

## INFORMATIONAL SECURITY OF THE CONSUMER VALUES FORMATION IN SUSTAINABLE DEVELOPMENT CONDITIONS

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### Abstract

The national economy informational security is attaining the increasing importance in the so-called fourth industrial revolution. After all, it influences on all levels, not only on the each country national economy, but also on the global level in particular. The informational society that is forming in this process puts the world in front of new social, political, economic and technological threats. In the informational economic space, information becomes a value, a resource and a product at the same time. However, it also affects the society values in general and personality in particular. Consumer preferences and behavior are closely related to the information as a commodity and the values on which it affects.

One of the characteristics, modern society discussion values and its sustainable development threats is consumerism. It is an ideology of the dependence of the human life (happiness) sense on the consumption level, which promotes social inequality and environmental degradation. Anti-consumption as an alternative ideology is propagated mainly at the public and religious organizations level, whose views are formed on the values of life as it is. The meaning of human life in this ideology depends on altruism, asceticism, certain consumption constraints, the environment care, and so on. These ideologies and relevant values are

spreading precisely by means of various informational sources (mass media, advertising, electronic and printed publications, etc.).

Thus, a threat occurs within the informational security - the influence on personality consciousness, subconscious, in order to impose such a system of values, views, interests and decisions, in order to be able to control their behavior and development in the direction that is admired by another person or group of them. To eliminate this threat, it is necessary to establish an effective communication between state bodies and institutions in the informing society sphere in order to neutralize the negative psychological impact on society and consumers in particular.

**Key words:** Consumer, Economic behavior, Informational security, Sustainable development, Values.

### 1. Introduction

The so-called fourth industrial revolution make its influence on all levels not only of the national, but also of the global economy. The informational society, which is formed in this process sets new social, political, economic, and technological problems.

The researchers of the globalization conditions reveal the so-called “butterfly effect”, when a little event in the local environment may reflect far from the place of where it happened and indicate an increasing wave of technogenic, sociogenic and other risks in the modern global world.

This leads to the fact that society get the features of “risk society”, the concept which was created and developed by W. Beck and E. Giddens. The Ukrainian researcher of the risk society Demchuk D. V. believes that in such a society “on the first place is the desire not to wealth, but to security” [1]. This desire extends at all its levels and especially significance acquires the information security and its impact on society, state, personality and their values.

## 2. Materials and Methods

To achieve the goal of the article, the general scientific methods of formal logic, in particular, analogies and antinomies were applied, which make it possible to establish a connection between information, value, resource, commodity, consumption categories; analysis and synthesis method for comparison the main world civilizations development characteristics and their modernization and economic growth perception, for moral values comparison in the main religious directions, for studying the alternative nutrition directions, which help to make a generalization of the consumer economic behavior basis in the universal consumption society development conditions.

Also the dialectics methods were used, in particular, the scientific abstraction method in proving the idea of consumer behavior formation informational danger, informational security of a separate consumer and society; the historical and logical unity when highlighting the consumption society development in Ukraine, which became the basis of making the conclusion about the necessity of the national consumer information security system forming at various socio-economic relations levels.

## 3. Results and Discussion

In the informational economic space information becomes simultaneously a value, a resource and a product. Information protection, its security implies “the condition of individual, society and state information needs protection regardless of internal and external threats”, as well as “the level of society information environment protection, which ensures its formation, usage and development for citizens, organizations, state benefit and neutralizing the negative society informatization consequences” [2].

Thus the informatization process contains threats that affect the society, state and, in particular, individual security. A modern person perceives the information influence on himself, his consciousness and even on the subconscious. The main modern individual information sources are the mass media (press, radio, television, internet, cinema, sound recordings and videos, video text, teletext, billboards and panels, home video centers, connecting television, telephone, computer and other lines of communication [3]), as well as information centers, state bodies, and other persons.

In an information stream that is predominantly asymmetrical and different, an individual endeavors to act rationally, i.e. consciously. However, the correctness of making decisions depends on the volume, reliability and transparency of information that he owns. According to the asymmetric information theory, the seller predominantly owns a larger information volume than a consumer does. In this case at the forefront comes out the product advertising which a consumer receives from the vast majority of information sources. Essentially the advertisement contains information. That is exactly the final destination of it appointment and it settles in consumer’s consciousness or subconscious. The information perceived by a consumer gives him an impetus for the relative actions or in no way affects him. Directly or indirectly but it still has an influence on his needs formation and then on his interests as a concrete and conscious of it expression.

