

THE PROVISION OF QUALITY OF ENTERPRISE'S SUPPLY AS A BASIC FACTOR FOR INCREASING OF THE MARKET SHARE ON THE GLOBAL MARKET

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Abstract

The provision of the quality of the enterprise's supply is directly connected with the marketing.

The Marketing plays the most important role in securing and directing the enterprise to deliver its products and services with high quality towards the consumers.

The quality usually is defined as a sum of attributes and characteristics of the product or the services which refer to its ability to meet the asked needs, tastes and expectations of the consumers.

Thereby as a necessity, in purpose to be found which characteristics of the products make their quality, quality asked by the consumers, is imposed an comprehensive market research.

Key words: quality, products, services, supply, marketing research, market.

Introduction

The quality of the enterprise's supply is especially connected with the marketing.

Actually, the marketing plays an important role in securing the enterprise's direction of delivering of its products and services to the targeted consumers.

The products, to be accepted from the consumers, must characterize itself with high quality as well as to cause pleasure for them.

The quality usually is defined as a sum of attributes and characteristics of the products or the services which refer to its ability to meet the expressed or implicit needs, demands and expectations of the consumers. Therefore is necessary the market to be researched, so it can be find out which characteristics of the product constitute the quality according to the consumers understandings.

When it is determined how much the consumers respect the quality then must be determined the relation with the other characteristics of the product, as well as how much they will pay for the higher quality of the product. Thereby, it is necessary to be known the amount of the expenses for achieving the adequate level of quality.

After the expenses and changes in the quality level are determined, the next step should be comparing them with the prices which buyers are ready to pay for the new quality. Also it is necessary to have in mind all other relevant factors before an decision is made about product quality change.

The companies which successfully differentiate its products upon the quality can also offer higher prices then the competitors.

The role of the management in the quality of the products

The management of the enterprise must have a perception about how the consumers rank its products in relation with the competing one and in the same time how that ranking is changing according to the demands and tastes of the consumers and with competitors offers.

The relative advantage of the quality is a much secure way for increasing of the market share rather then being based only on the prices.

To use the quality as a competitive advantage it is necessary a good knowledge of the consumers. That assumes understanding of all the things which are standing behind the decision of buyer's choice between the great number of popular products on the market.

An direct contact is necessary with the consumers because in question are "intangible" factors which influent the decision to buy or not to buy certain products by the consumers.

On the other hand, the research of the market opportunities should be directed towards finding a way for settlement of unsettled needs of certain products. An enterprise that wants to gain or to keep competitive advantage must continuously take charge about which delivered value with the quality receives the buyers during the purchase of its products.

The enterprise must most realistic to measure the satisfaction (benefits, gains, pleasure) of the consumers using the available methods for measuring.

The practice shows that an enterprise with high quality and large market share receive higher profit rate than the enterprises with low quality and modest market share.¹ That is based on the fact that the satisfied consumers are coming back to buy again the same, similar or other products from the offered spectrum of the same company.

Stages of quality accenting

While using the quality as a strategic tool for achieving competitive advantage four stages can be distinguished in its accenting.²(Fig. 1)

In *The first stage* a special accent is put on *harmonization of quality*. Here it is necessary to be provided quality of the products and services in accordance with the quality standards.

