

Today's businesses, organizations and firms are developing, improving and progressing, and they need a high-quality business model to determine the prospects, and to understand what they are going to work with in this or that area of activity, according to which they will be able to achieve great results. There are several approaches to defining the concept of "business model", all of them have a diverse nature, as each business has its own specifics of work, its own characteristics, depending on which builds a business model that is suitable for the company.

Consideration of the transformation of business models in industry under the robotics economy is necessary to better understand the impact of new technologies on production in general, which in turn will allow selecting the most appropriate business models for a given industrial complex, as well as understand how they can be influenced if necessary to change the mechanisms of its operation.

1. Kalenov, O. E. Business Model Transformation: from Classical Organization to Ecosystem / O. E. Kalenov // Bulletin of Plekhanov Russian University of Economics. – 2020. – . 17. – 3(111). – . 124–131.

## **CONSUMER SOCIETY AS AN ECONOMIC PHENOMENON**

. . . . .  
: . . . . , . . . . .

The society of the 21st century is often called a "consumer society", emphasizing that the basis of our civilization is the satisfaction of little understood, but constantly growing needs that are formed under the direct influence of modern production and at the same time are stimulated by social, cultural, psychological means [1, p. 63]. As Jean Baudrillard noted, a consumer society is a society in which consumption has become the main content of social life, pushing production and accumulation into the background. And this is no longer just consumption as a material practice, but its other form – consumerism, which is not limited to meeting needs, but expresses a person's attitude to things, ideas, other

people, to the world as a whole [2]. Consumption in this case becomes self-sufficient [3]. It becomes the guide that forms and directs the relationship and the relationship between society and the individual, directs the activities of social institutions, contributes to the formation of a system of values, establishes a certain motivation for activity, determines the dynamics and direction of social processes.

Today, consumption has reached a level where it is simply impossible to ignore it, and understanding this phenomenon is becoming vital for both producers and consumers. Only taking into account the phenomenon of consumption, we can build a strategy for further development and maximum stabilization of all spheres of human life, prevent crises in the future, and also have an idea of where the whole human world is heading.

The consumer society appeared as a result of the transition of countries from the industrial to the post-industrial level of development, the development of the service sector and the dominance of the science-intensive industry. The line between the consumer and the producer is blurred, and the economy of the producer-consumer appears. Economic development, an improvement in the quality of life, and the emergence of mass industry have created a broad middle class with high purchasing power. Thus, consumption becomes forced, biologically conditioned consumption and becomes a sociocultural phenomenon. That is, even common values today are becoming an object of bargaining, and true values are becoming artificial.

We would call the consumer society a rather contradictory phenomenon. It has both a number of advantages and disadvantages. This is relevant both for the individual and for society as a whole. As for advantages, we can single out: a variety of resources – in modern times we can observe a wide range of goods and services, we have the opportunity to choose a product to our liking with high functionality; accessibility – relatively recently, many areas of life were inaccessible to the majority, but now people can freely engage in culture, art, science, etc. Ultimately, this may contribute to the emergence of qualified specialists; business development – the increase in the desires and needs of users can not only stimulate business development, but also provides an opportunity to create completely new areas of business; ensuring economic and political stability – mass consumption avoids overproduction and high unemployment.

The main negative aspects are the following: the constant consumption of non-renewable or slowly replenished resources – according to statistics, “more than three-quarters of all so-called primary energy (i.e., the energy generated during the combustion of fuel) has been spent since the end of anthropogenesis in the 20<sup>th</sup> century” [4, p. 358]; fashion – fashion dictates the rules of a good life, people blindly strive to meet any standard, without thinking about whether they need it. Man identifies himself with what he has; financial spending – re-

turning back to fashion, it can be added that people are so dependent on the imposed fashion and the opinions of others that they are ready to take loans for things that are not so important in a person's life; degradation of the population – if you live only for the sake of consumption, then there can be no talk of any self-development, education will be a kind of duty only for the sake of a position.

The current stage of consumption is becoming not only an economic, but also a sociocultural phenomenon, where a new system of norms of behavior is being formed. But, as noted earlier, the consumer attitude to the world has both negative and positive sides, in general it is destructive, closed in on itself, and to some extent even dangerous for both humans and the environment. Can humanity find a golden mean in this vicious circle? This issue is as relevant as ever and is the cause of many discussions.

1. Kuzmenko E. O. Consumerism as a specific way of socialization / E.O. Kuzmenko // Culture, art, education: problems and development prospects: materials of scientific and practical. conf. with international participation. – Smolensk, 2013, pp. 63–66.

2. Baudrillard, J. Consumer society [Electronic resource]. – Mode of access: [http://royallib.com/book/bodriyyar\\_gan/obshchestvo\\_potrebleniya.html](http://royallib.com/book/bodriyyar_gan/obshchestvo_potrebleniya.html). – Date of access: 11.02.2022.

3. Sakhno, E. G. The power of consumption and the crisis of socialization / E. G. Sakhno // Social crisis and social catastrophe: collection of conference materials. –St. Petersburg: St. Petersburg philosophical society. – 2002. – p. 167–172.

4. Kokhanovsky, V. P. Philosophy: textbook for higher educational institutions / V. P. Kokhanovsky, T. P. Matyash, E. E. Nesmeyanov, V. P. Yakovlev. – Rostov n/a: Phoenix. – 2003. – 576 p.