Because of the modern economy aim to provide both material and immaterial needs, therefore, not only the individual interests come to the fore, especially the economic ones, which they endeavor to realize, but the values that they profess. From an institutional point of view, values are the rules that restrict the interests’ realization. Interests motivate a person to engage in economic activity to satisfy the different level needs and can rapidly be changed because of external circumstances, while values are more sustainable, since they are stereotypes of economic behavior, conditioned by the business entities cultural setting. This is confirmed by the national researcher of the institutional components of socio-economic development Lytvynenko N. I., who indicates that “values for a long time remain unchanged and represent a fairly stable phenomenon that forms the normative human activity perception, in other words, creates the confidence what is correct and what is not” [4].

Values are of a different nature and can be material and spiritual, subjective, of personality, of social and professional groups, national, universal or moral. The last mentioned are the most significant in the modern society sustainable development formation. Their formation has a concrete historical character and it is considered that it is impossible to determine the only and the most important values for all systems and cultures.

However, turning to the comparison of the main world civilizations development realized by Selyshchev A. S., and Selyshchev N. A. [5] (see Table 1), and our own

comparison of moral values in the main religious directions (see Table 2), we came to the conclusion that they can be generalized.

**Table 1. The comparison of the main world civilizations development characteristic features and their modernization and economic growth perception**

Civilization	Europe-antique Christian civilization	Sino-Confucian civilization	Arabic-Islamic civilization	Indo-Buddhist civilization
<b>General guidance</b>	Individual material success	Constant self-improvement	Submissiveness to the will of Allah and those who replace Him, material success is not supported	The highest value of non-being. Nirvana. Material success is nothing
<b>Individual (person) and society</b>	Considered as a society unit. The reliance on a strong individual, on private property, dignity and freedom	Organized and disciplined by sense of duty. The personality is somewhat humiliated. The society basis is a family	Human is a grain of sand. The reliance on a well-disciplined and submissive to the older society will. The society basis is a family. General settings for social equality	The central figure, which takes the form of an isolated man, busy with thoughts of saving himself, the community. The society basis is a family
<b>Qualifications and mobility</b>	Wide opportunities of qualifications displaying in various fields of activity. High mobility	Wide opportunities of qualifications displaying in various fields of activity. In general, the mobile society is somewhat slowed down by the rigid state structure	Great mobility, but it all depends on luck. Fatalism	Caste. The lack of social mobility
<b>Responsibility</b>	Before the law, the individual is only responsible for himself	The individual is responsible for the family, clan, guild, caste, community		
<b>Public relations</b>	Human activity strengthening in public relations is possible and desirable	The emphasis on social stability and order	Humility and obedience. Humility before the elders	The rigid caste. Social mobility is minimal
<b>Attitude towards power</b>	Most people are to some extent involved in political activities	Weak political but strong social activity. The policy is limited to a population minority	Islamic commandments do not prevent Muslim from politics, economics, social activities	The individual indifference to power, to the administration, to the state. The policy is limited to a population minority
<b>Importance of religion</b>	Restricted by the relationship of human with the saints. Other relationships are not religious	Restricted by the relationship of human with the saints. Other relationships are not religious	Importance of religious relations in all society spheres	Importance of religious relations in all society spheres

**Table 2. Comparison of moral values by the main religious directions**

Main religious directions	Moral values	Adherents number
<b>Christianity</b>	Love, peace, tranquility, happiness, justice 10 Commandments of God: 1. Do not have other gods before me! 2. Do not make an idol and any likeness for yourself; do not bow down to it and do not serve it. 3. Do not remember the name of your God in vain. 4. Work for six days and do all your work, and the seventh is the day of rest that you devote to your God. 5. Honor your father and your mother 6. Do not kill! 7. Do not commit adultery! 8. Do not steal! 9. Do not give false testimony to your neighbor! 10. Do not crave anything that belongs to someone else	≈2 280 millions in 2015
<b>Confucianism</b>	"Five constants" or five virtues: 1. humaneness or humanity "Zhen", 2. sense of duty "I" 3. the ritual performing "li" 4. sanity "Chji" 5. faith "Sin"	5-6 millions in 2016
<b>Islam</b>	Goodness, unselfish mercy, generosity, friendliness, justice, honesty Rules for the believer in family, community and society relationship in general: 1. The pursuit of righteousness and piety, 2. Follow goodness and justice, 3. Respect for the individuality freedom, 4. The exhortation not to envy one another, 5. The exhortation not to offend each other, 6. The faith Improvement (to live all life in the name of Allah), 7. Supporting others in the law affair, 8. The believer is that who wish his brother what he wish for himself.	≈1750 millions in 2015
<b>Buddhism</b>	"Ten Great Charities": 1. Generosity in giving, 2. Compliance with ethical norms; 3. Tolerance 4. Sincerity 5. Gentleness 6. Humility, 7. Self-restraint 8. Not wrathness 9. Not causing evil to beings, mercy, 10. Not counteracting force of force.	≈500 millions in 2015

