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METHODOLOGICAL FEATURES OF THE STUDY ECONOMIC NATURE OF THE HOUSEHOLD AT THE PRESENT TIME

Statement of the problem. Requirements increased to the research of all institutional subjects in conditions of strengthening the globalization in the world economy. In particular this applies to households, as they are not only suppliers of labor, but both are carriers of entrepreneurship and the basic institutions of the individual. The complexity of the study households also explains a large number of households, their qualitative difference and diversity of this operation, which can be divided into purely economic (production, exchange, consumption, savings and investment) and non-economic (human capital formation, training, organization recreation and leisure, etc). Besides the last quarter of the XX – beginning of the XXI century was marked radical modernization and updating problems of methodology of science. Gradually change the paradigm of thinking that leads to fundamental changes in development economics. Therefore, the present study the essential features of the household requires active use of new methodological approaches, such as the principles of civilization and system paradigms like. After using the latest involvement can get a complete and comprehensive picture of the household as a major economic organizations nowadays.

Analysis of recent researches and publications. The problem of the household is not new for scientists, because at various times was studied some questions that reflect the nature of the operation in a specific period of social development. Among others were underlined the works of Ksenofont, T. Malthus, K. Biikher, M. Veber, F. Engels, A. Chayanov, R. Pollack, H. Bekker, F. Modigliani and others.

In the last twenty years is constantly increasing attention of national scientists to the households, especially those related to changes in the circumstances of his position in the Ukrainian society, which includes not only the consumption of goods and services, but also actively participate in their creation. Among the post-Soviet scholars who studied the economic nature of the household with a new methodological tools should be mentioned S. Barsukov, W. Zherebin, I. Kalabihina, M. Lazebna, E. Libanova, M. Litvak, N. Manohina and others.

Statement of the task. Based on the material above, we can formulate the objective of this research which is to highlight the essence of the new theoretical and methodological approaches, research paradigms and their possible use in studies of economic nature of the modern household.

The main material of research. Difficult questions for the modern scientists is to determine at each stage of the study the most preferred methodological approach to high efficiency applied to the analysis of phenomena and processes. This complexity explains the wide range of methods of scientific knowledge, the number of which in recent years has increased. Indeed, under the influence of scientific and technological revolution, process undergone significant changes not only the means of production, place and human activities in the development of society, but also the methods of scientific research. Primarily, these changes are associated

with the active promotion of the civilization paradigm that contrasted formational paradigm. In particular, the latter widely uses the principles of dialectics and do not meet modern requirements. The main drawback of this approach was the neglect of the role of the individual in economic processes and a broad focus on the relations of production, the mode of production and so on. That is why economic research, based on the principles of formational paradigm worn abstract and «detached» from the practice of the realities of life and so on.

Replacing formational approach civilizational paradigm is gradually becoming the methodological basis of economic, historical and economic research market economy. Its feature is no objection formation approach but its extensions, additions.

An interdisciplinary approach within the civilization paradigm is particularly important in the study of the economic nature of the household as it involves applications of other social sciences, such as sociology, law, philosophy, political science, psychology and others. Indeed, today this form of economic analyzes not only economists but also specialists of wide range of scientific disciplines. A variety of disciplines focus on different aspects of the study and development of household and family who are mostly determined by the subject of study of each discipline.

Thus, for economists household acts is as: 1) an important economic system and leading economic form part of the economic society, and 2) one of the principal owners of resources such as labor, money and finance, financial and business skills, etc, and 3) active participant in the process of production of goods and services, their distribution, exchange and consumption and so on.

Sociologists and demographers study various aspects of demographic behavior, migration processes, the dynamics of reproduction, assessed their quality of life and so on. A History and Ethnography examine the genesis of the family and household, beginning with the appearance of mankind on Earth, examine their place and significance in different civilizations. Lawyers learn the features of legal relationships between family members and between households and other actors in the economic system. The subject of research psychologists to analyze the habits, feelings, traditions and other manifestations of human behavior that affect the welfare and development of economic relations. We believe that economists use the scientific achievements of other sciences makes a deeper, multifaceted, holistic study of the economic substance of the household, its evolution and place in the modern economy.

One of the key features of civilization paradigm is human centered. The center of the analysis of the methodological approach becomes a human (person) with her personal world, skills and habits, preferences and so on. The need to use such a principle can be explained, first, that the household consists of a group of people united by kinship ties, which are aimed at achieving common goals. Secondly, in recent tendency observed to increase the proportion of individual households, those consisting of one person. Therefore, this type

of economic activity of the household scientists often identified with the activities of the individual, which has been one of the major factors of social development within the civilization paradigm.

Another characteristic of civilization paradigm is that it allows us to study economic phenomena and processes in their evolution (from the lowest forms to more complex systems), the dynamics, which is very important for historical and economic research. The study of basic economic institutions, phenomena and processes using knowledge of their origin and function, the consideration of essential features and structure, research and direct feedback, driving forces allows for a more systematic and in-depth disclosure economic substance institutions, phenomena and processes, and market economy as a whole.

