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Article



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ON THE IMPORTANCE OF A SIGNIFICANT INCREASE IN THE QUALITY OF DOMESTIC PRODUCTS FOR ITS IMPORT SUBSTITUTION

Abstract: In the article, the authors talk about the importance of ensuring the quality of products on the market - this is a paradigm for the formation of production of products that meet the needs of the market, issues of a significant increase in the quality of domestic goods, filling them with the following properties are considered, namely:

quality ideology;
 quality management;
 fashion and technical regulation;
 quality system;
 market quality;
 advertising;

an excursion into the past - as a guarantee of quality. In the future, if all these criteria can be realized, they will ensure a revolution in quality, guaranteeing the manufacturer stable success in the market, and consumers of its products - high quality and demand, which creates the basis for its import substitution.

Key words: quality, import substitution, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable thermal power plant, attractiveness, assortment, assortment policy, demand, sales, paradigm, economic policy, economic analysis, team, success.

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Introduction

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The analysis of the results of the research on the assessment of the competitive potential of shoe enterprises in the regions of Russia confirmed the importance of marketing services in the formation of sustainable demand for domestic products within the framework of their demand. And the more often these services interact with manufacturers and consumers, the more effective will be the results of the work of these enterprises in ensuring their sustainable demand for their products to obtain stable technical and economic indicators of their activities, forming the image and social protection of the population of small and medium-sized cities as city-forming enterprises, in the success of which both manufacturers and regional and municipal branches of government are interested, and luck today, more than ever, is necessary for all participants in the survey conducted to assess the competitive potential of shoe enterprises located in the regions of Russia.

The nature of new competition in the modern world economy, caused by globalization processes, places high demands on manufacturers to increase the competitiveness of goods and enterprises. Increasing the competitiveness of enterprises and industries is one of the most important areas of real economic growth in Russia, which is reflected in the program document, namely: in the strategy for the development of light industry in Russia for the period up to 2035.

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

In the modern conditions of market relations, competitive environment and direct interaction of Russian and foreign manufacturers, the solution to the problem of combining state and market mechanisms of competitiveness management is becoming a strategic resource of the economy of the regions of Russia. In the world economy, the place of price competitiveness has been taken by the competitiveness of quality levels, which has increased with Russia's entry into the WTO. The increase in the quality factor of the results of the activities of domestic footwear production in the strategy of competitive struggle in world markets is a

long-term trend.

The task of increasing competitiveness is especially relevant for shoe companies, which, due to external factors (increased competition due to globalization, the global financial crisis) and internal factors (ineffective management), have lost their competitive positions in the domestic and foreign markets. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensifying, one of which is the union of commodity producers and the state. There are three main variants of the concept of an enterprise in a developed economy, namely:

- neoclassical;
- agency (joint-stock);
- concept of partnership relations.

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

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

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

The lack of adequacy of the concept of enterprise partnerships stems from the fact that the behavior of industrial enterprises is determined to the greatest extent by the interests of only the internal top management and large owners.

It should be noted, however, that such a situation was typical for the 90s of the last century, but recent years have been characterized by changes in this area. Evidence of this is the gradual development and spread of the corporate governance system in the country, one of the principles of which

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directly emphasizes the role of stakeholders in the management of the enterprise. One cannot fail to note the increased attention to the concept of social responsibility of business in recent times.

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

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

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

In the modern interpretation of stakeholder theory, partners are viewed not simply as groups and individuals affected by the organization's activities, but as contributors to a certain type of resource. Stakeholders provide the enterprise with the resources it needs to operate because its activities allow it to satisfy its needs. At the same time, satisfying a partner's needs is nothing more than receiving resources from the organization. Thus, the relationship between an enterprise and its partners is built around resource exchange, since each strives to create its own resource base that would best meet the goals of the partners.

Main part

An enterprise's partners can be divided into two groups: external and internal. External partners include: customers, suppliers, competitors, government agencies and organizations, municipal, regional and federal government bodies, and financial intermediaries. Strategy and tactics for working with important customers include joint meetings to determine the driving forces of business change, mutual efforts to develop products and markets, increase communication links, use common areas, and joint training and service programs. Strengthening ties with customers often yields significant benefits. Many enterprises involve strategic suppliers in the product development and manufacturing process. Most enterprises that use the just-in-time method, where components produced by suppliers are delivered directly to assembly shops, bypassing the warehouse, include suppliers in their internal processes. Competitors are a complex issue, since it is often in the interests of one competitor to

make another waver.

However, competitors join forces to combat the threat of third-party innovation, to successfully complete life cycles, and to leap forward on the basis of new technologies. Competing organizations form alliances to accelerate technological progress and the development of new products, to enter new or foreign markets, to find a wide range of new opportunities. Sometimes cooperation is determined by the need to develop common standards, create a common service system, etc.

Government agencies and organizations. Innovation centers, public-private enterprises and government bodies have many common goals, including the creation of favorable conditions for international trade, stable market conditions, curbing inflation, a successful economy, and the production of necessary goods and services. Government-business partnerships (public-private partnerships) are widely practiced in foreign countries, where governments often play a more active role in the economic development of the country.

Regional and municipal government bodies. Good relations with local and regional branches of government can lead to local regulation or lower local taxes that are beneficial to businesses. Therefore, the most far-sighted heads of commercial organizations spend certain funds to help regional and municipal branches of government in their efforts to solve local problems. Sponsorship of local social programs, assistance to comprehensive schools, cultural institutions, health care, law enforcement, etc. allow achieving mutual understanding and support from such influential partners for small and medium businesses as regional and municipal government bodies.

Financial intermediaries are a collection of many organizations that include, but are not limited to, banks, law firms, brokerage firms, investment advisers, pension funds, mutual fund companies, and other organizations or individuals who may be interested in investing in a business. Trust is especially important when dealing with creditors. Financial disclosure helps establish trust, as does timely payments. In an effort to improve their relationships with creditors and establish trust, many businesses invite creditors to serve on their boards of directors.

At present, there is no generally accepted methodology for assessing the competitiveness of an enterprise. A review of existing approaches to assessing the competitiveness of an enterprise has allowed them to be combined into the following groups, namely:

the first group of economists includes an approach to determining the competitiveness of enterprises based on identifying competitive advantages. This approach arose with the advent of strategic planning and the development of

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competition theory. It allows for an analysis of the achieved competitive advantages of an enterprise, but does not provide an exact quantitative expression of the assessment results and therefore cannot be used for a comparative analysis of the competitiveness of enterprises, an analysis of the implementation of the plan for increasing competitiveness, or the dynamics of the competitiveness of enterprises;

the second group of economists proposes an assessment of competitiveness using polygonal profiles. It is based on the construction of competitiveness vectors by factors: concept, quality, price, finance, trade, after-sales service, foreign policy, pre-sale preparation. However, the authors do not specify how such factors as concept, foreign policy, pre-sale preparation, etc. can be assessed by combining them into a single whole;

the third group of economists - offer a rating assessment of the competitiveness of an enterprise based on the following factors: product, range, price, image, service, packaging (design), sales volumes, market segment, supply and sales policy, advertising and demand stimulation, that is, with the calculation of the coefficient of efficiency of innovative technological solutions. The advantage of this approach is that it, in fact, evaluates not only the marketing activities of the enterprise, but also takes into account other important resources of the enterprise's potential (innovations, management, finance, etc.). The approach proposed by the authors results in a more significant sum of factors, the mutual weight of which is taken into account in partnerships;

The fourth group of economists suggests assessing the competitiveness of an enterprise based on the product of the commodity mass index and the object efficiency index. The advantage of this approach is the fact that it is a more significant approach to assessment, since it takes into account such important factors that determine the competitive advantages of an enterprise as the level of organization and implementation of marketing at the enterprise, finances, and export potential. In addition, most authors consider it important to develop a methodology for determining the efficiency coefficient of a manufacturer, its competitiveness, which will form the effectiveness of these very partnerships. The fourth approach can also include a method that suggests assessing the competitiveness of an enterprise as a weighted sum of the competitiveness of the main goods of the enterprise in various markets, taking into account the importance of the markets. But this approach is not entirely fair, since:

Firstly, the competitiveness of an organization is identified with the competitiveness of a product (these are different concepts);

secondly, he proposes to introduce a significance of foreign markets twice as great as that

of national markets;

Thirdly, the assessment method does not take into account other important factors influencing competitiveness – marketing, finance, innovation, management, personnel.

The fifth group of economists proposes an approach based on a weighted assessment of enterprise competitiveness factors. The integral indicator of enterprise competitiveness is determined by the rules of linear convolution (the assessment of competitiveness factors of individual aspects of enterprise activity is multiplied by the weight of individual factors in the total amount), that is, something close to what is proposed by the authors of this article, namely, the calculation of the efficiency coefficient of innovative technological solutions.

Thus, the analysis of theoretical and methodological aspects of the competitiveness of enterprises has revealed many methods for assessing this very competitiveness of enterprises. In this regard, the successful activity of an enterprise will be determined by the degree of satisfaction of the intervals of interested persons, therefore, in order to increase competitiveness and efficiency of activity, an enterprise must take into account not only its own interests, but also the interests of interested parties, its business partners.

In stakeholder theory, the term partnership is used, which creates conditions for ensuring the effectiveness of the enterprise's performance.

Developing small and medium-sized enterprises need to form a system of marketing relationships with partners as a tool for competitive struggle, a system based on mutually beneficial long-term cooperation, which allows reducing the time for making effective commercial decisions.

Therefore, taking into account the considered methodological foundations of enterprise competitiveness, a methodology for assessing and analyzing the competitiveness of shoe enterprises operating in the regions of the Southern and North Caucasian Federal Districts is proposed based on stakeholder theory.

In the history of the problem of quality, two periods are distinguished. During the first, serious interest in what quality is was limited mainly to professional theory. Philosophers tried to define quality and its systemic position, however, even in numerous philosophical debates, the concept of "quality" did not belong to the number of main problems.

The actualization of the theory of quality turned out to be dependent on the degree of development of the system-forming philosophical concept of "being" in the context of its basic derivative concepts, i.e. those concepts that help to realize the ascent from the extremely abstract assertion of existence with the only distinguishing property of being, existing, to a

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concrete understanding with established content, thanks to the answers to derivative questions such as “What is everything made of?”, “Due to what does everything exist?”, “Is there non-being?”, “In what systemic forms does being acquire its certainty?”

Apparently, it was precisely the last of the listed questions that led philosophy onto the “path” of that interpretation of quality that “hooked” not only those who “established” a fundamentally new type of worldview in human history.

It is logical to assume that the problem of the substance of being, as the first step toward a theory of quality, hardly interested anyone outside the limited community of philosophers. Everything indicates that it was of interest to those whose gaze was directed toward the Cosmos, into the depths of its construction, while the overwhelming majority of fellow countrymen of philosophers were in the grip of earthly problems.

For the masses, diversity and the possibility of choosing goods were essentially unavailable. The plebeians demanded: “Bread and circuses!” The feast of life in all its diversity was enjoyed by a small aristocracy. The problem of quality of life was solved in accordance with the socio-cultural architecture of society. This problem undoubtedly existed, but it could not mature into a pressing issue for society. The reason is simple - the lack of a sufficient level of mass demand for a quality product.

The problem of quality has acquired the scale of social relevance in the conditions of transition to the economy of mass production, democratization of social relations, development of education, accessibility of education and other cultural values. In order for the issue of quality to become one of the most important for society, it was necessary for it to become relevant for the majority of those who form this society. Without the right to freedom and purchasing power to make a choice, “quality” is not able to be among the priorities of mass consciousness. Elite demands for quality are developed in exclusive, non-traditional theories, the main goal of which is not the achievement of truth, but the satisfaction of customer needs.