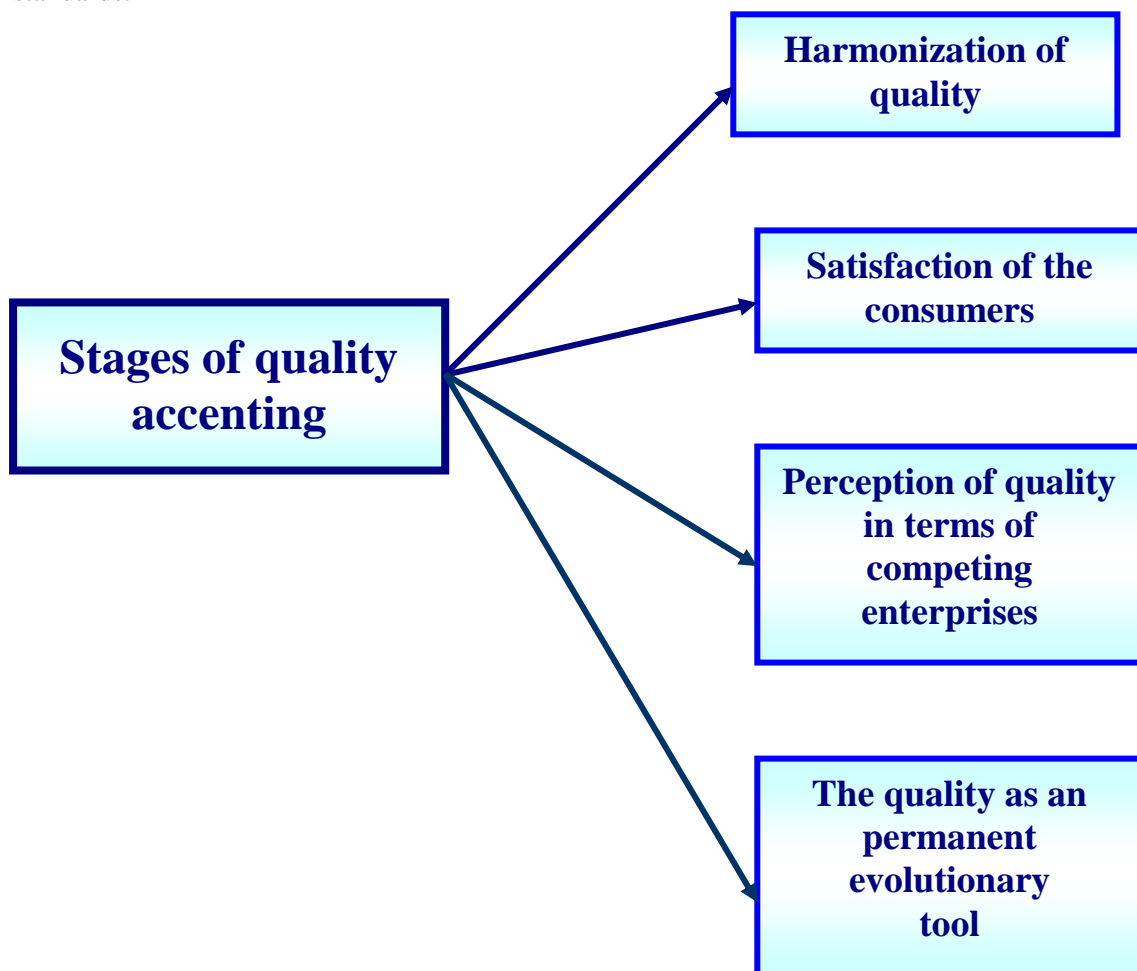


Figure 1 Stages of quality accenting

¹ Gale B. T. and R. Klavans (1984), Formulating a Loyalty Improvement Strategy, The Prinsletter, No. 31, Cambridge, p.9

² Gale T. B. (1988), The Faces of Making Quality a Strategic Weapon, The Strategic Planning Institute, Cambridge Mass.

In *The second stage* the accent is put on the *satisfaction of the buyers*. With that, the focus of the internal operations moves towards the external consumers.

In *The third stage* the accent moves towards the *perceived quality in terms of competing enterprises*. That requires reliance of the analysis about the market trends and segments as well as the ways in which consumers make their decisions about the choice of product between the different products on the market.

In *The fourth stage*, the quality is accented as an *permanent evolutionary tool*. That represents an qualitative step forward in terms of the quality of the products and services.

Once you create a rational strategy for quality improvement based upon secure information, supposed to create a program which would be accompanied by the all employees and by the all labor functions.

Before that, it is necessary to bear in mind to perceive and correctly respond on the following:

- the demands of the consumers and considerations of the management of the enterprise about their requests,
- the management thoughts about segmentation, the real needs for that, as well as the possibility for that to be done,
- the reasoning of management about consumers reactions regarding their products and considerations of the consumers about the offered products.

Today in this severe competitive fight it is considered that the Japanese enterprises quickly bring new products into production program than their competitors, continuously improve their quality and regularly adapt on the market conditions. Their competitive advantage is based on quality and price of the products and on the flexible balancing of expenses.

Quality is perceived differently by different people. Some believe that the quality is reflected in the durability of the product, while others that the quality means good functioning of the product and third that quality itself prefers the product into brand, etc.

Also, some consumer groups perceive the quality exceptionally through product design. In the manufacture of the product they put their accent on the performances, aesthetics, perceived characteristics and for servicing. If the consumer doesn't perceives these elements it is not possible to ensure its satisfaction with the product.

Products that best meet customers' needs in the broadest sense are those products which consumers mark as products with the desired quality.

The accent on the importance of quality of some consumer groups is put above all, above the reliability, durability and compliance with the specification. If consumers do not perceive these elements no satisfaction with the product will be ensured.

Orientation of the company toward quality improvement

Consumers perceive the quality of products based on past and current experience, during, as well as after the buying and using of the products. The enterprise that recognizes everything that defines the quality has opportunities to provide permanent satisfaction of consumers and to gain competitive advantage in the market.

Orientation towards quality means that quality that it delivered is a quality that is wanted by targeted market and the added quality must have a positive impact on enterprise's profits.³

In this regard the governance (management) with the total quality management (TQM) is the key for creating of the value and the consumer satisfaction.

The role of the marketing managers consists of numerous activities, and especially highlight the following:

First, to help the better identification of the needs and requirements of consumers.

