's not difficult.

Biological - satisfaction needs organism V nutrition, maintenance water-salt balance and metabolism, normal gas exchange, protection of temperature conditions life activity, reproduction of offspring, movement in space by means of self-propulsion.

Social – Satisfaction of working conditions, development of thinking, consciousness, speeches, cultural progress.

Biological and social are combined on the basis of the need for communication and are realized in communication through activity. Social and interpersonal communications also require their market expression. Biological and social features of human reality are multifaceted. They are not set once and for all, they grow, synthetic forms of manifestation arise. So the prospects of naturally necessary goods and services are provided, as well as market competition, following in the wake of its functions contribute mass availability buyers to proposed products.

The development of the market is coordinated with the development of man, his personal expression, new trends of the social movement. To the traditional sectors of the market the 20th century added sports, scientific activity, space, cinema, international tourism. Terrorism has transformed into terrorism largely due to market penetration. The services of terrorists are actively used by the USA and regional states to strengthen their political position. Especially when such actions have the desired effect on traditional market and stock exchange trades, to example hydrocarbons.

The market is developing in the direction of increasing its autonomy. This vector is given special attention by representatives of financial capital, who are well aware that the market presents optimal conditions for speculative actions. Finally, the market in the XX century became a favorite subject of economic science, which strives to prove that the forces of economic movement are concentrated in the market. The market has become a symbol of the new economy, and its leaders are not against giving this symbol a scale of social historical significance. The desire to present modern society as a "consumer society" "post-industrial society" need to understand exactly so.

The market is not only a place where speculation has become a mass phenomenon, it is itself over time became the subject of speculation. Market speculation and speculation on the phenomenon market - an objective reality, which sometimes necessarily makes it a market, so to speak, reverse sides, costs development.

No matter how significant for the history of the market are the naturally necessary goods that

guarantee the stability of the market movement in the foreseeable future, one should not overestimate the significance of their natural necessity. The natural necessity of a product line indicates the nature, characterizes the essence of the subject. Nature or essence the product does not act directly, it is mediated by the phenomenon of transformed production form of existence.

Low temperatures, high humidity, need to protect against injury, comply to the worker place and specifics execution service responsibilities, will bring human V shop and will do his potential buyer goods, whom to him not enough, but makes purchase only V one case, if nothing other nowhere not it will turn out.

This situation is not entirely a fairy tale, but it seems somewhat implausible to modern Russia. Our buyer has a choice, both in terms of price and attractiveness. 9 out of 10 choose, first of all, by price, based on the contents of the complex, and then focusing on on satisfaction aesthetic claims.

Sellers can not panic, no crisis not will deprive market clients. Their problem: at whom exactly consumer will buy. Will buy he that, V how he will see combination necessity to purchase a product, free financial resources, or rather, the price on the price tags, and the appearance of the product, including here art servicing. Formula purchases simple - "relevance needs after the charm of the proposal." The terms must be filled with concrete contents specialists, leaning on on experience market relationships. From myself let us remind you, what demand not ordinary, not exclusive, author's, market, it happens two types: natural and artificial, provoked promises manufacturers and advertising process.

The domestic consumer, hooked on the effect of "pop culture" and "mass media", lost independence taste together with ability to reflect. National the flavor has been largely lost, the cult of globality is thriving, the market is flooded with foreign consumer goods and contract products to which it is impossible to apply quality assessment.

The market is developing a specific picture that is difficult to understand. Culture the state is not seriously interested in the buyer. The previous experience of cultural education and education is lost. A holy place is never empty and instead of the state, organizations have come from the structure of civil society, which have neither special provisions, nor mechanisms, nor the required special means. Scientists economists convince entrepreneurs that it is necessary to cut off everything that is not directly included in production, reducing costs, increasing profitability. By doing so, entrepreneurs drive themselves into the trap of spontaneity and whims market elements, refusing from levers management demand.

"Thrifty housekeeper", coming on shift current irrational organized array of production, oriented towards the absolutization of the consumer's freedom

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of choice of goods, when the assortment must satisfy the demand here and now, otherwise the seller will lose customers and call into question the continuation of its business, is "tied" to knowledge needs buyer. Of course, such knowledge specific, it approximate, relative conditional, more Seems like on knowledge offer, but all anyway, knowledge V difference from abstract installation type: buyer came for goods and he must his buy, we same obligatory to him help. How specifically? Not we know, That's why we initiate his wish assortment. A certain logic and ethics in such reflections are welcome. The price of this logic - the high level of costs and burden on the natural environment - holds them back from support. After all not they will write it off, will distribute by consumers by increasing price purchases.

The attractiveness of a product can become a magnet that initiates the buyer's interest. It is not for nothing that V.I. Dahl interpreted attractiveness as attraction, magnetism. The economic system is formed by production relations, therefore there will be no radical transformations of the existing economic system, there will be a restructuring, a reboot that changes not the system, but the order of the system's functioning, the vector evolution of economic policy. The economic system will undergo optimization through the implementation costs of minimizing expenses on assortment. Does the consumer benefit? Apparently so, provided that producers and sellers will not skimp on research work on consumer demand. Here, the simplest studies will not suffice; a deep analysis and integration of different approaches will be required – economic (marketing), sociological, cultural, ergonomic, sanitary, and focusing scientific research on regional and national characteristics. The prospect of real participation in the process of students will open up real level, speeding them up qualification formation.

The transition from good to better in any field of activity is associated with an increase implementation costs, including risk financing. In our view, the analyzed transition to a new economic policy must justify the assigned expectations - to reduce costs, losses, environmental impact, but the outcome will largely be determined by the construction of scientific, technical and educational enlightenment policy. Good intentions often end due to poor management the worst results.

Bad experiences of the past, described even in sacred books. Modification of ecologically mass production lean production suggests mobilization scientific- technical initiative, maximum involvement of cultural assets and implementation Soviet experience of educational work in the environment of immediate needs of the final product. It is illogical to improve the principles and forms of organization of production, calculated on mass consumption, without corresponding preparations consumption. The adjective "mass", regardless of desires, indicates the

inclusion of activities V political process, demanding and political scale participation. A change of course within an economic system is a political process with the specificity that it it begins in economics.

She came again it's time temporarily switch off from production goods and by example K. Marx to focus on the cell of the modern economic organism - the commodity, but, unlike the author of "Capital", to place the goods not in production, but to try to fit in it into the subsystem of market relations. Capital without circulation is not capital. Capital is process. The process of capital reproduction is a characteristic way of its implementation. The market ensures the reproduction of capital, creating conditions for the sale of commodity products. For production, initial capital in financial form is necessary, for sale, as a condition for reproduction, the demand for the product is required, which the market must provide - the conditions that connect the producer with the consumer. Everything, as we see, rests not even on the characteristics of the product, but on the organization of the market. Of course, the properties of the product are important here. The doctor is able to resuscitate a dying person, but he is not able to revive a corpse. Same the same can be said about the market.

As for the cultural – not by concepts – organization of the market, then its core should rationally be made work with the indicator and the producer, the real subject (object), the relationship of which is the commodity, as a set of properties capable of satisfying all market participants. The goods will pass from the ownership of one to the ownership of another only if there is a consensus. Consensus is what the market is designed to provide. Consensus is a measure market cultures.

When will the market move from the idea of consensus to understanding consensus, the market will acquire the status of a "cultural organization." Is it possible to speed up this process? Of course. It is necessary to organize work on both fronts. Both the buyer and the seller must be culturally prepared for the meeting at the market. The fulfillment of the market mission is determined by the quality and informational and scientific his equipment.

The social function of the market is to satisfy the socio-cultural and naturally necessary needs of the mass consumer, thereby promoting national development and political progress. The economic task of the commodity market is to involve the financial reserves of the country's population in production, and they are considerable, actually comparable to the annual budget Russia.

Manage market maybe Japan and China economically are different, however, despite this is how both production and the market are successfully managed. Market management differs from management production. Market more difficult arranged and multidirectionally reacts on pursuit to point order. Orders after all same are heterogeneous. In

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theater one order, on horse racing - another, V barracks - third. Manage market can (and desirable) economically.

The final stage of market relations is the sale of goods, therefore, management market follows through the product, creating favorable conditions for the demand for the product. Such management is effective both in relation to the consumer and the producer. Building a market according to the principle: "here and now the buyer must satisfy his request", saves time and perhaps insignificant financial resources of the consumer, but unnaturally, because it is wasteful for society and nature. This is "dandyism" for political reasons shortsightedness. If you do not deviate from it, society will put the next generations in a responsible position. people, in question will be the future countries, people.

The transition to production oriented by the market towards a structure of specific consumption can be seen as a way to resolve the intensifying contradiction between growing socio-cultural needs and natural sources. And in In this sense, there is sufficient reason to speak about the objective completion of development reproduction. The center of concentration of activity shifts to the territory of the market, its scientific potential is actualized. Question No. 1 lean production – is the market ready for increased funding for research into the structure of mass consumer needs? examples find It's not difficult. Google V at the end June 2024 years spent survey culinary preferences of Russians in order to compile a rating of the basic 20 products and the same number of dishes. The taste of Russian consumers has encouraged marketers and horrified nutritionists. However, experts are convinced that no changes will occur in two or three years. The production supplying the food market received the necessary information to thinking about the directions of investment in production. Now it is important to avoid the rush of a drastic restructuring, to agree on quotas within the relevant unions, assignments and other associations of producers.

Us study famous companies interested V context tasks general plan, so how they give some characteristic reasons for reflections. First and, maybe, the most important suggests on conclusion O volume, what theoretical economists again were late and instead of forecast disguised real fact existing reality. Market, providing the needs of the mass consumer, was not and is unlikely to ever correspond to the models of marketers. He myself myself forms, adapting to realities production.

The domestic consumer put the chicken egg in first place, pushing pork into the middle and milk even further. The production of chicken meat and eggs was established back in 1970-80s, later pushing back to their own farms, market farmers in the 1990s, returned later to their own farm, quickly restored to the required volumes. Market reliably provided with this product in the assortment. Prices are maintained,

manufacturer, seller they cannot be overpriced - there is no shortage, a network of stores has been created by manufacturers. A varied assortment, its timely replenishment, quality, and affordability of products generate buyer interest in them. Pork production also They started to increase it even before the reforms, a kind of pig herd cultivation allows solve problems relatively quickly.

The most difficult thing is with milk. Market liberalism has hit the weakest link in agricultural production – the dairy herd – the hardest. Even before the 1990s, it was largely in a neglected state. Collective farms were abolished, and farming, which was supposed to boost production, did not take place as planned. The biomass of cattle is such that the required herd size with satisfactory characteristics should be expected for at least 10 years. Investments huge ones were required! The West was not interested in us as a competitor. All of the above are conditions of instability and deficit. The market was oriented and new in cooperation with Dairy plants have their own price order. Milk, accessible and of high quality during the difficult Soviet years, has become both of low quality and difficult to access for the average mass consumer. Especially dairy products. The market has weaned consumers off milk. The question arises. Why? The market should be interested in the buyer. True, true, but there are worthless people working in production and on the market. They believe that the herd of cattle will be around for a long time to form. Undefined time receipt result enough, to take the greatest margin, A on mass consumer count not necessarily.

Second, natural and socio-cultural needs are being 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, V in accordance with laws economy.

If you do not manage the proper requirements of this concept, then, at a minimum, it is quite possible to know the product rationality and assortment architecture of the market through the study of consumer preferences. Economic, sociological and psychological tools allow this to be done. You just need to be able to "look into soul" of a potential client of the market to make him open up. A common environment is required, creating an atmosphere of trust. The public is pretty tired of the questionnaire, which is understandable. The effectiveness is not visible, the questions are purely unclear, the technique of questioning is primitive, without application to the process. On the other hand, the ongoing "sale" promotions are not used for questionnaires. Questioning of the indicator in specific conditions of sale, in dependencies from possibilities reduce their expenses, specialists, A not random people who meet

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you, naturally inclined to reciprocity. The questionnaire should be tried to be made part of the campaign. Why not hold "buyer days" in specialized stores with broad privileges for representatives of interested organizations. Question for questionnaires and interviewing also should study not random "scientific units" working on any order. The necessary permanent ones, specialized by main sectors consumer market, research cents, periodically produced analysis of the state of consumer interests. Moreover, a very high analytical and methodological qualification of workers of such centers. There is no doubt that reducing losses and accelerating trade turnover will significantly will exceed costs on activities of these units.

The current state of consumer demand research is proportional to the costs of its implementation. If statistical methods, as a rule, are in a satisfactory state, they are borrowed from mathematics, then the methodology for developing surveys sheets, questionnaires raise many questions. The wording of the questions indicates a weak the idea of the structure and specificity of the thinking activity of homo sapiens. How, for example, to understand the "perceptibility of the need to buy a product", in what units can this feeling be measured. The feeling of pain tells the enemy about a possible disease. It is different and by nature, and by strength, and by the flow in time. The sensibility of the need should first be differentiated and only after receiving a specific picture of the variants of the saturation of the feeling, introduce it into the information circulation, interrogate. The absence of preliminary, prepared to assess the feeling of working with a client will result in a poor quality response, which respondent the least of all the rest will guilty, - need to be able to ask. In interviewing, a mistake in asking a question can be corrected by suggestive additional questions V questionnaire similar possibilities no.