Household is historically the first economic organization of people that dates back to primitive society long before the state, city, business and market economy in general, as the study of the process of evolution to determine the historical features of the activities of the household and its species, which is very useful not only for scientific know the nature of the household, but also to address the mistakes of the past.

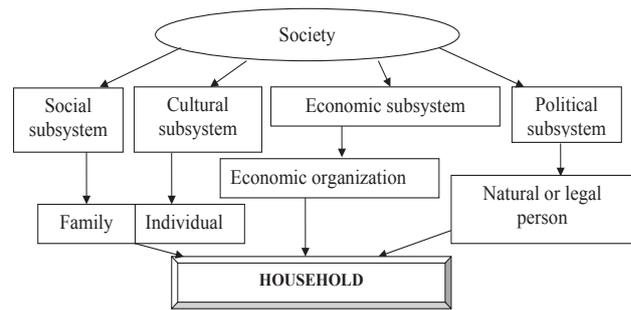
Productive approach that significantly expands the boundaries of the current economic system is a research paradigm which, in the opinion of Ukrainian scientist L. Prymostky, acts as a generalized form of dialectical and logical thinking, acting methodological function of applied research [8, p. 18]. It should be noted that one of the first science in which objects of study began to be viewed as a system, was biology. Thus, a systematic approach is used not only in economic research. It is believed that nearly all modern science built on a system basis.

Another famous explorer systematic approach E.H. Yudin emphasized that a systematic approach is necessary to speak as a single direction in the development of modern scientific knowledge. After all the research taking place in the framework of this approach addresses the specific characteristics of organized hard objects – systems [11, p. 137].

The most complete system properties paradigms were presented by famous Hungarian economist Ya. Kornayi, which are as follows: 1) the object of study advocates a holistic system that is in a relationship and interaction with other systems, 2) systemic paradigm can not be reduced to any discipline, as it should be seen as a whole school of social science, and 3) within any economic system there are certain dysfunctions that are specific to each of them, and 4) one of the most common methods of system paradigm is qualitative and quantitative comparison 5) benefits specific to individual components of the system or its business is a product of the system because if the system is changed, the change and its benefits, 6) system developed not only influenced by the laws of its own evolution, but also influenced by adopted specific administrative decisions [5, p. 4-12].

Exploring the nature of households using a systematic approach, we must proceed from the premise that economic issues are part of society, which in addition to the economic well-known American sociologist T. Parsons considers the political, social, spiritual and cultural spheres [6]. In turn, the economic component is composed of many subsystems, one of which is household. In addition, one of the subsystems of the social sphere is the family, which is also related to the household. After all, only family members may be members of the household because of social and historical factors of development, preferences, and skills of its members will certainly affect the evolution and economic status of the household.

Schematically links households and society are presented on the picture 1.



Pic. 1. Links of households with society

Source: developed by the author

So, we can conclude that the household meets all the properties of the system, namely: 1) integrity (changes in any part of the system will lead to a change of the whole system), 2) the dominance of the whole over its parts, components, and 3) many systemic (the ability to allocate general components in different ways), 4) hierarchy (each component of the system is considered as an independent system, and in turn, each element of the system acts as a higher level).

Thus, a household is a complex multi space system, which also comprises the following features: 1) is a voluntary association of people who, for the most part, are in the family or kinship relations, united not only the common budget and business objectives, but also residence, sometimes the household may consist of one person, 2) manifests itself as an important economic market economy, which affects not only the welfare and prosperity of the national economy, but also the moral and spiritual situation of the population, and 3) may freely dispose existing property rights to resources (money, labor, intellectual, property, etc.), 4) covers all economic activities that can be worn by both natural and commodity character, 5) is not only a major provider of financial resources to the family budget but also solves the problem of reproduction and development of the individual personality within his own family, thus greatly influences the development of the social dimension of society, 6) is built on the principles of mutual trust, mutual support, cooperation, training and transfer of experience to future generations, etc [9, p. 13].

Complex study of the economic nature of the household must include three levels of analysis, such as: nano-, micro- and macro-, which are closely related. Because those aspects under study in individual levels are influenced by factors other levels as well, to some extent, they determine themselves.

Thus, within the nano analysis examines household as the smallest unit of the economic system and the starting point of economic development. At this level examines preferences, interests, motivations and incentives activities, factors of behavior an individual member of household, individual, and economic relations between members of a household. Also known researcher H. Kleiner believes that nano analysis (nano economic) is located at the intersection of interests neoclassical, institutional and evolutionary theory, therefore, acts as a natural and most appropriate field for the synthesis of theories and levels of economy [4, p. 79].

In addition, at this level of study households in modern terms should be used institutional analysis, which allows to analyze the internal structure of the entity, which implies the existence of relations of power and subordination, which is not always correspond to economic laws. Domestic household relationships



are, usually informal, non-economic, but also provide for distribution of consumer goods and a common economic activity.

Well-known American economist, representative of neo institutional theory Galbraith noted that households tend to be identified with individuals who are consumers and factors of production, they are considered without regard of power relations that characterize the organization [1, p. 64-65]. Indeed specificity of power relations that arise in the household is that they are simple and personified.