Of course, the qualitative and quantitative characteristics of natural and artificial phenomena were known long before these features were actualized in social existence and the consciousness reflecting its development, but in the light of our study, the existence of knowledge of quality is de facto not so significant. The subject of the study is not the awareness of quality, but the development of an understanding of quality on different horizons of social history.

Development is a universal state of everything that exists, from the simplest material substrates to the highest forms of thinking. Both quality and its quantitative expression were improved, the dependence of qualitative-quantitative changes was

clarified. The emphasis of attention shifted from quantity to quality. Having proven its evolutionary strength, humanity switched to the principle: “to take not by numbers, but by skill.” The struggle for survival was replaced by the desire for a high-quality standard of living in a wide range of interpretations. The struggle for a decent quality life began.

As history shows, having left savagery and barbarity, having laid the foundations of civilization, people have noticeably changed in the external forms of their manifestation, but civilization penetrates the depths of human nature slowly and with difficulty. Biological history has laid an active principle in human nature, combined with a developed ability to think, noticeably surpassing all other types of reflection. But this entire superstructure was formed over a fairly rigid animal framework, subordinated to the systemic goal of surviving in the struggle. The conditions of the struggle were transformed, making adjustments to the means and forms, but the natural base itself turned out to be very inertial.

The transition from natural egoism of the biological level to rational-active egoism, despite the known civilizational means of cultivation, did not meet the forecasts of either romantics or realist-optimists. Civilization was marked by non-civilizational forms of relations in the movement towards a quality life, which further actualized the interest in quality. In order to rank with the most important problems, quality had to appear in several functions: as a goal, as a means, as a condition for the development of all social subjects at all levels of life.

History for historians is events and participants arranged in a time sequence, a kind of chronology of significant facts of social and, in part, personal life. A philosopher and a non-historian specialist see their interests in history. Philosophical and special interest in history is dictated by the need to understand the dialectic of the process as applied to human activity. A specialist strives to discover in the past trends in the way to solve his problem, which is often far from private. Intuitively, at the dawn of civilization, the term history (historia) was interpreted in the sense of studying the desired process as opposed to a chronological description. The Ionians called the narrative, the story about the past logos. Only later, already in the works of the founders of philosophy, logos acquired its modern meaning - thought, idea. Both Herodotus and Thucydides understood history as an understanding of the course of past events, necessary for “instructions in the way of life” to those who live in the present. Having stood the test of time, historicism has strengthened its position, becoming the ideological basis of cultural memory. N.A. Berdyaev asserted: “From the first days of Creation...man is in the historical, and the historical is in man. Immersion into the depths of time is immersion within oneself.”

The past dissolves in time, leaving us, along

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with the memory of the past, thoughts about the present and responsibility for the future. The new is always relative. Goethe was right when he said that everything smart is already known, you just have to think it over again. History is a treasure trove of ideas, a gold mine for a thinking person, no matter what he does. Different attitudes toward history are the combined result of two causes:

- the first is the interpretation of time;
- the second one is yourself in time.

In the pre-Christian period of history, time was interpreted cyclically, presented as a sum of repeating cycles closed in on themselves. With Christianity, the view of time changed. Time appeared as an ascent to the infinite, divided into the finite earthly and the infinite extraterrestrial. The opposition of cyclical and non-cyclical consideration of time is characteristic of theological theory. We are not interested in it, however, as are the properties of time in their abstract form.

After G. Hegel and K. Marx, it is not the idea of something in general that is relevant, but immersion in a concrete-objective or concrete-historical state of what turns out to be the object of study. In the case of time, it is relevant to analyze not so much its universal properties, to determine where and how it moves. What is important is that everything that exists in time can take place only if it corresponds to these objective characteristics of time. To exist in time means to have the properties of time. This position is universal both for the infinite variety of individual phenomena and for the signs of being that are necessarily inherent in them, which include "quality" and "quantity". The standard understanding of the law of transition of quantitative changes into qualitative ones simplifies the view of their connection. Both G. Hegel and F. Engels were far from the meaning that was spread under the guise of the dialectical theory of development. Quantity does not directly transform into quality. A new quality, a qualitative state arises as a transition from the preceding quality. In changed quantitative conditions, the measure exhausts the reserve of stability of functioning.

Measure is a "qualitative quantity", it indicates the limits of changing the quantity without significant consequences for the given quality of the phenomenon. The exit of quantitative indicators necessary for the achieved quality beyond the limits of the measure inevitably entails qualitative transformations. Simultaneously with the loss of the previous quality, a process of birth from it, on its basis, of a new quality, proportionate to the changed quantity, takes place. The key position in the relationship between quality and quantity is occupied by measure. Quality specialists prefer not to seriously discuss measure, reducing measure to quantitative standards. As if measure is some kind of passing state of the "quality-quantity" system. It is necessary to

clearly understand the objective and functional role of measure in managing both quality and quantity. Measure does not belong to either quality or quantity. It expresses the systemic way of relations between quality and quantity, connects them. So, first: quantity and quality interact through measure, measure mediates their connection. What "benefit" will a practicing specialist derive from this conclusion? Mass production, including its "thrifty" variety, requires a dimensional characteristic, otherwise the fairy tale story about a pot of porridge, or a "seven-flowered flower", has a good chance of a real continuation. Chinese consumer goods are a classic example of the destruction of dialectical unity in the "quantity-quality" system.

The market, in its essence, is not capable of being a controller of the measure regulating relations in the system of "quantity - quality". With the acquisition of wholesale forms of development, the dominant position of financial capital and its natural generation - large-scale speculation and mediation, the modern market has opposed itself to production and lost interest in the state of production. The market, using the specifics of mass production, has become saturated to the extent of its perversion and can afford to set the quality characteristics of goods.

The state behaves in the market like a kindergarten teacher. It puts the interests of the market above the interests of producers and the mass consumer. Under the "roof" of the general idea - the market pulls production along with it, the market and the state are merging. Quality and quantitative assessments are pushed into the zone of subjective arbitrariness.

Until the theory of quality is systemically built, the theory of quality management will be built on empirical principles, which are unable to cover the subject of management as a whole, and are relatively significant in the limited specifics of production. For lack of anything better, they are used, extrapolating local experience to other conditions, obtaining an effect due to added adaptation measures, unfortunately, again temporary and partial.

In the kaleidoscope of the history of changing quality management methods, a certain logic can be discerned. Life does not require a "certain" logic, but logical certainty in the form of a holistic, systemically substantiated theory of quality as a methodological support for the construction of universal principles of quality management theory. The starting point here should be the idea of the systematicity of the "quality-quantity" relationship within the framework of the measure of their coexistence. Quantity helps quality to fully reveal itself. A quality item can be created in a single copy, but in order to reveal the quality potential of the manufacturer, a single copy (or work) is clearly not enough. The Faberge firm ensured its fame with its first branded product, but it became a brand due to

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subsequent successes in creating a collection.

An example of a systematic understanding of quality within the framework of a measure - a measured certainty - are small series, the issue of collectible coins, medals. Quality is fixed within the boundaries of a quantitative value, which serves as a measure of its expression. The point here is not only to ensure preferential conditions for the VIP consumer of the product. The dependence of objective quality features on the number of copies produced is also significant. Mass production is objectively associated with a decrease in product quality. The measure is a border service of quality, going beyond the measured quantity is a crime against quality.

A mass domestic producer is unlikely to be interested in quality theory. It is not relevant to him. If someone does stumble upon our reasoning, he will most likely smile at our naivety. Trying to rebuild the Russian market with the help of theory, to give it a civilized appearance is classic Don Quixote. First, it is necessary to organize the market space through political will, legislative initiatives and effective, not sham, control over the legalized order, to return the manufacturer of goods to the market, removing the immeasurable number of intermediaries - speculators.

A real producer is not interested in speculative operations. For sustainable development, he needs his own consumer, who, by the way, in turn, is not at all against having his own specific and accessible producer within the framework of moral and legal relations.

The sense of national dignity is nurtured by history and the existing reality. At school, you can study from the best history textbook, but in addition to school history lessons, there is current life, which is more impressive than historical excursions. In the East, they say: "no matter how many times you repeat halva, it will not be sweet in your mouth." Theory has always been considered the best practical guide, however, in normalized circumstances of activity. Going into an illegal and semi-legal position, the manufacturer alienates itself from quality and, naturally, from the theory of quality. Then there is a substitution of quality with pseudo-quality and the costs of advertising shams increase. Quality does indeed imply serious costs, but it guarantees a stable market position. By working for quality, the manufacturer creates confidence in its own and the national future. A correctly constructed understanding of quality guarantees prospects even in the conditions of the domestic half of the market. In the order of introduction to the theory of quality, we will try to formulate practically significant fundamental provisions, namely:

- quality is not limited to the sum of properties important for the existence of a product; it is their unique combination, usually built on the basis of two

features - a more general and a more specific one. For example. Shoes are "clothes for the feet", a hat is "clothes for the head", a scarf is "clothes for the nose and neck", etc. Therefore, the central attention should be paid to them;

- quality allows for changes that do not lead to a loss of quality, but reduce or increase its consumer value; quality is a set of qualitative states that satisfy system-forming features to varying degrees. The "play" of quality allows for maneuvering in the process of creating a product with a given quality depending on the specific capabilities of the manufacturer and consumer;

- quality does not exist outside of quantity, they are dialectical opposites, their opposition is valid only within the limits of unity, from which it follows that, when creating quality, it is necessary to lay quantitative expressions in qualitative characteristics both in relation to individual properties of the goods and the quantity of goods. A.K. Savrasov, finding himself in a difficult life situation, made several copies of his famous painting "The Rooks Have Come Back". As a rule, author's copies have a high level of skill and are well paid for. The artist was also paid. When P. Tretyakov was asked the question: would he buy copies of paintings by the artist A.K. Savrasov if something happened to the original? P. Tretyakov's answer turned out to be predictable in its categoricalness - no! Quality requires not only skill, but also inspiration. Inspiration burns out with repetitions. Quality is always quantitative, and quantity is qualitative;

- quality and quantity are connected by a measure, which is most often forgotten. Meanwhile, when defining quality, it is necessary to simultaneously think about its dimensionality, both from the position of market conditions and from the point of view of the quality attributes themselves. "Quality" is concretized in the concept of "quality". "Quality" is a concept that reflects the model image of a product, "quality" determines the quantitative limits of the reality and reasonableness of quality (the physical and moral status of a product);

- quality and the idea of quality are stable phenomena, but time changes them too. Initially, quality was identified with meaning. The criteria for quality were the usefulness and size of an object, relationship. With the development of consciousness and practical possibilities, the grounds for comparison and choice were formed. Quality is relatively isolated from quantity. Differentiation of usefulness is accomplished, participation as quantitative features is rethought. The evolution of the understanding of quality is directly conditioned by the embodiment of creative potential in activity. The discrepancy in the intensity of the advancement of individual skill, the interests of those who are called upon to clear the path of talent and mass consciousness complicates the understanding of

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quality and the process of quality management. The specificity of the interpretation of quality, in particular, such a basic feature as objectivity, acquires special significance. The social theory of being is built on a natural historical basis - its canvas was laid by nature, and the historical pattern was created by man. In the natural environment, all features, including such synthetic ones as quality, are products of spontaneous movement. In society, every phenomenon goes through activity, includes in itself and in its quality the mental and physical labor of man. Determining the quality of phenomena created by human activity is impossible without socio-cultural concretization. In this connection, two questions are actualized:

in what status and to what extent does consciousness enter into what is traditionally called the quality of things (with services there is more clarity)?

