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MARKETING MANAGEMENT OF PRODUCT QUALITY IN THE SPHERE OF INFORMATION SERVICES

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The most important feature of the development of post-industrial society is the transition to a new type of economy, in which information becomes a potential means of achieving competitive advantage.

The collection, analysis and evaluation of data provides a business entity with significant competitive advantages. On the one hand, they get access to data about the needs of their customers, on the other hand, IT technologies allow them to optimize their own business processes, thereby reducing the cost of their products. Therefore, there is a need for digitalization of business, which determines the need for the formation and development of the IT market. Today, IT companies are developing at a fast pace, new participants appear on the market every year, whose activities are transformed from "pure" outsourcing to the development of their own digital products.

In the new economic conditions, the specific weight of information industries increases, the share of intangible elements in the total value of production and sales costs increases, and the share of workers engaged in information processing in certain industries and in the economy as a whole increases.

In Ukraine, the market of information services is at a stage becoming. To activate processes in such a market as part of the information market information and communication technologies need state support. First of all, it's going on the adoption of clear and unambiguous legislative prescriptions, with the help of which the activity of the market of information technologies and services will be regulated. Also on at the current stage, it is necessary to stimulate the development of information activities in every possible way [1].

Information services are very specific, which makes it possible to classify them as non-typical, non-traditional services. The basis for this is such specific features of information services.

First, the result of information activities is embodied in documents that can be stored on physical media. Secondly, the consumption of an information service implies the possibility of storage and transportation. Thirdly, the information service can be provided without direct personal contact between the consumer and the producer.

The use of modern telecommunication means allows working with information on a global scale. Globalization of the market space determines the change in demand for information services, which affects their supply. Local services and local information services are combined into a global system.

Unlike the commodity market, which includes not only finished products, but also raw materials, semi-finished products, etc., an information product acquires value only in its finished form - it is information that has undergone the processes of ordering, structuring, and evaluation and is suitable for decision-making. The value of information products is based on time essence, that is, as a rule, information is most valuable at the time of its creation. Its value decreases significantly with the rate of replication.

An important feature of information services is the high speed of capital turnover, which is a consequence of a short production cycle, which gives business advantages in this area. In the conditions of globalization, a special position in the market is occupied by centers – suppliers of information, the large size of which provides them with a competitive advantage, and the effect of scale allows you to quickly receive and process large volumes of information, using modern computer and telecommunication equipment for this, which requires significant investments [2].

The main providers of information services on the commodity market are various organizational structures that operate on a commercial and non-commercial basis. From the manufacturer's point of view, an information product is a set of data created by the manufacturer for distribution in tangible or intangible form. If it is offered to the market for the purpose of its purchase, use or consumption, it should be considered as a good with certain characteristics.

Information services are distinguished by a high degree of differentiation, which is due to the personalization and individualization of demand for them, as well as the emergence of new, non-standard services. The successful operation of any firm, according to the International Organization for Standardization, is ensured by the sale of goods or the provision of services that:

- correspond to clearly defined needs, areas of application or purpose;
- meet consumer expectations;
- comply with the used standards and technical conditions;
- meet the demands of society;
- take into account the requirements of environmental protection;
- offered to the consumer at competitive prices;
- are economically beneficial.

The consequence of the simultaneity of the production case, when products and services of the appropriate quality are offered on the market for exchange, and their promotion is ensured by the necessary conditions for the consumption of the service, as well as the dependence of the process of providing the service on its supplier (there is variability in the quality of service performance. There are a number of approaches to determining quality.

Quality is the ability to meet or exceed customer expectations. Quality can be understood as the properties and features of the service that cause satisfaction to the consumer, as well as the absence of defects, which enhances the feeling of satisfaction in the client. Quality implies the uniformity of the services provided in accordance with the expected standards. Quality is a dynamic category: with the development of the market, competition, expansion of the range of offers, consumer requirements for quality standards are constantly changing in the upward direction.

It is very difficult to ensure quality control in service firms, especially during periods of increased demand. At the same time, if we consider service organizations from the point of view of the dynamics of their development, quality will affect the level of their viability.

The consumer determines the level of quality based on subjective feelings, as well as opinions coming from the external environment.

The problem of the quality of customer service is key to building an algorithm of relations with customers, forming consumers who are loyal to the company. There are factors of this problem: ensuring the required quality of service; regular measurement of the level of this quality; organizational support for the use of assessment results to improve all work with clients.

The quality of services is directly dependent on:

- the nature and level of interaction between the firm's personnel and its clients, as well as between different groups of employees;
- other persons actively involved in the service process passively observing it;
- the ability of the staff to respond at a fixed time, and sometimes immediately, to customer requests in the process of their service and, if necessary, make adjustments to this process.

To ensure high-quality customer service, the following measures are mandatory:

- analysis of all customer claims, comments and suggestions addressed 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. 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 in all divisions of the company. Marketing tools should be used in the work of each division of the service organization;
- understanding the needs of buyers. For this, the company should develop and operate a marketing information system, which should be constantly updated due to marketing market research;
- business understanding. Employees must understand how their work affects the results of the work of another part of the team. The client's interests should "penetrate" all the company's activities;
- application of basic organizational principles in work;
- freedom factor. The service delivery system must be flexible. Employees must have some freedom of action to serve the client according to his needs, but at the same time adhere to established service standards;
- use of appropriate technologies;
- effective personnel management
- setting standards, evaluating work performance and introducing a system of incentives;
- feedback to employees based on work results.

The main goal of the service provider is to 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 designed to ensure the rights of consumers regarding the security of services. A system of service standards is a mandatory component of the quality system.

Technology is evolving rapidly, and IT companies need to constantly update their products and marketing strategies to stay competitive. To successfully meet this challenge, IT companies must be prepared to continuously learn and innovate, and create flexible marketing plans that can quickly adapt to change.

Thus, IT marketing practitioners advise planning marketing activities with a 3-month horizon and flexibly upgrading your strategies. Here, it is also important to actively monitor the market, competitors and be aware of the latest technological trends.

Many IT companies provide their products and services to other businesses rather than end users. This can be a difficult mission from a marketing perspective for several reasons. First, the long and complex decision-making process. In the B2B market, purchasing decisions for IT products or services are usually made at the top management level, such as owners, middle managers, directors, other management, and large committees. For the work of a marketer, this is a rather difficult audience, because he convinces an entire business, and not an individual user.

Second, a long sales cycle - we have HR branding, it can last from 3 months to 3 years, as it requires convincing all interested parties, and can also require a lot of negotiations and paperwork. A reserve of patience and well-thought-out communication can shorten and simplify this path, protect personnel from burnout and achieve success in the deal.

HR-branding is an important and effective direction of the company's development. A complex of HR activities creates additional competitive advantages of the company, increases the chances of attracting the best candidates, forms a professional team, while helping to reduce the costs of searching, recruiting and training employees. At the same time, attracting talented employees to the company is an important goal, because successful and well-known employers are more trusted.

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