The questions overlap in content, repeating each other. So the questions: "Manufacturer's liability for the quality of the goods" (by the way, asking for changes, because it is clearly is stated in the terms of sale and purchase) and "impressive warranty period" duplicate one another. Last really important. In common questionnaire are neighbors frequent questions, helping to assess the state of consumer attitudes and synthesizing, which are often Not V questionnaire, A V analysis to go, who will evaluate answers and do expert conclusion. For example, the question "Cultural services" should not have been included in the questionnaire in such a formulation. It is usually divided into sub-questions so that the respondent does not know and is not biased preliminary. About culture judge will have to to that, who study ordered.

Often questions drive the mind into a dead end and for a long time. How to understand the question: "The level of interest of the manufacturer in forming

the attractiveness of the product"? It which attitude has to the buyer? Requires clarifications and question "Completion goods"? Two - three similar questions enough, to disgust buyer, alerted his.

The questionnaires are poorly structured, and it seems that the questions are arranged as they are invented. For example, questions often aim to develop readiness client do purchase degree "maturity client, are standing near V in general section with questions aimed at establishing the rating of information sources. The question about the possibility of subsequent exchange (regulated by law and clearly unnecessary in the questionnaire) is adjacent in the general group to the question about modern design. The question like: "The consumer's need to buy an attractive, original goods." There is a combination of meaninglessness here with uselessness.

Compiling a questionnaire is an art that is not available to every specialist. It is best when teams of specialists, consultants and advisers are working on developing the questionnaire. We we can only suggest a variant of the structure of the questionnaire aimed at highlighting the place and role in influencing the buyer's consciousness to purchase a product and its attractiveness. Us it seems that such a questionnaire should consist out of 3 sections:

- the first one forms questions designed to reveal the degree of readiness of the consumer's consciousness To purchase goods of this group;

- the second is to determine the attractiveness of that in the product which brings the consumer to a state buyer, specifies subject moods his consciousness, defines choice;

- the third is to understand what can prevent a consumer from becoming a buyer, having excluded factors negative impact on potential buyer.

Rarely is a product capable of zombifying the consumer, forcing him not to think or feel anything other than what he holds in his hands. Such a product must combine all the features of an ideal degree, be perfect in everything. The main danger for refusal from, It would seem that the advertising question about the purchase is usually created by the behavior of the seller, the violation order - signs of the operator's lack of interest in selling the product. A potential purchase decision is subjective and, as such, does not require objectification - making a purchase - under certain conditions that demonstrate the mutuality of interests of the parties to the transaction. The culture of customer service is sometimes more important than the attractive features of the product. Unfortunately, we have not yet ingrained in the consciousness of sellers the understanding that their action is an integral part of the attractiveness of the product. They think that the mirror is a mirror, and a face is a face, not realizing that the image of a face in a mirror unites the mirror with face V united image.

In the context of the philosophical characterization of the attractiveness of a product, the

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first is interesting a group of questions that allows monitoring the movement of consciousness. Here, apparently, it is necessary highlight four phases:

- need V product at the level feeling (desires);
- interest on level systemic ratings possibilities purchases;
- maturation relevance acquisitions;
- super maturity , forcing attract credit.

The ideal solution to the problem of attractiveness was the co-directional interaction of three subjects, like Gogol's "bird-troika" – the producer of the product, he would play the role of the "shaft horse" and the "outriggers" - the buyer and seller. It could be like this, if each of the three worked autonomously in their own interests, and the manufacturer and seller showed all the signs of a high professional culture. We use the definition of "ideal solution" in its basic practical sense, as a perfect way of implementing an ideal idea, that is, something that 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 this prevention is laid down that does not allow reproduction to deviate from the progressive main line moving forward.

Contradictions in reality hinder movement along the ideal route social life, movement occurs in conditions of mutual intersection of objective prerequisites and their awareness in human interests. Human interests are determined by the place provisions human V structure social architectonics. More L. Feuerbach did conclusion: "People think differently in huts than in palaces." A.K. Marx and his supporters argued that It is useless to wait for a consensus among the inhabitants of huts and palaces. Everyone will fight for their own truth, despite its objective inconsistency to the end. It is not only about the extreme forms political struggle. Their extreme shows, what they exclusive. In ordinary life, society has many ordinary ways of achieving its class, national, political and economic goals. Ideology is called upon to protect in different ways interests those who her finances.

The thesis "The customer is always right" is a reliable cover designed to create the impression O humanity democratic devices social organism. Practically on the market is dominated by sellers in alliance with producers. Producers they produce not what they can, but mainly what is especially profitable. They take into account the market situation? Undoubtedly, but not as a measure of consumer interests their activities. Producers know that market orders are again determined not needs indicators. On market rules salesman V face organizer - owner – the market. The owner of the market, in turn, knows very well about the importance of cooperation with the manufacturer for his well-

being. So it turns out that from the market "deity" the buyer turns into an extreme market subject whose thinking and wallet are manipulated everything, including government services. The market order in the "market culture" is not formed in a quarter of a century of demonstrating the search for civilized mechanisms in the conditions of economic instability.

The market, taken abstractly as a necessary link in commodity reproduction, is a clear and important concept for political and economic thinking, indicating the role of the market in ensuring the sustainability of social progress. This significance of the market is speculated by those who objectify, materialize the concept, transform it into a social economic reality. Concepts economic theories cultural design havewithin the framework of general requirements, ensuring reproduction in its fundamental expression. This level of cultural abstraction.

The real market is determined by scientific cultural equipment, here culture is specified historically in time and space. What we grow is what we get on the market. Let us add to what has been said the importance of attitude to culture. It is one thing to understand culture as one of the factors, quite another to see culture as a source of social development.

Prophetic Oleg in A.S. Pushkin was surprised by the prophecy of the Magi regarding the cause of his death. Someone, probably, who read the following, will remember the surprise of the Grand Duke 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 understand what does not make a product attractive, it was logical to come to the originality of the product. When dealing with the concept of "originality", let's remember pretentiousness. Progress is carried out in a spiral, so a return to the past, the forgotten, is natural. In due time the concept of "pretentiousness" was commonplace, the term was often used by Russian classics. V.G. Belinsky, N.V. Gogol, I.S. Turgenev, F.M. Dostoevsky. It is interesting that none of They did not use "pretentiousness" in a positive sense. Pretentiousness was understood as dangerous deviation from the cultural norm, emphasized the need for delicate handling of this word. V. I. Dahl also, it seems, did not come to a unified attitude to the content of the concept of "pretentious", preferring to let readers think for themselves how they would operate with the term. Dahl only fully defined the origin of the word. "Pretentious" from the verb " vychirat ", and originally from "chur" ("in games: to extract , what from what, to protect oneself" (or thing) "by conspiracy"). "Ornate according to Dahl, patterned, sharp, colorful, with embellishments; "refined, strange."

The content of concepts and attitudes towards concepts change over time, sometimes evenopposite

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point. We compared interpretation pretentiousness V.I. Dal with explanations in the "dictionary of the Russian language" published by the Academy of Sciences of the USSR "pretentious" - intricate, overly intricate, excessively decorated. Literary examples, taken at Belinsky, Dostoevsky and Nikulina, are selected in such a way as to emphasize the negativity of presence in pretentiousness of this excess. Over the course of a century and a half, as we see, there have been no particular changes in the understanding of "pretentiousness" for cultural status concepts "pretentious", not happened.

Pretentiousness is the lot of experienced, skilled artists. One thing can be said with certainty, pretentiousness presupposes the exclusivity of the product. Mass-produced goods exclude pretentiousness, since they are designed for a consumer of standard cultural taste. The mass consumer will not understand pretentiousness without prior explanation, but then pretentiousness loses its meaning as something beyond what is. Managers are hoping for the effect of pretentiousness boutiques. They have a specific customer. Pretentiousness is the element of stylists, established fashion designers, and not all of them, but only those who have not crossed the threshold of measure, only feel the boundary of the permissible intrusion of personal fantasy into the formed diversity of tastes. And once again, on our path there appears the philosophical position of the artist, standing before choice do for what? Because How his future depends from, who V German it turns out, connoisseurs, or consumers creativity. Story mine sentence pretentiousness took out more V the beginning of the enlightenment. Pretentiousness is linked to the past, leaving room for pretentiousness in the future not as a product, but as a creative method for finding "productive" thinking. Pretentiousness normal for fantasy, in a test expression with the purpose of defining an innovation, an avant-garde detail. The tendency 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 available finances and remained an exclusive phenomenon. On the demand for fancy products on a mass scale can be expected in the short term, and after the total processing of the mass consumer mass media. It is clear that the consumer here is specific with an unformed culture of thinking, looking not for answers to questions, but for hints on what exactly and how must be done. Judging by the paradigm of the domestic modification of the modernization of education, in the near future, manufacturers of fancy products can hope if they correctly orient their prices. The logic of thinking "iron" is presented by consciousness and is easily broken by practical cliffs. One of them is the size of the margin of the union

"manufacturer-salesman".

Politicians actively use the market, both the demand and the range of offers, especially in periods of social uncertainty. In particular, these days, rulers and their ideological support on Ukraine. Embroidered national pattern shirts before the Maidan events of 2014, provoked by the participation of radical nationalists of the Nazi regiment, they were kept in chests, and in some places they hung as relics on the lips. When was it necessary to activate the national spirit of the freedom-loving Ukrainian people, the Rada blossomed with embroidery. And democratic Europe, which has long defined for herself, a normal business suit for official presence in government bodies, became blind, did not see such an obvious nationalist action. Not coordination is excluded with by the Council Europe.

Let us recall the birth of Nazism in Germany. German extreme radicalism was born in brown uniform. Politicians who strive for revolutions most often need pretentiousness. Firstly, to achieve uniformity of the ranks, their cohesion, and secondly, for oppositions essential order, with which they are going to fight.

Along with negative examples of the use of "pretentiousness" in clothing, equipment, There is also positive experience - the scout movement in the USA, the pioneer movement in the USSR. What can one draw a conclusion from the analysis of the political perspectives of design creativity in the form of creating a product's pretentiousness? One conclusion suggests itself: there is a "dialectic" single and general, usually it folds through "special". Dispute O the primacy of the "individual" and the "general" is ancient. It goes back to Plato and Aristotle, was the main medieval scholastic ideology, dividing it into "nominalisms" and "realisms". Hegel at the level of philosophical and mathematical thinking, I considered what is what and how they are connected in development, natural science confirmed the dialectical understanding of the unity of the individual and the general. But, one thing is speculation, another is a practically oriented awareness, called "common sense". "Common sense" is a pre-scientific form of production knowledge. It attracts with its simplicity of obtaining them, ease of use, but its inverse danger of getting lost as you delve into the process of learning, substitution knowledge and opinion. Unscrupulous politicians use all of this for their own private interests. Pretentiousness in creativity is a normal phenomenon, indicating a working state of thoughts. However, creative vigilance is also needed, which does not allow a "pretentious boom". Everything must have its new place. Manufacturers are called upon not to limit themselves to satisfying the practical demand of the mass consumer, brought up by advertising pressure. They are called upon by their socio-cultural status to shape tastes and aesthetics priorities consumers V

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context national and universal human traditions.

The attractiveness of a product is a relatively new concept for both production and science. It requires systematic research, which involves turning to the theory of conceptual thinking. Economic activity is carried out at two levels, based on common sense, drawn from many years of experience, and the generalization of practice in scientific concepts. Scientific knowledge grows concepts! Robust meaning deserves high ratings, but he orients only V limited direct experience within the limits. Theoretical understanding at the level of scientific methodology expands the existing framework and opens up new possibilities perspective. It's more reliable and universal.

Reliability and universality are the signs of quality knowledge. Reliability allows you to minimize risks, universality relieves the stress of searching for new solutions to the problem - "you can't look for good when you have good". "You have to pay for quality. The fee, as is commonly believed, has a financial dependence, but this does not always look direct. In the history of civilization, there are two outstanding achievements at the level of revolutions that clearly did not receive equivalent assessments, and exactly:

- opening prices knowledge, comparable with at the price for human things, "knowledge - "power";
- awareness of the special significance of theoretical knowledge in the form of concepts and related them forms abstract thinking - judgments, conclusions. This naturally led to the need to develop a specific technology for their production - a methodology knowledge entities relations existing phenomena. Visible Part peace "calculated" on the consumer, invisible - on the producer. Competition of producers can be formalized as a simple technical task - to penetrate through the chaotic multitude phenomena of the visible part of the world into its hidden part, to understand it, so that, upon returning, understand chaos as the order of coexistence and development of phenomena. Orderliness is regularity. Laws exist by themselves, separately, only in textbooks. In reality, a law is stability, community and necessity of order of what we have interaction - we learn, reproduce, change, we control.