The answers to both questions must be sought in the philosophical theory of alienation. The theory of alienation has no direct relation to the theory of quality. It contains the keys to the methodology of constructing a theory of quality.

From the above reasoning it is clear that the authors are not idealists, but rather balance on the edge of pessimism and optimism. They are critical of the modern pragmatized approach of liberal marketers to scientific and philosophically grounded theory. A simplified version of the theory, when a fragment torn out of the general theory is turned into the theory itself and adjusted to the structure of a market distorted to please speculators, suits the theoretical economists and suppliers of high-quality surrogates to domestic shelves. How long the Russian economy will retain such a configuration, we (and not only us) are not given to know, however, the world experience of economic development at various stages of economic relations shows that transition periods pass and over time economic life returns to normal.

The trajectory of the process of alienation of human creativity into what exists outside of it must necessarily preserve and activate the ability to create. Unlike the existence of nature, human existence is not substantial. It is not self-sufficient and can take place only due to mutual exchange initially with nature, and subsequently with society, through which human relations with each other and interaction with nature are built. The tool that ensures human existence is labor, the highest quality of labor is manifested in activity.

The quality of activity, on the one hand, is an indicator of the quality of human life (it should be so!), on the other hand, quality activity is built into the quality of what he transforms. The quality of the "first" (natural) nature is formed by itself as a set of objectively related natural features, spontaneously. The quality of the "second" (reconstructed, adapted

by man to his interests) nature is synthetic. It is represented by a double helix formed by the natural features of natural material (possibly in human relationships, knowledge expressed indirectly) and the qualitative characteristics of human activity - knowledge, emotions, will, value orientation, skill. As a result, the quality of the product, in contrast to the product itself, embodies the quality of the individual.

The personality is alienated in quality and therefore, in principle, alienation is natural and does not oppress the personality. The negative consequence of alienation is caused by the disproportionate compensation for the lost energy of activity. Having discovered the poor quality of the goods, the hidden manufacturing defect, the fraudulent actions of the seller, the normal buyer gets upset, first of all, because of his own poor decision. Other losses of the transaction are most often compensated. The feeling of imperfection of one's own taste and knowledge remains.

The quality of everything created by activity includes the properties of activity, both practical and spiritual in an objectified (object or functional) expression. Hence the conclusion about the need to form and direct the development of the ability of mass consciousness to qualitatively evaluate goods: a certain experience in Soviet times was and proved its effectiveness: "circles", "schools", "universities", including those initiated by television and radio. The place of systematic education of the mass consumer, professional assistance in developing a culture of qualitative selectivity, today on the air is clogged with aggressive advertising, the quality of which is not controlled or control is not proportionate to the size of the deception. Who should be the main educator? The manufacturer and only he, because only he should fully, according to the logic of the development of understanding, know what quality is. Taking on the production of a product without understanding the specificity of the quality of this product means a professional failure in the market. The release of a product with sham quality is prosecuted by law, albeit formally and post factum. Suppliers of pseudo-quality goods are counting on the latter.

For the sake of objectivity, let us say: true creators of quality products will be outcasts in our market as long as the guardians of order are confident in their own impunity for corrupt activities. Nevertheless, it is necessary to move forward. History, ugly, but nevertheless, moves towards order.

WTO accession has not yet added quality products to our supply and has not reduced prices for quality goods. The real prospect is associated with the organization of a single economic space within the Customs Union. Cross-control over quality appears, the influence of national corrupt forces on the market is weakened. As for the possibility of

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growth of interethnic criminal counteraction, the danger exists, but different conditions for organizing crime and intercriminal competition should delay the degradation of the market - the main reason for the development of quality national goods, and the market itself, whatever it is, will expand, and the procedures for accessing it will be simplified. Let's be honest - the problem of quality theoretically remains one-sidedly developed, which is not very noticeable, because there is no normal organization of production and sales of quality goods. Current practice is satisfied with such a degree of certainty in the theory of quality. The theory of quality management is simplified to the concept of control over the conditions of quality production. At the same time, there is no systematic understanding of what product quality is? The market rules production. Speculators - intermediaries rule the market. The state strives to minimize its economic function to the collection of taxes. There is no real activity aimed at giving the market a civilized form of "buying and selling" on the principles of true freedom of competition. For the signs that are mandatory for quality, supervision is limited to the level of practical uselessness. The market dictates order to local and regional government bodies. The director of the store managed the defense department. The culture of the producer and consumer is of little interest to anyone, no one cares about them. But external order begins with internal order, with the awareness of the "political moment" conditioned by the economic situation.

Historically, the understanding of quality and the concreteness of its reality, presented in the product, reflect the economic and cultural development of society. Quality in the days of workshop production was determined by the conservatism of manufacturing technology, but even in that period, municipal authorities strictly checked the quality of products, as well as the abilities of the candidate for the producer, there was an official regulation approved by the city or country authorities. Agricultural products were controlled by the consumers themselves.

The industrial revolution simplified the production process and created conditions for mass production. Adequate quality control measures were required. As the social architecture became more equal and a range of goods became more accessible, ideas about quality changed in the direction of its quality – quality components. At the same time, the possibility of falsifying quality was formed. Further, both de facto and de jure, it was only a step to substituting brand qualities. Going beyond the limit of measure opens the way to legal violations and moral crisis, up to and including no limit. Were the tendencies in the interpretation of quality and attitude to quality that developed in the economy of mass production inevitable? No, they were generated by

the new nature of production, reflected this nature and to a certain extent were objective reflections, but, in addition to the object reflected by consciousness, there is an angle of reflection conditioned by the position of consciousness of the reflecting subject, his interests as a participant in the processes occurring in objective reality.

The objective reality itself, by definition, is located outside and independent of consciousness. Its reflection is subjectivized, which, in general, seems to be in agreement with the theory of reflection. However, it allows, in particular, subjective distortion - involuntary - due to misunderstanding, and conscious for the purpose of obtaining a temporary gain. Competition is always a struggle, unfortunately, the struggle is not always conducted according to the rules.

Quality has been and remains a subject of manipulation in the interests of those who control the market. Consensus on the quality of the creator, manufacturer, seller and consumer is the sweetest fairy tale. Agreement is achievable between the creator, consumer and manufacturer. This "trinity" embodies the subjective mechanism for resolving the problem of alienation. The creator - the creator of the product finds satisfaction in production and consumption. He realizes his human strength in them. The manufacturer is interested in stable relations with the creator and the consumer. The consumer is satisfied with the quality and proportionality of the price. "Promotions" and "sale" do not confuse or deceive him.

The seller stands in the way of consensus, the subject of relations who, in essence, has nothing to do with the quality of the goods, but he is the key figure in the market economy. We buy everything we need from him. He is a monopolist and as such dictates the terms of relations through price interest and profit margin. In Russia, not a single branded light industry enterprise has appeared in twenty years; on the contrary, a lot of trade brands have appeared. Shopping arcades are multiplying, and the consumer is assured that the production of goods is unprofitable. The culture of trade organization is replaced by the concept of "sales quality". Trade culture is measured by the range, price and physical availability of goods, high-quality advisory support, the absence of queues, compliance with sanitary and hygienic standards, the appearance and behavior of the staff, and service. "Trade quality" is determined by the proportionality of price and quality of goods, compliance of the sold goods with its certificate, and demonstration of goods. The size of the seller's profit should not exceed the size of the manufacturer's profit. Both need not wait for an increase in purchasing activity only due to an increase in consumer salaries, but rather create a most favorable regime for the buyer (without colluding with another market predator – banks).

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Only in Russia and only liberals - marketers at every opportunity recall how bad it was for the people before the advent of genuine democracy - they were starving, they walked around in rags, they lived who knows where and how. Monitoring the quality of life - through quality consumption opportunities - is appropriate within the framework of the existing time. There is one criterion - is the consumer basket growing and at what expense is it increasing?

The inflation rate is a necessary but not sufficient indicator of the quality of life. The government has taken the reduction of inflation as the main benchmark. The indicator is actually socially and economically significant, it indicates the culture of the market and indirectly the state of production. The downside of this indicator is the lack of quality in it. The quality of life is determined by the amount of consumed products in monetary terms. The qualitative composition remains constant and one can only speculate about quality, since quality blurs quality. The quality of shoes, clothes, cereals, fish, vegetables, fruits within the general name varies significantly. The reserve for manipulating quality is significant. The main thing in understanding quality is not the name, but the systemic characteristic of the product, reflecting the assortment, its change and the dynamics of the proportional representation of the components of the set of goods.

Quality is a system of essential properties for a product - this is banal and well-known, which is actively used. Substituting properties or their systemic nature in a quality product. Essential properties are those that are not simply inherent in a product, they determine its functionality. Such properties, as a rule, are revealed in the process of "working" of the product for its intended purpose, they are hidden from the unprofessional view of the consumer. In its "pure" form, the market is an intermediary and should not have an interest in the quality of products. The task of the market in the theory of organizing commodity production is to organize exchange between the manufacturer and the consumer. Market development stimulates the increase in production in the interests of the consumer within the infrastructural status of the market.

Monopolization of production led to accumulation of financial capital, autonomy of the latter and control over the market. As a result, the market has turned from an intermediary into a key subject, the indicator function - to show the demand for goods - is trying to be replaced by the role of the organizer of economic activity as a whole, which distorts the economic system.

The economy of commodity production was created by the production of a product and the need for a mass product. The system-forming factor here is the production of a product as a product necessary for consumption by others, that is, the process of

alienation of consumption. In natural production, the quality of the product was hardly a pressing issue. Quality "dissolved" in the conservatism of technology and technology, the traditional nature of the assortment. The consumer raised the issue of quality when he got the opportunity to compare at a fair. The market, which grew out of fair gatherings, gradually enriched its representative status with the advertising business, taking control of the relationship between the producer and the consumer. The levers of control are financial policy, the directions are the main ones - two: influence on quantity and quality.

Product quality has become relevant in commodity production. It has become clear that the understanding of quality involves sensory and rational thinking (the latter in the form of calculation). The subjective factor is objectified and fetishized. The market is not capable of influencing the objective properties of a product directly (using its own mechanisms), but it can very well objectify subjective ideas. Thus, quality manipulation was first included in the functions of the market, then became an element of economic policy.

A sound and healthy economic policy is called upon to work on improving quality in two interconnected directions: technical and technological, completed by a strict legal block of support, and socio-cultural - to provide comprehensive support for the formation of conditions for the subjective perception of quality, to block the negative effect of advertising influence, which has long and thoroughly become an attribute of market speculation on the importance of quality for the buyer. The presence of choice and solvent opportunities do not serve as the basis for the indisputability of a quality purchase.

In the existing market, price and quality are separated even at auctions, famous for the thoroughness of their organizational culture. The buyer is turned into an expert, and this grimace of the market is not so bad as it is illogical. The market forces the consumer to develop as a person. From a layman with a wallet, we, in order not to be suckers, involuntarily try to learn more about the subject of interest, improve our "buyer qualifications". The term is not new, journalists use it, but for them it is a passing, verbal number, and for us it is no longer a new combination of common words, but the most important concept, without which the modern theory of quality does not have a systemic, holistic form.

"Buyer qualification" includes, along with certain knowledge that helps to determine the location of the store, the price range for the product, requires the presence of basic information about the manufacturer, the quality characteristics of the product, the market reputation of the manufacturer, the traditions of the company, the scale of activity. Today, in the consumer market, a naive buyer risks,

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beyond all reasonable limits, becoming a victim not only of deception, but also of his own carelessness, and therefore without any rights to compensation.

