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# Transformation of consumer needs in the context of personality environmental culture formation and innovative development of national economy

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**Abstract.** The article is devoted to the issues of substantiation of a new ecological worldview built on the basic principles of environmental culture. It is shown that the violation of the means of maintaining balance in the system "a man-nature-society" poses a significant threat to the existence of a man as a biosocial being, determining the appropriate response of nature to destructive human activities, requiring the identification of environmental priorities for further socio-cultural development. It was found that solving problems related to the current environmental situation involves limiting human practical and transformational activities aimed at transforming nature into the introduction of "careful", "gentle" consumption with the need to adjust the criteria of environmental feasibility, it is possible in the formation of environmental culture and deepening the field of environmental education. We have established that the innovative direction of the state's development should be focused on the targeted satisfaction of the consumer needs. The main indicators of the labor market in 2013-2019 are analyzed as well as personnel costs of business entities. The closeness of the relationship between net income and labor costs of enterprises is established.

## 1. Introduction

The formation of an innovative economy should focus on reducing production costs, creating quality, new products, improving human life and raising it to a qualitatively new level. In performing its functions, the state is called to facilitate the process of forming an innovative economy and create conditions under which the population of Ukraine will receive as much benefit as possible, while spending a minimum amount of resources. This economic direction of Ukraine, as well as the desire to meet world standards and occupy a worthy place on the world stage and led to this area of research. In modern conditions in Ukraine there is a need to rethink the state policy, which is aimed at meeting the needs of society. The level of wages is aimed at satisfying only the priority needs of the population. This leads to the degradation of the nation, going abroad, finding alternative sources of income and shadowing economy.

Needs are an integral part of economic processes, and the degree of their satisfaction is an indicator of economic and cultural development of society. Needs are gaining special importance in modern theoretical and methodological constructions of socially oriented economy, which is realized through the prism of substantiation of the concept of economic development.



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That is, the emphasis is not on the material and technical characteristics of the production process, but the priority is given to the human factor, its intellectual, spiritual, and moral potential.

Consequently, it is not legitimate to reduce the needs only to the economic sphere and the satisfaction of material goods as it is important to understand them in the sense of a mandatory component of the social system as a whole and focus on non-economic factors, in particular a man, values, nature which is updated in the current environmental crisis, which is becoming global. It is the model of development of the society in its direction of unlimited consumption and uncontrolled intervention in the environment that becomes an essential mechanism that threatens the life of a man and the existence of civilization as a whole, determining the appropriate response of nature to destructive human activity. In fact, environmental problems are really large due to socio-economic, political, legal and spiritual and moral factors. In this context, the founder of the Club of Rome, Aurelio Pecceia, linking the ecological crisis with the crisis of a man and his upbringing, remarks: "... people do not have time to adapt their culture to the changes that they themselves make in this world, and the sources of this crisis lie inside, not outside the human being. Obviously, the solution to all these problems must be based primarily on human change" [1].

## 2. Literature review

A large number of scientists in their research touched on the problems of the needs of man, society and the formation of an innovative economy in Ukraine. However, the full disclosure of consumer needs in the context of formation of personality environmental culture and under conditions of national economy innovative development has not found its final reflection.

The comprehensiveness and incontinence of consumption leads to social irresponsibility and negative impacts on the ecological situation of the environment, undermining the stable mechanisms of destruction of social life. After all, interest in the consumer problem in the 20th century is due to the so-called "consumer boom", which often takes threatening mutational forms. Consumption, and consequently human behavior as a subject of consumption, loses its original purpose of meeting functional needs, transforming, usually into a demonstrative process of waste, excessive luxury, destructiveness, environmental pollution (E. Fromm) [2]).