In the 20th century, economic science found itself in a difficult situation, which became critical by the end of the century. A. Smith's theory and K. Marx's method did not fit into the contours ideology of developed capitalism. In Europe and North America, the very idea of the historicity of capitalism was perceived as heresy. The history of capitalism has a beginning, but the existence beginning cannot be the basis for a conclusion about finiteness. Mathematics is an exact science, it allows for infinity in one direction. The dialectical interpretation of infinity is metaphysical, abstracted from real history. The

salvation of economic science should be sought not in historical, but formal-logical understanding of reality, that is, in mathematical calculus, statistics.

We will stop diving into the philosophical, or more correctly, methodological foundations of science, but not because we need to quickly dive into practical work, but as a result significance For successful awareness production goods understanding Togo, What all sorts production presupposes the reproduction of relations along with the commodity. Production begins with achievements certain relations and leads to development these relations - between producers and consumers. To understand such a complex production can only with attraction scientific analysis on basis conceptual thinking.

Here why start off analysis comparative new concepts "attractiveness" V in its applied concrete expression "attractiveness of the product", we will have to start with the theory, logical teachings. Alternative path there is, but without source Sveta, by touch, V in the darkness.

Modern knowledge about the concept; its ascent from the abstract to the concrete with the subsequent prospect of the birth of new concepts as products of the development of content, was laid down by G. Hegel. Conceptual thinking, according to Hegel, is a dialectical process. The teaching of the world-famous philosopher was based on a fundamentally new interpretation of the development, which was based on the idea of an internal source of movement, represented by the relations of opposites in unity. G. Hegel's predecessor, Aristotle, logic thinking built on in principle identities concepts myself to yourself, his immutability. In mechanical theory, this approach is reflected in the section "statics", and the specialist knows that in this way the situation is artificially simplified in private interests. However, Next come the most interesting sections from a practical point of view: "dynamics" and "kinematics". They no longer describe the moment of movement - generally interpreted as something unchanging, resting in its state, but the movement itself as a change in the broadest sense. sense. To the dynamics and especially the kinematics of thinking in the context of meaningfulness Aristotle did not get to the movement of concepts; he was primarily interested in the technology of abstraction and generalizations V forms knowledge. Logic Aristotle that's why not infrequently called "formal".

From Hegel's point of view, Aristotle's logic was merely a special case, having value in that knowledge in order to integrate into the process and carry out the general reconnaissance, it is important, albeit conditionally, to stop the change. Aristotle brought in sacrifice the content of concepts in the name of achieving the regularity of formal relations. Simply put, the view of Aristotle's logic is akin to the expression "general plan" of a given time. The past and future concepts did not interest Aristotle, which,

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again, in general, corresponded character historical time. TO. Jaspers named described era of the "Axial Age", emphasizing the role of culture as the axis around which the Ancient Civilization began to unfold, but it is hardly necessary to see in his assessment the actual historical scale of the changes that took place, and the Greeks' understanding of time itself was cyclical. One in a word, Aristotle V his logic reproduced spirit eras, V which lived and created. Another matter is G. Hegel, who created in the conditions of the flourishing of the New Age with its political, scientific, technical, industrial and cultural revolutions. G. Hegel needed to understand the spirit of the times in the context of radical social changes, fill content concepts movement.

G. Hegel left behind many questions, therefore, while paying tribute to his dialectical discovery, we should also remember the Hegelian legacy that hindered spreading dialectics.

By limiting dialectics to the sphere of spiritual activity, he recognized self-sufficiency being of the spirit and perceived everything else in the form of the other being of the spirit, of course, outside of dialectical development. G. Hegel's triad "thesis - antithesis - synthesis" turned out to be not universal formula of development. He explained the existence outside the spiritual forms of being – the physical reality of man, nature, society – by the objectification of the spirit, referring it to the derivatives of the development of the spirit. The merit of K. Marx and F. Engels was precisely that, relying on the natural-scientific discoveries and movements of the bourgeois mode of production, they first turned the understanding of dialectics upside down, and then removed the restrictions from it and did universal way of development.

Both positivism and irrationalism were reactions to Hegel's rationalism, but they suffered from the same "disease" as the "sick man" - a one-sided approach. Positivism was clearly experiencing restrictions, characteristic empiricism, irrationalism was closer to time bourgeois activity not burdened intellectual reflection, the idea of willpower, the desire for power, received some support in the developing society, despite on row provocative conclusions with dots of vision cultural traditions.

This is confirmed by the latest surge of interest in Europe in the economic research of K. Marx at the end of the 2000s in connection with the financial crisis. Europeans have no idea that there is another serious monograph by V.I. Lenin, "Imperialism as the highest stage of capitalism", in which the author first analyzed the advanced the dynamics of financial capital and noted its overt desire for political influence on social life.

Dialectical thinking did not come to economics immediately; it began with individual ideas, mainly development ideas. The Italian economist A. Serra was the first to draw attention on the division of labor

(DL) and looked at this feature of economic activity in dynamics. Statistically he proved, what wealth countries grows V dependencies from depth and spread of RT. W. Petty and A. Smith expanded the perspective of A. Serra's conclusion on a transnational scale. As a result, A. Smith found himself in a dead end of non-dialectical reflections, -when RT covers the economy of the whole world, will development stop? A. Smith and D. Ricardo perceived capitalism as identical to world history, were sure that capitalism arose to be infinite. Economic thought ran into its limit, because it could not acquire a political principle equivalent to the economic one. K. Marx predicted that the logical economic development will inevitably lead to political and social metamorphoses, having set up against themselves as apologists of capitalism.

It is no coincidence that in the 20th century the political component of economic science was vigorously squeezed out, naively believing that will succeed limit oneself to purely economic analysis. The "purified" economic science itself was divided into macro and microeconomics, and by the 21st century it was generally presented as economism. "The new economic "science" writes M.L. Khazin, was created precisely as an ideological alternative to political economy... For this it was necessary turn the construction of science upside down: if political economy is built on macroeconomics (i.e. general economic laws, which include the deepening of RT, and the scale of markets and the volume of aggregate demand) to microeconomics (i.e. the behavior of an individual and an enterprise), then in economics everything is the other way around, i.e. the specificity of economics is an attempt to derive global macroeconomic patterns from microeconomics."

Now let's imagine a picture: specialists manipulate historically established science instead of improving its methodology, producing new ones theoretical research, finish building and rebuild V within the framework systemic approaches proven ideas. The question is, why? Who needs it? In the theory of knowledge, data questions and answers are not provided. The absurdity of denying the logical path of movement is obvious, although there are precedents. Famous scientists have repeatedly noted the illogicality of the achievement of the discoveries made, but they reasoned about the final heuristic link logically and methodically constructed chain of knowledge. The illogicality or, more precisely, the non-logicality of the final results only confirmed the rational prospects of a logically organized thinking V both options - Aristotelian and Hegelian.

U scientific concepts huge development potential. Systemic relations of concepts contribute to the emergence and actualization of new concepts. New concepts may well grow into system-forming ones. On the other hand, G. Hegel considered it important for correct orientation in the real world to distinguish between the really necessary and the really

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unnecessary. The first contains the source of functioning and development, therefore he called such phenomena “reasonable” or “real”, while the second has served its purpose and either slows down movement, or counteracts to him.

One gets the impression that economic science both in the West and in Russia, under the influence of the authority of Nobel laureates, decided that with the death of G. Hegel and K. Marx political economy has died too. But this impression is false. Noticing the priority of production V construction economic systems on factor market modern scientists-economists have changed masters. F. Taylor, A. Fayole, G. Ford, A. Sloan have been replaced market speculators like Soros, but the political orientation of economic theory has been preserved.

We must place capitalism above history as the ideal model of organization production. Formally, the combination of a developed form of political democracy, its legal support by the state, with freedom of enterprise gives grounds for a claim to ideality. But let's not forget that all of the above looks ideal in comparison with the political and legal models of absolutism, dictatorship and other anachronisms. History does not end with financial-oligarchic capitalism with its showcase demonstration of a mass consumer society. The "casting" of exemplary social-economic models continues and will continue as long as the current model is available to the seventh parts of humanity. Six With half billions those same homo sapiens can still afford, at best, to buy a ticket to the cinema and watch the sweet life of their own kind. Seven with a plough against one with a spoon is a very dangerous proportion, besides same And herself number seven on special account V practice public consciousness.

The world conference of the scientific elite in Rio strongly recommended changing course from business greed to sustainable development, warning that the internal human contrasts will be joined by a global conflict with nature. Instead of the noosphere, the future generation born now will receive gas masks and protective suits, and light industry will have to change the direction of development in order to meet the disappearing mammal species by individual means protection.

The peculiarities of the dominant mode of production are certainly manifested in the development of economic science, however, they do not cancel its political status. Moreover, economic science, before making the next round of progress, is objectively obliged to determine the political prerequisites for raising the mode of production to a new level. Try to figure out what A. Smith, D. Hume, R. Owen, J. left more to their heirs. Sismondi, K. Marx, J. Mill, G. Spencer, T. Malthus – socio-political philosophy, or economic knowledge. In their works, social history passed into political history, and they left politics as a means and goal of economic

programs of advancement V decision problems public development. Communist alternative the bourgeois mode of production has not yet matured objectively. The desire to divide the history of communism politically into two stages and to begin with the socialist was blocked, on the one hand, by the politicization of the capitalist economy in the direction of strengthening socially significant milestones, and on the other hand, by an aggressive economic policy designed to protect conspiracies and ordinary political deception to convince the overly gullible communist leaders of the economic failure of socialism. The truth remained specific - the political resources of economic science are determined objectively historical time of the mode of production by which it was born. Economic science is united by its objectivity, but its objectivity reflects historical epochs and therefore has the appearance of a chain composed of separate concrete historical links, naturally connected with each other. It is possible that such links coexist temporarily. A similar experience was the NEP calculated by V.I. Lenin, defended by him in the struggle with his comrades and causing an upsurge in the country's economy, and the official political doctrine of the PRC: one state - two structures.

Modern story economic sciences, in spite of numerous tricks opponents, is following the same political course, the depoliticization of economic theory looks absurd in economic practice. It is enough to look at the movement of currency courses, follow stock market news to assess the strength of political influence on economic activity.

Along with the evolution of economic science, economic concepts are also changing, some are rebooted, filled with new content, others expand the scope of the application, third are moving on new positions, fourth are losing former significance V That time, as the fifth ones appear, demonstrating the modernization of economic reality. Moving from concept to concept, one can repeat the historical logic of the rise of production, determine the quality historical horse racing.

TO. Marx dialectic capitalistic production unfolded With original the concept of "commodity", seeing in the contradictions of the commodity the seeds of the contradictions of the mode of production. But the commodity was not and could not be the initial phenomenon of economic history. The commodity itself is historical product. The commodity and the corresponding concept in political economy are indebted to the preceding stage of economic development. History of material production started with the production of products that were necessarily connected with the life of the producer in the form and quantity in which they were received. The problem of alienation was born and became one of the basic characteristics of the production method later due to the possibility receipt products over necessity

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reproduction conditions continuations labor.

How would neither was, product turned into V product, A process alienation from social- political phenomenon into an economic regularity. The concept of "market" is also not from heaven fell down. Market grew up from random forms exchange. By measure acquisitions somestability, chance, through the intermediate form of fairs, was formed into necessity. The market became the basis of exchange actions, and fairs its complement. Nature market is determined by the need for reproduction. The market is integrated into the production process and all his attempts to rise above production are unnatural. But the very existence market as a way of satisfying conditions of reproduction it is absolutely natural that allows the market to manifest its legitimate position in production within certain limits. As everyone knows, it can manifest itself in different ways, especially since the market connects interests different subjects production, every from which wants be V winning.

Production unites not only technical and technological actions, but also their objective dependent organization, it includes the "human factor", which has recently they call more often "human capital" - it sounds nicer, it instills pride in the right to be a "reasonable man", and almost a capitalist at that. The "human factor" is more accurately describes what is happening directly in production, since production can be completely decomposed on the basis of the concept of "factor" into its "didactic" components units. The "human factor" brings a goal into production, if you are lucky with the "human capital" - the professional culture of management, you can "grow" from the goal expediency, that is, to systematically organize the relationships between goals, means, methods and forms its achievements, optimize the production process. In general, production looks like an activity to transform a goal into a result. The correct choice of the production goal is already considered the first victory, that "good beginning" that in folk wisdom is equated to "half affairs".

And yet, "the end is the crown of all things." The goal is achieved, the desired result is obtained. A new story begins. The result is not produced for personal consumption. To production did not stop, and the victory was not Pyrrhic, the resulting product was of the rank goods must be exchanged for the necessary conditions for continuing production. In the case the market is included, the task of which is to sell the goods - to find a buyer. The buyer, of course, has his own interests, perhaps not entirely personal, on the contrary, first of all, production ones. To some extent, the market is also production, it produces organization intermediary services. Such production, however, is more like a substitute production, because it does not perform the function of creating added value for the product, but it actively influences change in the price of a product. The very concept of "price" is of market

origin, therefore it has indirect relation to the fundamental concepts of production "cost price" and "value" goods. The price provides profit to the market and the market is an interested subject of the process pricing. Here it begins more one interesting story for buyer.