The buyer in Russia is protected formally. In real life, one has to follow the famous rule: "the drowning man (the buyer) must save himself, read "the buyer".

Increasing the "buyer's qualifications", if there is a desire, is a mutually beneficial matter for the state, activating the cultural national heritage and the patriotic mood of the mass consumer. Although there is another way, tested under Mao in China – "the worse, the better".

Imported consumer goods – not Chinese – were a big hit with us in the 1980s and 1990s! The range, packaging, and external features of the product were impressive. And what is the result? Ten years later, the manufacturer is bringing back Soviet brands, naturally in the absence of effective control, and not of Soviet quality.

We know how to make quality products and are quite capable of getting back "our" market. The issue is not even the price, the problem is the loss of control over the consumer (and not only consumer, judging by the failures in rocket technology, the operation of aircraft, etc.) market. They explain to us: economic measures are needed. True, but this is a half-truth. If they are needed, then accept them. The government should have more than nominal power. It is time to understand that economics has always been politics, and economic theory has always been political economy.

Economic movement is self-movement, but it does not occur in a vacuum. Economy is the basis of social movement. Society provides the conditions for economic movement, and the state has the right to energetically engage in the mechanisms of economic self-movement, directing the development of the economy in the interests of society.

It's amazing. When it comes to the future of technical progress, futurologists of all stripes moan that the autonomy of technology will lead to robots dominating humans, and it's better not to interfere with economic development. For whom is it better? There is only one conclusion: not to disrupt the self-movement of the economy in the interests of those who privatized the economy and who employ "border guards" who prohibit the control of economic processes through politics.

None of the convertible currencies are backed by a quality commodity equivalent, and the "free" movement of currency continues under the cover of politics. Financial self-movement creates favorable opportunities for chaos in the consumer market. The state sluggishly protects the legitimate interests of the national producer, even when the goods are a product of international integration. There is no political aggressiveness, politics drags along in the train of the economy instead of outpacing its development based

on objective socio-economic trends. I want to believe the explanations of politicians regarding the success of joining the WTO. It is good that they bargained, creating a legal "safety cushion" for the domestic producer of consumer goods. The problem is: how will they now take advantage of the concessions from the WTO?

The time for political action – not decisions – is most favorable. The dope of the nineties and noughties seems to have subsided. The awareness of the qualitative advantages of many Soviet products of the light and food industries is returning. There is a revival in consumer cooperatives, which can stimulate the production of agricultural products in the countryside. There is growing distrust of consumer imports, including because of its mass Chinese production. Migration flows are stabilizing.

A tough assessment of the socio-economic situation and a direct reference to the government's responsibility for failure to implement the presidential instructions of 2017 in V.V. Putin's Address are associated with a determination to "tighten the screws" so that the movement goes along the intended course. A clear intensification of interethnic economic relations within the Customs Union, a reboot of strategic relations with an emphasis on China, India, Iran, Latin America. A real opportunity for full-scale cooperation with Egypt, Syria and the same Iran - key states of the Middle East and the African North - all this is a unique international sphere for restoring balance in the domestic consumer goods market.

Domestic producers need a "clear" economic policy. By "clear" they mean: clarity, consistency, warranty support, allowing to cut off the multifaceted arbitrariness of administrative authorities and "guardians" of order. Everyone is responsible for quality. Both those who produce and those who are called upon to ensure the rights of producers. The Customs Union has lit the green light for national goods on the market of the Treaty countries. Thus, an equilibrium real market competition has been created, allowing to evaluate natural, not advertising quality. By the way, a wonderful research topic is "real quality and "advertising" quality, i.e. created by advertising.

It is no less relevant to analyze the problem of quality in the coordinate system of national mentality and interethnic integration. Integration is deliberately replaced by globalization, despite the obvious difference in these phenomena. Both tendencies are objective and characteristic of modern history.

Integration is an international interpenetration of various types of activity on a socio-economic and cultural-humanitarian scale. It can have an international dimension, for example, the Union State (RF and RB); local – the Customs Union; regional (Shanghai Organization, EEC). Globalization

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indicates the worldwide scale of the phenomenon. Global problems include those that arose as a result of general, but not necessarily integration, processes and require a consolidated solution.

Global problems, unlike problems related to integration, are potentially relevant and have a strategic meaning. For example, how to protect life on Earth from large meteorites. When the time of an event is delayed, but the event itself is extremely relevant in significance, then speculators, including financial oligarchs, actively rush into the resulting gap, trying to extract profit from uncertainty.

Quality is related to globalization, but not so relevant in practice. Quality is directly related to integration.

Let us consider the problem of "quality of consumer goods" in the coordinate system of "national" and "international". First of all, we must find an answer to the question: is integration capable of displacing the national component of quality?

Integration processes are based on standardization and uniform metrological characteristics of production, which corresponds to objective reality. Technical progress is based on science, scientific knowledge is imperative in terms of normativity. However, the existence of the general is not self-sufficient. General requirements are realized through special development, conditioned by the specificity of the circumstances of the action. In other words, no matter how standardized the production of goods is, the uniqueness of the conditions of production will still manifest itself in it.

The specificity of conditions - regional, national - is immanently present in raw materials, climate, traditions, and the culture of consciousness of the performers. And in all this is the power of production, determining the nuances of the quality of the goods, creating a special interest in it for the consumer. Tea is grown today all over the world, but the uniqueness of tea plantations in Sri Lanka, the national attitude to tea, have ensured the leading positions of the quality of the Ceylon product. The same can be said about Kenyan coffee, Bulgarian and Chilean peppers, French cognacs and champagne, Ukrainian lard, Bavarian and Dutch beer, Scotch whiskey, Russian flax, Egyptian cotton, Chinese silk, Argentine leather, Greek olive oil and much more. The specificity of the environment should be valued and preferences for its reproduction should be ensured. The priority of national traditions is clearly spelled out in the fundamental agreements regulating relations in the United Europe.

The Customs Union consolidates the international division of labor built in the 20th century, promotes the expression of the objective and subjective aspects of production development, mutually enriches the market, facilitating access to it for producers. But all this is theory. Theory develops into reasonable practice not only because it is correct.

Activity makes theory into practice, and in order to obtain the desired result, activity must be systematic and consistent.

Interest in the quality of goods, theoretically, should not begin in production. Its initial position is on a normalized market, or more precisely, at a meeting between a producer and a buyer. A normal market is an indicator of the quality of goods. Demand pulls the production chain along with it. But not the spontaneous demand of buyers abandoned to their fate. Demand is a state of consciousness, conditioned by purchasing power, but not reducible only to the amount of money, especially when lending is stimulated by banks in every possible way. Demand given over to the mercy of intermediaries, lobbyists, speculators is a fatal disease for the national producer of Russia. Demand should be taken under control and formed, the buyer must be educated. Educating the consumer costs a lot. But it is worth it if you look to the future.

Market liberalism corresponded to the flourishing of the economy of mass production of the first type, oriented towards ensuring free access and choice of goods. Such production perceives the consumer as an abstract subject of the relationship in the system "producer seller - buyer". The seller is assigned the role of an active intermediary, but nothing more. He culturally provides a meeting place for the producer and the consumer. The system must be functionally active, which presupposes not the presence of the components that form it, but their complicity. The perfection of the system is determined not by aesthetics - a feature of the design. It is manifested in the maximum activation of the possibilities of that, the system of relations of which it acts. The perfection of the design of the system is in the ultimate realization of the potential of relations that create systemicity.

The article "Quality of the goods" is mandatory in every contract of sale. In this article, the parties establish the qualitative characteristics of the goods, i.e. the set of properties that determine its suitability for use as intended. The parties must strive to provide the most complete qualitative description of the subject of the transaction.

In international practice, the following methods of determining quality in contracts are most often used: according to standards, according to technical conditions (description), according to samples, and others.

According to standards, the parties can choose and record in the contract both the national standard of the seller and the international standard, and in some cases the standard of the purchasing company (used relatively rarely).

Machines and equipment, as well as other goods for which there are no standards or for which special quality requirements are imposed, are mainly sold and purchased according to technical conditions

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(description). In this case, a specification defining the main quality parameters is attached to the contract.

By sample - the seller presents samples of the goods to the buyer, the latter approves them, after which they become the standard. This method of establishing quality is often used in the trade of consumer goods, as well as when concluding deals at exhibitions and fairs.

According to the description - the method is used when purchasing citrus fruits, vegetables, artistic and decorative products. A detailed description of the goods is provided in the contract and/or in the appendix to it.

By the output of finished products - the method is used for some types of industrial raw materials, industrial crops, and sometimes semi-finished products that are intended for industrial processing in the buyer country. The contract stipulates that after processing in the established technological mode, a certain amount of finished products of the appropriate quality must be obtained from a unit of raw materials.

By the content of individual substances in the goods - the method is used mainly to determine the quality of metals, ores, chemical goods, fertilizers, and many food products. With this method of purchase and sale, the seller issues the buyer a certificate of quality analysis carried out upon shipment of the goods. The buyer has the right to check the actual quality at the point of unloading the goods, for which samples are taken and laboratory analysis is carried out.

"As is" or "as will be" (telle quelie) - a sale and purchase under such conditions obliges the buyer to accept the goods of any quality, if their name corresponds to the name specified in the contract. In this case, the buyer cannot make a claim to the seller regarding the quality of the delivered goods. However, the seller is obliged to ship good-quality goods, which, due to their condition, cannot become unusable during transportation under normal conditions to the specified location. Citrus fruits, sugar cane, grain and other goods before harvesting - "on the stand" are usually sold under such conditions. "Inspected and approved" - the transaction is considered to have taken place if the buyer, after preliminary inspection, agreed to accept the goods being sold. An example of a sale and purchase under such conditions is a sale from warehouses and at auctions.

Sale with a guarantee - the seller guarantees that the sold goods have certain quality indicators. Guarantees can be established not only for individual quality indicators, but also for certain warranty periods, within which the seller guarantees the quality of the supplied goods. Warranty periods are not the service life of the goods, but the time during which the buyer can check the quality of the goods during operation and make claims to the seller. If

defects appear during the warranty period, the seller is liable as provided for by the contract. The supplier is released from liability in cases where he proves that the defects arose as a result of the buyer's violation of the rules for installation, operation or storage of the products. This is how products of the mechanical engineering industry and some consumer goods are sold. Gross weight is the weight of the packaging and the products in it. Packaging can be either internal (inseparable from the goods until they are consumed) or external - boxes, bags, barrels, etc. This definition is used in customs affairs (gross weight is the total weight of declared goods with all types of packaging materials and packaging containers that ensure their safety during storage and transportation).

Net weight is the weight of a product in a unit of packaging. When calculating customs duties in a number of countries, including Russia, the net weight includes the weight of packaging of pre-packaged goods that is inseparable from the product until it is consumed (a box of matches, a pack of cigarettes, a box of chocolates).

The quantity of goods is an independent section of the sales contract. When determining the quantity of goods, the parties must agree on: units of measurement of quantity, the system of measures and weights, the procedure for establishing the quantity. The quantity of goods is indicated in units of measurement characteristic of it: measures of mass, volume, length, area, in pieces, in conventional units, sets. It can also be established in monetary terms. The choice of units of measurement depends on the nature of the goods themselves and the established practice of international trade.

For example, for chemical goods, grain, coal, metal ores, these are measures of mass. In timber trade, measures of length and volume (m³) are used; for petroleum products, both measures of mass (tons) and volume (barrel); for cotton, mass, but the size of commodity deliveries can be expressed by the number of bales of a certain average mass.

