

9.3 Marketing management of the quality of goods and services under the conditions of digitalization

Research and systematization of scientific and practical aspects of marketing management of product quality is an important issue of modern theory and practice. In today's conditions, clients make greater demands regarding the quality of goods and services, compliance with the price-quality ratio, and wish to have after-sales service. The formation of the quality of products (services) begins and ends with marketing, this causes the need for marketing quality management. This, in turn, determines the integration of marketing with all elements of the enterprise's work. The competences of the marketing service should extend to production, interaction with all units of the enterprise that shape quality.

Enterprises that continuously produce high-quality products within the framework of the quality system achieve the following results: strengthen their position on the market; initiates the introduction of new management technologies and management accounting and analysis technologies; improve process control; raise the level of corporate culture, discipline; make it possible to significantly reduce costs when performing processes caused by inefficient management. The introduction of marketing into quality management will make it possible to direct the activities of all units of the enterprise to meet the expectations of customers and, as a result, to obtain the maximum possible profit. In this regard, the role of the marketing service in the quality management system at the enterprise becomes paramount.

Marketing quality is the degree of conformity of the usefulness of the form, time, place, acquisition potential of the product's attractiveness for the consumer. The proposed wording consists in highlighting those features of products that are not clearly marked, but can be detected in the process of marketing planning of product quality; it is broader and covers the entire marketing environment.

Marketing management of product quality is a coordinated activity in the field of quality with the involvement of a set of information, management resources and

capabilities that ensure the readiness and ability of the enterprise to meet the demands of the consumer. The targeted strategy of marketing quality assurance at the enterprise is based on its policy in the field of quality. The starting point of policy formation is the goals in the external environment of the enterprise, which the enterprise intends to achieve. In turn, the achievement of these goals is influenced by the process parameters that form the quality indicators of products.

The central element of the external environment that interacts with the object of management is the product consumer, who determines the product parameters that satisfy his needs. The most important part of the external environment is the company's product markets, the need to improve the characteristics of which is one of the main tasks of marketing management of product quality. Unlike any other types of management, where the internal parameters of the object are the target guidelines, quality marketing management is aimed at forming a positive perception of the company's products on the market, and therefore, the target management guidelines are the parameters of the external environment.

To meet the dynamic needs of consumers, it is necessary to study the needs of potential customers and respond in a timely manner to rapidly changing market demands. With the help of digital technologies, marketers can use various questionnaires in social networks and quickly receive information for making management decisions. The digitalization process must be constantly improved in order for potential consumers to share their ideas and wishes regarding the competitive advantages of goods and services.

The development of digital marketing is due to the introduction of new innovative platforms and their improvement taking into account the requirements of consumers. The practical implementation of digital marketing tools focuses on the management of various forms of presence of enterprises on the Internet through company websites, mobile applications, social network pages, other communication tools integrated with the Internet.

Consumers give priority to those manufacturers of products that use the latest tools to inform buyers, including the use of digital trends in modern marketing. The

environment of functioning of digital marketing is real and virtual. Digital marketing has greater mobile capabilities that have allowed it to enter the real world. The expansion of the audience occurs due to marketing influence by means of mobile communication with the simultaneous provision of targeting and personalization of such influence, the effectiveness of marketing activity increases in the conditions of information society.

In digital marketing, workplaces become mobile and do not require a permanent presence of an employee at the workplace. There are opportunities for the employee to be permanently online. Digitization has significantly influenced the formation of the main marketing trends and platforms for their implementation. The use of modern key digital marketing tools will contribute to the promotion of enterprise products, namely: the rise of the company in the issue of search engines, analysis of consumer behavior, voice search, chatbots, purchases using social networks, online events and multi-channel marketing.

Digitization makes it possible to: optimize business processes; create new products and services thanks to the Internet of Things technology, virtual reality, cloud services, artificial intelligence; reduce costs (savings on people thanks to automation and robotics, accounting automation, "smart" supply and fleet management, fuel consumption control); offer completely new business solutions: new insurance models, P2P systems, alternative services to banking services, mobile applications for training, an individual approach to the online buyer, personal advertising [253].

Today, companies work at the intersection of industries and segments, becoming platforms and sites where they offer their customers not just a product, but a solution to any problem, experience, value, emotions and impressions.

Digital channels provide almost instantaneous dissemination of information, become the main carrier of communicative messages and a mechanism of interaction with the client. Therefore, the presence of the enterprise in the specified digital channels is important.

Digital marketing as a type of marketing activity through digital channels by digital methods allows targeted interaction with target market segments in virtual and

real environments. Digital marketing is a derivative of Internet marketing. Interaction with target audiences occurs through mobile devices, digital television, interactive screens, and POS terminals. If in Internet marketing one channel is used - the Internet, then in digital marketing the number of channels is quite large and will grow in the future.