The market has great potential to manipulate goods and prices in the absence of a clear, well-thought-out and organized interaction in the system of relations producers and consumers. Liberal political economy emphasizes the freedom of the market, without caring about the content of the concept of "freedom". Arbitrarily invading the sphere responsibility of philosophy, liberals pretend to solve their problems by misleading professional thinking and public consciousness. Not all theoretical and practical economists are experienced in philosophical reflection. Taking advantage of this situation, liberals cultivate their market "concept" of freedom, try to liberate market from subordination to necessity in any of its expressions. In essence, economic liberalism, proclaimed by A. Smith in a specific format, has transformed into banal market anarchism. In countries where democratic traditions are strong, loaded humanistic values and social responsibility, liberalism is losing political ground, but it has a serious roof in the form of flourishing financial capital, fattening for check market.

We do not at all want to deprive the market of its status as a subject of developed cultural production. The market is beyond any doubt, but to place the market in the general series of subjects of production, therefore, to ignore the obviousness of the different attitude to the most important indicator development production - capabilities by labor build up price.

Market freedom is comparable to the freedom of referees on a football field. Referees do not play, they ensure that the game is played according to the current rules. They can slow down with their actions tempo, to slow down the pressure, to play along, but all this happens in plain sight, under public and professional control and is being persecuted V established in order.

The exchange function of the market objectifies it, but it is important to remember the ways of manifestation objectivity. Material form objectivity - technical and technological objectivity production, physical reality goods - really primary and subordinated to the natural basis of social life; the objectivity of production and economic relations, including the organization and division of labor, is "secondary" objectivity created with the creative participation of labor subjects, - it's natural- historical objectivity. There is also, apparently, a third, transitional level of objectivity, indirectly controlled by the objective nature of production. The market belongs to this third level. Hence the very different reality of the market, the possibility it is enough for the organizers to manipulate arbitrarily within the framework of the market and in the interests of the

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market. F. Engels explained to E. Dühring: "In a society where commodity production is the dominant mode of production, "the market has always been ... the boundary of a very well-known among "business people". Due to its specific reality of the "transitional type" from strictly regulated existence of production to the relativity of the dependence of conditions exchange from natural history concreteness, market combines adequate the reality of an action with actions of a specific nature, organizing its own from the latter infrastructure. The "marketeers" hide behind the "iron argument" - the market "barometer" state of production. In such a situation, all those actions that, according to G. Hegel's classification, are not valid, are allowed as necessary-conditional. Quite logically Petzold, who saved Machism from solipsism by introducing into the formula of being a "potential member of the 'relationship.'" Petzold did not personify the "potential member," but did not it was difficult to understand that there must be something universal for them, standing above the subjective form of consciousness. Marketers, absolutizing the position of the market, or more precisely, exchange through the market, achieve control over production. The interest of marketers again forces us remember the power of money.

By to his own objective position market not must earn more, how producers. Otherwise, production will stop, and with it, social progress. Now situation critical, moreover first reason crisis is policy financiers, second - market speculation. Prices on real goods on market for a long time not correspond cost their real production deliveries and expenses sales. Problem for liberals consists of one thing - the education of the masses. After all, it's the 21st century. That's why world policy V sphere modernization education directed on his "market" separation. Overwhelming majority graduates doomed be clerks, obvious minority, V mainly from their own, plus those who are especially talented, make up the reserve of top managers. It's not about V title university, A V interest to you, very rarely dependent from you.

The flourishing of the market and its infrastructure is due to the birth of mass production. At the first level of mass production, the market was maximally regulated by the task to expand the sale of goods on a production scale so that reproduction would be dynamic. The need for production in working capital dominated everything means, so how the advantage of mass production is the ability to reduce costs, thereby reducing the cost price and increasing the competitiveness of the product. The key factor became the time of product implementation. "Time is money." Mass production gave birth to the trading principle: the consumer cannot help but find what he is looking for! Departmental mega stores offered practically all assortment row goods in to all his possible variety, including price. It soon became clear that the lack of certainty is associated with high

costs of raw materials, energy, maintenance of premises, a large amount of unsold products, especially those with a limited shelf life. The market with did not fulfill its function as planned. An important event occurred that did not receive the assessment it deserved, perhaps they did not want to lower the market's reputation rating. Manufacturers "went to the people" - to study demand taking into account social stratification. The case it is troublesome, the achieved certainty is not as precise as desired, but even at a conditional level she serves basis orientations for planning production.

B.S. Aleshin and his colleagues characterize the new approach, which has been named "lean", as follows: production » (sparing, or thrifty production): «This type of production fundamentally changes the very purpose of the production process. At the same time, the traditional task of manufacturing a large number of identical products that meet the requirements of regulatory documentation, from which the consumer must choose the most suitable one for him, is replaced by the task of manufacturing exactly the product that a given consumer needs and "exactly in the required volume and at a certain time." B.S. Aleshin and his co-authors clearly idealize the assessment of the transition of mass production to a new level - the acquisition of rationality. The slipper came just right and at the right time for Cinderella in the fairy tale, and that was because it was her second shoe, however, marketing research is really essential for all subjects. Manufacturers cut costs, consumers get more reliable guarantees to purchase the desired product, intermediaries lose their previous freedom manipulate goods and prices. But it is also inappropriate to get carried away with the evaluation of the transformation. The market has developed a protective mechanism over the three-hundred-year history of industrial production development. But a compensatory mechanism against the "pressure" both from below – producers, and from above – rulers, the saddest thing is that the market, through lobbyists, has grown into power, has secured its interests in the formulation of laws, their interpretation. The mass media have become its second support, who, without hesitation, commit any violation of regulatory limits on commercial advertising, engaged advertising and "in a white way" and "in the black" - in outside advertising time.

The information work of the market is universal. It is included in the essence of the functioning of the market and has changed throughout the history of the market. It is no less obvious that market information has sometimes developed faster than the basic part of the market, having formed a separate segment of market reality, which has as its main reason the strengthening of competition between producers - there were more and more goods on the market, and the number of producers grew. The market itself over time became a subject of competitive struggle ,

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actively involving advertising and means her distribution.

A quality product that satisfies the consumer's urgent needs is not advertised. Advertising on the market was the name of the manufacturer, in Russia and Europe, recognized manufacturers added to the emblem of their trade the sign "supplier of the court" of the state ruler. Trade was part of production and was carried out under the control of owner. Take, for example, Ivanovskaya manufacture, bakeries Filippova V Moscow, jewelry business K. Faberge. Advertising was the consumer's assessment, by the way, the ideal advertising as an objective informational activity and there should be an assessment of the product by public opinion. Today, there is no writing or talking about the ideal criterion of advertising practice. Advertising was not simply separated from the information flow built on objective data, it was made a purely commercial event, determining its quality narrowly pragmatically in the interests of the seller. The seller pushed the manufacturer into the background. What as for the buyer, in the raging sea of advertising he is akin to the people depicted by I. Aivazovsky in the painting "The Ninth Wave", tied to the remains of the mast and hoping for God's help. The best advertising motto is "If you don't deceive, you won't sell!" Based on the "qualitative analysis" of advertising, we introduced the concept of "advertising quality", contrasting it real quality.

"Real quality" in turn also seems to be a difficult task problem. In international documents with purpose achievements consensus concept "quality", consciously, but simplify, defining either as a set of

specific properties of an object or service; or, as a high level of ability to satisfy the user's needs. Hence, the desire to formalize quality, to bring it to quantitative characteristics, so that in at the end of the process to obtain a technical task. The multiplicity of quality representation is condition manipulation quality, the highest demonstration what serves "Job" with quality advertising affairs masters.

Production only makes sense as a way to satisfy the needs of the user, hence, characteristic qualities goods his own peak reaches V awareness namely the consumer, although the objectivity of quality is revealed by the manufacturer as a specialist. In the old days of workshop and manufacturing production, the problem of mutual understanding and bilateral satisfaction resisted exclusively V high price production. In the time of Huygens, the creator of the pendulum mechanism, watches were available only to very wealthy buyers. Huygens presented the watch he had made to the King of France. Louis asked: how long would it last? Huygens replied: they would satisfy your descendants with a constant degree of accuracy. Metal utensils were designed for generations. The goods did not need to be demonstrated, and the range was also limited. The relationship between the producer and the consumer, as a rule (when it comes to durable goods use), were direct, the information was objectively given, guaranteed by the manufacturer and a given product.

Quality goods easier introduce V view triangle (Figure 1):



Drawing 1 - Architecture signs qualities goods

Advertising felt free from both the objectivity of quality and the responsibility for the realization of the advertised product, when the market information lost its direct connection with its subject base, ceased to be essential, having moved to the phenomenalist level - the art of "presenting" the product won. It is curious to trace the nature evolution of fine art and the art of advertising. Realism in painting at the turn of the 19th and 20th centuries gave way to impressionism in popularity. If an artist- the realist sought to recreate objective reality in the context of human aesthetic

feelings - the landscape was intended to show the beauty and power of nature, the portrait - to reveal the spirit personalities, leaning on originality depicted subject, that impressionists his own made the play of light the subject, creating new technologies in painting. They preserved the reality of the depicted object, it is easy to see, but the viewer sees the object through interaction with light, the effect of which is conveyed by innovative display techniques. With impressionism something new has appeared concept V painting - "plein air".

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The transformation of information is similar to the evolution of painting, and advertising is proportionate to that approach to the subject, which gave birth to the art of plein air. The product advertising is not excluded can. Elements characteristic of the advertised product must necessarily be present in the advertisement, like an object in the impressionists, but how to depict the product? This already belongs to the creator of the advertising product, the market of mass production of "consumer" society, practically does not limit the freedom of advertising fantasy. The difference is in the form of risk. The impressionist took a risk himself - he could be left without a buyer and go bankrupt, the advertiser, in the worst case, will lose on time some part trust to his competence.

The informational origin of the organization of market relations was clearly demonstrated by Z. Nozhnikova, a cultural historian, who collected in her monograph "Mysterious Muscovy" notes from Western ambassadors who visited Russia in the 15th-17th centuries. The overwhelming majority of Europeans who visited Muscovy on official visits as part of embassies were surprised by the everyday culture, construction, order and ... prices in the markets. Many made a fortune, returning home, on the differences in prices of goods purchased in Rus' and sold in the homeland. At that time, information about the quality of Russian goods and their real price was strictly objective, How And supposed to be information, for received her, What it's called, from "the first" hands - from merchants or producers. Both of them acted within the established by power regulations under supervision royal orders. Relying on on documentary sources (P. Petreya, P. Allepsky, I.-F. Kilburger, etc.), Z. Nozhnikova concludes: "It is more interesting markets seemed to be the most popular thing for many foreigners. There was a lot to see in the markets (i.e. goods myself myself advertised better, how any custom-made advertising).

Walking around the market could successfully combine the important task of studying the state trade in Muscovy ... to estimate the prices of future purchases, which, as gifts for relatives and friends, should be bought before the return trip and - perhaps most importantly - to marvel on miracles for miracles, How named Moscow market Airman (assistant Swedish ambassador). Markets in Moscow and Arkhangelsk worked as an advertisement for the development of Muscovy itself, were its calling card for Europeans who knew Russia poorly. It is unlikely that today's Europeans have experienced the same feelings from Russian markets, with which their ancestors left the market. In Central Asia there is a saying: "No matter how much you say "Halva, halva, halva, it won't make your mouth sweet." She perfectly characterizes our politicians- liberals who claim that the Russian Federation has achieved market results. It

remains to add to what has been said, that the market, being an economic phenomenon, simultaneously reflects political reality. The market can be left to float freely, or political control can be imposed on it. control in the social spectrum of interests, it is like our national toy "tumbler doll", will remain an indicator of the quality of political management of the economy. And advertising here performs the same function as a concertmaster in a symphony orchestra - it tunes the sound. A normal market, that is, a truly free and equal organized trade, regardless of the size and position of the seller, necessarily requires information support. Everything else is built on top of the objectivity of information and is intended to objectively refine and civilize the original objective information product.

In the 1950s-1970s, agricultural enterprises and industrial enterprises focused on the production of mass-market goods participated in direct trade without intermediaries. production. Their retail outlets were everywhere - tents, shops, mobile shops, etc. The only intermediary was the co-op trade, interested in a percentage of sales of no less than, than in the percentage of profit, and buying up quality goods. All advertising consisted of a beautifully designed signboard, stating the manufacturer's address, so that the buyer could get his bearings and make a choice for the future. The absence of intermediaries (and in their "advertisers") significantly reduced production and trade costs, made it possible to reduce prices, and make goods widely available. In the "collective farm" markets, in the co-op shops, queues really did not form, the exception was the sale of products of industrial enterprises that have earned the trust of buyers - furniture, household appliances, clothes, shoes. However, buyers, unlike modern supermarkets, turned out to be significantly higher. The low inflation rate for 2023 demonstrates price limit. Prices are comparable to the famous "eight thousanders" of the Himalayas. The ascent is not within the power of the mass buyer with his limited purchasing power, and to individual groups, whose numbers are also declining. Advertising potential is being depleted, and along with the value of advertising, the proportion of advertising "hidden" behind external entourage also falls objectivity of information. There comes a turning point when the true quality of the advertised goods is being replaced aspiration any way give to him attractiveness.