In the trade of some other goods (mercury, matches, coffee), the unit of measurement is the quantity contained in a certain package - a bottle, a box, a bag. The quantity of some goods is determined in terms of conventional units - canned goods in conventional cans, a number of chemical goods - in terms of 100% of the main substance (for example, fertilizers). The quantity of machines, equipment, durable goods and other finished products is established in pieces.

The quantity of goods may be determined either by a fixed figure or within established limits. When delivering raw materials and food products in bulk, loose or in liquid form, the designation of quantity is usually supplemented by a clause allowing for a deviation of the quantity of goods actually delivered by the exporter from the quantity specified in the

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contract. This clause is called "about" or option and is sometimes based on trade customs. Thus, for grain it is (+5%), for coffee - (+3%), for rubber - (-2.5%), for timber - (+10%). The option is most often used in sea freight and, as a rule, does not exceed 10%. Delivery of goods under a contract within the option is paid for by the buyer according to the actual quantity and is not a breach of contract.

The contract also stipulates the method of determining the quantity of goods actually delivered by the exporter and subject to payment by the importer. If the quantity is expressed in mass or volume units, there are two methods - by shipped or by unloaded weight. The shipped weight or quantity is determined at the point of departure and is indicated by the carrier in the relevant transport document. This data is recognized as final and determines the amount of payment. The unloaded weight or quantity is determined at the agreed destination by reweighing by sworn weighers and is recorded in the plumb lines (weight certificates) issued by them.

A category of goods is distinguished, the quantity of which may change depending on the humidity and temperature of the environment. These include grain, sugar, salt, alcohol, wool fibers, cotton, wood, petroleum products, etc. Standards or technical conditions establish the quantity of such products taking into account certain indicators of humidity and temperature. If, when determining the quantity of goods, its actual humidity was higher than the conditioned humidity established by the Standards, then a corresponding amendment is applied to determine the conditioned quantity of goods. If the method for determining the quantity of goods is standardized, then the contract specifies the number of the standard, which should be followed when determining the quantity of goods.

If the quantity of goods is affected by environmental factors, the contract shall stipulate the standards of permissible humidity of the goods, as well as the temperature and humidity of the environment at which the determination must be made. The basic unit of measurement for all goods included in the TN VED of Russia is the kilogram. If an additional unit of measurement is provided for a given product, its code is entered in column 31 of the GCD. Goods measured in economic units. The greatest number of types of goods are measured individually:

- live animals;
- live trees and other plants, bulbs, roots and other similar parts of plants, cut flowers;
- caps, fuses, electric detonators, fireworks, rockets and other pyrotechnic products;
- films for instant photography and no longer than 30 m;
- pneumatic rubber tires;
- others.

The list of other goods measured in economic units includes:

- one hundred pieces - artificial teeth;
- a thousand pieces - bird eggs in shells, cigars, cigarillos, cigarettes, safety razor blades, cartridges, shells;
- pairs - gloves, hosiery, shoe uppers, pedals, skis, skates.

Goods measured in units of mass. The following are measured in grams:

- hormones, natural or synthetic, their derivatives and steroids used as hormones;
- opium alkaloids, their derivatives, salts of these compounds, cocaine and its salts;
- natural and cultured pearls, precious or semi-precious stones, artificial or reconstructed; crumbs and powder of precious and semi-precious stones; precious metals, articles of pearls, precious or semi-precious stones; coins of precious metals.

The following are measured in grams of fissile isotopes:

- uranium enriched with uranium-235 and its compounds;
- plutonium and its compounds;
- products containing these substances;
- processed nuclear reactor fuel elements.
- In carats:
- diamonds, diamond chips and powder;
- processed precious and semi-precious stones (natural).

- In kilograms of chemical substance:
- natural uranium; products containing natural uranium or natural uranium compounds;
- radioactive elements, isotopes and compounds containing these substances;
- fertilizers;
- other chemical products.
- In kilograms of 90% dry matter:
- a mass of wood or other fibrous cellulosic materials.

The units of measurement specified in the contract and payment documents for the goods may be established by agreement of the parties, but in the cargo customs declaration these units must be expressed in net and gross kilograms and, if required, in additional units.

Product information is information about a product intended for users - subjects of commercial activity. In the conditions of intensive development of international trade, product information is an important factor in ensuring the quality and safety of goods. The right of consumers to complete and reliable information about a product was first established in our country by the Law of the Russian Federation "On Protection of Consumer Rights" dated 07.02.1992 No. 2300-1. Providing false information about a product (service, work) is information falsification, misleads consumers and is therefore punishable by law. Depending on the

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purpose, product information is divided into three types: fundamental product information, commercial and consumer.

Fundamental product information - basic information about a product that is of decisive importance for identification and intended for all market participants. Fundamental information includes the product name, grade, net weight, name of the manufacturer, date of manufacture, shelf life or expiration date.

Commercial product information is information about a product that supplements the basic information and is intended for manufacturers, suppliers and sellers, but is not very clear to the consumer. This is information about intermediary companies, regulatory documents on the quality of goods (standards, certificates), classification codes (according to OKP, TN VED of Russia). A typical example of commercial information is a bar code.

Consumer product information - information about a product intended primarily for consumers with the purpose of creating consumer preferences, showing the benefits resulting from the use of a specific product. This information contains information about the most attractive consumer properties of products: nutritional value, composition, functional purpose, methods of use and operation, safety, reliability, etc. Colorful images on the product and packaging are also intended to enhance the emotional perception of them by consumers.

Verbal information is most accessible to the literate population if it is given in the appropriate language.

The disadvantages of verbal information include its bulkiness: its placement requires a significant area on the packaging or product. It takes time to perceive such information, and if the verbal information is too rich, the consumer cannot and does not want to spend much time comprehending it.

Digital information is used to supplement verbal information (serial numbers of products, enterprises, weight, volume, length, dates, deadlines).

Digital information is characterized by brevity, clarity, and uniformity, but in some cases it is only accessible to specialists and incomprehensible to consumers.

Visual information provides visual and emotional perception of information about products using artistic and graphic images of the product or reproductions from paintings, photographs, and postcards.

The advantages of visual information are clarity, accessibility of perception, aesthetics, and emotionality. At the same time, the possibilities of this form for sufficient information about the product are limited, so it only complements verbal or digital information.

Symbolic information is information about a product transmitted using information signs. Symbol (from the Greek symbolon - sign, identification mark).

The advantages of this information are its conciseness and unambiguity, however, the perception of symbols requires certain professional training to decipher the information. The main requirements for product information are as follows: accessibility, sufficiency, reliability.

These requirements can be designated as the "Three Ds", namely:

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

the second "D" - accessibility - is related to the principle of information openness of information about the product for all users. The Federal Law "On the Protection of Consumer Rights" states that information about the product must be in Russian;

the third "D" - sufficiency - is interpreted as rational information saturation, i.e. both incomplete and excessive information should be excluded. Incomplete information, for example, the expiration date of a dairy product is not indicated, can lead to harm to the consumer's health. Excess information is useless information about the product, it can irritate the consumer and prompt them to refuse to buy.

The means of product information are: labeling, technical documents; regulatory documents; reference, educational and scientific literature; advertising and propaganda. The types of labeling and its importance in international trade will be considered below.

Marking is text, symbols or a drawing applied to packaging and/or goods, intended to identify the goods, to convey to the consumer information about the manufacturers, quantitative and qualitative characteristics of the goods.

The marking structure may include three elements: text (may occupy 50-100% of the marking area); drawing (0-50%); information signs (0-30%).

The main functions of marking are: informational, identifying, motivational, emotional. It is also customary to distinguish between product, shipping, transport and special marking. Product marking is usually applied to the product or its consumer or production packaging. Types of product marking are production (applied by the manufacturer of the product) and trade (applied by the seller: price tags, sales receipts and cash register receipts).

The carriers of production markings can be labels, collars, inserts, tags, tags, control tapes, brands, stamps, etc.

A label is any colorful or descriptive characteristic of a product, applied to the product or packaging by typographic or other means (in the form of a stencil, stamp, relief on a unit of packaging). Of

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all the marking media, a label contains the most complete information about a product.

A collarette is a type of label that has a special shape and is stuck to the neck of bottles. Its main purpose is to provide aesthetic decoration for drinks. The name of the drink, manufacturer, and year of manufacture may be indicated. Sometimes there is no information at all on the collarettes.

An insert is a type of label inserted into consumer packaging, such as cosmetics. An insert may contain a brief description of the consumer properties of the goods (primarily, their functional purpose) or advertising information.

Tags and labels are marking carriers that are glued, applied or hung to the product. They can be made of various materials - leather, wood, plastic, paper and contain brief information about the product and the manufacturer (brand and trade marks, product name, manufacturer's address, etc.).

Packaging label - used to mark a group of products packed in consumer packaging, PE bags, paper or tied into a bundle without packaging. Packaging label details: trademark of the manufacturer; name and location of the manufacturer; product name; product article number and price list number; model number; designation of the standard or TU for the product; dimensions; grade; number of products in the package; color, Packer number.

A control tape is a carrier of brief duplicate information, executed on a small textile tape and intended for control or restoration of information about the product in case of loss of the label, tag or tag. It is most often used for clothing and footwear products.

The control tape details are: the manufacturer's trademark; the composition of the raw materials; the symbols for care of the product; the product dimensions). The location of the tapes is regulated by the standard, for example, for clothing - this is the left side seam, for outer shirts - the middle of the collar stand, etc.

Brands and stamps are information carriers intended for applying identifying symbols to goods using special devices: indelible paint (fabric, leather): burning of an electric brand; stamping (relief marking); pressing plastic numbers and letters into goods (cars, complex technical goods).

Currently, requirements for production labeling are regulated by information and consumer standards. A total of four such standards have been developed: GOST R 51074-2003 "Food Products. Information for Consumers"; GOST R 51087-97 "Tobacco Products. Information for Consumers"; GOST R 51121-97 "Non-Food Products. Information for Consumers"; GOST R 51391-99 "Perfumery and Cosmetic Products. Information for Consumers".

In accordance with the specified standards, production marking must contain the following information:

- the name of the product, which must be understandable to the consumer, specifically and reliably characterize the product, its distinctive features (for example, a food product "dry", "ground", "sterilized", "reconstituted", "genetically modified");

- name and location of the manufacturer, including the country, legal address, and, if necessary, the organization authorized to accept claims from consumers;

- the manufacturer's trademark (if any), approved or accepted by the manufacturer in accordance with the established procedure;

- quantitative characteristics of goods (net weight, or volume, or quantity, or size);

- purpose and conditions of use (for individual food products: for baby or dietary nutrition, biologically active additives, perfumes and cosmetics, etc.); shelf life or storage period (for food products and individual types of perfumes and cosmetics);

- date of manufacture and date of packaging (for certain groups and types of goods);

- designation of the document in accordance with which the goods were manufactured and can be identified;

- information on confirmation of conformity in the form of a conformity mark or a market circulation mark;

- contraindications or restrictions (for certain groups and types of food products, perfumes and cosmetics, as well as for all tobacco products).

In addition, requirements for production labeling are regulated by relevant standards for specific groups and types of food and non-food products.

Identification marking prevents theft and complicates the sale of stolen property. It performs the following functions:

- preventive - informational influence on the thief with the aim of stopping him and preventing theft;

- preventive (anticipatory measure) prevention of the purchase and sale of stolen goods, which makes the theft of marked valuables futile;

- identification - allows the owner to easily identify the property and prove his right to it if theft occurs.

The identification mark with the identification number for protection against theft is made in the form of perforation. A special liquid is applied through the perforation holes, which penetrates deeply into the structure of the material. The liquid contains a pigment, which makes the number clearly visible, even if the Mark itself is removed. The

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applied number is read only in ultraviolet rays. The number can only be removed by significantly damaging the surface.