According to Table 2 ([6 - 13]), we see that moral values (virtues), which are professed by adherents of these religious trends, have common features. And, taking into account that 84% of the world's population belongs to certain religious confessions, moral values are in fact universal. Therefore, the aspiration of goodness, happiness, love, justice, freedom, caring for others, humility

and patience, etc., are completely natural to the human essence, regardless of religion.

The abstruse study of the modern world values, conducted by sociologists within the framework of the World Values Survey (WVS) and the European Values Survey (EVS), in particular Ronald Inglehart and Christian Weltsel, included 81 countries covering the period

**Table 3. The modern world values in the interpretation of social scientists within the projects World Values Survey (WVS) и European Values Survey (EVS)**

The survival values / self-expression values	
Survival values	Economic and physical security, material values, intolerance of dissent, low evaluation of freedom and human rights, readiness to accept authoritarianism, obedience, inclination to believe in the science and technology omnipotence, xenophobia
Self-expression values	High evaluations of personality, freedom, human rights, material wealth, success, economical concern, gender equality
The traditional/secular-rational values	
Traditional	Religion, family, respect for power, absolute standards, social conformism, favored consent, rather than open political conflicts;
Secular-rational values	Rational behavior, success, favoring a secular state, a low role of religion.

from 1981 to 2001 [3, 14]. As a result, they divided the values on the survival values and the self-expression values, as well as the traditional and the secular-rational values (see Table 3). So the self-expression values are typical for a society of high socio-economic development, while the survival values are typical for countries of developing economies. The traditional/secular-rational values are inherent in varying degrees for different economic systems. The value orientations within the socio-economic development "are a product of the modernization driving forces interaction and restraining traditions influence" [14].

First of all, the socio-economic development of any country is associated with its economic growth, which involves increased production, the emergence of new products and services using new technologies. It is known that according to the Keynesian theory, economic stabilization and economic growth depend on effective demand. Thus, the main subject to which business agents aspirations (state, business sector) are directed towards profit and other benefits is the consumer. And his behavior is fully investigated in order to manipulate it. After all, as Weblen T. noted, the struggle of economic agents for wealth "is essentially a prestige pursuit on the envious comparison basis, no approximation to a certain consumption level is impossible", since it is unprofitable to have consumption limits. Because the more it is, the bigger the profits [15]. From the above it follows that the product (service) for the consumer is determined not by its (its) utility, but as an emotional value - brand prestige, design, packaging, social information, value-oriented vocabulary etc. [16].

The consumer value becomes consumption itself, and one of the characteristics, discussion modern society values and the sustainable development threats is consumerism. It is an ideology of the human life

(happiness) meaning dependence on the consumption level that promotes social inequality. After all, the rich or those who produce the consumption products are more enriched each time, and the poor as pointed out by David Wann, Thomas X. Nailor, John De Graaf are poorer, because "they are taught to want material goods, but are given a meager opportunity to get them" [17].

Considering the values formed in consumption society, it is worth mentioning the Kant E. thesis that values are generated at the transcendental level as a priori nature knowledge, at the level of cognition organization. And, as Voino-Yasenetsky L. noted in his work "About spirit, soul and body", "for our spirit transcendental abilities manifestation, in order to reveal super consciousness, it is necessary that the normal, phenomenal consciousness become obliterated or at least weakened" [18]. "Normal, phenomenal consciousness" is formed by the surrounding world conscious perception, namely through feelings, memories, experience. On this exactly the manipulative influence is directed by means of information sources and the consumer syndrome is spreading as "morbid, contagious, supersaturating state transmitted within society, debt burdens, anxieties and devastation, which is the result of new and new acquisitions persistent pursuit" [17].

