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POLY-SCIENTIFIC ESSENCE OF THE “CONSUMPTION” CATEGORY THROUGH THE PRISM OF ITS SAFETY

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Abstract. The transformation of economy and society of Ukraine especially in conditions of European integration makes goods and services consumption safety to become one of the prerequisites of state economic security. This is due to the intensification of intra-systemic threats from socio-economic and political crisis, the low purchasing power of the population, the saturation of the internal market with dangerous goods and services and their negative impact on the environment. In this case, the theoretical and methodological basis of consumption safety is imperfect. It is necessary to investigate the change of the essence of the concept of “consumption” in time and space and its relationship with safety category. **The aim** of research is to determine the features of ensuring safety of consumption as an object of study of various sciences. **Methodology:** theoretical and methodological basis of the study are the fundamental basics of security studies, economics, global science, philosophy, ecology, political science, consumption. To ensure the conceptual integrity of the study, the following methods have been used: theoretical generalization, comparison, dialectics, analysis and systematization; institutional analysis; brainstorming, office research. The **scientific importance** of the work is that the essential characteristics of the “consumption safety” category have been determined as: the structure, needs, nature of their satisfaction and interests, rationality and value orientation, connection with production and its purpose in economic terms; motivational factors, behavioral patterns, social conditions, mass culture and culture of consumption in sociological terms; features of consumer behavior, their individual selection criteria, form and models of consumption, methods of evaluation of goods in psychological terms; “green consumption”, “balance between man and nature”, “survival of man as a species” in ecological terms; the concept of “philosophy of security of consumption”, the society of consumption and consumerism, as its extreme form, which opposes the society of development in philosophical terms; the need to improve the institutional framework in political and legal terms. The **value** of the research is that it is increasingly necessary to overcome the threats of consumption safety as for individuals, so for states in sustainable development terms.

Key words: consumption of goods (services), consumption safety, consumption society, green consumption.

JEL Classification: A13, E21, H56.

INTRODUCTION

Today the problem of meeting basic needs is increasingly exacerbated due to resource depletion and the risk of anthropogenic environmental impacts. The relevance of this area of research is confirmed by the interest in it from the world scientific community: for example, members of the Roman Club emphasize the need for the world to undergo rapid and fundamental transformation of production and consumption systems in order to achieve the goals of the Paris Agreement (Weizsaecker and Wijkman, 2018) international and transnational corporations, supranational, global organizations. Sustainable consumption and production was identified as one of the seventeen UN Global Sustainable Development Goals (United Nations Ukraine, 2017).

In Ukraine the problem of ensuring consumption safety is complicated by the impact of endogenous factors, which necessitates the importance of paying close attention to this issue. If we consider safety as a state of any object, for which it does not threaten anything and a priori consider it a normal desire of every subject of market relations, then it is necessary to investigate the change of the essence of the concept of "consumption" in time and space and its relationship with security category.

LITERATURE REVIEW

Consumption of goods (services) remains an interdisciplinary field of research for economists, philosophers, psychologists, sociologists, ecologists based on the use of specific scientific tools. In developed countries there are being actively investigated the problem of responsible, rational, sustainable consumption and production (J. Gonteles, T. Jackson, F. Capra, L. Mikaelis, D. Fedrigo), sociological and psycho-emotional factors of consumption (E. Dunn, M. Norton, S. Lubomirski). Significant contribution to the research was made by domestic scientists (A. Grishnova, A. Kotenko, A. Kolot, O. Melnichenko, L. Pogorila, T. Saltevskaya). Ukrainian scientists pay attention to consumer behavior and consumer culture, national security principles and the "art of living" in a society of risk (O. Dzoban, V. Gorlinsky, O. Khilko, N. Lisitsa, N. Stepanenko, G. Sorokina, L. Shipilova). Despite the considerable amount of scientific research, the polystructural nature of the consumption category as a key determinant of sustainable development, its interdisciplinary nature causes a blurry interpretation of its nature, in particular with regard to consumption safety.