An example of an identification marking is the Vehicle Identification Number (VIN).

The VIN number is a seventeen-digit combination of digital and letter designations, which is a mandatory element of marking and is individual for each vehicle for 30 years.

The VIN consists of 3 independent parts:

World Manufacturer Identification (WMI). In accordance with ISO 3780, the first and second signs are assigned to the country and controlled by the international agency - the Society of Automotive Engineers (SAE), which works under the guidance of ISO. For VAZ cars, the XT signs are assigned. The 3rd sign is assigned to Russian manufacturers by the Central Scientific Research Automobile and Automotive Engine Institute (for VAZ - A).

The descriptive part is a six-digit world index of the product (VDS - Vehicle Description Section). The meaning of the Vehicle DS signs describing the properties of the car is assigned by the manufacturer (for example, 211000 is the index of the VAZ 2110 model).

The VIS (Vehicle Identification Section) index is an eight-digit product number. If the manufacturer wishes to include the model code or assembly plant designation in the VIS, it is recommended to place the model code designation in the first position and the assembly plant designation in the second.

Information marks are conventional designations intended to identify individual or collective characteristics of a product. The features of information marks are brevity of image, expressiveness and clarity, small area of placement, high information capacity, but lower availability of information. Below we will consider the characteristics of the main types of information marks. Trademarks. (TM) are designations that allow distinguishing, respectively, goods and services of some legal entities from similar goods and services of other legal entities. Verbal, pictorial, three-dimensional and other designations or their combinations can be registered as trademarks. Legal norms and rules regarding trademarks are regulated by the Code of Administrative Offenses of the Russian Federation. It states that legal protection of a trademark is granted on the basis of its registration in the established manner.

If a trademark is officially registered with the Patent Office in the state register of trademarks and service marks, then the ® sign is indicated next to it. Such a trademark is an object of intellectual property. In world practice, the symbols TM (Trade Mark) and SM (Service Mark) are also used.

A trademark protects the exclusive rights of the seller to use a brand, name or brand mark (emblem). Trademarks act as a kind of indicator that helps

consumers choose certain goods. A trademark is the face of a company and promotes its recognition. The right to a trademark is protected by law. The law stipulates that the use of a trademark or similar designation that contradicts the provisions of Article 4 of the law entails civil, administrative or criminal liability. Trademark registration is valid for 10 years, the validity period of a trademark registration can be extended during the last year of its validity, each time for ten years.

The use of a trademark is not only a right, but also an obligation of the trademark owner. The trademark owner may place a warning mark next to the trademark indicating that the designation used is a trademark registered in the Russian Federation.

Russian legislation provides for the protection of the rights of the trademark owner in the following ways. The trademark owner has the right to demand: to stop further illegal use of the rights to the trademark; to remove the illegally used trademark from the product or its packaging; to publish the court decision in order to restore its business reputation; to officially recognize its rights to the trademark.

In Europe, intellectual property law has existed for about a century, but it is still imperfect. There is a contradiction between the principle of free movement of goods and national intellectual property laws. The EU Court of Justice has managed to smooth over the existing contradiction somewhat with the help of the principle of exhaustion of intellectual property rights. As a way to completely eliminate the contradiction, the EU Court of Justice proposes the adoption of measures to harmonize the national intellectual property laws of the EU member states.

Russia is striving to become a full member of the economic community at the European and global level. To achieve this goal, it needs, among other things, to review the legislation related to intellectual property. Legislative consolidation of an unambiguous formulation of the principle of exhaustion of intellectual property rights could be one of the practical steps in this direction. For example, with respect to trademarks, based on an analysis of the relevant provisions of legislation, the principle of exhaustion could be formulated as follows: "If goods with a registered trademark are introduced into economic circulation by the owner of the trademark himself or with his consent on the territory of the Russian Federation, then their further distribution is permitted without the consent of the owner."

Customs authorities control goods that have signs of counterfeit. In accordance with the Customs Code of the Russian Federation, the Regulation on the Protection of Intellectual Property Rights, approved by the order of the State Customs Committee of Russia dated 27.10.2003 No. 1199, (registered by the Ministry of Justice of the Russian Federation on 18.12.2003 No. 534), customs

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authorities have a customs register of intellectual property objects. In the event that goods that have signs of counterfeit are detected during customs control and customs clearance, customs authorities take measures related to the suspension of the release of goods in accordance with the procedure established by Articles 393-400 of the Customs Code of the Russian Federation.

The designation of origin of goods is the name of a country, locality, locality or other geographical object used to designate a product whose special properties are exclusively or mainly determined by natural conditions or human factors characteristic of a given geographical object, or by natural conditions and human factors simultaneously.

The signs of the name of the place of origin of goods include: signs of the name of a populated area, locality, historical name of a geographical object. Examples of signs of the name of the place of origin may be the signs "Made in Russia", "Made in USA". A national sign may have symbols with an image of the national flag.

A designation that represents or contains the name of a geographical object, but has entered into general use in the Russian Federation as a designation of a certain type of goods, not associated with the place of its manufacture, is not recognized as an appellation of origin of goods. For example, Vologda butter (before the revolution - Parisian), Yaroslavsky, Kostromskoy, Poshekhonsky cheeses are produced not only in the regions whose names coincide with the name of the goods, but in many regions of Russia, therefore their name indicates not the place of origin, but the assortment affiliation. Conformity mark is a designation informing purchasers about the compliance of certification objects with the requirements of the voluntary certification system or national standard.

Products that have undergone the procedure of confirming compliance with the requirements of technical regulations in the form of mandatory certification or declaration are marked with a market circulation mark.

Depending on the area of application, a distinction is made between national and transnational conformity marks. A national conformity mark is a mark confirming compliance with the requirements of national standards: transnational conformity marks are marks confirming compliance with the requirements of regional standards. They are used in countries of a certain region based on harmonized standards and mutual recognition of certification results. Examples of transnational conformity marks include the CEN mark, established by the European Committee for Standardization (CEN), and the CENELEC mark, established by the European Electrotechnical Commission (CENELEC).

Many countries also use national conformity marks. For example, in Germany, the national conformity mark for standards is the D mark. In EU countries, a transnational European conformity mark is used, confirming the conformity of products with the requirements of European directives. This mark means that the products meet the existing requirements (mainly safety and environmental friendliness), the manufacturer has carried out the necessary actions to assess conformity, and the products can be placed on the market without restrictions. The mark cannot be assigned if the conformity is confirmed according to the requirements of national or international standards. The mark is also not used for Products that are not subject to European legislation. Dimension marks are marks intended to indicate specific physical quantities that determine the quantitative characteristics of the goods. Dimension marks in the form of a number or graphic images are used for clothing and hosiery. Operational marks are marks informing the consumer about the rules of operation, methods of care, installation, and adjustment of consumer goods. For example, the list of textile care symbols presented in the international standard ISO 3758 allows you to easily determine the meaning of the symbols: a washing basin with water temperature indication, an iron with ironing temperature indication, etc. The above standard has been adopted in Russia as a national standard and is used by all textile manufacturers. Operational signs include control signs on complex technical goods (computers, household electrical appliances, audio and video equipment, photo and movie cameras) and in the operating documents attached to these goods. Handling signs are signs intended to provide information on how to handle goods. Handling signs are mainly applied to transport packaging and indicate how to handle goods. Their symbols, name, and purpose are regulated by GOST R 51474-99 "Packaging. Marking indicating how to handle goods. One of the most pressing issues of our time is environmental protection and human safety. There are many ways to solve the problem, one of them is informing consumers with the help of environmental signs.

The group of environmental signs is divided into three subgroups:

- signs informing about the environmental friendliness of a product or its safety for the environment;
- signs informing about environmentally friendly methods of production or disposal of goods or packaging;
- signs informing about the danger of products to the environment.

Eco-labels of the first subgroup inform about the safety of a product or its individual properties for life, health, property of consumers and the

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environment. This subgroup includes eco-labels such as the "White Swan" adopted in Scandinavian countries, the "Blue Angel" adopted in Germany, "Ecological Choice" (Canada). The eco-label of the Japanese Association for Environmental Protection informs that this product pollutes and destroys the environment to the least extent.

Eco-labels of the second subgroup are intended to provide information on methods that prevent environmental pollution. These may be indications that these goods or packaging are made from secondary raw materials. The American "recycling" sign belongs to them. It is used to designate goods or packaging made from secondary raw materials (for example, polymers) and also reusable.

Eco-labels of this subgroup may contain calls not to pollute the environment with packaging, to recycle it or to put it in special waste containers.

One of the most widespread eco-labels, which has recently acquired a transnational character, is the German "Green Dot" ("Der grüne Punkt") sign, which first became widespread in Germany after the adoption of new legislation on the disposal and recycling of packaging. This sign is used to mark packaging that is covered by the return and recycling guarantee. Currently, some Western European countries have adopted the German "Green Dot" as an ecological sign. Unfortunately, Russia does not have a single national eco-label.

The second subgroup of eco-labels includes a sign placed on products and packaging made of polymeric materials that do not cause significant damage to the environment during their disposal. Eco-labels of the third subgroup characterize the danger of products to the environment. These include some warning symbols - signs designed to ensure the safety of the consumer and the environment when using potentially dangerous goods by warning of the danger or indicating actions to prevent the danger. For example, in Finland in 1991, rules were adopted according to which substances hazardous to marine flora and fauna transported by sea must be marked with a special sign. The main approaches to eco-labeling were developed by the EU Council in 1992, which contributed to the development, production and use of products that pollute the environment to a lesser extent throughout their life cycle. The purpose of eco-labeling is to provide consumers with reliable information about the environmental friendliness of the product they are purchasing.

The decision to assign an eco-label is made by the competent authorities of the EU member states, which first conduct an assessment of the environmental friendliness of the candidate product.

Some Russian manufacturers, like European ones, have begun to mark their products with the Green Dot sign. However, in the absence of a well-established system of secondary use and disposal, the presence of this sign on the packaging does not oblige

specialized organizations to accept and recycle packaging materials with the Green Dot sign.

The basic principles of creating and applying eco-labels are contained in the international standards ISO 14000 series, which, despite the controversial nature of some of their provisions, have nevertheless received fairly wide recognition in the world. The Russian analogues of these standards in the field of eco-labels are currently:

GOST R ISO 14020-99 "Environmental labels and declarations. Basic principles";

GOST R ISO 14021-2000 "Environmental labels and declarations. Self-declared environmental statements. Ecological labeling type II";

GOST R ISO 14024-2000 "Environmental labels and declarations. Type I eco-labeling. Principles and procedures".

Examples of voluntary certification according to environmental requirements in Russia include the System of Voluntary Certification of Environmental Management Systems developed by VNIIS, the Regional System of Voluntary Environmental Certification "Eco-Conformity" created by the Nizhny Novgorod CSM, and others.

Warning signs are signs intended to ensure the safety of the consumer and the environment when using potentially dangerous goods by warning of danger or indicating actions to prevent danger.

Warning signs are divided into two types:

warning of danger;

warning about safe use actions.

In accordance with international requirements for the classification and labeling of hazardous substances and materials developed by UN bodies and the International Labor Organization (ILO), each type of warning sign has a specific symbol consisting of the letter "R" for signs warning of danger, or "S" for signs. Warning signs are supplemented by a symbolic image of danger. The release and sale of hazardous goods without appropriate labeling is prohibited. Hazardous goods include: explosives, flammable, poisonous, caustic (corrosive), infectious, radioactive substances, oxidizers, as well as harmful substances that have carcinogenic, mutagenic, teratogenic, inhibitory effects, affecting reproductive function.