Instead of the objectivity of information, the image, the quality, comes to the fore whom becomes attractive.

"Attractiveness" from advertising categories is being transformed V economic, more precisely, a market brand. Theoretically and even methodologically, "attractiveness" refers to "cross-cutting" concepts that characterize an activity and its products. It is unlikely there will be opponents of this statement. The essence of considering "attractiveness" in light our problem is not in the definition of

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“attractiveness” as such, but in the specific its historical manifestation. Activity is a way of realizing an idea; outside of practical activity, an idea will not go beyond the element of consciousness, it remains knowledge and most likely will lose its significance after some time. Relevance, meanwhile, is embedded not in the activity itself, but in the method of implementing the plan, and the method of implementing the activity is regulated by spatio-temporal coordinates that reveal and limit the relevance of the method of action. History is made up of actual historical periods – current histories. A historical phenomenon, regardless of its nature – material or ideal, becomes not when it happens, but only when is included in the historical chain of events. In dialectics, social development is therefore is described by a pair of categories "historical-logical", and historical phenomena can "fall out" of the logic of the historical process, which is natural. Otherwise, development involuntarily forced would think about it O Divine creation public stories.

"Attractiveness" in a broad context has always stimulated activity. In recent history, this concept has acquired a new meaning and, accordingly, a new significance. It has found itself at the center of economic contradictions in the market. It is actively exploited in its In the interests of all those for whom the market is the main source of speculation, they will go to all lengths. In German see salvation consumers those, who saved honor professional- manufacturer.

The question arises: why is the position of speculators on the market so stable? The question is divided into two parts. The first part is: at whose expense do they have their “margin”? The answer simple - they are fed by producers and consumers, of course, not of their own free will, but by force, obeying the natural order. The second part is why the laws are written this way and what the government is doing at all its levels to be the power of the people – democracy. At this point we will have to stop asking. Statistics will tell us the answer. In quantitative terms, compared to the Soviet period, the government has become significantly stronger through branching out, increasing the number of its employees by two to three times, financially increasing their welfare and merging with legal marketing business. It would seem that there is no chance of turning the “attractiveness” into the interests of production and consumption few. So it and there is, but objectively they exist.

We will try to approach the solution of the problem systematically and comprehensively. Distribution in modern scientific knowledge systemic and complex approaches successful are combined between themselves, giving the opportunity to look at the subject of research in two basic projections: from the outside (from the side) and from the inside. With a comprehensive approach to production planning, it is necessary to analyze all the existing facets of the functioning of the subject in order to to achieve not

only the maximum value of objectivity of knowledge, but also to obtain “volume” of knowledge about the subject, to exclude the possibility of missing any of its essential manifestations. We often hide behind chance. This usually happens when we forget the origin of chance. Chance is born at the intersection of necessities. Prevention of unwanted random events relies precisely on the active involvement V process knowledge and integrated management approach.

The system approach reveals to us internal secrets and gives "keys" to the management of the subject itself. In the 20th century, the concept of "system" became one of the main methodological concepts of the philosophy of science. "A system, a set of elements that are in relationships and connections with each other, which forms a certain integrity, unity." Systemic nature constructions knowledge (or phenomena reality) is determined as follows: the object of analysis is conditionally divided into components if the sum of the properties of all parts system does not coincide with the sum of the properties of the system itself, then we have a system in front of us. The relationships between the parts of the system cause synergistic effects, which is the reason discrepancies in the values of the sums of properties.

System also differs presence special factors, formative system, his are defined as system-forming. System-forming factors can be monistic - for example, this is how a crystal grows, and D.I. Mendeleev built the same factor the periodic table of chemical elements, the first to understand the significance of the differences between atomic scales, or dualistic. Long time Not could decipher systemic basis hereditary function of DNA, until the idea of bifurcating its chain came up. It seems that the DNA chain is born from the relationship of two bases, functionally interdependent - an element and a property. They are as if "tied" to one another, due to which and the double helix of DNA arises. K. Marx, as already noted, revealed the systemic structure of the commodity, presenting the commodity as an alienable product that has exchange and consumer value. The systemic status of the commodity determined the order of relations on the commodity market, but not immediately. A. Smith understood why the increase in labor productivity is not accompanied increase workers' salaries.

Political economy, as a science, penetrates into the logic of systemic relations that determine existence of the market, but not its reality. The reality of the market is already a different system, different from systems of existence of commodity production. The market is conditioned by socio-political reality, therefore what happens in the market is not included in the logic of commodity production, however, it is an actively operating infrastructure. The formal logic is simple: historically necessary mutual satisfaction interests manufacturer and consumer. Only then will history also be a “reasonable history” of a “reasonable

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man.” Real history appears irrational on the surface. In fact, real history is also reasonable, the path to rationality of historical movement is like the movement of a train, choosing with big stations with multitude paths and shooter, on main path.

The system-forming factor in constructing the concept of product attractiveness, In our opinion, a product must be able to cause the actuality of the need for it. It is not enough to interest the buyer, the interest must be given the form of an actual needV proposed product. Need - most important indicator psychophysiological moods of the individual. "Needs - the need of a living organism for something that is necessary for his life and development... needs create motives for behavior." In scientific literature There are several attempts to classify human needs. Unfortunately, no one from those, what us are known, not seems to be systemic. More often total "Pyramid" is mentioned needs" A. Maslow, depicted on next in the drawing 2.

A. Maslow believed that based on the analysis of the degree of satisfaction of the above needs, it is

possible to build effective management of the company. Some authors, V In particular, B.S. Aleshin, L.N. Aleksandrovskaya, V.I. Kruglov, A.M. Sholom confirm, that “during its use, a number of refinements were made,” and overall it “has become a vital tool activities of the manager.”

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



Drawing 2 - Pyramid needs (By A. Maslow)

In terms of analyzing the problem of the “attractiveness” of a product, the genesis is of particular importance. needs of the buyer. From the point of view of genesis, human needs are studied mainly in two most general aspects, determined by species specificity – biological and social. A distinction is made between innate needs and those acquired in socio-cultural history. We consider this insufficient, since in the development of needs there is no the time factor and social specifics are reflected. It is important to divide needs into potential and

actual. Actual needs are initiated by external factors of life activity, they are very significant in the conditions of the market economy and its mass stage light working on a business perspective.

The modern buyer looks “advanced” from the outside, but his awareness is clearly of an amateurish type, especially among young people who try to show themselves as knowledgeable, not realizing that the guide of his awareness is, with rare exceptions, the same advertising, inducing knowledge in a direction that is beneficial to the seller. Consumer is on a leash

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of market interests. The consumer needs to be educated and the market is happy to do this, least of all, naturally, thinking about the needs of buyers. It is important for the market to awaken the need and activate it supposedly in two-sided interests. Interests, perhaps, and mutual, only to parity here far.

We do not evaluate the market as a whole. The market is diverse, there are people working in it. morally responsible sellers, unfortunately, they do not determine the state and dynamicsmarket policy. The famous painting by I. Shishkin "Morning in a Pine Forest" depicts three bears in the very center of the canvas. It is on them that the gaze of the visitor to the Tretyakov Gallery falls, but the artist in the title of the work points to the morning forest, inscribing the awakening of the bears in its silence. The market is also inscribed in the general picture of the contradictions of world production, aimed at the gain of the manufacturer and the intermediary. They are ready to share with the consumer, but not as an equal partner. "The Third" is doomed pay interests of the first two.

Formally, such a ratio is objectively necessary. Production requires development, it needs profit. Profit is mainly provided by the market. The seller is also a kind of worker and has his share by right. Only the seller is not a worker on the market buyer, even the police are on duty. Consumer and promote with your wallet production progress – production is market-based. The market is likened to a controlled

chaos. This is the essence of liberal economic policy. In those countries where management has been perfected for centuries, chaos is less noticeable. The principle formulated by V.S. Chernomyrdin still works for us. There are only doubts regarding its first part - the desire to do as best as possible is almost gone. In connection with the above thoughts, the following arises question: is it possible to change the situation in the interests of the consumer? Yes, by changing the policy in relation production, but first O private.

Concept "attractiveness" used For characteristics goods, correctly considered in two versions - objective and subjectively objective. Attractive product objectively must be such - high quality, to exclude deception. What as far as price and quality are concerned, it is well known how they speculate on this. At the same time, It is also clear that a quality product is not a cheap pleasure. Product quality does not automatically mean that the opportunity to acquire it is limited. Quality has several levels - quality states. Necessary pursuit provide assortment quality, to expand buyers possibilities for check range prices.

Product quality is the basic objective parameter of attractiveness. Above quality what we define as the "subjective-objective characteristic of attractiveness" is built on goods." Name emphasizes duality nature forming superstructure of attractiveness properties. It is advisable to depict them schematically for clarity (drawing 3).



Figure 3. Architecture factors attractiveness goods

Concept "attractiveness goods» specially not was investigated. It existed in the form of an idea, primarily not in the interests of the consumer, but as a task of advertising work. Therefore, the appeal was more phantom than real. Advertising sought to absolutize objective data, falsifying the actual capabilities of the product, presenting his exclusive product, past which pass it is forbidden.

It is time to delve deeply and comprehensively

into this issue, to analyze the signs of attractiveness. Pioneering research in the interests of the consumer were implemented V Japan, exactly with them (but not only) tie up successes Japanese industry in the 1980s and 1990s. "The Japanese," writes B.S. Aleshin, were the first to realize the importance of better understanding the needs of the consumer (client) and the need for a systematic approach to the analysis of his expectations to identify the extent of

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their influence on technical characteristics being created product and provision ultimately maximal values product for the consumer." Japanese economists have calculated that by creating the attractiveness of a product, producers activate their reserves and move production forward, i.e. "attractiveness", in its true sense, is mutually beneficial and is not needed either in production or in the market disorientate consumer.

In Japan, and not in America and Europe, the quality of the attractiveness of a product was first assessed. It was Japanese experts who revised the thesis that work on quality of an attractive product will inevitably lead to an increase in price and will deal an irreparable blow to the original goal. One of the leading analysts I. Ishikawa, refuting the opinion of skeptics, everywhere claimed that it is immoral to increase prices while improving product quality. He explained that obtaining higher quality products is primarily due to a reduction in production costs - a decrease in defects, improvement of production organization, and technological discipline. All of the listed operations do not require essential increases expenses and conjugated with ultimately reducing the cost price, and therefore the price of the product. The exception is the case when a higher quality product is produced as a product of "fundamentally new technical level."

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

- economic longevity and market authority are linked to concern for quality and price quality product;
- Greed is not only immoral, but also very uneconomical, as it shows O ignorance management, which Always expensive it costs production;
- People V quality consumers and manufacturers - gold fund development production. Want earn professional authority, get busy organization production necessary, quality and accessible to the consumer with limited buyers opportunities product. Then O sales can will think, not nervous, and not pay advertisers, taking risks turn out to be at "broken troughs." Popular V in the middle past centuries Canadian writer S.B. Leacock explained: "About advertising can say, what this science darken reason human to those pore, bye you not you will receive from him money. "Advertisers" difficult judge. Not they are with themselves came up with, their produced on light those, whom simple, but objective information, not saved. Not having possibilities achieve gratitude consumer, not in demand "in a white way" manufacturers, were looking for exit on buyer through intermediary, ready work "in a black way", and the main thing, put off V side tall moral principles.

Japanese mentality, survived crisis shameful defeats in Second World war, significant human losses, however, helped for a quarter centuries to

realize the path to salvation as a different organization of production. Thank God, in Russia it didn't come to war, there was no shameful capitulation, but there was and remains a collapse in the economy and, what is particularly worrying – in consciousness. There are no signs of awareness of professional and social responsibility on the part of producers. The scenery of the 1990s has been replaced by scenery "zeroes". Crimson jackets and gold chains were replaced by suits from couturier. There was less shooting, however, the "new thinking" that M.S. Gorbachev dreamed about did not take place. Not because they are incapable of thinking as homo sapiens should, but because of the immorality and ignorance of multi-million dollar management. Sometimes it seems that Marketers and showmen remain the trendsetters in political economy. The dim light of the appointed "stars" was added to the "Ilyich bulbs". It did not become brighter, however, you get colder when crisis phenomena become chronic, from modernization modernization goes into a brake on development.

It is clear that we are not succeeding with "our" innovations yet. Let's look at experience of others. Recently, the President and the Government have increasingly emphasized the importance connections with eastern neighbors.