PAPER OBJECTIVE

The purpose of the article is to determine the features of ensuring consumption safety as an object of study of various sciences.

RESULT AND DISCUSSION

In the beginning consumption was considered only by economic science as a prerequisite for achieving production goals. Later the foundations of a sociological approach to individual consumption were laid. The close interconnection and interdependence of both the categorical apparatus and the scientific schools that study them, lead to the assignment by different scholars of the works of certain authors to different directions of scientific thought (for example, thematic works by K. Marx, T. Veblen, J. Bodyard and others refer to political economy, sociology, philosophy).

The consumption process, in particular the personal one, has always been the focus of research of political economy and economic theory. In this aspect, it can be regarded as the final stage of social reproduction associated with the destruction or reprocessing of a product, as well as the satisfaction of an existing and emerging need (Saltevska, 2009). In some domestic and most

English-language publications, the importance of consumption is disclosed without reference to the goal to meet needs (Business Dictionary, 2020; My Accounting Course, 2020). In our view, this somewhat narrows the essence of the concept, distinguishing between production and consumption, and thus contributing to the emergence of new or exacerbation of existing contradictions. Ukrainian researchers, in particular V. Marcin (Marcin, 2006), state that “the problem of the consumer as a whole, his place in market relations, protection of his rights has at the same time economic, social and political aspect” (Figure 1).