In particular, J.K. Galbraith [3] in his theory of "wealth society" highlights the extremely rapid rise of the American economy in the 50s of the twentieth century, which is characterized by significant growth of consumer goods and production of surplus products. It leads to the usual understanding of consumption as the satisfaction of needs, displaced by "simulated consumption and production of simulated goods, which do not bring real incentives for the development of society, but lead to an increasing amount of resources used". The 50-60 years of mass consumption bring to the forefront of the socio-economic life of the consumer in the endless focus on the acquisition and ownership of material goods and uncontrolled use of natural resources and environmental pollution.

In this context, the prototype of the modern sphere of mass consumption are the basic principles of organizing the activities of fast food restaurants "McDonald's". In particular, the American sociologist J. Ritzer [4] notes the spread of fast food industry as an integral phase of the rationalization of the modern world.

The quantity itself becomes the equivalent of good quality, because the idea is formed, "when something is a lot, and it is delivered quickly, it means that it is good" [4]. Saving time to purchase and receive a large number of goods or services at a low price creates the illusion of quality, and the speed of action eliminates improvisation and creativity of innovation. Therefore, the scientist warns about the opposite results of the principles of McDonaldization, the assertion of the so-called phenomenon of "irrationality of the rational", which manifests itself in miscalculation, dehumanization, and environmental pollution. After all, excessive amounts of trans fats in fast food products lead to high blood cholesterol, diabetes, obesity, cardiovascular disease and hormonal disorders. It includes the use of meat filled with antibiotics and a homogeneous potato with a high amount of nitrates, waste that does not turn naturally.

Consequently, the violation of the means of maintaining balance in the system "man-nature-society" poses a significant threat to the existence of a man as a biosocial being, determining the appropriate response of nature to destructive human activities, which requires identifying environmental priorities for further socio-cultural development. In this sense, it is environmental culture as a component of culture as a whole and an essential component of personal culture that leads to the need for a deep understanding of the inseparable connection of man with nature and awareness of alternative approaches to "careful", "gentle" and "restraining" consumption in the problem field of limiting personal needs. After all, the environmental culture of the individual expresses the desire to realize human life in the natural environment on a value-based moral and spiritual basis, requiring awareness of the coherence of personal needs with a balanced system of the natural environment. That is why V. Kryshchenko considered it a separate area of "human spirituality, knowledge and practice, which determines the nature and methods of human relations with the biosphere", and its acquisition "an essential need to ensure the survival and progress of mankind" [5].

Thus, to maintain its positive status in relations with nature, a man as a socio-biological-spiritual being must maintain not only the ability of natural systems to self-regulation, but also provide conscious positive intervention through the prism of the ability to self-limitation in all its dimensions (freedom, satisfaction of needs etc.). The ability to self-limit is the highest and most difficult form of freedom, as it is manifested in the rejection of many of our desired opportunities and the realization of those which requires strong-willed efforts, special tension, struggle with oneself, one's inclinations and desires [6].

Much research about the "growth-welfare" discuss over the past several decades has proved the argument that improvements in basic welfare and enhanced economic performance are mutually reinforcing processes, with improved welfare leading to greater labor productivity. Investment in basic human needs often amounts to investment in human capital, and in this way should improve, not hinder, long-term productivity and growth [7-12, 14]. Government investment in basic material and social welfare may be motivated as much by a concern for secure and effective economic infrastructure as for the equal fundamental rights of all consumer to some minimum standard of basic needs fulfillment. The scientists Bruce E. Moon and William J. Dixon [15] in their research argue that higher rates of economic growth do not improve a nation's ability to meet the basic needs of its population. A large amount of countries over twenty-five years were examined by Bruce E. Moon and William J. Dixon to determine whether basic needs attainment hinders subsequent economic growth. They also were interested if rates of growth have any impact upon subsequent welfare outcomes and improvements. They found that while basic needs attainment does not hinder subsequent growth, higher rates of growth do not lead to proportionately high rates of basic needs improvement. Real product growth results in absolute gains in basic needs attainment, but the rates of change in basic needs provision do not suggest that growth is conducive to improving the provision of basic needs in developing countries.