The number of mobile devices is growing rapidly [254]. Communications in digital marketing make it possible to reach the target audience in an offline environment (use of applications in phones, sms / mms, advertising displays on the streets).

In addition to the Internet, digital media include: digital television, radio, monitors, displays and other digital means of communication. The most popular forms of digital channels include search promotion, contextual and teaser (teaser), media and banner advertising, opportunities for promotion in social media and blogs, development of mobile applications for smartphones, tablets and other media, viral advertising.

The main advantages of digital marketing include interactivity (active involvement of the consumer in interaction with the brand), the absence of territorial restrictions during the implementation of marketing ideas, ease of access to resources (web and wap resources), significant spread of the Internet and mobile communications, and active attraction of the target audience, the possibility of operational evaluation of the company's activities and management of events in the real-time system. Digital marketing is based on the analysis of data about users, their behavior, penetrates into traditional forms of communication in order to capture the attention of the audience and drag them into the virtual world.

Digital marketing involves personalization, which enhances the impact of marketing tools on the target audience. The field of marketing is becoming competitive and requires an effective marketing strategy to sell products and gain information about consumer preferences online. Therefore, the effective use of forms of digital marketing communications becomes one of the most important elements of the promotion

complex. Competitive advantages associated with digital transformation can be divided into:

- technological, which provide access to information technologies and resources (Computing, Amazon, Microsoft);

- functional, which provide access to specialized tools and help improve the implementation of enterprise functions - accounting, planning, efficiency control, etc. (Exact farming, SAP, Bitrix);

- infrastructural, which provide access to digital infrastructure;

- corporate ones that optimize management processes (ProZorro);

- information, which provide informational access to the market;

- market ones simplify access to a certain market, ensure and facilitate the interaction of the parties, for example, marketplaces (AliExpress, Amazon, e-bay);

- industry optimizes interactions of participants (Smartcat, Cainiao) [255].

In today's conditions, clients make greater demands regarding the quality of goods and services, compliance with the price-quality ratio, and wish to have after-sales service. To meet the dynamic needs of consumers, it is necessary to study the needs of potential customers and respond instantly to market demands.

With the help of digital technologies, marketers can use various questionnaires in social networks and quickly receive information for making management decisions. The digitalization process must be constantly improved in order for potential consumers to share their ideas and wishes regarding the competitive advantages of goods and services.

The modern market of information services is aimed at various layers of society. In the conditions of competition, the quality of the product of information services must fully satisfy all the demands of consumers. International quality standards are aimed at achieving one of the main goals of the enterprise in the service sector – meeting the requirements of consumers.

It is important for the enterprise to conduct research on potential needs and requirements, to identify areas for improving the quality of services that will increase customer satisfaction. On the basis of a careful study of the requirements of consumers,

it is possible to determine the priority goals of the development of the quality management system, to increase its effectiveness. Meeting needs requires a high level of service provision. Needs and their condition are the starting point of work on ensuring the quality of service and providing information services.

That is why demand forecasting plays an important role. Information services are services aimed at meeting the information needs of users by providing certain information. Actions of entities (owners) regarding the provision of software products to users. This is the implementation in the legally defined form of information activities to bring information products to consumers in order to satisfy their information needs [255].

In Ukraine, the market of information services is at the stage of formation. In order to activate processes in such a market as part of the information market, information and communication technologies need state support [256].

Quality as a complex concept characterizes the effectiveness of all aspects of activity: strategy development, production organization, marketing, etc. The quality of services has the greatest impact on the viability of a service enterprise.

Successful implementation of quality service to customers is the main source of their existence. Service quality is the compliance of the provided services with the expected or established standards. Thus, standards, their real form and content are criteria for the quality of enterprises. The criterion for assessing the quality of the provided service for the consumer is the degree of his satisfaction, that is, the correspondence between what he received and what he expected.

The quality of information products is determined by many factors, including: technical means, software for processing and searching for information, a telecommunications system, documentation provided to the user for working with the database, instructional and methodical materials, etc. Users evaluate the quality of the database from two points of view: the quality of information (data) entered into the database and the efficiency of information services, which ensures prompt access to information.

Special attention is paid to the quality of the software, in particular, to its guarantee. The criterion of the degree of customer satisfaction is the desire to return again and recommend it to friends and acquaintances. In order to effectively ensure the quality of services, management of design and quality control is an urgent problem. At the same time, a key role is played not only by identifying internal causes, but also by studying the needs of customers and ways to satisfy these needs.

It is important not only to identify internal factors that affect the quality of services, but also to study all the needs of customers, to create and implement methods and technology that will ensure their most complete satisfaction. Managing the quality of services provided is the most important advantage in customer service. The criteria that determine requirements for services include: waiting time, compliance with deadlines, the number of personnel and service units, the degree of consumer trust, safety, courtesy, aesthetics, convenience, hygiene and other quality characteristics.