The concept of "Total Quality Management (TQM)" is positioned as an economic theory of the mass consumer society. We agree, but we note that its basic part is based on social philosophy. The origins of TQM were the same Japanese in collaboration with creatively thinking Americans. K. Ishikawa organized in the 1950s JUSE – "Japan Union of Scientists and Engineers". It was actively assisted by E. Deming and Y. Juran. The central goal of JUSE was to develop a methodology for economic policy to improve the quality of industrial products. Based on the experience of the USA and Europe, JUSE was only taking its first steps. Then, not without the influence of national mentality, the develop - The guys went their own way with an emphasis not on quality control, but on the consumer - "the consumer Always "right." Has changed system countdown with "leader" on "consumer". The place of the "boss" was taken by the "consumer", the castling required changing the "system of achievement itself" goals in new conditions competitive struggle on market.

The focus on the consumer means not only his leading role in the activity systems, but also obtaining reliable information about the needs and wishes of the consumer. Therefore, there is a need for "contact personnel" on whom not only depends the reliability of information received from the consumer, but also the subjective image of the company in the eyes of the consumer. Employees involved in development, production and delivery product in accordance with the new paradigm, should be considered as a support person satisfaction of consumer requirements. They must be combined and included in a system that

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performs the main goal - increasing the value of the product for the consumer and reduction of its cost." This is how the essence of the new paradigm of production development was defined B.S. Aleshin and co-authors, and we found in our predecessors an economic prototype of the concept "attractiveness".

Initially, it acted as a tandem of the concepts of "value" and "decrease in value." Now we can confidently name the time when the mass consumer in Rus' will "live well" – when the current paradigm of "grabbing the jackpot" will change. Not soon. The Japanese were helped by their national mentality, the Europeans by a three-hundred-year history of polishing relations in the market, and the Americans by a well-fed life without wars on their territory. In order for our producers and managers to shift the economic needle to a new paradigm, they must have an order from the dispatcher. Their psychology is a few exceptions, as the first swallow, do not change the picture, stronger than the walls of the Brest Fortress and the market is ready to stand to the last. Our market is interested in the buyer exclusively as an economic entity, but not as a person, an individual, a fellow countryman. The national flavor of the market has not resembled the national composition of the Russian Federation for a long time. Prices on the market are not set by the purchase-sale ratio, they are regulated by the size of the boss's margin. If we do not implement TQM in the near future, not according to bureaucratic reports, it is unclear who and what will happen protect valiant Aerospace Forces, Navy and the army.

Where serious, systemic research satisfaction product Russian buyer. Meanwhile, indexing the degree of satisfaction allows us to quantitatively evaluate the contribution of various components of production quality, rather than relying on averages values. It is difficult to escape the thought that the official reaction to TQM serves as a cover for practical activities to block the introduction of this system into real life. process of economic movement. The fact is that TQM radically changes the understanding the value of the contribution of all participants in the production of the product, clearly defining who did what and how. Our manufacturer unlikely li ripened welcome the like audit.

Methodologically turn manufacturers And sellers face to the consumer already painted by main positions, nothing not necessary invent, invest serious means. IN literature present step by step route understanding ideas real humanization and democratization production, corresponding construction consumer society. His can be found even V textbooks. Let's read "Accent on consumer consists of V next:

- processes exist, to satisfy needs people and needs societies;
- processes useful, if they add value for people And societies;
- desires And needs different in time and space

(For different nations and cultures);

- processes different V different cultures and different nations;
- needs and the processes of their satisfaction can be modeled and tracked with using statistical analysis;
- the best model of the process of meeting the needs of society should be adopted management at direct participation each member society."

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

Consumers differ not only in their demands and claims. They have different social status, their subjectivity. The consumer can be a person, a social group, production formation. Therefore, in theory there is a classification of the external consumer, which is based on the principle of the "final link" of the production chain. The consumer status is similar to the production status. Just like the production process, consumption involves several stages of preparation of the final product. Consumers there may be producers, but they represent intermediate links. The final consumer is an individual. Man is the beginning of social history, its the main instrument and goal of social progress. Can consumers be placed in a row other subjects? Naturally, but their consumption is determined by human life. For example, science is primarily interested in space exploration. It is the direct consumer of the resulting product, and it is also the customer and participant technical project. Space devices - product scientific- production interaction. Production thus develops its technological base, and therefore technological innovations undoubtedly belong to the series products. Scientific research usually involves cooperation between various departments, getting our share of the product. However, no matter how long we continue to track the pathresearch product, the end point will be a person - his health, well-being, safety, cognitive and practical interests.

When highlighting the final status in human consumption, one should not absolutize this conclusion. Mowgli was a "human cub", socialized, that is, entered into structure created by human communication. The interests of the individual – the consumer – are important, but they cannot be considered in isolation. Mass production, as no matter how "thrifty" it is arranged, it is not capable of working for individuality his can close on small social group.

Imperative fashion and technical and technological opportunities form specifically- social and concrete historical limitations of production. Individuality is manifested through the group form of reality. Only through social belonging – gender, age,

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buyers possibilities, psychological status, upbringing, nationality, the individual is guided by the consumer market, while having quite enough freedom of action within the framework of social conditioning of their tastes. Someone makes their own some make a conscious choice, others make it subconsciously, and others combine prudence with collective unconscious (K. Jung).

Economic science considers the external consumer as a combination of three groups: specific end user - individuals; consumer-intermediary (reseller, distributor); collective unitary enterprise. To correctly determine economic priorities, it is necessary to study the consumer interests of all external consumers. Meaning consumer preferences for manufacturer various and depends on the status of the enterprise itself, its production orientation. But the problems of "attractiveness" goods not avoid at all layouts.

"The enterprise must carefully control the entire chain of interaction between the supplier and the consumer. Large enterprises practice surveying their regular and potential consumers once a year. The surveys usually include no more than seventy questions. To adjust their goals in long-term planning, manufacturers send out more detailed surveys once every three years, intended For large consumers of the manufactured product.

The Japanese mentality has taught reflective managers that those who look to the future must not limit themselves to understanding current consumers. The end consumer is a member of the family, the local community. Behind him are future buyers, who have not yet decided for themselves what to buy from whom. "Word of mouth" works free and more productive than advertising. The buyer must be from an abstract possibility to transfer to the state of "one's own" person, to include in the system of partnership relations. While the thought of buying, consolidating the need for the product, matures as a desire, it should be communicated to her motion vector to the corresponding to the manufacturer.

"Focus on the consumer" can be easily converted into a technical and economic task – give his products attractive view. Such product not needs V advertising production costs, on the contrary, helps to reduce the cost price, make real "sales" and accelerate the turnover of funds spent on production. B.S. Aleshin is correct explains to producers, underestimating meaning factors attractiveness goods for consumer, thinking only O volume, how reduce production expenses: "Accent on by consumer V decision all questions allows to the supplier every once check mine well V competitive struggle By "compass" consumer, guaranteeing to yourself fair reward and satisfying simultaneously expectations consumer relatively values product, his cost bridges And time supplies. Satisfied consumer not only comes back to such according to the supplier, but and contributes mine positive contribution V marketing

of this enterprises by means of "transmission information by chains", what influences on general image companies."

Famous specialist V sphere management and his colleagues in vain spared feelings about manufacturers, presenting the matter in a positive light. Our manufacturer and seller are more often need to immerse V negative perspective, to to scare, especially workers "counter". Buyer by informational consumer chains capable and disgust from purchases about the problematic one goods and then u manufacturer "disease" will open №1» by E. Deming.

The producer and the final consumer of his goods are separated by the continuation of production and the market. It is necessary to reduce this separation to a minimum so that there is less mediation between the two workers - the one who produces the goods and the one who, on his own, honestly earned money, he legitimately wants to buy what he likes and at a fair price. The solution to this problem lies in the market. The manufacturing enterprise must include yourself in the market process by organizing a proprietary way of selling your product. This will free the market from counterfeit goods and reduce the price burden on the end consumer. consumer, monitor the progress of the product, study the buyer's demand better and easier, speed up the receipt of working capital, work more effectively on the quality of the product, considering consumer wishes.

In Japan, along with the traditional Kairio quality management method, directed on technical And technological horse racing - micro revolution, under influence development connections With consumer, received wide spreading approach Kaizen (Kaizen). In Unlike Kairyo, Kaizen does not involve large investments, it is aimed at small ones improvements qualities product, however, profitable stands out those, what calculated on involvement V the process of an unlimited number of research specialists, designers, scientists, and all thinking, interested workers. Qualitative effect, adding attractiveness goods and u consumer, achieved by way combinations big quantities small ones steps with big quantity those who wish take part And capable work on result. U Americans was similar idea solutions problems, they her called "tactics " servela that." Sausage type cervelat thick circles not accepted cut - uncomfortable there is, that's why from cut thin plastics, but result that same, what and V case with soft sausage. Japanese under impression mentality imperative, Amazing described journalist international com IN. Ovchinnikov ("Branch sakura"), squeezing from product, ideas to the end, adapted the principle of cervelat to the management of production development, mainly to improve attractiveness of the product. In addition to the described effect, " Kaizen " consolidates workers,convincing their V volume, as far as significant every from them, if he interested V as a result, forms need raise personal skill,

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develops feeling professional pride.

Eat what learn and at Americans, V particulars their persistence, confidence V to yourself and their own opportunities. U. Churchill one day said: "You always you can to count, what Americans all will do right, after how they tried all rest options." In the 1990s, US industry had serious problems with sales and development. After analyzing business results, Americans identified three priorities: consumer satisfaction, necessity reductions expenses on production and time on cycles.

The analysis of the situation has drawn attention to the importance of combining factors efficiency gains, especially the consumer focus, reengineering and information component. The "mass consumer" has displaced "mass production". Here so the American firm "Levis", famous for sewing jeans, has regained its leading position manufacturer women's jeans.

Relying on on informational technologies "Levis" suggested to female customers 2400 sizes of different colors and styles. Directly in the company store or department was determined on the basis of jeans with built-in magnetic measurements, individuality sizes, the clerk would transfer the order to production via computer and without delay the customer would receive what she had dreamed of. Smaller enterprises generally began to leave directly to the consumer, bypassing intermediary stores and warehouses, accepting buyers in offices with function of product sales.

The concept of "product attractiveness" is partially revealed in the concept of "value" product". In the specialized literature, "product value" is defined as "the totality the quality parameters of the product required by the consumer expected by him and their values, satisfying the consumer's needs." The development of the product's value is called the "tree consumer satisfaction."

In order for the value of a product to generate consumer satisfaction, it is important not only be concerned about the quality of the product, but also remember that the consumer's consciousness is not constant, it moves, matures. The expression "the client has matured" characterizes the process of interaction between the producer and the consumer. The consumer in such interaction is represented mental activities before in total. Sources mental readiness accept the manufacturer's offer as coinciding with its own idea of attractiveness goods are not uniform. Usually they are include:

- authority manufacturer;
- information from sources, deserving trust;

- consumer communication, informal communication;

- availability goods V past experience buyer;
- relevance this purchases For buyer.

If the psychological image of the product has been formed as attractive, then the relationship from the phase of abstract possibility to real possibility. The next step is transformation of a real possibility into the reality of acquiring what you like the product will depend from ratio of producer costs and consumer. For the first, speech is coming O ratio cost price and prices, For second - prices and qualities product.

J. Juran emphasized the special place of quality in the structure of consumer demands services. B.S. Aleshin provides a breakdown of the qualities of a service that can interest the consumer V purchase (Figure 4).

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 consumer satisfaction with products is above all others, occupying a weighted ratio from 1/5 to 1/3 of the total points. Less total points at of this indicator - 180(out of 1000) V Position about the Government Prize RF V areas quality.

We understand that customer satisfaction with a product should not be reduced to consumer attractiveness goods. Attractiveness goods is superimposed on satisfaction, while remaining part of the appeal. There are goods that may not have originally been attractive, such as gifts or something acquired "By occasion", forced. Attractiveness same opened Later, as used for its intended purpose. But the comparison of satisfaction and attractiveness is quite correct and indicative. Moreover, at the junction of these concepts there is a test zone for characterizing the degree of development of production. Analysis and results of the study status «Attractiveness goods» are given below.

Dear respondent!

What indicators would you prefer when analyzing and researching the status? the concept of "Product Attractiveness", using the privileges - assign them the appropriate rank from the arithmetic series - preferred starting from 1, and not preferred - a higher number, ensuring the fulfillment of the requirements of the arithmetic series, namely, not allowing the omission of digits in the arithmetic series. If you have difficulty choosing preferences, you can use "related ranks", assigning two or more factors the same rank, but here too it is necessary to observe requirements arithmetic series.

