

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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STRUCTURAL ANALYSIS OF CATEGORY APPARATUS OF CONSUMPTION IN THE SUSTAINABLE DEVELOPMENT SYSTEM**СТРУКТУРНИЙ АНАЛІЗ КАТЕГОРІАЛЬНОГО АПАРАТУ СПОЖИВАННЯ В СИСТЕМІ СТАЛОГО РОЗВИТКУ**

Urgency of the research. The transition from consumer society to the foundations of sustainable development is an urgent problem of science, especially in the process of European integration of Ukraine, while business entities are most open to the implementation of these principles in the process of transformation.

Target setting. Multidimensional category of consumption as a key determinant of sustainable development, its research within the conceptual-categorical apparatus of different disciplines resulted in inconsistencies in the disclosure of its essence because of several related concepts use.

Actual scientific researches and issues analysis. Significant contributions to the study of responsible, intelligent, sustainable consumption and production have been made by well-known foreign (J. Gontelos, T. Jackson, A. Deaton, F. Capra, L. Mikaelis, D. Fedrigo) and domestic scientists (O. Grishnov, A. Kotenko, A. Kolot, O. Melnichenko, L. Pogorila, T. Saltevska).

Uninvestigated parts of general matters defining. At the same time, structural elements of the conceptual apparatus of consumption remain insufficiently substantiated and established. The issue of consumer safety is all the more acute.

The research objective is to explore the structural interrelations between the elements of the conceptual apparatus of the category "consumption" in terms of its focus on ensuring social and economic development, the welfare of the individual and humanity as a whole on the basis of sustainable development.

The statement of basic materials. The article deals with the structural-system analysis of the terms "sustainable", "socially responsible", "green", "intelligent", "rational", "ethical" consumption. It has been established that in the majority of them, they are aimed at reducing the negative impact on health, the environment, society, formation of conscious behavior (motivation) of the consumer. The concept of "safe consumption" is suggested.

Conclusions. The dialectical connection of related categories of the "consumption" concept has been analyzed; the tetra-like model of the structure of the category apparatus of consumption in the sustainable development system has been proposed.

Keywords: sustainable; intelligent; responsible; rational consumption; consumer safety; structural analysis.

Актуальність теми дослідження. Перехід від суспільства споживання до засад сталого розвитку є актуальною проблемою науки, особливо в процесі євроінтеграції України, оскільки суб'єкти господарювання є найбільш відкритими до впровадження нових принципів діяльності саме під час трансформації.

Постановка проблеми. Багатоаспектність категорії споживання як ключової детермінанти сталого розвитку суспільства, дослідження в межах понятійно-категоріального апарату різних галузей знань обумовило різночитання в розкритті її сутності через використання низки споріднених понять.

Аналіз останніх досліджень і публікацій. Значний внесок у дослідження питань відповідального, розумного, сталого споживання зробили відомі зарубіжні (Дж. Гонтелес, Т. Джексон, А. Дітон, Ф. Капра, Л. Мікаеліс, Д. Федріго) та вітчизняні вчені (О. Гришнова, А. Котенко, А. Колот, О. Мельниченко, Л. Погоріла, Т. Салтевська).

Виділення недосліджених частин загальної проблеми. Залишаються недостатньо обґрунтованими та встановленими структурні взаємозв'язки елементів понятійного апарату споживання, а також не втрачає актуальності проблема забезпечення безпеки споживання.

Постановка завдання. Дослідити структурні взаємозв'язки елементів понятійного апарату категорії «споживання» з точки зору її спрямованості на забезпечення соціально-економічного розвитку, добробуту індивідуума та людства в цілому на засадах сталості.

Виклад основного матеріалу. Проведено структурно-системний аналіз понять «стале», «соціально-відповідальне», «зелене», «розумне», «раціональне», «етичне» споживання. Встановлено, що у своїй більшості вони спрямовані на зменшення негативного впливу на здоров'я, довкілля, суспільство, формування свідомої поведінки (мотивації) споживача. Обґрунтовано доцільність використання поняття «безпечне споживання».

Висновки. Проаналізовано діалектичний зв'язок споріднених категорій поняття «споживання»; запропоновано тетраподібну модель структури категоріального апарату споживання в системі сталого розвитку.

Ключевые слова: стале; розумне; відповідальне; раціональне споживання; безпека споживання; структурний аналіз.

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Urgency of the research. Having crossed the 25-year limit of its development, the concept of sustainable development not only does not lose, but is gaining increasing relevance in various aspects. For example, according to the UN Development Program in Ukraine, the relationship between socio-economic development and environmental degradation totals about 75% of the total environmental impacts and 60% of consumer spending [1]. Changing of traditional approaches of consumption to sustainable is economically efficient and contributes to reducing of risks to human health and improving the quality of life.