Loren A. King constructed a dynamic model of the impact of growth upon basic welfare [16]. He addressed the problem of period-specific stochastic effects by using average calculations of rate variables over time. He found out that the impact of growth-related factors upon basic needs outcomes may be less enduring, with beneficial consequences of either positive externalities or effective government intervention (or both). Adelman and Morris [17] as well as Griffin [18] claim that, in very poor countries, rapid growth indeed worsens the extent and severity of poverty, increasing absolute inequalities of material resources and social opportunities. M. Farion, V. Kovch in their research show that the increase of state interest in the formation of innovation economy will improve the quality of life and overall recovery of the country's economy [19]. They prove that the formation of an innovative economy in the country brings not only new prospects but also creates additional standards, which, in turn, complicate the process of human life. V. Kovch investigates the nature of society and state from the point of excellent aims and interests, which in turn, generates separate directions of searching resources for satisfaction of the own interests [20].

The state is considered from the position of the independent public organism that has not only got logic of the activity but also its own needs and interests that sometimes differ from interests of the society. An algorithm for analyzing enterprise innovation, which includes five stages of analysis, a system of indicators for analysis of innovation, a statement of sources of financing of innovation-investment activity and a statement of the volume of innovation costs, which will provide a well-reasoned and reasonable estimate of cost, is developed in article: [21].

### 3. Material and Methods

The purpose of research is to investigate the current state of meeting the consumer needs in the context of formation of personality environmental culture and under conditions of national economy innovative development in Ukraine.

For solving the purpose, general scientific and special methods of cognition are used: dialectical method of cognition, induction and deduction, theoretical comparison, observation, system analysis and synthesis, graphic method.

The outstanding scientist biologist, zoologist, ecologist M. Reimers defines human needs as a "system of requirements for the environment" [22] in terms of outlining the ways of interaction between the biosphere and a man, society and nature, laying a solid foundation for the formation of socio-economic ecology as a transition from the ecology of nature to the ecology of a man and society. There is a formation of new ecological thinking (a new ecologically oriented worldview based on global ecology) in the plane of which the relationship "man - needs" are closely related to the relationship "organism - environment", as the level of quality of human life in terms of physical, mental, social well-being is largely determined by the degree of interaction and the use of the environment. The environment in this approach is reduced to a variety of natural and social phenomena, processes and objects (natural environment, quasi-natural environment, which provides all modifications of the natural environment as an artificial world and the social environment as a cultural, psychological, political, information climate created for human society), and the quality of human life - to the extent of interaction and its use to meet needs.

Following V. Vernadskyi [23] the scientist considers a man as a living substance, inseparable from the biosphere, which is in continuous biological-energy, chemical, informational connections with nature and has a significant impact on its condition. In his view, the anthropogenic transformation of the integrity of "a man - nature" to the interaction of "a consumer - resources", "nature - forms of economy" leads to a violation of ecological balance and the inability of the biosphere to free itself from the destructive effects of human activity. B. Commoner's law "Nothing is given in vain" comes into force. Thus, B. Kommoner states: "The global system is a single whole, within which nothing can be won or lost..., everything that was removed from it by human labor must be returned" [24]. In this context, M. Reimers emphasizes the impossibility of fulfilling the most important environmental rule of "bringing the pace of operation of natural systems on an equal footing with the intensity of self-reproduction of these systems" [22], according to which the natural resource potential must exceed or equal the level of resources extracted from the natural environment, providing the possibility of self-regulation of the biosphere.

Instead, human economic activity puts pressure on both systems of direct influence and supersystems that perform the function of leveling negative transformations (Le Chatelier-Brown principle, which provides that in a situation of external influence, which brings the system out of steady state, there is a shift in the direction in which the effect of external action is weakened), while violating the law of internal dynamic equilibrium. New forms of management determine a number of chain reactions in nature, bringing the state of a modern man to the brink of evolutionary catastrophe. Therefore, M. Reimers, defining the level of development of the anthropological system in the ecosystem as threatening, develops an "ecological manifesto" [22], to justify the need to regulate the relationship between the biosphere and humanity, human activity and nature changed under its influence, which requires not only processes of self-organization, but also conscious positive intervention.