Quality from the point of view of consumer orientation for a service enterprise is of primary importance because the service is manifested at the moment of its performance and the quality of the service is perceived primarily through the quality of service during its sale. At the time of purchase, the expected service is compared with the actual service). The expectations of a particular buyer are influenced by the physical environment, their own needs, and their life experiences. Information media have a significant influence on the formation of the buyer's expectations.

Taking into account the current trends in the development of the information services market, we offer the following directions for improving their quality management:

- systematic analysis and understanding of user needs and requirements;
- taking into account the variability of consumer needs and expectations in the context of rapid technological development;
- consideration of personalization as a key element in quality management, aimed at the individual needs and expectations of users;
- taking into account the impact of product quality on consumer loyalty and trust;

– use of product quality management tools as a strategic resource for distinguishing the product from competitors.

The following measures are offered to ensure quality customer service:

– analysis of claims, comments and suggestions of customers to the service company;

– availability of effective and competitive business technologies that describe the entire process of interaction between the client and the firm;

– regular customer surveys.

The main principles of ensuring quality service to service consumers are:

– leadership (the management must have a clear idea of the purpose and future development of the service organization, convey these positions to their subordinates and convince them of the reality of the set goals);

– implementation of a marketing approach (marketing tools should be used in the work of each division of the service organization);

– understanding the needs of buyers (functioning of the marketing information system, which should be constantly updated due to market research);

– understanding of business and client's interests;

– application of basic organizational principles of quality management;

– the freedom factor (the service delivery system must be flexible, with employees given the freedom of action to serve the client according to his needs, but at the same time adhere to established service standards);

– establishing standards, assessing work performance and introducing a system of incentives;

– feedback to employees based on work results.

The service provider must achieve customer satisfaction with the services provided. This goal should be achieved by comparing the services provided with certain specially developed standards, the observance of which is intended to ensure the rights of consumers regarding the security of services. Quality service standards should become a mandatory section in the employee's work system with the client.

Today, quality management systems developed in accordance with the requirements of international standards of the ISO 9000 series, certification and standardization processes are among the mechanisms recognized in the world that ensure high quality of products and services.

According to the provisions of these standards, the quality of products and services is determined by the ability to satisfy the needs of customers, that is, the customer is the key object, based on the requirements and expectations of which determine the determinants of product quality, as well as the processes that ensure its corresponding quality. In the new version of ISO 9004:2018 "Quality management. The quality of the organization. Guidelines for achieving sustainable success" achieving sustainable success is considered through meeting the needs and expectations of not only customers, but also other interested parties [257]. In the modern version of the standards the ISO 9000 series sets requirements for marketing processes, which are the basis marketing researches.

On their basis, basic requirements for products or services are formed, that meet the expectations of consumers, that is, in its essence, marketing is an integrating force of the organization aimed at achieving consumer satisfaction.

For the marketing department, it is necessary to define goals and objectives, as well as use a process approach. Marketing in the quality management system should affect the general activity of the enterprise, since the number of sales and revenues, as well as its financial situation, depend on its effective functioning. The effective work of the marketing department is an important condition for the successful operation of the enterprise and allows it to feel confident in the domestic and international markets [258]. The marketing department in quality management should be responsible for the following processes: marketing, contract analysis, communication with consumers. For each of them, it is necessary to establish achievable and measurable goals in the field of quality. The "marketing" process serves to develop and implement a marketing strategy for production development.

The implementation of this process is expedient according to the following stages:

1) assessment of the possibility of realization from the production of available types of goods;

2) studying the market, determining the maximum number of potential customers for each type of product (service);

3) making decisions about the ratio of combinations of output of various types of products, forming a strategy for the development of the enterprise for a certain period;

4) implementation of the formed strategy using marketing tools, identifying real customers from several potential customers and signing contracts with them.

Therefore, quality management at the enterprise will be successful only if it applies a marketing strategy in its activities. Accordingly, all activities are carried out on the basis of continuous market analysis, determination of the exact needs of consumers and possible changes in the future. The marketing service develops and implements a system of measures to influence the market and consumer demand, taking into account the possibility of obtaining profit due to the maximum satisfaction of consumer requests. The company, whose quality management activities are based on marketing principles, develops programs for new products, the production and sale of which is planned to be carried out as a result of market research. Enterprise goals are achieved through the assessment and satisfaction of consumer requirements. In this way, marketing not only creates conditions for entering the market, it contributes to strengthening the company's position, increasing sales, and rapid changes in product characteristics under the influence of technological advances and consumer requirements.

In this regard, marketing quality management provides accurate information about consumers, ways to satisfy their needs, evaluates the level of satisfaction with a product or service and develops measures to improve it. As a result, the quality of the work of the marketing department determines the degree to which the enterprise achieves the main goal of the quality management system – satisfaction of consumer needs. Digitization of business processes of marketing quality management creates new opportunities for the use of effective management principles, approaches, methods, in particular, taking into account its modern concepts of development.