The transition from consumption society to the sustainable development principles following requires the consolidation of efforts of the population, entrepreneurship and state. Attention of the world's scientific community, public, supra-state entities and business to this issue is resulted in numerous studies, publications, development programs and related events. Thus, one of the goals of sustainable development of mankind for 2016-2030 is the ensurance of transition to rational consumption and production models [2].

Study of economy modernization on the basis of sustainable consumption is, at the present stage, an urgent problem of social, humanitarian and technical sciences. It is timely for Ukraine to study the specifics of implementation of these principles in process of European integration. That is, on the one hand, introduction of principles of sustainable consumption will contribute to sustainable economic development and welfare of population, and, on the other hand, subjects of economic relations are the most open to the providing of these principles precisely during the transformation processes.

Target setting. Multidimensionality of category of consumption as a key determinant of the positive (sustainable) development of society, attention to it by many subjects of the world community, its research within the conceptual-categorical apparatus of various branches of knowledge (economics, sociology, ecology, philosophy, psychology, management, law) and scientific directions caused discrepancies in determination of its essence, interpretation and definition. Existence of a number of related concepts: "steady", "reasonable", "rational", "green", "responsible", "ethical" - in our opinion, complicates the research, scientific discussion and implementation of the obtained results to ensure the well-being of mankind in the long run.

Due to the peculiarities of translation, there is also a mix of these categories. Thus, in the official translation of the 17 Goals of Sustainable Development of Humanity, such conception as "responsible" has been replaced by "steady" and "reasonable" [2].

Actual scientific researches and issues analysis. At the moment, in most of the developed countries, there are researchings on the issues of responsible, reasonable, sustainable consumption and production (F. Capra, D. Fedrigo, J. Gontelos, T. Jackson, L. Mikaelis) and sociological and psycho-emotional factors of consumption (E. Dunn, M. Norton, S. Lyubomyrsky). Nobel Laureate of 2015, A. Diton investigated the relationship between consumer behavior, income and welfare in developing countries, which was estimated using the indicator of change in consumption patterns [3]. Among domestic scientists it is worth mentioning O. Grishnov, A. Kolot, A. Kotenko, O. Melnichenko, L. Pogorila, T. Saltevsy, A. Yermolayenko and others.

Uninvestigated parts of general matters defining. In spite of numerous studies of the mentioned problematics, structural interrelations between elements of conceptual apparatus of consumption on the basis of sustainable development remain insufficiently substantiated and established. Among others, the issue of consumer safety is all the more acute, the relevance of which is confirmed by its inclusion in the EU's 6 tasks and the Rome Club's report.

The research objective. To analyze the structural interrelations between the elements of the conceptual apparatus of the category "consumption" in terms of its focus on ensuring socio-economic development, the welfare of each individual and of mankind in general on the basis of sustainable development; to determine place of safety consumption in the investigated process.

The statement of basic materials. An analysis of approaches to disclosure of essence of "consumption for the future", aimed at satisfying not only short-term needs but also long-term social development imperatives allowed to highlight a number of concepts used in the study of this issue. The

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most widely used of them are: "sustainable consumption", "responsible (or socially responsible) consumption", "green (organic) consumption", "reasonable consumption", "rational consumption", "ethical consumption". These terms reflect different aspects of the investigated category, while having much in common, sometimes replacing or duplicating each other. In their majority (according to approaches and authors), they are aimed at solving common problems of human development: reducing the negative impact of production and consumption on health, the environment and society, formation of conscious behavior (motivation) of the consumer - which provided the basis for the hypothesis about the possibility of their structural-system analysis (Tab. 1).

Table 1

Structural construction of conceptual and categorical apparatus of the consumption in the system of sustainable development