This aggravation of attention to environmental problems is due to the situation of uncontrolled development of mankind in the problematic field of interaction of economic activity with the environment in the system "a man - nature", frees up the place of "time of Mind". According to the scientist, the new era determines time as a fundamental resource, because a man must learn to change in response to the boomerang of destroyed nature, because in no case should the balance between the pressure on the environment and the ability to reproduce it. That is why the idea of greening with the requirements of reducing the pressure on the environment and awareness of the depletion of the lack of natural resource potential lays the foundations for new environmental thinking and rethinking the place and the role of needs in human life. After all, in this case, needs must be formed through the prism of awareness of human dependence on both primary nature and anthropogenic transformations, the significant changes that it has made in the biosphere. Although the needs are qualitatively and quantitatively heterogeneous, there is an opportunity to justify the integrated system set in an effort to create a holistic approach to their understanding.

Thus, a kind of classification of needs taking into account the environmental component (socio-economic ecology of a man), in particular the ecological approach to understanding a man in the context of the hierarchy of natural systems is proposed by M. Reimers, [22] with a kind of division of needs into: material-energy and information; priority and remote; rational and irrational; direct and compensatory. It is characteristic that the author will replace the traditional division of needs into material and spiritual, in his opinion, with more "capacious and adequate" [22], material-energy and information. The six groups (A-E) include 56 group varieties. At the same time, the outlined scheme accumulates such bases of the group of needs, which are based on the conceptualization of the derivation of needs from the biosocial structure of a man. This approach considers a man as an extremely complex system that includes six interconnected subsystems such as anatomical-physiological, ecological-behavioral, ethnic, labor, social and economic. This understanding of a man becomes necessary to identify human needs in their systemic association and is an essential determinant of identifying such six groups of basic needs (subsystems) as biological, environmental and behavioral (psychological), ethnic, social, labor and economic. This diversity of needs largely determines the specifics of human worldview, thinking, feelings, and the nature of behavior.

In particular, biological needs concentrate the needs for food, water, air, heat, extended genus, etc.; ecological and behavioral - in lifestyle; ethnic - ethnic independence, the landscape of the Fatherland; social - freedom, moral norms of communication, use of cultural values, spiritual; labor - the possibility of work, encouragement of labor, the need for knowledge, etc. ; economic - the need for food, clothing, housing. Ethnic criteria and prestigious norms (fashion, prestige), the sphere of services at the level of relieving physical and stressful conditions, the possibility of recreation, providing sources of information, disposal of waste from social production and everyday life [22].

However, the special role of this approach is the formation of a new ecologically oriented worldview, which allows the establishment of a new concept of "environmental needs" as the need for the existence of a favorable environment for human existence. At the heart of ecological thinking the person considers a subsystem, and qualitative satisfaction of needs causes the need for optimization of all subsystems. As we can see in these paradigmatic shifts, a peculiar phenomenon of greening of human needs is traced, which is extremely relevant for the modern existence of society.

In this context, approaches to maintaining the balance between the potential of nature and human needs are embodied in the concept of sustainable development. In fact, the phenomenon of sustainable development acquired its conceptual and categorical status in 1987 on the basis of the report of the International Commission on Environment and Development [25]. The emphasis is on a balanced solution of all socio-economic issues based on the reduction of anthropogenic pressure on the environment in order to preserve the biological, ecological and resource potential for the lives of present and future generations. Accordingly, the concept of "sustainable development" (sustainable development) is interpreted as "sustainable, self-sustaining, long-lasting, balanced, sustainable, stable, supportive, stable, balanced, harmonious" [26].



At the same time, at the World Summit on Sustainable Development adopted in 2002, education was identified as the most important factor in solving the problems of balanced use of natural resources and increasing the role of ethical and legal mechanisms in this context.