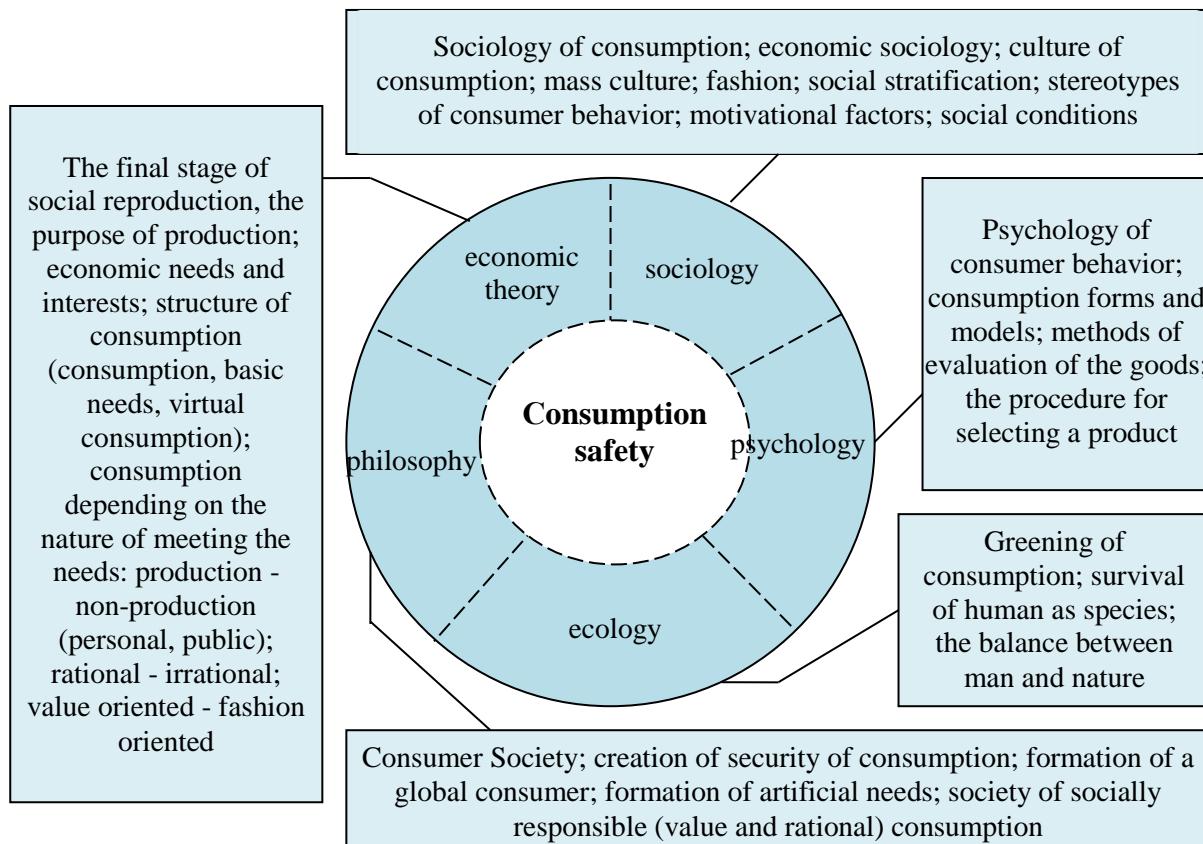


Figure 1. Essential characteristics of the poly-scientific category of “consumption safety”

Source: compiled by the author

According to T. Saltevska consumption “forms the socio-economic basis of creating human potential, creative personality” (Saltevska, 2009), generates motivation for work, improves the standard and quality of life. In general, while agreeing on the importance of the relationship “consumption – production”, we should note that for security of consumption at the current stage of society and consumption development exchange plays a decisive role, namely as for the influence on choice through communication.

Consumption research, depending on the nature of needs (production and non-production), proves that the most vulnerable and, therefore, threatening, is personal consumption, since the decision-making processes in industrial and public consumption are more regulated and rational, and therefore better organized and controlled. In addition, for any type of consumption, the final decision is made by a particular person (group of persons), thus, to some extent, personal consumption can be considered primary in relation to others, and its goals – the basis of any economic activity.

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Nowadays, when one seeks to determine the main moments of consumption considering no longer the natural but artificially created environment, we are talking about the transition from the primary needs related to the physical state to the intellectual and spiritual (Delyagin, 2003, p. 196; Vasilchuk, 2001, p. 14; Inozemtsev, 2000, p. 42; Tyutyunnikova and Saltevska, 2009, p. 25). S. Tyutyunnikova and T. Saltevska hypothesize that personal consumption changes occur both on a global scale and within a transformational economy (Tyutyunnikova and Saltevska, 2009, p. 26). We can agree that consumption “... has its own characteristics at every historical stage of development. In society, not only the goals of personal consumption change, but also the nature of its interaction with needs and production. During the development, the link between them is weakening, as a result of the crises of overproduction, hunger, restriction of consumption in favor of savings” (Saltevska, 2009, p. 34).

Considering the safety of consumption in the context of meeting the needs of a person according to his or her cultural level, we support V. Marcin (Marcin, 2006), who refers safety to the basic factors of consumer choice. However, we cannot agree with the statement of M. Butko, A. Nezhivenko, T. Pepa that security is first and foremost a peace of mind that brings a service or product that can be relied upon; durability, reliability, guarantees of product lifetime (Butko, Nezhivenko and Pepa, 2016). Today, the consumer should not dwell solely on the safety of a product or service, but must also take into account the safety of consumption in general, on the criterion of health, environment, future development.

The sociology of consumption allows us to understand the transformational processes in cultural and economic consciousness and behavior of both the individual and the whole society on the basis of systematic knowledge. At the present stage, it develops in two directions: one based on economic principles, the other examines consumption, using semiotic, historical, ethnographic analysis to study the symbolic nature of consumption (Shkonda, 2015, p. 35). The object of the study of economic sociology is not the process of technological (industrial) consumption, but the consumption of individuals, in which the act of purchase and the act of consumption are viewed in terms of stereotypes of consumer behavior as a whole (Matveyev and Lysota, 2006, p. 14).