Table 1. Analysis And study status concepts «Attractiveness goods» 6 line

No.	Indicators attractiveness goods	Rank - 6 line
1	Tangibility needs V purchase goods	7

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

2	Reliability goods	2
3	Responsibility manufacturer for quality goods	1
4	Completeness goods	3
5	Politeness maintenance	17
6	Trust to the seller, to the manufacturer	16
7	Impressive warranty period	4
8	Availability to product	8
9	Communication with seller	25
10	Understanding with seller, his interest	26
11	Culture maintenance	27
12	Price availability	9
13	Buyer satisfaction	10
14	Level preparedness consumer to commit purchase	111
15	Level interests manufacturer V formation attractiveness goods	19
16	Buyer opportunity consumer	12
17	Authority manufacturer	5
18	Consumer communication	24
19	Availability O opinion early made purchases identical goods	13
20	Need at consumer V purchase attractive, original goods	23
21	Relevance this purchases for buyer	14
22	Opportunity subsequent exchange goods	20
23	Availability several necessary functions at goods	6
24	Modern design	22
25	Way payments for purchase	15
26	Simplicity exploitation goods	21
27	Organization and availability service accompaniment acquired goods	18

Table 2. Results survey of teachers and students-commodity scientists about influence the status of the concept of "Product attractiveness" for import substitution of light industry products (footwear) V regions Southern Federal District and the North Caucasus Federal District

Experts	Factor y																											
	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	X 28
Lecture r. 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	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	

Impact Factor: ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 ПИИИ (Russia) = 0.191 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 8.100 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

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
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
Lecture r . 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
Student 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
31	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
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
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
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
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
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
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
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
39	9	2	8	12	21	11	27	10	10	20	15	3	22	13	7	24	6	16	25	23	1	26	17	4	5	18	20
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
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
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
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
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
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
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
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
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
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
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
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
52	19	1	2	6	4	20	5	6	22	7	21	8	9	23	26	10	11	27	25	12	13	14	16	15	17	24	18
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
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
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
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
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
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

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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
60	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	11	10
61	19	4	3	2	5	15	24	1	14	25	13	6	12	10	11	26	10	16	23	19	9	21	22	20	17	7	8
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
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
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
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
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
67	7	1	14	20	18	24	3	13	27	8	19	20	10	23	15	22	4	25	5	17	6	16	26	21	9	12	11
68	3	1	14	15	20	4	23	2	26	16	6	4	24	25	22	19	18	17	13	11	5	6	12	10	8	7	9
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
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
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
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
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
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
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

Experts	Factors																											
	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	X28
76	3	8	20	10	22	15	24	9	25	23	21	2	11	6	16	5	13	26	17	14	1	19	4	7	27	12	8	
77	8	1	9	718	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	
Student 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	
Standar d 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	

Expert	Fact about r																											
	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	0.48
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

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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	0.28
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	0.75
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	0.27
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	0.29
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	0.56
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	15.5	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	15.5	15.5	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	19.5	24	12	18	11	19.5	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	4.5	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
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	26.5	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

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

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	18.5	9	5	25	22	23	6	18.5	10	11	13	12	21	7	14	4	20	15	3	27	16	17	0.62
34	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	0.75
35	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	0.72
36	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	0.67
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	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	0.58
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	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	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	17.5	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	21.5	6	20	24	25	26	2	5	13	23	27	21.5	19	0.60
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

Impact Factor: ISRA (India) = 6.317 SIS (USA) = 0.912 ICV (Poland) = 6.630
 ISI (Dubai, UAE) = 1.582 ПИИЦ (Russia) = 0.191 PIF (India) = 1.940
 GIF (Australia) = 0.564 ESJI (KZ) = 8.100 IBI (India) = 4.260
 JIF = 1.500 SJIF (Morocco) = 7.184 OAJI (USA) = 0.350

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	19.5	9	22	23	21	17	7	8	0.38

Expert	Factor																															
	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				
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	11.5	3	1	11.5	18	11.5	18	6.5	3	18	18	22.5	24.5	11.5	18	18	11.5	24.5	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	10.5	15	8	16	23	3	10.5	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	14.5	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	1.5	11.5	27	13.5	15	16.5	16.5	18	3.5	11.5	19	13.5	5.5	20	9.5	7.5	0.54				
Sum ranks	549	358	652.5	895.5	1120	1057	1081.5	766.5	1486	1342	1255.5	519	1106.5	1304.5	1320	1070.5	1021.5	1456	1337	1118	714.5	1444	1175	1023	1420	1191	1322					
Without heretics	22	18	17	39	110	79	30	66	121	121	124	32	61	66	90	38	40.5	113	80	82	35	107	48	82	101	82.5	85					

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

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	24.5	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	18.5	21.5	24.5	10.5	12.5	10.5	21.5	26.5	12.5	14	15	16	17	21.5	10	6	3.5	1.5	21.5	24.5	27.5	18.5	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	11.5	13	11.5	14	15	3	24	4	26	25	5	27
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	20	2	26	15.5	23	13	12	27	21	22	14	15.5	17	24	25	18	19
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
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	19.5	24	12	18	11	19.5	23	25	26	21.5	21.5	27	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	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
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
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

Table 4. Result processing survey teachers O influence status concepts "Attractiveness goods" on competitiveness And demand manufactured For consumers shoes

Expert	Factor																											
	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	15	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	10.5	12.5	10.5	21.5	26.5	12.5	14	15	16	17	21.5	10	6	3.5	1.5	21.5	24.5	27.5	18.5	1.5	3.5	6	0.3

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 0.191	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.100	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

			5		5		5		5						5					5	5		5					
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
Amounts ranks	171	142	253	344	449.5	349	28	276	537.5	481	453	167.5	442	509.5	517.5	379	381	533.5	409	447.5	302.5	606	437.5	427	555.5	419.5	543.5	
Without heretics	22	23	26	41.5	100	89	60	47	110	110	107	27.5	53	54	100	37.5	39	91.5	74	94	38	113	40	99	112	81	101	
Coeff. concord.		0.29		0.67																								
Crite. Pearson		215.78		15.06																								

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

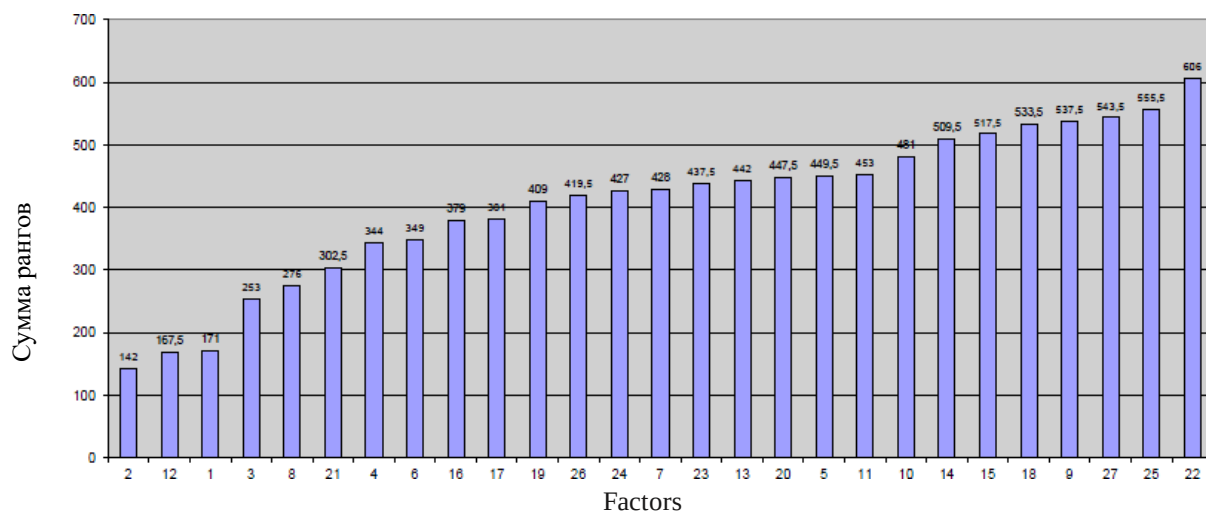


Figure 6 – Results of the survey of teachers on the status of the concept “Attractiveness” goods» For import substitution products easy industry (shoes) V regions Southern Federal District And North Caucasus Federal District

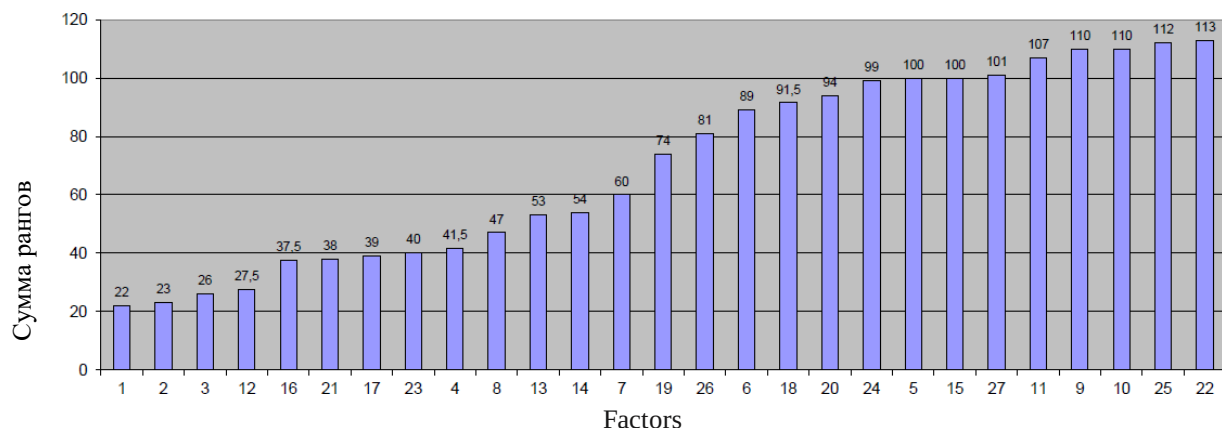


Figure 7 – Results of a survey of teachers on the status of the concept of “Product attractiveness” for import substitution of light industry products (footwear) in the regions of the Southern and North Caucasian Federal Districts, without heretics, that is, without those respondents whose opinions do not coincide with the majority of survey participants

Table 5. Result survey students - commodity experts about influence status concepts "Attractiveness goods" on competitiveness and demand manufactured shoes

Experts	Factors																										
	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
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

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

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
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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
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)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

Table 6. Result processing student survey - commodity experts O influence status of the concept "Attractiveness goods» on competitiveness and demand manufactured shoes

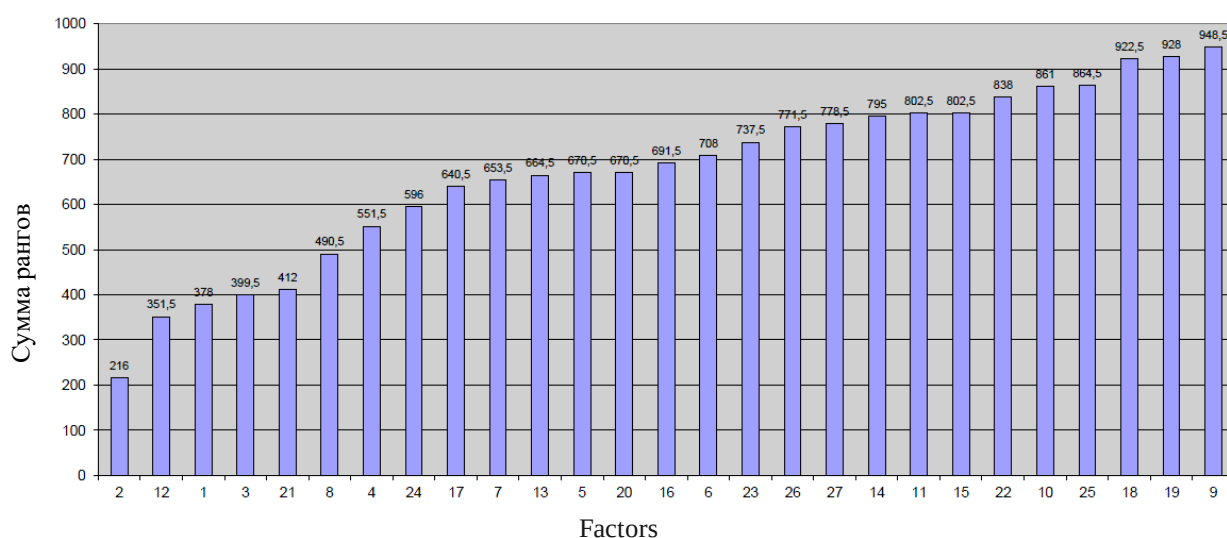
Expert	Factor																												
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	KK	
1	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0.41	
2	14	3	15	13	12	22	26	6	20	21	5	2	18	19	17	4	7	9	8	10	11	25	16	1	23	24	27	0.40	
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	

Ex p t	Factor																											
	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	K
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	3.5	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
35	6.5	3	6.5	11.5	3	1	11.5	18	11.5	18	6.5	3	18	18	22.5	24.5	11.5	18	18	11.5	24.5	26.5	18	11.5	6.5	26.5	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	17	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	21	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	11	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	18	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	24.5	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	27	0.29

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 0.191	PIF (India) = 1.940
GIF (Australia) = 0.564	ESJI (KZ) = 8.100	IBI (India) = 4.260
JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