The level of human protection from the consequences of social risks directly depends on the socio-economic development of Ukraine. Improving the quality of the population life requires a search for ways to reconcile with the mechanisms of public spending to meet the needs of society, and to achieve a certain compromise between the desired level of satisfaction of the needs and opportunities of the state. Today, taking the course on the innovative way of development in Ukraine, there have been no significant changes in the fight against poverty and reducing the difference between material stratification in society.

Under the formation of an innovative economy, the state becomes a partner and to some extent invested in the social sector of the economy. Acts as a market entity and its activities provide the needs of society to meet social and spiritual needs of people.

The role of the state is to fulfill the duty of the most important institution of society in satisfying the collective interests, the implementation of which requires budgetary resources. In this case, investments, which will come from the state budget, should not be considered as irreversible losses to the state.

The ability to meet the needs of society is the ultimate goal, which requires public spending and investment. The ability to move from the state of the controller, endowed with the right of coercion, to fulfill the role of the state partner and investor should be the basis for the formation of innovation economy. Considering the innovative economy, it should be noted that there is a shift of emphasis from full employment to a strategy of flexible employment and social integration. This shift is due to the emergence of high-tech production, which reduces the demand for hired labor. The policy of the state under the given circumstances should be directed to the maintenance of the able-bodied population in the labor market, to the retention of workers in the position of "productive" population. Instead of using such limited resources to meet the needs of the population, it is necessary to implement programs to help them get a job or engage in entrepreneurial activities. Thus, they will begin to earn money, pay taxes and contribute to the economic growth of their country.

During the formation of innovative economy there are changes in the differentiation of the population, which was previously justified as a confrontation between the rich and poor strata of society. Instead, today we are talking about a conflict between full participants in the labor market and outsiders.

Limited knowledge, insufficient number of qualification knowledge at the individual level of each member of society is based on new risks of innovation economy. The ability of the state to withstand such risks is perceived as a form of meeting the needs of society, which is provided in developed countries.

The current economic situation in the country has led to the fact that the attitude of employers to the means of production, as a rule, more carefully than hired workers. The established level of wages is aimed at the minimum subsistence level, which can only partially meet the needs of workers. There is a need not only to organize the process of labor, to establish production and marketing, and the bottom line with these goals to meet the needs of the employee. The needs of the employee and his work are constantly interconnected, and, therefore, all problems related to them must also be solved interconnected. Satisfaction of the needs of the individual should lie not only directly on his shoulders, but also to be satisfied by the employer and the state, and today we have ruthless operation of labor, which results in low levels of productivity.

The cost of labor is strengthened by one indicator, which characterizes the level of satisfaction of the needs of the employee. A large part of the population is unemployed or receives a level of income that is unable to meet the basic needs of man, which creates the need to address the problem of the state's ability to meet the needs of its population (Table 1).

**Table 1.** The main indicators of the labor market in 2013-2019.

Year	Workforce, thousands of people		Employed population, thousands of people		Unemployed population, thousands of people		The average number of full-time employees, thousands of people	The ratio of labor turnover on admission	The average monthly salary, thsd. UAH
	15-17 years old	working age	15-17 years old	working age	15-17 years old	working age			
2013	20 824.6	19 399.7	19 314.2	17 889.4	1 510.4	1 510.3	9 720	26.6	3 282
2014	19 920.9	19 035.2	18 073.3	17 188.1	1 847.6	1 847.1	8 959	22.8	3 480
2015	18 097.9	17 396.0	16 443.2	15 742.0	1 654.7	1 654.0	8 065	24.0	4 195
2016	17 955.1	17 303.6	16 276.9	15 626.1	1 678.2	1 677.5	7 868	26.1	5 183
2017	17 854.4	17 193.2	16 156.4	15 495.9	1 698.0	1 697.3	7 679	30.5	7 104
2018	17 939.5	17 296.2	16 360.9	15 718.6	1 578.6	1 577.6	7 661	29.2	8 865
2019	18 066.0	17 381.8	16 578.3	15 894.9	1 487.7	1 486.9	7 443	28.2	10 497

Source: formed by the authors according to the State Statistics Service of Ukraine [27].