The definition of behavioral styles in the consumption process is the task of both sociology and psychology. New forms and patterns of consumption, based more on individual motivational factors, also depend on the external social conditions (socio-economic, cultural, political) that dominate the society. Thus, in the US and Western Europe, producers' interest in the psychology of consumer behavior, their methods of assessing goods and selection procedures arose in the face of increased competition, the saturation of markets with identical goods due to the widespread use of mass marketing (Kovalisko and Dombrovskaya, 2012, p. 38). Consequently, psychology considers consumption within the framework of tools and mechanisms of influence on consumer behavior (choice according to certain characteristics of the goods: color, shape, size, smell, etc.; the influence of advertising) (Vansink, 2004).

Consumption in the context of impact on environment is explored by ecology. The concept of “greening consumption” means the process of ecologically improving the consumption of products and services with ecologically oriented demand as the key factor (Melnik, 2006).

According to (Saltevskaya, 2008), the wastefulness in Western society of consumption, which is spreading due to globalization, has led to increased anthropogenic load on the environment, bringing humanity to disaster: the ecological balance is destroyed and irreversible processes occur (Moiseev, 1994, p. 131). Illustrative in this aspect is the use of the concept of footprint that demonstrates the scale and impact of human activity on the environment. With the escalation of the ecological crisis, the survival of human as a species, including both basic needs and development, as essential to human survival and a high level of human science, culture and consciousness, must be the primary goal of consumption for the necessary transformations for ensuring the balance of nature and man (Tyutyunnikova and Saltevska, 2009, p. 26). According to I. Efimchuk, the source of development is the conflict between nature and the human environment, but now this development is carried out under the influence “not from the outside, but from inside, generated by

the will and activity of man, as well as by functioning of the institutes of society that he created" (Efimchuk, 2005, p. 145).

The problem of consumption has an important place in the philosophical search, and regulation of the process of consumption requires the study of the theoretical and methodological foundations of consumer mechanisms as a social phenomenon and an independent scientific problem within the philosophy of consumption safety. Together with the increase in the supply of high-tech goods (services), the risks and threats of mismatch between technical parameters and the harmful effects on human and environment are increasing. According to O. Dobriden, consumption transformations in Ukraine have gone into a stage of "irreversibility", since, on the one hand, they are connected with private interests, and, on the other, with the standardization of consumer culture and the disappearance of interest in the critical analysis of the basic principles of being in the ordinary citizens (Dobriden, 2011, pp. 158-159). Such a statement raises concerns about security threats not only to consumption but also to national security in general, however, in our view, more research is needed. It is expedient to agree with the author's thesis that a system of consumption based solely on economic and political grounds is extremely negative for the individual, and the imperfection of the institutional base of consumption for taking into account the impact of new technologies leads only to a formal inspection of this process (Dobriden, 2011, p. 165; Baudriyar, 2004, p. 130). It is also pertinent to consider the author's remark that the basic elements of the consumption process should be considered in the context of influencing human biophysiology and psychology (Dobriden, 2012, p. 84), however, in our opinion, the proposed aspects of consumer activity (outlook-symbolic, religious, cultural, demographic, food, medical, environmental, household, electrical, construction) should be generalized in order to solve modern problems in complex as this one to ensure consumption safety.

Consumption research has been updated with the development and expansion of a consumption society that transforms a person into a consumer who does not think about the need to ensure sustainable development and preserve life on the planet. The crisis phenomena of personal consumption are manifested in the disintegration of the established links between needs, production and consumption, in deep institutionalization and transformation of consumption into an important factor of economic growth, which is the logical consequence of the formation of permanently unmet consumer demand (Saltevska, 2009, p. 49). Among the negative characteristics of the consumption society, the most significant impact on consumption safety is made by such facts: (1) the consumer is dependent on advertising and consumer society norms; (2) consumption society leads to increased environmental degradation; (3) consumers are manipulated and artificially generated (in particular by TNCs), which may or may not be appropriate for each country; (4) giving excess value to consumption leads to its becoming the ultimate goal and meaning of existence, the sphere of self-expression (Saltevska, 2008; Thomas, 1997, p. 56).

