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DESIGN AS A FACTOR THAT PROVIDES THE COMPETITIVENESS OF THE PRODUCT IN THE MODERN ECONOMY

Abstract. Design is a creative activity that determines both the appearance and the structural and functional features of industrial products. Design is becoming increasingly popular in the modern world. Design is a type of entrepreneurial practice for the production of products with high consumer, aesthetic, moral and functional requirements, design means the organization of an ergonomic environment for a person, his life. It is very valuable to explain why the design exists and to give consumers the right concept. In modern times, the design plays the role of a powerful tool that increases the competitiveness of goods, affects the living standards of the population as an important part of the economic system. The articles examines the importance of design in modern society, its place in the market economy and its role as a factor in ensuring the competitiveness of the product.

Keywords: design, industrial design, design profession, design in modern economy, design of consumer products, competitiveness of manufactured products.

Design – artistic design, drawing, design – is the activity of designing the aesthetic features of industrial products ("artistic design"), and also the result of this
activity. Design is a type of enterpreneurial practice in the production of products with aesthetic, moral and functional requirements, respectively, the design means the creation of an ergonomic environment for person.

The design profession occupies one of the key positions in a market economy and the field of design covers almost the whole world of objects – industrial design, graphics, packaging, weaving, clothing modelling, urban and rural environment organization, interior design and advertising (1, p.6).

The development of design is directly related to the development of industry. The design is an important segment in the creation, development and promotion of any product. At the same time, the design is an important part of any company, it is a kind of “face” that allows the company to be recognized. In addition, the industrial design includes all types of existing design elements: design of consumer goods, machinery, promotional, personal and public interiors, various production facilities, as well as socially important facilities.

The design is responsible for the aesthetic appearance and functionality of the product, and therefore the design is directly related to the quality and ergonomics of the product; the materials from which the product is made; the development of new product and idea; a brand that is popular and well-known on the store shelves; as well as refers to the public relations formed between the residents of the city and the country during the design and production of the product and its presentation to the consumer. Therefore, the design is the most important innovative part of the product development, production and promotion process.

By studying the role of design in the economy, we can talk about how the design and economy are closely related, how the design directly affects the economy of a company, city, country. The development of design is based on the sale of new and the most effective goods on the market.

To understand the importance of design and its role in the modern economy, we should refer to history. In 1907, some German architects, painters, and the industrialists, with the help of officials, formed the Production Association “Werkbund” and its main purpose is structured as follows: "To achieve the quality, work and forms that best reflect the goals and desires." They thought that the mutual
coopertaion between the best artistic and technical intellectuals was necessary to achieve the high quality of German products. “Werkbund” brought together the art and industry workshops, production and trade enterprises, and many artists and architects. The activities of “Werkbund” forced the large industrial corporations in Germany to pay attention to the aesthetic quality of their products, which led to significant positive changes in the overall quality and image of German goods.

The full penetration of design into the economic spherer took place in America during the Great Depression (a long economic crisis in the global economy that began in the United States in 1992 and lasted until 1933), and here the design played the role of a powerful tool that increase the competitiveness of goods. According to the marketers, the design determines an average 50% of choice and therefore it determines the competitiveness of most consumer goods, and the cost of design in the total production period is on average 1%. One dollar invested in the design is expected to bring 50% profit.

After the end of the Great Depression and especially in the post-war period, the domestic commodity market has covered almost all segments of the population with extensive consumption and at the same time is extremely different. As a result of the practical application of the achievements of scientific and technological progress the mass of goods is changing – in the recent past the luxury goods like cottages, cars, refrigerators, radios and televisions are becoming standard goods in the mass market. Due to spontaneous (and partially targeted) changes in social standards and targeted advertising, these goods are perceived as important items (4, p.58).

Today, the design is a strategic tool, the proper use of which leads to success in business. The proper estimation of the importance of industrial design by American company managers led to the successful intervention of European manufacturers into the American market in 1970s. Today, the European and American companies spend a lot of time and money on design. Sony, Samsung, Apple, Bang & Olufsen, Porsche and many other well-known companies use design to achieve the successful financial results. This is especially true for Japanese corporations - world leaders in the production and sale of consumer goods. And this seems to be one of the most important factors in the success of Japanese companies.
In Japan, the design has become one of the national priorities. They believe that, if any economic or cultural problem is solved without the participation of designers, the risk of making the wrong decision is high.

The term “industrial design” was associated with the period of industrialization and the development of consumer goods in early 20th century. Due to the complexities involved in the development of these products, the industrial designer should work with other professions involved in the origin, development and production. They together with marketing specialists, engineers, technologists, designers and ergonomics specialists strive to ensure that the product meets the needs, desires and dreams of the consumer. This creative development team is also looking through the ways of making the production, storage and recycling easier and cheaper.

By the end of the 20-th century, the role and importance of design was steadily increasing. According to the research conducted by the newspaper “Times”, today the profession of industrial designer is one of the fifteen highest paid professions in the world. This is primarily due to the globalization of the world economy and the segmentation of the consumer market. Due to the fierce competition, global producers are trying to release goods to markets that best meet the needs of a particular consumer group. The criteria for identifying the target groups are the nationality, age, income, physical capabilities, and the position in life (3, p.77).

In the industrialized countries, the system of product creation and promotion includes such components, in addition to design and technological development and production, as marketing, design engineering, ergonomic design, well thought out advertising policy and an advanced trading system. The main focus is on the emergence of new consumer values and giving them an appropriate form both in the process of creating the new designs and subject to the solution of certain technological and production problems.

The role of design in the economy of developed countries has been growing in recent decades. State programs for the development of design are adopted. Moreover, the higher the level of technological development, the more attention is paid to the design factor.
Design surrounds us everywhere. Design increases the sales. Design transforms the staff of production and trade companies into the successful entrepreneurs. The design includes the shape, functionality, easiness of use and other features of the product. Whether it is good or bad is determined by the consumer (5, p. 38).

The products and services are well received by the consumer when developing a design takes into account the needs of consumer and the level of training. This means that, the founders of goods and trade enterprises should carefully study the rules of conduct of the potential consumers, and then they should transfer this knowledge into the form and content of goods or services.

Although the design does not refer to a capital intensive and high-tech field, it has the ability and capacity to contribute to the development of modern technologies. The secret of design effectiveness is that, the goals and methods coincide with the interests of the consumer, whose main function is the humanization of the artificial environment, including mass industrial production. In addition, the design should also reflect the national characteristics of each country, because only by relying on the national culture can it combine the cultural and artistic potential with the achievements of the national school of engineering. In other words, in order to have a high level of design, the country should have a highly developed art culture. It is true that there is such a culture in Azerbaijan, and therefore there are key conditions for the successful development of design in our country.

In the age of mass production, when everything has to be planned and designed, the design has become the most effective tool for creating new tools, changing the environment, and ultimately changing society and itself. This is a serious social and moral responsibility for the designer. In addition, it requires the designer to have a better understanding of the problems by the consumer and, in turn, to be more involved in the design process (2, p.9).

Taking into consideration our cultural, scientific, production potential, design’s ability to increase the consumer value of the product and increase the profitability of production without a radical restructuring of technology, we can conclude that the design can have a greater economic effect. The development of design is an organic way to solve the economic problems.
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