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	12.5	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	11.5	19	13.5	5.5	20	9.5	7.5	0.72
A mo unt s ra nk s	378	216	399.5	551.5	670.5	708	653.5	490.5	948.5	861	802.5	351.5	664.5	795	802.5	691.5	640.5	922.5	928	670.5	412	838	737.5	596	864.5	771.5	778.5	
Wi tho ut her eti cs	22	23	26	41.5	100	89	60	47	110	110	107	27.5	53	54	100	37.5	39	91.5	74	94	38	113	40	99	112	81	101	
Co eff · co nc or d.	0.26		0.72																									
Cr ete · Pe ars on	322.77		.77																									



Drawing 8 – Results questionnaires students - commodity experts about influence status of the concept "Product attractiveness" for import substitution of light industry products (footwear) V regions Southern Federal District and the North Caucasus Federal District

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	РИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

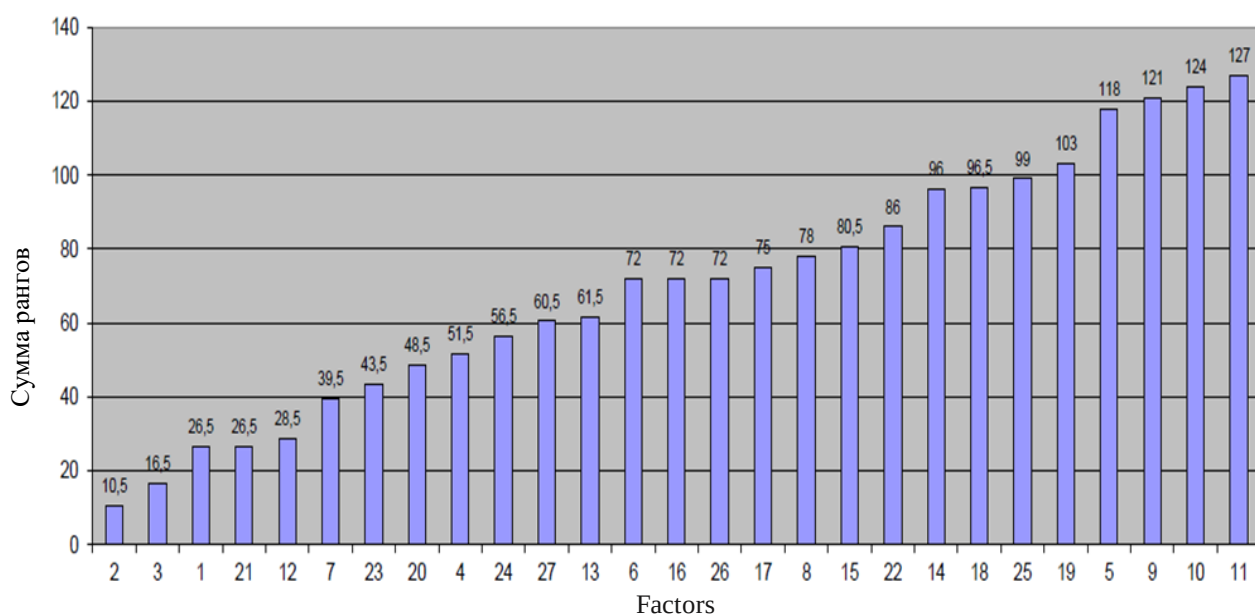
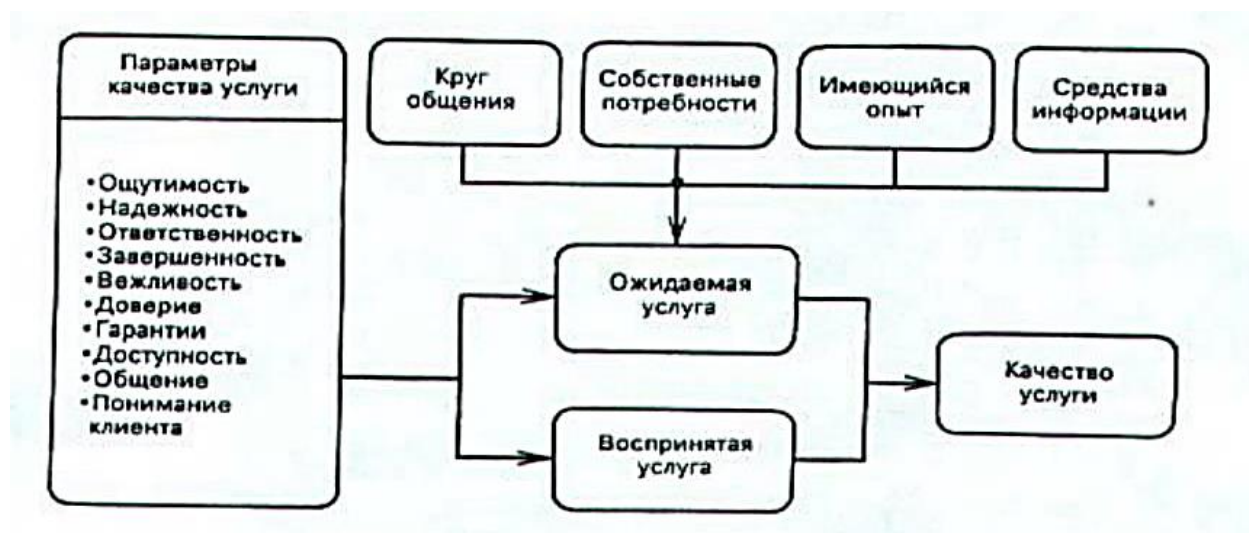


Figure 9 - Results survey of teachers And students-commodity scientists O status the concept of "Product attractiveness" for import substitution of light industry products (footwear) V regions Southern Federal District And North Caucasus Federal District, without heretics, that is without those respondents, opinion which Not matches With by the majority participants survey



Drawing 10. - Architecture expectations consumer

Impact Factor:

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

SIS (USA) = 0.912
 ПИИЦ (Russia) = 0.191
 ESJI (KZ) = 8.100
 SJIF (Morocco) = 7.184

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



Drawing 11 - Architecture buyer's satisfaction

Summing up the analysis of the concept of "attractiveness of goods", its relationship with the closest economic concepts, it is methodologically expedient to arrange the relationships of these concepts systematically. In the order of the problem for discussion and improvementIt is proposed scheme, indicated on in the drawing 10.

The analysis of the results of the survey of respondents on the influence of the criterion "Attractiveness of goods" (on their demand) confirmed the importance of the rehabilitation of this criterion in marketing activities to create sustainable demand not only for light industry products, but and on all goods of wide range consumption. What is interesting is the fact that it is due to the coincidence of the author's completed we conduct research on the formation of the architecture of customer satisfaction based on the criterion of product attractiveness as one of the main ones for demand and results of a priori ranking on its impact on the sale of consumer goods, for participation in which students-commodity scientists, students-experts in the field of certification and standardization, students-technologists, designers and engineers, teachers of these specialties and specialists-graduates of these same specialties, who are currently leading specialists in enterprises, were involved, engaged in the production of these very products for consumers in the regions of the Southern and North Caucasian Federal Districts.

If in Figure 11 customer satisfaction is formed due to the level the manufacturer, i.e. its test level is formed by the price availability of the product offered or the product range, naturally, quality, and due to the level of the consumer, i.e. its test level assumes the presence of a culture of customer service, the attractiveness of the product, customer satisfaction, and, of course, the solvency of the consumers

themselves, then the respondents who took part in the survey believe that consumer satisfaction will be ensured with the reliability of the product, its affordability, the ability of buyers to make purchases, i.e. their solvency. Natural, product quality, variety of product range, attractiveness, solution design, those. correspond fashion, products should have a fairly long warranty period and, interestingly, all respondents are unanimous in the idea that manufacturers should fight for the respectful attitude of consumers to the manufacturer, to win their trust and desire to purchase the product these enterprises, i.e. brand and image remain always in demand.

With regret, respondents, at filling proposed them questionnaires not devoted due attention to communication with sellers, methods of payment for purchases, and communication options exchange of the purchase made if necessary, the level of service and other factors and only because our consumer is not spoiled by this whole list services, both the manufacturer and the trade still have a lot of room for improvement interaction with consumers, to guarantee stable for yourself demand.

Conclusion

Thus, the criteria of product attractiveness have a right to exist and are more significant for both the producer and the buyer to ensure sustainable demand for products manufactured in the regions of the Southern and North Caucasian Federal Districts, and this is the most important and in-demand wish for search his own consumer.

Analysis of the results of a survey of respondents on the influence of the criterion "Attractiveness of the varov" confirmed the importance of rehabilitating this criterion in marketing activities formation sustainable demand not only for products light industry, but also

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on 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 of product attractiveness as one of the main ones for demand and results of a priori ranking on its impact on the sale of consumer goods, in which students-commodity scientists, students-experts in the field of certification and standardization, students-technologists, designers

and engineers, teachers of these specialties and specialists-graduates of these same specialties were involved, which V present time And are leading by specialists on enterprises engaged in the production of these very products for consumers in the regions of the Southern and North Caucasian Federal Districts Table 7 shows the characteristics of the influence of factors on the results of the survey of respondents on "Attractiveness goods."

Table 7. Characteristics of the influence of factors on the results of the survey of respondents on "Attractiveness goods»

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

Summing up the analysis of the concept of "attractiveness of goods", its relationship with the closest economic concepts, it is methodologically expedient to arrange the relationships of these concepts systematically. Table 11 shows the results of the survey of all respondents on the formation of the image of goods and their attractiveness. ensuring competitiveness and demand at consumers.

With regret, respondents, at filling proposed them questionnaires not devoted due attention to communication with sellers, methods of payment for purchases, and communication options exchange of

the purchase made if necessary: the level of service and other factors and only because our consumer is not spoiled by this whole list there is still plenty of room for improvement in terms of service, both for the manufacturer and for trade by interaction with consumers, to guarantee stable for yourself demand. Thus, the criteria of product attractiveness have the right to exist and are more significant for both the producer and the buyer to ensure sustainable demand for products manufactured in the regions of the Southern and North Caucasian Federal Districts, and this is the most important and in-demand wish for

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search his own consumer.

Most significant factors respondents designated, namely:

X₃ - responsibility manufacturer for quality goods;

X₁ - tangibility needs in purchasing goods;

X₄ - product completion;

X₇ - impressive warranty period;

X₆ - trust to the seller, to the manufacturer;

X₁₀ - understanding with seller, his interest in selling products;

X₁₂ - price accessibility;

X₁₃ - customer satisfaction;

X₂₃ - the presence of several required functions in the product;

X₂₇ - organization and accessibility service accompaniment acquired goods, significant factors, But This opinion Not all survey participants, namely:

X₂ - reliability goods;

X₈ - availability to the product;

X₁₁ - service culture;

X₁₄ - the level of consumer readiness to commit purchase;

X₁₆ - consumer purchasing power;

X₁₈ - consumer communication ;

X₁₉ - the presence of an opinion of the consumer about a previously made purchase of an identical product;

X₂₁ - the relevance of this purchase for the buyer;

X₂₂ - possibility of subsequent exchange goods;

X₂₄ - modern design, the following factors turned out to be insignificant:

X₅ - politeness of service;

X₉ - communication with the seller;

X₁₅ - the level of interest of the manufacturer in the formation of "Product attractiveness";

X₁₇ - the authority of the manufacturer;

X₂₀ - the consumer's need to purchase an "Attractive product";

X₂₅ - way payments for purchase; X₂₆ - simplicity exploitation goods.

By reviving the concept of product attractiveness, we are, as it were, returning the domestic consumer to the market, although the market is waiting for a buyer with high solvency. But There

are only 7% of such consumers in Russia today, and they are not frequent visitors to those markets where mass consumers make purchases. The mass consumer differs from the solvent consumer in that he is extremely economical and it is difficult to "push" him into making a purchase. This is where will be the main criterion for making a decision on the purchase of the mass consumer of the concept of "Attractiveness of the product", which requires a certain type of product capable of his to charm, and innings of this the most goods. And not less important factor is "cultural packaging", that is, the very criteria laid down in the status "Attractiveness" goods."

Agreeing that today manufacturers produce not what they can, but mainly what is particularly profitable, because market needs are determined not by buyers. The seller rules the markets in all his guises and as the organizer - the owner of the market. And, of course, the owner of the market in turn knows very well about the importance of cooperation with the producer for his well-being. Such vicious circle provokes situation, that the concept of "quality" has become a bargaining chip dependent on understanding and taste seller, who, unfortunately, does not have such criteria, he simply does not possess them. In this regard, the status of "Attractiveness of the product" is a litmus test for the consumer, if the manufacturer again turns to him through an alliance with a designer, making pretentious products, that is, original, ultra-fashionable and modern, guaranteeing its attractiveness and demand, and the seller - that is his role in the demand market should be change significantly and he, and only he, must bear both material and legal consequences responsibility for not selling these very products, and the buyer needs to be given back his rightful status as a "market deity", that is, when his thinking and wallet will be manipulated only by himself, and by returning the "market culture", we will also return a civilized form of communication, economic stability and a guarantee of success for producers, but for this, all participants in the demand market need to unite into one whole, so that "Product attractiveness" becomes the main driving force for filling domestic markets competitive and in demand products.

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