The role of the state in the structure of income of the population is constantly growing and acquires its significance, which is the result of the lack of stability in the economic system and the presence of a low level of socio-economic development. Personnel costs of business entities by type of economic activity in 2013-2019 are shown in table 2.

**Table 2.** Personnel costs of business entities in 2013-2019.

Year	Personnel costs, total, thsd. UAH	Including wages and salaries, thsd. UAH	Including social security costs, thsd. UAH
2013	425164357.0	312874307.4	112290049.6
2014	401460630.6	296437092.3	105023538.3
2015	432096644.3	325512877.6	106583766.7
2016	477294066.3	394312126.4	82981939.9
2017	620357322.4	512426927.5	107930394.9
2018	790694405.6	651652612.3	139041793.3
2019	970688176.6	801900458.1	168787718.5

Source: formed by the authors according to the State Statistics Service of Ukraine [28].

Consequently, personnel costs of business entities are growing every year, but they are increasing due to higher minimum wages. The minimum wage in Ukraine is shown in Table 3.

**Table 3.** The minimum wage in Ukraine.

Period	Monthly minimum wage, UAH
01.01.2013 - 30.11.2013	1147
01.12.2013 - 31.08.2015	1218
01.09.2015 - 30.04.2016	1378
01.05.2016 - 30.11.2016	1450
01.12.2016 - 31.12.2016	1600
01.01.2017 - 31.12.2017	3200
01.01.2018 - 31.12.2018	3723
01.01.2019 - 31.12.2019	4173
01.01.2020 - 31.08.2020	4723
01.09.2020 - 31.12.2020	5000
01.01.2021 - 30.11.2021	6000
01.12.2021 - 31.12.2021	6500

Source: formed by the authors.



By applying the criteria proposed by A. Maslow, we can say that a significant part of the population tries to meet the needs of all levels in order to ensure the minimum conditions of its existence. Insufficient income, which often depends on wage level, is one of the main reasons for finding additional sources of income. Continuous changes in the legislation of Ukraine in the price and tax policy encourage a decent employment of the population. In turn, this leads to a reduction of opportunities to replenish knowledge and improve their professional skills.

Practical approaches to funding of motivational component for social protection of personnel in national business company are analyzed in research by O. Osadcha, J. Nakonieczny, O. Zinkevych etc. [29]. The article by O. Osadcha, O. Liashenko etc. substantiates the need to apply analytical procedures at all stages of the implementation of innovative projects [30]. It is advisable to establish the closeness of the relationship between net income and salary expenses of enterprises. Consequently, we have analyzed the financial statements of the ten Ukrainian companies that systematically publish their financial statements. The research period is 2020. The initial data for analysis are given in table 4.

**Table 4.** Net income and salary expenses of Ukrainian enterprises

No	Company name	Net income from sales of products (goods, works, services), thsd. UAH	Salary expenses, thsd. UAH
1.	PJSC "Kiev confectionery factory" Roshen"	638 817	323 058
2.	PJSC "Kyivproekt"	32416	5121
3.	JSC "Ukrtransgaz"	6028781	1783330
4.	PJSC "ArcelorMittal Kryvyi Rih"	63496684	4625350
5.	PJSC "UKRNAFTA"	35534818	4525647
6.	PJSC "RIVNEOBLENERGO"	1 428 983	320 589
7.	PJSC "Poltavaoblenergo"	2528819	894789
8.	PJSC "Kyivoblenergo"	3336329	548998
9.	JSC "Kharkivoblenergo"	3585730	1257599
10.	PJSC "Lvivoblenergo"	3174094	903987

Source: formed by the authors according to the financial statements of enterprises.