Concerning the positive aspects of consumption society, identified in the work of T. Saltevska (Saltevska, 2009, p. 57), in view of the importance of consumption safety, it can be said that: (1) on the basis of high social standards, consumers demand for environmental friendliness is increasing; (b) as a mature stage of market economy development, consumption has a developed legal basis. However, such a logic of thinking is contradictory, especially in the conditions of our country with its permanently unstable political, economic and social situation. The same author points out that a socially responsible consumption society characterized by limited, rational consumption with the motive of responsibility for future generations should become an alternative to the consumption society. In Tyutyunnikova and Saltevska (2009, p. 26) contrast to the last one, a new model – value and rational consumption – is proposed. It aims at satisfying reasonable needs and, at the same time, reflects the values of a single holistic organism – human and nature and which can be formed in a social market economy. This approach should be recognized as unrealistic, since in the conditions of our country as more probable, we consider the gradual provision of the mentioned features (Tyutyunnikova and Saltevska, 2009), which will facilitate its formation. It is also difficult to agree

with the proposed statements, since consumption remains a key category in the process of human life and development. In addition, the concept of "responsibility" implies external constraints, frameworks, the need to respond, which is not always perceived as an incentive for development. Instead, consumption in a sustainable development environment may be seen as a desire to improve living conditions for consumers themselves and future generations.

D. Fredriko and J. Gontelez emphasize that "the transition to sustainable consumption and production schemes should mean more than simply allowing consumers to buy products that are a little more sustainable. The "madness of growth" as characteristic of the material consumer economy, of course, obscures any sustainability, the advantage of such "sustainable consumer purchases". So we return to discussions about the positive growth, the relevance and the need to pursue a policy of promoting a "degrowth" or "steady-state" economy to replace the volatile assumptions that have been built, honed and secured over the last 200 years (namely, consumption promoting as a mean of stimulating the economy and supporting production) to find promising solutions for the 21st century and beyond" (Fedriko and Hontelez, 2010, p. 11; Tukker et al., 2010, p. 2).

It should be noted that in the work of T. Saltevska (2009, p. 14) it is proved that in modern conditions for the humanity the problem of security is complicated by the background of instability, increasing number and variety of threats in the life of society. At the same time, in the hierarchy of human needs, meeting basic needs becomes an integral part of the security of the consumption process, a significant component of which is food security. Food consumption is increasing risks and the importance of security is being updated due to the scarcity of food resources, the spread of diseases caused by food poisoning and substandard products. Not only the consumption of food increases the risks for humans, but also the consumption of information, entertainment and tourism services through threats of manipulation of people's consciousness, growing instability and terrorism.

CONCLUSION

The essential characteristics of the "consumption safety" category have been determined as: the structure, needs, nature of their satisfaction and interests, rationality and value orientation, connection with production and its purpose in economic terms; motivational factors, behavioral patterns, social conditions, mass culture and culture of consumption in sociological terms; features of consumer behavior, their individual selection criteria, form and models of consumption, methods of evaluation of goods in psychological terms; – "greening consumption", "balance between man and nature", "survival of man as a species" in ecological terms; the concept of "philosophy of security of consumption", the society of consumption and consumerism, as its extreme form, which opposes the society of development in philosophical terms; the need to improve the institutional framework in political and legal terms.

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ПОЛІНАУКОВА СУТНІСТЬ КАТЕГОРІЇ «СПОЖИВАННЯ» ЧЕРЕЗ ПРИЗМУ ЇЇ БЕЗПЕКИ

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Трансформація економіки та суспільства України, особливо в умовах європейської інтеграції, робить безпеку споживання товарів і послуг однією з передумов економічної безпеки держави. Це пов'язано з посиленням внутрішньосистемних загроз від соціально-економічної та політичної кризи, низькою купівельною спроможністю населення, насиченістю внутрішнього ринку небезпечними товарами та послугами та їх негативним впливом на навколошнє середовище. У цьому випадку теоретико-методологічна основа безпеки споживання є недосконалою. Необхідно дослідити зміну сутності поняття «споживання» у часі та просторі та його зв'язок із категорією безпеки. Метою дослідження є визначення особливостей забезпечення безпеки споживання як об'єкта вивчення різних наук. Методологія: теоретико-методологічною основою дослідження є фундаментальні основи досліджень безпекознавства, економіки, глобалістики, філософії, екології, політології, споживання. Для забезпечення концептуальної цілісності дослідження були використані такі методи: теоретичне узагальнення, порівняння, діалектика, аналіз та систематизація;