³ McDaniel C. and R. Gates (2004), Marketing Research sixth edition, John Wiley and Sons, New York. p.6.

Second, to perceive and to know very well the requirements of customers and to clearly communicate with people in the company who are responsible for product design.

Third, to care for the correct fulfillment of the consumers' requirements.

Fourth, continuous to check whether consumers receive appropriate instruction, training and technical assistance about proper use of the product.

Fifth, constantly have to keep in contact with customers after the sale to reveal their further satisfaction.

Sixth, must continuously gather ideas from customers to improve the quality of products and services and to communicate to the relevant departments in the enterprise.

Seventh, continuously to follow the development competitor's products and generally to follow the customer requirements in the global market due to ready to welcome the changes that time brings.

Marketing managers have a lot to contribute to the overall quality management, which through its principles especially prefers the principle of consumer satisfaction in terms of the offered products.

Empirical research

In order to perceive what managers think about the quality of their products and services and how the consumers perceive the quality of products and services we've conducted a questionnaire survey in over 30 organizational entities in the textile and metal processing industry, summer tourism, catering industry in Stip, Prilep, Strumica and Ohrid. The question that we asked was this: Are the customers satisfied with the quality of products (services)?

On one side were surveyed the managers with the question: Do you as a managers think that your customers are satisfied with your products (services)? And on the other the customers were asked with the question: Do you as consumers are satisfied with the products (services) that you buy? In other words, the consumers and managers were surveyed with the same question. The obtained result we've compared through χ^2

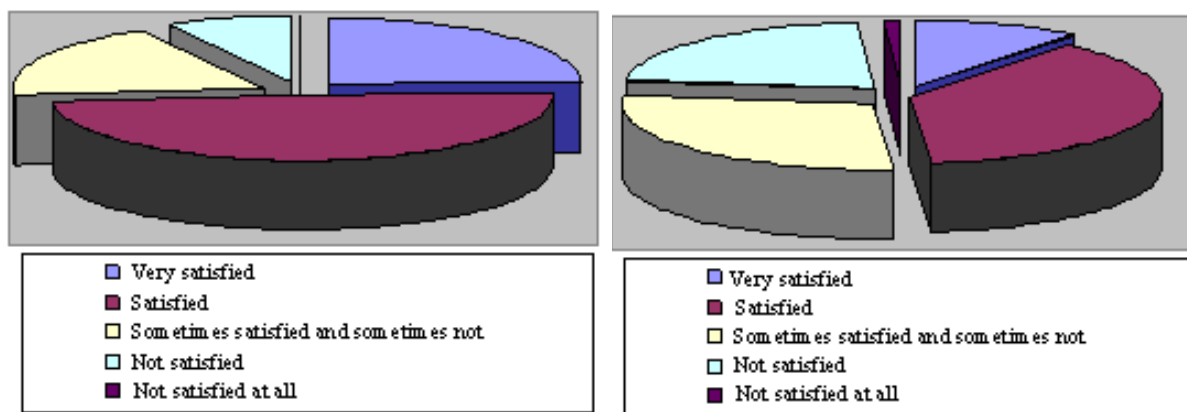
The answers will be shown through Table 1.

Table 1 Statements of the surveyed managers and consumers

Evaluation by	Managerial answers about known products	Consumer answers
1. Very satisfied	9	36
2. Satisfied	18	124
3. Sometimes satisfied and sometimes not	7	93
4. Not satisfied	3	72
5. Not satisfied at all	0	4
Total	37	325

The obtained value of χ^2 - test is 10.47 which which means that is bigger then the tabular value for about 4 degrees of freedom and probability of 95% which is 9.49.

The same data are also shown graphically through the following Graph 1.



Graph 1 Statements of the surveyed managers and consumers

So, from the tabular and from the graphical display, as well as from the calculated value of χ^2 -test can be seen that the statements of the managers and consumers differ what points to thinking that however the managers does not perceive fully the demands and tastes of the consumers.

It is therefore necessary for them, through its marketing strategy to devote bigger attention on the understanding of the consumers demands.

CONCLUSION

The quality as a sum of attributes and characteristics of the products or the services which causes pleasure in the fulfillment of the demands and expectations of the consumers, always must be nurture and promote by the enterprises if they want to achieve competitive advantage and long term profit.

It is therefore necessary a research of the market to find out which features of the product consists the quality according to consumer perceptions.

If the consumer doesn't perceives these elements it's not possible to ensure its satisfaction with the product.

Products that best meet customers' needs in the broadest sense are those products that consumers mark as desired products and use them with pleasure.

The advantages of such products or services the consumers above all are seeing through: security, durability, trend and compliance with the overall specification of the desired products or services. If consumers do not perceive those elements products or services will not ensure their satisfaction, what is also confirmed by our empirical research.

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