Of all consumer goods, household chemicals contain the largest number of hazardous substances. Warning labeling is mandatory for them.

Transport marking of dangerous goods. In accordance with current legislation, goods must be prepared in such a way as to ensure their safety and security during storage and transportation. Marking of dangerous goods in Russia must comply with GOST 19433-88 "Dangerous goods. Classification and marking" and include the following information:

— name of the hazardous substance, including the trade name and generally accepted synonyms;

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— UN serial number and substance classification code;

— danger symbols;

— a signal word, highlighted in bold and used depending on the degree of danger: "DANGER!" - to draw attention to a higher degree of risk, characterized by a high probability of death or serious injury;

— "CAUTION!" - to draw attention to a medium degree of risk and potential threat of harm to human health and the environment.

Hazard symbols must be accompanied by inscriptions characterizing the type of hazard. They are made in black on an orange or yellow background.

Component signs are signs intended for information about the components used in certain products. Most often, component signs are found on products, forming information about the food additives used. They are designated by the letter "E" and a three- or four-digit digital code - E - component signs are used as an alternative designation of the chemical name of food additives, the names of which are very complex. For example, the additive E-4G4, used as a thickener, emulsifier and stabilizer, is called hydroxypropyl methyl cellulose, is incomprehensible to the consumer and can even frighten.

The system of designation of food additives has been tested in the countries of the European Community and is currently the International Numerical System of Coding of Food Additives - INS (International Numbering System). The system has been approved by the Codex Alimentarius Commission. According to this system, food additives are divided into classes depending on their technological functions:

E 100 - E 182 - dyes;

E 200 and further - preservatives;

E 300 and below - antioxidants;

E 400 and further - stabilizers, etc., up to E 1000.

The list of food additives permitted in Russia and their maximum permissible concentrations are regulated by San-P and N 2.3.2.1078-01 "Hygienic requirements for the safety and nutritional value of food products". About 2500 names of food additives are known. In Russia, Rospotrebnadzor has approved about 500 for use.

Some non-food products (paints and varnishes, detergents) also have component signs in the marking. For example, MA-11 means that the paint is oil (MA), for outdoor use, 1 - on natural drying oil; and MA-15 is also an oil paint for outdoor use, but on a combined drying oil (5). The word "Bio" or the letters F or P with the name of the detergent indicate that enzymes have been added to it, improving the removal of protein contaminants from any surface.

Currently, bar codes are applied to 99% of products manufactured by various companies.

Bar coding is a modern method of coding goods and is widely used in transportation, sales, identification, and data exchange operations. Bar coding was developed for the purpose of automated accounting of goods movement in domestic and foreign trade; it is an important condition for information support of trade organizations.

The essence of bar coding is the encoding of alphanumeric characters in the form of alternating black and light stripes of varying thickness (bars and spaces), reading using a scanning device that deciphers the codes and transmits the information to a computer.

In the 1960s, the bar code was introduced in the US railway transport to identify railway cars. In 1974, the American Uniform Code Council (UCC) was formed in the US, which to this day assigns UPC-12 (UPC-A) bar codes to American goods. In 1977, the International Article Numbering Association EAN International (European Article Numbering) was created in Europe, which developed a coding system that became an international standard.

Currently, EAN and UCC have merged into a global international system of product numbers, which is designated as GS1. The Global Product Numbering System is the leading international organization engaged in the development and implementation of Global Standards and solutions aimed at increasing the efficiency and transparency of supply chains worldwide and in all industries. GS1 unites 101 national organizations from 103 countries.

Each trade item or set of products sold is assigned a global unique number GTIN (Global Trade Item Number) - this is a 14-digit international product number used in electronic catalogs and information systems. Shorter numbers (UCC-12 and EAN-13) are placed in it. GTIN does not contain any information about the product - it is only an identification number. The EAN-13 bar code must be distinguished from the international product number. The bar code is a graphic image of the international product number EAN/UCC-13 (GTIN) in a form suitable for automatic reading. The bar coding system is voluntary in its status.

In Russia, the national organization for product numbering - a member of EAN International - is the Association of Automatic Identification "UNISCAN/GS1 Russia" and issues identification numbers to its members (more than 6,500 enterprises).

The structure of EAN-13 barcodes and others. The barcode alternates dark (bars) and light (spaces) stripes of different widths. The width unit is the module — the narrowest bar or space (width — 0.33 mm). Each digit is encoded by seven modules, which are grouped into two bars and two spaces. For

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example, the digit 4 is represented as 1011100 (seven modules, but two bars and two spaces). The width of the bars and spaces is from one to four modules.

The width of the bars, spaces and their combination also provide information about the code. For EAN and UPC codes, the size of these symbols is defined as a percentage of the nominal size. The nominal size of the EAN-13 symbol from the first to the last bar is 31.35 mm. There must be a blank space around the code, so the nominal width is 37.29 mm. The printing error must not exceed 0.101 mm.

At the beginning and end of the bar code are extended edge bars indicating the start and end of scanning. The central extended bars divide the code into two parts, which facilitates visual verification of the completeness of the code entry. The EAN code begins and ends with a start/stop sign (101).

The EAN-13 product barcode has the following structure (from left to right):

the first 2-3 digits are the code (prefix) of the national organization-member of EAN International (for Russia - 460-469). The prefix can be used to determine which national organization the enterprise is registered in; the first 7-9 digits, including the prefix, are the registration number of the enterprise assigned by the National Organization;

the next group of 3-5 digits is the serial number of the product within the enterprise;

The last 13th digit is the control number. It is calculated from the previous twelve and is intended to check the correctness of the code reading by the scanning device.

EAN-8 is used for marking small-sized goods and is distinguished by abbreviated information (no company registration number) and smaller dimensions (21.31 x 26.73).

A 14-digit EAN-14.9TOT number is applied to the transport container used for storing and transporting goods. The barcode is larger and does not require high-quality printing. The first digit of the number indicates the coded type of packaging (permissible numbering from 1 to 8; 1 - cardboard box, 2 - crate, etc.), the remaining digits are the EAN-13 number.

The EAN Association has established a single algorithm for calculating the control mark, which is the same for all variants of EAN-13, EAN-8, EAN-14, including American UPC codes:

Step 0. The digits are numbered from right to left. The check digit occupies the first position.

Step 1. Starting from the second digit, add up all the values of the digits of the even digits (2, 4, 6, 8, 10, 12). Step 2. Multiply this sum by 3.

Step 3. Starting from the third digit, add up all the values of the odd digits (3, 5, 7, 9, 11, 13).

Step 4: Add the results of steps 2 and 3.

Step 5. The check digit is defined as the smallest number that, when added to the result of step 4, yields a number that is a multiple of 10.

The barcode can be an object of counterfeiting. The following are the signs of the barcode that allow distinguishing genuine from counterfeit:

- dimensions of the bar code (minimum permissible - 21.0x30.0 mm, maximum permissible - 52.5x74.6 mm);

- color design of individual elements of the barcode: the color of the strokes must be black, blue, dark green or dark brown; the color of the spaces, matching the color of the background, is white; yellow, orange, light brown are allowed; the use of any shades of red and yellow for the strokes is not allowed, since they are not read by the scanner;

- place of application of the barcode: on the back wall of the package in the lower right corner, at a distance of at least 20 mm from the edges; application is allowed on the side wall of the package, on the label in the lower right corner; on soft packages, a place is chosen where the strokes will be parallel to the bottom of the package;

- The barcode must not be placed where there are already other marking elements (text, images, perforation); - only one code may be applied to the packaging: EAN or UPC; applying two codes simultaneously - EAN and UPC - is permitted if the manufacturer has registered them in two associations. Then the EAN code and UPC code are applied to opposite ends of the packaging.

Technological bar codes are applied to any objects for the automated collection of information on their movement and subsequent use by consumers. Examples of technological bar codes are the serial transport unit code (SSCC 18 digits) and EAN-128. The EAN-128 bar code was developed by the UNECE for such goods as meat, vegetables and fruits in order to track the movement of goods from the producer to the consumer at all stages of the technological chain. The need to develop such codes arose due to the emergence of a large number of animal diseases and diseases of vegetables and fruits. To ensure product safety and transparency of supply chains, additional information has been introduced into the EAN-128 code structure using additional identifiers. For example, when delivering goods in the form of beef carcasses, the following data are included in the EAN-128 bar code: country of birth, country of cultivation, country of slaughter and slaughterhouse approval number, ear brand number of the animal, global trade item number (GTIN).

Expertise is a study of any issues, the solution of which requires special knowledge with the presentation of a reasoned conclusion. Expertise is a special type of scientific research conducted in a certain field of knowledge by a specialist in this field - an expert (from Latin expertus - experienced).

A special feature of expert research is the search for answers to clearly formulated questions, which is usually carried out within predetermined timeframes. Expert research is completed by preparing a written

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conclusion, drawn up according to certain rules and containing answers to all questions posed. The expert's conclusion is used to make a reasoned decision on problematic or controversial issues arising in various areas of human activity.

There are a large number of examinations in the world that have different purposes and subjects of study. They are used to study various objects, using different research methods and solving tasks of different importance. What they have in common is the final goal: - establishing the truth. Examinations can be systematized and classified according to different features.

Depending on the purpose of the study, examinations are divided into judicial, procedural in nature, and non-judicial.

It is customary to systematize expertise by branches of science or areas of activity, and according to this criterion, such classes of expertise are distinguished as military, political, sociological, technical, economic, forensic, medical, art history, commodity, ecological, etc. In each branch of knowledge, which has its own theoretical basis, a specific set of methodological, technical and scientific-legal provisions is formed for expertise. Each class can include expertise of various kinds, which are characterized by common features: subject, object, methodology and tasks of expert research.

According to the order in which the examination is carried out, they are divided into primary and repeated; the scale of the tasks to be solved - into basic and additional; the number of objects being examined - into small- and multi-object; the number of experts performing the examination and the method of their work - into individual and collective (commission), etc.

The need to conduct an examination may arise from state requirements or from contractual relations. State requirements are related to customs clearance and control of goods (identification, technological, assessment examinations, examination of the country of origin, etc.), as well as non-tariff measures to restrict foreign economic activity (examinations conducted in the process of phytosanitary, veterinary control).

Expertise arising from contractual relations is:

laboratory tests conducted by the manufacturer, the results of which are documents on the quality of the product;

examinations carried out during the conformity assessment procedure;

- examinations carried out when concluding sales and purchase agreements in accordance with the section of the agreement "Acceptance and delivery of products";

- examinations related to claims under the purchase and sale agreement;

- examinations carried out in warehouses of exchange goods;

- examinations related to insurance and transportation contracts, which are carried out with the involvement of specialists (surveyors) familiar not only with the properties of the goods, but also with the design of the vehicles. The methods of these examinations differ significantly from the methods adopted in commodity science. An example is draft-survey - determination of cargo mass based on the vessel's draft.

Customs expertise is a special scientific and practical study conducted by experts in order to solve customs problems of a fiscal, control, economic, law enforcement, statistical and protective nature, requiring the performance of a wide variety of expertise.

As part of the study of our discipline, the features of commodity examination of food and non-food products for customs purposes will be considered.

Identification expertise is associated with the establishment of physical and chemical properties, quantitative and qualitative composition of goods, allowing for unambiguous identification of the goods in accordance with the TN VED of Russia. In accordance with the Federal Law of 27.12.2002 No. 184-FZ "On Technical Regulation", "product identification is the establishment of identity of product characteristics with their essential features". In other words, product identification is the establishment of compliance of a specific product with a sample and (or) its description. A description is understood as a set of features, parameters, indicators and requirements characterizing the product, established in the relevant regulatory documents. For example, standards, technical conditions, labels, tags, accompanying documentation, design and operational documentation can serve as a product description.