It is known that the value of correlation coefficients determines how closely the empirical parameters of the linear dependence are related. With a positive relationship between them, the correlation coefficient  $r_{y,x}$  takes values from 0 to 1. The closer  $r_{y,x}$  to unity, the closer the empirical dependence to the functional. The calculated correlation coefficient of the relationship between sales revenue and labor costs is 0.93, which indicates a close direct relationship between the indicators of net income from sales of products (goods, works, services) and salary expenses.

The adequacy of the obtained data will be checked using Fisher's test. The experimental value of the F-statistic is calculated from the values of the coefficient of determination  $R^2$  obtained in the model (1):

$$F_{\text{exp}} = \frac{R^2}{1-R^2} * \frac{n-m-1}{m}, \quad (1)$$

The values are compared with the tabular value of the Fisher distribution at a given level of significance  $\alpha$  (usually  $\alpha = 0.05$  or  $\alpha = 0.01$ ). If  $F_{\text{table}} < F_{\text{exp}}$ , the null hypothesis is rejected, so there is a coefficient in the regression equation that differs significantly from zero, and the corresponding factor affects the studied variable.

The deviation of the null hypothesis indicates the adequacy of the constructed model. Otherwise, the model is considered inadequate.  $F_{\text{table}}$  for the significance level  $\alpha = 0.05$  and degrees of freedom 1 and 8 is 5.31. The calculated value of F statistics is 50.21, which exceeds the tabular value and indicates the adequacy of the determined correlation coefficient and determination.

It is understandable that the level of Salary expenses depends on the amount of Net income from sales of products (goods, works, services). The higher the net income from sales of products (goods, works, services) is, the higher level of Salary expenses that employers can afford.

The use of social guarantees of the state is one of the tools that can improve the level of material condition of the country's population and in such way increase the quality of meeting the needs of society. In the formation of an innovative economy to meet the needs of society, the creation of conditions for a wide network of small and medium-sized enterprises, the activities of which should be aimed at the production of goods and services, is effective. This will not only increase the demand of population for innovative goods, but will create a significant number of jobs.

#### 4. Conclusions

Thus, the anthropogenic impact on nature due to practical human activities and consumption with a characteristic focus on infinity in meeting the needs of consumers leads to a violation of the ecological balance. The violation of the balance of natural processes and ecological balance, determining the appropriate response of nature to destructive human activity, requires the identification of environmental priorities for further socio-cultural development and awareness of the dependence of the intensity of the ecological crisis on the environmental culture of society

In this context, the formation of a new ecological worldview, built on the basic principles of ecological culture, testifies to the inseparability of the relationship between the external world of nature and the internal world of a man, understanding the development of civilization depending on the development of the environment. After all, environmental culture involves a change in the attitude of a man and society to the natural environment from destructive and consumer, to caring and thrifty and renewable. At the same time, solving problems related to the current environmental situation involves limiting human practical and transformational activities aimed at transforming nature into the introduction of "careful", "gentle" consumption with the need to adjust the criteria of environmental feasibility, which is possible with the formation of environmental culture and deepening environmental education.

Today there is a large number of approaches to understanding the nature of the state, its functions and the limits of interference in the economic life of society. One of the main goals of today's state is to ensure a decent life for its population. However, there are often cases when the ruling part of the population, pursuing their own interests, neglects the consumer needs.

Unfortunately, in practice, the lower the social status of the individual, the further he will be from the expected level of satisfaction of their needs. Taking into account the cultural, geographical and social factors, the state must create conditions for maximum adaptation of producers of public goods to consumer demands. Carrying out of innovative activity at the enterprises is always under a condition of the increased risk. This is the time spent on research, raising additional capital and using reserves, which may not be appropriate. The adopted course and innovative economy in Ukraine essentially expands the possibilities to achieve high standards of life qualities as well as to maintain an adequate level of meeting the needs of society. The innovative direction of the state's development should be focused on the targeted satisfaction of the consumer needs.

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