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## IMPLEMENTATION OF MARKETING TOTAL QUALITY

### **Abstract:**

*Marketing Management has two responsibilities in a company that is oriented to quality. First, marketing managers need to participate in formulating strategies and policies that are designed to help the company to win the overall quality excellence. Second, marketing managers need to ensure quality marketing and quality production. Has to do each marketing activity: marketing research, training vendors, propaganda, customer service and more, all at high standards. People in marketing have to invest time and effort not only to improve the external marketing, but to improve and internal marketing. Must be the protectors of customers stating loud complaints to the customers when the product and service are fine. They always have to support the standard "by giving customers the best solutions. " One must understand that the quality requirements the responsibility of all employees and that he is the most important job in the company.*

**Keywords:** *Total Quality, Quality Marketing, Production Quality, Customer Protection.*

### 1. INTRODUCTION

Quality is, as a determinant of business, many times important for the company, its management structure and management. On the one hand, the quality of products and services, is the most important means to achieve the required competitiveness and a better strategic position, on the other hand, it is important for customers as the key determinant of their choices and their behavior. Quality products and services is reduced to the functional attributes and aesthetic status. However, the overall quality has a broader meaning and significance because not only the effects or outstanding behavior, but for the business process (primary and auxiliary), the quality human resources and potential environmental factors in which the company operates. Stack point total quality orientation of the company

includes the expectation and satisfaction, customer orientation, quality of products and services, orientation to the processes, people and external influences on the orientation of future needs and expectations of customers, market participants. It is determined by elections and the strategic nature of the so-called quality. hard and soft dimensions of the organizational structure. The so-called. claims costs are a critical factor in implementing quality and can be adjusted or incremental changes, however, changes that affect the structure, framework and operation of certain aspects of the variables, and their absolute implementation, replacement, as this may be the case with technologies, processes, raw materials and Product code, inputs. On the other hand, the so-called change. firm variables, and their potential modification requires more time, patience and

investment. Specifying contents of organizational culture, as assumptions, beliefs, values or norms can not be changed, "administrative" in the short term, through the campaign or action. It is a complex process of assessment, preparation, and institutionalization changes, caused by numerous and various factors.

The implementation of total quality means:

1. Strategically oriented company and on that basis constituted system of organization, starting from the customer, their needs and requirements;
2. Focus on customers and then to products, input and conversion of inputs into the appropriate use value;
3. The presence of obsessions on the quality and ways to achieve it, and create a philosophy that quality, something "above all and foremost."

In implementing the concept of quality is necessary to have an appropriate platform, based on a true correction of both sets of organizational variables, which can be achieved in both organizational variations, which abolished the weaknesses of traditional theoretical approaches, such as lack of orientation on customers, innovative work, putting an equal sign between the quality and costs and failure to understand the place and role of leaders, who have vision and ability to motivate members of the organization.

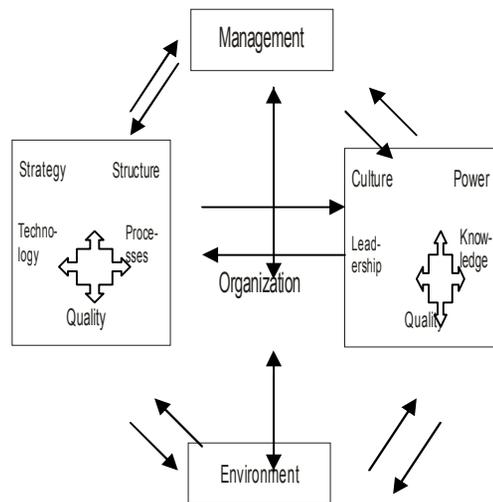
## 2. IMPLEMENTATION OF THE CONCEPT OF QUALITY IN ORGANIZATIONAL STRUCTURE VARIABLES

Basis for the implementation of "quality" are the structures, processes and adequate resources. In general, efforts to find the right organizational structure, suitable for quality went towards the creation of structures:

- a) as an inverted pyramid, with two

pyramids connected to the central line and b) circle in the center of which are owners, shareholders or managers, ie. CEO. In the first case it is a "diamond" structure, and the second "dais" shaped organizations.

In implementing the concept of quality management has a key role in connecting, "integration" so called. hard and soft organizational dimensions. Figure 1 shows the structure of both sets of variables.



**Figure no. 1: The quality of the organizational structure variables**

In this concept platform for the implementation of a particular model of change management has a key role in screening the necessary quality of the outputs and inputs, phase transformations in different quality levels of the organization, the roles of social actors and variables that reflect the attitudes, the one by, given the state of the organization, on the other the possible predisposition, the future situation, to be achieved. From this point of the platform for implementation must meet the following requirements:

- 1) that is consistent with the harmonized requirements and contents of different

- variables,
- 2) that is complete in the sense of including all necessary parts, which are functionally dependent and software-oriented,
  - 3) that is flexible, in terms of ability to accept requests varieties and varieties of quality, in part strictly functional characteristics and aesthetic values,
  - 4) that the process-oriented, with the constitutive functions that are consistent with the requirements of continuity, efficiency and effectiveness,
  - 5) that is constituted of the teams in both parts of its structure, the operational and strategic,
  - 6) that inherently favors the developed corporate structure dominated by subtle cultural values, beliefs and norms of behavior,
  - 7) have developed a system to acquire, use and transfer of knowledge in a way that provides high innovations and responsiveness in relation to the environment, the actual and potential competition,
  - 8) that the leadership is capable, charismatic and facing the best in class, it tends achievement top results and satisfaction of all stakeholders, social actors and social groups,
  - 9) that the global structure, effective and versatile in application strategy on local and international parts.