Identification is carried out in order to protect the consumer from an unscrupulous manufacturer (supplier, seller), to ensure the safety of products for the life, health of the consumer and the environment, and also to confirm the conformity of the product with the requirements imposed on it.

Identification as a procedure can be carried out in cases determined by legislation or on an initiative basis. In customs matters, the need for identification may arise in connection with the inaccurate declaration of goods, the code according to the TN VED, the provision of invalid documents, the destruction, damage, removal, change or replacement of identification means, etc.

Identification expertise allows to detect counterfeit goods.

Counterfeiting (from Latin Falsificare - to counterfeit) is a forgery of objects, carried out for selfish purposes during the process of exchange,

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purchase and sale, etc. As a rule, counterfeiting is aimed at deteriorating the properties of the object of purchase and sale while maintaining the appearance of the product in order to deceive and obtain illegal profits. In customs, on the contrary, in order to reduce the payment of customs duties, unscrupulous participants in foreign economic activity can declare more expensive and high-quality goods as lower quality, or finished products can be declared as raw materials or semi-finished products. There are main types of counterfeiting, namely:

- assortment;
- high-quality;
- quantitative;
- informational;
- cost;
- complex.

Assortment counterfeiting is caused by the replacement of one object with another, less valuable one.

High-quality counterfeiting is a fake of an object of the same type, but with a lower degree of quality (misclassification), i.e. substitution of a product of a higher grade, class, category, etc. with a lower one.

Quantitative falsification is caused by under-insertion, under-weight, under-filling, and shortage in the number of units in fact and in the accompanying documents.

Information falsification includes falsification of labeling, for example, failure to comply with consumer information requirements, and document forgery.

Value falsification is the sale of low-quality goods at the prices of higher-quality goods.

Complex falsification includes all or several of the above types of falsifications simultaneously.

Materials science expertise is associated with the establishment of physical and chemical properties, structure and material of goods, chemical compounds, and substances.

Commodity examination is aimed at determining the commodity characteristics of goods and their free (market) value (price).

Technological examination is an examination to agree on the standards for the output of processed goods taking into account a specific technological process when applying customs processing regimes on and outside the customs territory of the Russian Federation. Technological examination is carried out mainly with respect to the following goods: oil and oil products; goods of the chemical and related industries; metal ores, scrap metal, metals and alloys; paper, wood and products made from it; leather and textiles.

Art expertise is carried out to establish the historical, artistic, cultural, scientific significance of works of art and antiques. The specifics of conducting customs expertise of goods based on legal

norms in the system of customs clearance and control are discussed in detail in the literature, the most significant documents are given in the list of references to this article.

Conclusion

It is necessary to revive the role and importance of a quality-oriented strategy, since only in this case the heads of enterprises will be subjectively and objectively forced to improve their production, using nanotechnology and innovative processes, so that competitive and popular materials and products fully satisfy the needs of domestic consumers. At the same time, the assertion that the consumption of domestic materials and products is regulated by the market is justified. In this case, the market requirements should be dictated to manufacturers on the need to increase the role of the state and consumers in the formation of sustainable demand for domestic materials and products, namely: maintain the range of goods, regulating it with federal, regional and municipal orders; stimulate price stability; increase consumer capacity and gradually improve their quality. The implementation of these tasks will create the basis for the consumer to realize the need to pay for the advantages of high-quality materials and products, and the manufacturer to realize that improving the quality of materials and products cannot be associated only with an increase in prices, but also through technical innovations aimed at the application of new technological and engineering solutions, including making a revolution in quality or through the quality of advertising, or through real quality, it is important to implement one of the defining principles of production efficiency - the manufacturer produces exactly what the consumer needs in an assortment that creates the basis for satisfying demand.

It is equally important to understand the role and significance of quality activities, that is, to what extent managers have penetrated the essence of things, learned to manage things, change their properties (assortment), form, forcing them to serve man without significant damage to nature, for the benefit and in the name of man, that is, in accordance with the requirements of the Federal Law "On Technical Regulation".

Both political leaders and the government have been talking about the need to conduct a competent industrial policy lately. However, if we carefully examine the regulatory and methodological documents on the structural reorganization of industry, then the thought arises whether we are not stepping on the same rake that we have been stepping on all the years of reforms, namely: we did not care about our producers.

A world-famous quality specialist E. Deming, who at one time was a scientific consultant to the Japanese government and led Japan out of the

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economic crisis, says in his book "Out of the Crisis": "... managing paper money, and not a long-term production strategy, is the path to the abyss." Regarding whether the state needs to pursue an industrial policy, we can cite the statement of the outstanding economist of the past Adam Smith, who 200 years ago laid the foundations for the scientific analysis of the market economy. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants." You can't say it more precisely. What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the decline in inflation, the budget surplus and other financial and economic achievements. But what, is this the end result of public administration, and not the quantity and quality of goods and services sold on the domestic and foreign markets and the ability of the population to purchase these goods and services? And, ultimately, not the quality of life of the country's population?

Therefore, it is quite natural that today the task is set for all levels of executive and legislative authorities - to improve the quality of life of Russian citizens.

Let us conduct a general factor analysis of the problem of "quality of life". The quality of life of citizens depends on the quality of consumed goods and services in the full range - from birth to funeral services, as well as on the solvency of citizens, which allows them to purchase quality goods and services. The two factors named (quality and solvency) depend on the state of the country's economy, which in turn depends on the efficiency of enterprises in various sectors of the economy, including light industry. The efficiency of enterprises depends on the state of management, on the level of application of modern management methods, on the implementation of production quality requirements.

The problems of improving the quality and competitiveness of materials and products at the present stage of development of the Russian economy are becoming increasingly important. As the experience of advanced countries that at one time emerged from similar crises (the USA in the 1930s, Japan, Germany in the post-war period, later - South Korea and some other countries) shows, in all cases the basis for industrial policy and economic recovery was a strategy for improving the quality and competitiveness of products that would be able to conquer both domestic and foreign markets. All other components of the reform - economic, financial and credit, administrative - were subordinated to this main goal.

Positive changes in the quality of goods imply qualitative shifts in technology, technology, organization and management of production.

Production must improve, which does not mean becoming more expensive.

It was absolutely right to draw attention to one phenomenon, usually eluding attention in the bustle of problems, - the historicity of the economy. The economy has not always been and will not remain as it is perceived now. Economic life changes over time, which forces us to tune in to its changing existence. The modern economy is built on a market foundation and the laws of the market dictate their rules. In the foreground are profit, competition, efficiency, and one-man management. How long will this continue? Analysts claim that the symptoms of a new economic order are already growing. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition is incompatible with the prospect of economic development, as evidenced by the persistent desire of social democracy in the West to turn the economy around the front line of social security, a fair distribution of profits. The new economy is temporarily called "thrifty". The current principle: "the strongest, the most adapted survives" will be replaced by "social-production partnership - the manager and the manufacturer will become members of one team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." The "thrifty" economy will be oriented toward resource-saving production technologies. It required a new look at the fundamental concepts.

And therefore the philosophy of quality must also change. We must be prepared for the coming events.

Quality is "destined" to be at all times at the epicenter of both scientific and amateurish reflections. The problem of ensuring the quality of activity is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of the opposition of the ratio of "direct" and "indirect" actions. The expression "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality only because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied". From the ratio in the dynamics of these projections, quality problems in creative thinking are built into a corresponding graph reflecting the relevance and profitability of activities aimed at developing production.

The most significant and global character are international standards on quality management. The application of modern methods in them allows solving not only the problem of improving quality, but also the problem of cost-effectiveness and the problem of productivity. That is, today the concept of

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"quality management" is moving into the concept of "quality management".

Thus, the solution to the problem of increasing the efficiency and competitiveness of the economy, and ultimately the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority task.

The results of the research conducted under the UN development program allowed us to measure the share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential, and only a third of the world's wealth is accounted for by natural resources and the production structure. A strategy focused on quality undoubtedly contributes to the growth of the role of the subjective factor in the development of production, and to a more complete and comprehensive satisfaction of human needs. No one has dared to openly and officially cancel the desire to "live according to reasonable needs", as well as the need to "work according to one's capabilities", together with the communist ideal, realizing the absurdity of denying the essential powers of man. In a "hot" state, the problem of quality is steadily supported by both the internal forces of active consciousness and external life factors. The highest function of consciousness is cognitive.

It is believed that by learning about nature, its quality, quality state, quality levels are revealed, embodying new knowledge in production. Post-classical economic thought has shifted quality towards consumption, trying to give production a "human face" - a person alienates himself in the process of production, but this measure is forced and in the systemic understanding - temporary, conditional. Labor is a kind of "terrible cauldrons" that Vanya the Fool had to overcome in order to turn into Ivan Tsarevich.

And here it is absolutely justified to consider that the main thing in production is the result, not the process. Consumption regulates the market. Therefore, market demands should dominate production. The task of society is to promote the development of demand on the market worldwide: to maintain the range of goods, stimulate price stability, increase purchasing power, improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, puts in first place "production planning that is not oriented towards such goods and services for which the market shows demand." Try to object to him. Production during the transition from an industrial to a post-industrial society of mass consumption is thought of as a function of the market.

And the authors fill these quality properties with criteria, namely:

— quality ideology – a prospect for production development;

— quality management is a comprehensive approach to solving quality problems;

— fashion and technical regulation are components of the quality of manufactured footwear;

— quality in the market is a paradigm for the formation of production that satisfies market needs;

— advertising is always at the service of quality;

— a trip into the past as a guarantee of quality in the future;

— product quality assessment model

— these are production priorities;

— forecasting quality costs when developing a new range of footwear is the key to its demand and competitiveness;

— methodology of business visual assessment of a product – a means of assessing the effectiveness of quality;

— improving the quality and competitiveness of domestic special footwear;

— on the indicators for assessing the quality of footwear – as a tool for creating products in demand;

— quality and the market: a marriage of convenience and this is indisputable;

— the stability of the enterprises' work is a guarantee of the quality of the footwear they produce - all these aspects together ensure a quality revolution, guaranteeing the manufacturer stable success in a market with unstable demand;

The buyer is perfect as a subject of systemic interaction by his purchasing preparation. He is perfect not by the size of his purchasing capacity. His participation is determined by knowledge of the commodity-economic situation. The consumer is not an object of application of the seller's and producer's actions. The consumer is a subject of the market and it is in his (and other subjects') interests to be informed not by the advertising community, but by professional sources. Then counterfeit and "scam" will stop populating the market. The quality of goods begins in the consumer's consciousness. Imposing the idea of quality is bad for all legitimate subjects of economic relations. It must be educated again by everyone: the producer, the seller, the buyer himself and the institutions of civil society, if the state is passive.

The transition to mass production of the second type – a "smart", "thrifty" economy – activates systemic relations. The market function appears in a new light. Together with the manufacturer, the seller is guided by knowledge of consumer tastes. Only one step, however not an easy one, remains to be taken to perfect the system – the whole world should take up the formation of consumer culture.

Accusing the current generation of a consumerist attitude towards life is not entirely fair. Consumption is the ultimate goal of production. The problem is the lack of a consumer culture of the mass

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consumer, a problem of truly socio-cultural proportions. Another consequence of financing cultural progress. Why does one government replace another, and culture is still the last in line for political relevance in power? It is time to understand that not

only science has become a direct productive force. Culture is also a factor in the development of production, and a multifaceted and very effective factor at that.

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