інституційний аналіз; мозковий штурм, кабінетні дослідження. Наукове значення роботи полягає в тому, що сутнісні характеристики категорії «безпека споживання» визначаються як: структура, потреби та інтереси, характер їх задоволення, раціональність та ціннісна орієнтація, зв'язок із виробництвом та його призначенням в економічному плані; мотиваційні фактори, поведінкові моделі, соціальні умови, масова культура та культура споживання в соціологічному відношенні; особливості поведінки споживачів, їх індивідуальні критерії відбору, форма та моделі споживання, методи оцінки товарів у психологічному плані; «екологічне споживання», «баланс між людиною та природою», «виживання людини як виду» в екологічному відношенні; концепції «філософії безпеки споживання», суспільства споживання та споживання як її крайньої форми, яка протистоїть суспільству розвитку у філософському плані; необхідність вдосконалення інституціональної бази в політичному та правовому аспектах. Цінність дослідження полягає в актуалізації необхідності подолання загроз безпеці споживання як для людей, так і для держав в умовах сталого розвитку.

Ключові слова: споживання товарів (послуг), безпека споживання, суспільство споживання, зелене споживання.

ПОЛИНАУЧНА СУЩНОСТЬ КАТЕГОРИИ «ПОТРЕБЛЕНИЕ» ЧЕРЕЗ ПРИЗМУ ЕЕ БЕЗОПАСНОСТИ

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Трансформация экономики и общества Украины, особенно в условиях европейской интеграции, делает безопасность потребления товаров и услуг одной из предпосылок экономической безопасности государства. Это связано с усилением внутрисистемных угроз от социально-экономического и политического кризиса, низкой покупательной способностью населения, насыщенностью внутреннего рынка опасными товарами и услугами и их негативным влиянием на окружающую среду. В этом случае теоретико-методологическая основа безопасности потребления несовершенна. Необходимо исследовать изменение сущности понятия «потребление» во времени и пространстве и его связь с категорией безопасности. Целью исследования является определение особенностей обеспечения безопасности потребления в качестве объекта изучения различных наук. Методология: теоретико-методологической основой исследования являются фундаментальные основы исследования науки о безопасности, экономики, глобалистики, философии, экологии, политологии, потребления. Для обеспечения концептуальной целостности исследования были использованы следующие методы: теоретическое обобщение, сравнение, диалектика, анализ и систематизация; институциональный анализ; мозговой штурм, кабинетные исследования. Научное значение работы состоит в том, что сущностные характеристики категории «безопасность потребления» определяются как: структура, потребности и интересы, характер их удовлетворения, рациональность и ценностная ориентация, связь с производством и его назначением в экономическом плане; мотивационные факторы, поведенческие модели, социальные условия, массовая культура и культура потребления в социологическом отношении; особенности поведения потребителей, их индивидуальные критерии отбора, форма и модели потребления, методы оценки товаров в психологическом плане; «экологическое потребление», «баланс между человеком и природой», «выживание человека как вида» в экологическом отношении; концепции «философии безопасности потребления», общества потребления и потребления как ее крайней формы, противостоящей обществу развития в философском плане; необходимость совершенствования институциональной базы в политическом и правовом аспектах. Ценность

исследования заключается в актуализации необходимости преодоления угроз безопасности потребления как для людей, так и для государств в условиях устойчивого развития.

Ключевые слова: потребление товаров (услуг), безопасность потребления, общество потребления, зеленое потребление.