Element of the structure of consumption	Areas of influence			Consumer motivation	Requirements for manufacturer (seller)
	health	environment	society		
Green / organic	consumption of products which do not (or least) cause harm to health and the environment		without negative impact on other countries	prevention of wastefulness, negative impact on the environment and health	without using a disproportionate amount of funds
Ethic	purchase of goods for environmental beliefs		political beliefs, social initiatives	a way of acquiring and using resources, where attention is focused on the sustainable development and observance of human rights	ethical trademarks, products of ethical origin
Rational	a valid diet is a sign of a healthy lifestyle	rational nature management	a combination of the needs of individuals with the potential of society	rational needs, scientifically grounded consumption limits	<i>not considered</i>
Limited (Deconsumption)				conscious, rational restriction of consumption to the minimum satisfaction needs	<i>not considered</i>
Intelligent, Conscious	knowledge of indicators of safe and useful products	understanding how consumption affects the environment	realization of social necessity as a prerequisite for the progress of society	understanding of production and consumption processes nature and consequences; knowledge of principles of sustainable development; from the development of personality depends the progress of the society	understanding how production affects indicators of sustainable development
Social-responsible	without harm to health	avoiding and reducing of usage	ensuring social change; development of small and local entrepreneurship	different profiles of consumption on the basis of personally motivations, moral beliefs; the reduction of the volumes of individual consumption; the choice is made not by the imposed information, but by reasonable (the effect of consumption on the society), meaningful needs	avoidance of a entrepreneurship that negatively affects society; taking into account the influence of firms on consumer behavior; social marketing
	maximizing in the long run a beneficial effect on society and environment; taking into account the consequences				
Sustainable	"environmentally friendly" goods and services		economically acceptable	careful and rational formation of needs	close interconnection with the sustainable production
Safe (secure)	safe quality	the least harm	the basis of well-being	understanding of safety as a condition for not survival, but self-reproduction	safety as a consumer, responsibility for the sustainable production

Written by authors using [4-6]

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Within the research problem, we consider it necessary to add to the analysis the concept of "safe consumption". On the one hand, safety as a basic category in the hierarchy of needs, which gives way only to physiological needs, should be a priori provided by the participants of the reproduction process. At the same time, the relevance of its research is not reduced due to the emergence of new products, technologies and contradiction in the triumvirate "society - the state - the economy" [7]. For Ukraine, the problem is even more urgent due to mega-integration processes, which are accompanied by the transition from state standards and mandatory certification to technical specifications and regulations, which, in other equal conditions, may be deterioration of the quality and, accordingly, the safety of consumption of goods and services. On the other hand, considering the safety of consumption as a component of national security, then to ensure it, all aspects that are researched in this article, need to be studied. The results of the analysis allow to highlight the interrelationships in the structure of consumption and to hierarchically systematize elements on various aspects of sustainability (Fig. 1).

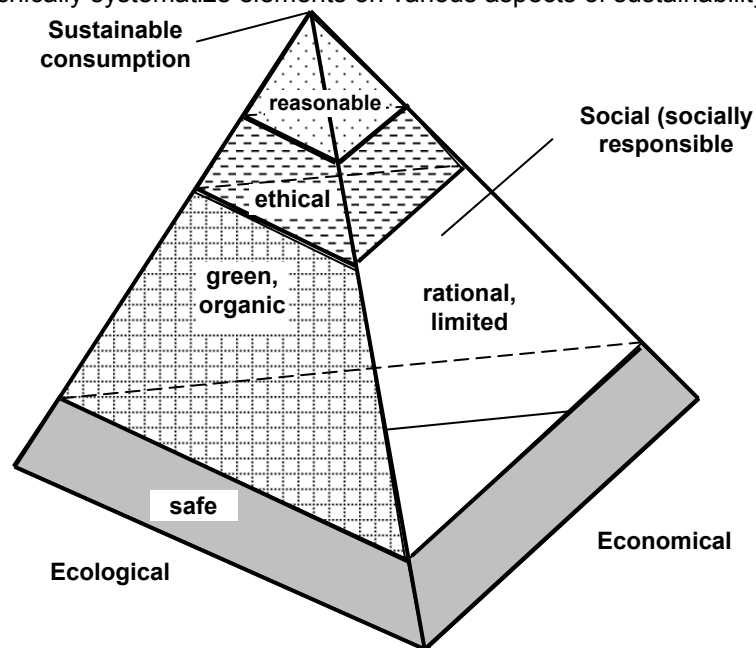


Fig. 1. Tetra-like model of structure of categorical apparatus of consumption in the system of sustainable development

To the ecological component we propose to attribute green and / or organic consumption; to economic - rational and limited as its subspecies; to social - responsible or socially responsible consumption. Regarding the last, we apriori agree with possibility of appearance of a discussion, since a significant number of authors use this category as a generalization or identify it with a sustainable one. At the same time, prevalence of use of the concept of "sustainable consumption" in various fields and various subjects of social reproduction, as well as its interpretation as a condition, means and criterion of ensuring value-rational consumption [6], and, therefore, its clear-cut target orientation substantiate our choice in its favor. As for rational and ethical consumption, we believe that they can be applied to all areas of sustainable development, while safe consumption forms the basis for development of each of them.

Conclusions. According to the results of the research the dialectical connection of related categories of the concept of "consumption" was analyzed; tetra-like model of the structure of categorical consumption apparatus in system of sustainable development is proposed and place of each component is substantiated. In the framework of further research, definition of factors, indicators, and also for-

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mation of a model of "sustainable consumption" and "reasonable consumer" is urgent in order to substantiate the leading place of safety of consumption in them.

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