Signs of consumerism are typical not only for developed countries, but also for developing ones. Ukraine is an example of the so-called consumerism syndrome spread. She, like other post-Soviet countries, experienced a very rapid change in values. Consequently, there was denial of a value-created outlook that was formed in Soviet times and a new one imposing. But for the entire independence period no own values were created, which would be the peculiarities of the Ukrainians mentality, their cultural and historical

**Table 4. Number of requests for alternative nutriment**

Searching resources name	Service address	Types of alternative nutriment											
		raw food (in Russian)	raw food:	raw food diet, rawism, raw foodism	vegan (in Russian)	vegan	vegetarianism (in Russian)	vegetarian (in Russian)	vegetarian	starvation (in Russian)	starvation	to observe the fast* (in Russian)	fasting
Yandex [21]	Wordstat.yandex.ru	13,174	5,981	-	40,364	8,222	35,691	113,084	6,618	174,814	5,981	40,910	141
Google [22]	Adwords.com/ko/keyword planner	10 -100	-	-	100 -1000	100 -1000	10 -100	-	100 -1000	-	10 -100	-	-

\*Religious orthodox people keeping restrictions in food during the preparation to the concrete religious holidays (Easter, Christmas etc.).

heritage. Therefore the imposing of the outside primitive, simplified values, rules of behavior that are typical for the consumption society and allow the individual consciousness manipulating, falls as pointed out by Kendyukhov A. to a "favorable soil". He highlights three factors of influence in this way as follows [19]:

- 1) Permanent nihilism as a psychological basis for the social consciousness transformation;
- 2) Constant human consciousness manipulation as a social life norm;
- 3) The marketing philosophy as the creator of the consumption society values.

So permanent nihilism purifies the society and the individual consciousness through the common values, high ideals denial. Without a value foundation personality can be manipulated, influenced on his needs and desires, thereby influencing on his consciousness, forming the consumption values. These are the "marketing philosophers" who build their strategy of temptation and envy. Thus there is a so-called "consumer bulimia, impossibility of saturation: the satisfied hunger raises even more hunger". And in a country where production is less than consumed, there is a dependence on imports and external lending [19]. In illusory consumer values pursuit, the personality is not only always dissatisfied, but he still feels a shortage of time, in a constant stress state loses the ability to follow a common sense and think critically.

However, it is possible to cure ones disease only acknowledging that one is really sick. Therefore it is natural that as a consumerism alternative anti-consumerism is emerging as an ideology that is predominantly promoted at the public and religious organizations level, whose views are shaped on the values on life as it is. Authors dealing with the problem of consumerism often recall the English economist Seen A. thesis, who

affirmed that "... the living standard value lies in the very life itself, but not in the goods possession..." [20]. The meaning of human life by the anti-consumerism depends on altruism, asceticism, certain constraints on consumption, the environment care etc. That is the high universal values maintenance. For example, we will show the anti-consumerism or alternative dietary intake direction formation, which arise on the grounds of ethical, medical, environmental, economic, and religious motivation.

The following directions in the alternative diet should be highlighted: raw food, vegetarianism, vegan, lenten and others. Supporters of such nutriment are ways getting more grow. So in Israel at the beginning of 2014, the number of vegan and vegetarians was 5% and 8% respectively. In India, according to various sources, vegetarians are from 20% to 40% of the total population. In Europe, the country with the largest number of vegetarians is Italy - 10% of the population. In the United States there are about one million supporters of raw food, 5% of vegetarians [3].

It is not possible to find statistics on the number of these directions supporters, but the most acceptable, in our opinion, is the statistics of requests in searching resources on this question. Table 4 shows the number of requests in Russian and English, which are most often used in the post-Soviet space and in the world, respectively.

#### 4. Conclusions

- From the above-mentioned reflections it follows that consumerism is mainly the orientation on material values and is based on rational thinking. However, the unequivocal conclusion that anti-consumerism is an orientation towards spiritual values and irrational



thinking cannot be made. Since the dissemination of this ideology also has an informational background and may be a tribute to the fashion or may be explained by other rational reasons.

- These ideologies and corresponding values are distributed precisely through the means of various information sources (mass media, advertising, electronic and printed publications, etc.). Thus, a threat occurs within the information security - the influence on personality consciousness and subconscious, in order to impose such a values, views, interests and decisions system that it would be possible to control their behavior and development in the direction desired for the other party. To eliminate this threat it is necessary to establish an effective communication between state bodies and institutions in the informing society sphere to neutralize the negative psychological impact on society and consumers in particular. After all, the individual security, including informational, is primarily the preservation of their own psychological, physical and spiritual boundaries, the preservation of their own values.

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