Complex relationships between members of a household provide different and multifaceted structure of the household. Generally, to resolve such ties households consisting of several members, determine the «head of family» that acts kind of informal leader. Such person shall have the power to make important decisions and orders of the family budget. The main factors that determine the household head may be called, including the following: 1) social status and level of cash income, and 2) the desire and the opportunity to provide leadership within the specific association of people, and 3) the particular nature and behavior, and 4) the moral and psychological stability and so on. However, there are occasions when the leader of the household becomes a person who is the least successful in the environment, however, it is respected, respect and trust among family members. Activities of head of the family involve solving another important function of the household, namely the protection of the weak from the family stronger.

Power relations within the household have their own characteristics. On the one hand, their formation involves the transfer of rights:

- parental control over children's actions, while guaranteeing child care and ensure its interests;
- control the formation and expenditure of the family budget one member of the household - the head of the family, which operates in the interests of all family members and provides a higher level of welfare than they could achieve alone.

Overall institutional analysis of the economic nature of the household allows a detailed study of the household as one of the elements of the institutional environment, including its informal ties that can sometimes act as supplement formal rules.

The next level of study of the nature of the household is a microeconomic analysis, which involves the study of the subject as an economic organization of a particular economic unit. In this study examines the economic activity, economic potential, especially of market behavior and functional manifestations of the household.

First microeconomic analysis to the study of the essential features of the household used a Nobel laureate Harry Becker in 1992, which today is considered the founder of a new economic theory of the household. Under this theory scientists examined a large number of issues that had not previously considered the scope of economics, including: 1) the particular division of labor among family members, and 2) an analysis of the marriage market, and 3) the evolution of the family in the long historical perspective; 4) the value of altruism for the welfare and development of the family, 5) choice, according to H. Becker, between the number of children and their «quality», 6) the dynamics of divorce and so on. Therefore, it becomes clear statement of the famous Russian scientist V. Avtonomov who said that after the work of H. Bekker is not one aspect of family life that are not studied in the light of the economic approach [2].

So, a household is inherently economic organization, because, first of all – it's an economic activity

that integrates, coordinates and directs the behavior of people (family members) in the work to achieve a common goal. As you know, the economic organization established and operated for the effective management of resources that are at its disposal, but it is also one of the main criteria for the operation of the household. However, it should be noted that the household is a specific type of economic organization. Its uniqueness lies in the fact that the household is focused not only on profit, but to meet the needs of its members, namely economic, spiritual, cultural, educational and more.

The founder of the transactional approach to the study of the household is a famous American economist Robert Pollack. The starting point of his research is the idea that the use of transactional approach to the study of the family extends and generalizes a new economic theory of the household. With new methodological approach Robert Pollack considers the family as a managed framework focuses on the internal organization and processes of distribution within the family, highlights the importance of negotiations between family members [7, p. 54]. Transactional approach is a leader among methodological research areas of economic nature of the household, especially when it comes to the study of this subject at the micro level.

Also, the household is subject to macroeconomic research science. Through macroeconomic analysis examines very different aspects of the household. First, we study the totality of households, representing household sector in the national economy. During this analysis estimated the overall macroeconomic significance of their activities, behavior tendencies, ways to adapt to changes in the global economy, as well as indicators such as consumption and savings, especially the investment behavior of this operation, contribute to the creation of the gross domestic product and so on. This approach is important because it studies the behavior of households, reflecting the economic situation of the population and its interests as a whole and has a significant impact on the national economy.

Secondly, external relations with other subjects of the household market economy, namely the state and various forms of economic organizations (companies, associations, firms and other households). Features of this interaction can be represented by the circuit resources, goods, services and income.

Improvement, the firm and the state through their mutual action, commitment, decision form the basic structure of a market economy in which households play an important role and perform the following functions: 1) pay taxes as individuals and services charged to the state, and 2) receive subsidies, pensions and salaries, scholarships and other transfers, and 3) are the suppliers of a variety of resources, they are owned (labor, capital, entrepreneurial skills, etc.), 4) create their own savings, which can be used for personal purposes or investment 5) form a consumer demand for goods and services that produce not only various economic organizations and the state, but other households.

We share scientific position of S.V. Stepanenko that a permanent relationship between the different actors of the economic system is essential for effective economic development. In addition, as a result of this interaction is changing not only the individuals (agents), their goals and needs, but also society as a whole and the economic system becomes dynamic state [10, p. 30].

It should be noted that the nano-, micro- and macro-level study of the essence of the household are closely related. Since the activity of the individual, household member depends on the efficiency of the household. In turn, the position of the household as one of the main subjects of the economic system affects the development of the national economy.

Conclusions. Methods which were mentioned create a basis for analysis of the nature of the household, identify the problems of development in Ukraine. Becomes more possible a thorough and deep study reflect the economic nature of the household, not only in the writings of economists, as well as in the development of sociologists, historians, anthropologists, etc, which will enable a comprehensive study of the impact of various social and political factors on the economic situation of households.

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