### **3. CONCEPT MANAGEMENT ACROSS TCM CUSTOMER SATISFACTION and CSM**

CSM as a concept developed in the last few years, and is the result of improving and developing marketing concepts and business practices. Managing customer satisfaction is a process that is focused on total customer satisfaction - total customer satisfaction (TCS - Total Customer Satisfaction). The main objectives of the concept of TCS - CSM reflects maximizing: effectiveness and efficiency, customer satisfaction, customer loyalty,

profit, etc..

Process management means managing the marketing activities in the elementary stages (planning, organizing, leading and controlling), as one segment and two-way communication process - both with customers and other parts of the environment as the other. The base concept is the communication and relationship marketing. In order to apply the concept of RM is needed to identify the following components:

- identifying customers based on market research and data base,
- differentiating consumers based on user segmentation - product selection and most profitable group of service users,
- constant interaction - interactive communication and
- adapt products and services to the needs and desires.

The vision of the conceptual approach to TCS - CSM is based on marketing research company, where establishing a contact with the customer interaction leads to communication. The goal of communication is a double dialogue with customers, and feedback company - the customer to communicate that successfully sells, maintains and modifies behavior. The ultimate goal is to create loyalty by building profitable relationships. The first report was published about the 1992nd year by the United Nations Development Programme, under which Canada was a country with the highest quality of life. The criteria were related to the fulfillment of life expectations, educational level and purchasing power. [1]

Successful implementation of the concept of TCS-CSM subject to the clearly formulated business strategy, marketing relationships. Strategy formulation should be based on respect for all the factors of consumer strategy. For a definition of consumer strategy is necessary to consider the mutual relations of three main aspects:

- knowledge of consumers (their values),

- product knowledge and
- the ability of employees.

A new approach to relations with customers involves their knowledge of and adjustment range of services to the needs and desires of consumers, which represents the output of the system marketing activities. The goal is to provide continuous customer service, or that the services are directed towards consumer strategy in according with modern marketing concept. Therefore, the structure of success should be adapted to the structure of users with special emphasis on value added services, which are important in defining the profitable customers.

Customer service (customer service, service delivery) is one of the main platform where the expressed satisfaction or dissatisfaction of customers. Customer service is aimed at end users. The task of customer service comes down to satisfying customers' needs by providing the right product at the right time, in the right quantity, at the right place and at an affordable price.

Implementation of the activities of building long term relationships with customers is a process that must involve all of the company, especially those who have contact with consumers and customers, not just specific service marketing. Marketing I can not provide the required loyalty. Implementation of the program or activity depends on the activities of the company and the market position, but from internal forces, and business culture and behavior of people most responsible for the fate of the company. There are different approaches to implementing the program of building long term relationships. For building long term relationships with customers, to our mutual satisfaction, you must have a new business philosophy, the creation and implementation of planned activities to ensure lasting relationships with profitable customers. It is important to find the best fit between the needs and desires of consumers and customer service

in order to maintain this relationship. They must therefore engage different company profiles to the product or service bring beasts, to meet the sophisticated needs of customers in order to increase profit [2].

#### **4. SATISFACTION and CUSTOMER LOYALTY**

Satisfaction is an important feeling that occurs in the phase after the purchase and consumption of products and use services. Customer satisfaction is the key to retaining existing and attracting new customers. Customer satisfaction and purchase of used products and services affect their future conduct given by the manufacturer or the company. Therefore, the value creation and customer satisfaction key to modern marketing thinking and practice. [3] The underlying idea of marketing a profit of a satisfied customer.

Many companies aim high customer satisfaction, because customers are only satisfied the offer, easily and quickly accept the new, better offer. Very happy customers seldom change the product. Great pleasure or delight the customer creates an emotional connection with the brand and not just a rational preference. The result is high customer loyalty. Successes are happening slowly, through the stories of people or make them public media, but once the product is accepted in the market, then the manufacturer becomes synonymous with the whole category in this area. Such cases are firm Hoover and Xerox that have become synonymous with the products their companies produce (cleaners and photocopiers). On the other hand, Sony has become synonymous with many innovative products that their company invented [5]. If you ask the customer whether he is satisfied with the purchase can answer that is very satisfied, slightly satisfied, slightly dissatisfied and very dissatisfied (or disappointed). But the question is what

determines whether the customer is satisfied or dissatisfied with the shopping? Customer satisfaction is a function of fit between customer expectations regarding product (O) and perceived product performance (P), ie.

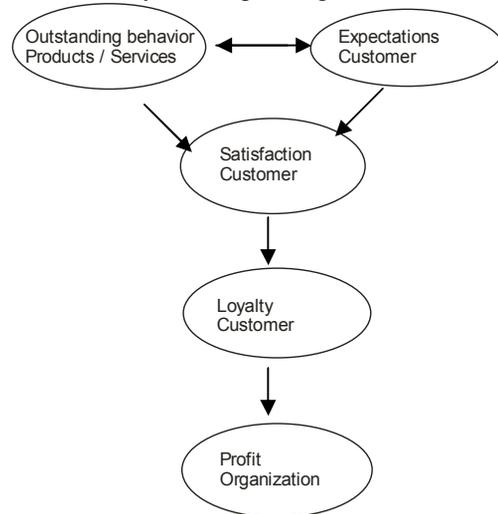
$$S=f(O,P) [4]$$

If the product meets the expectations of the customer will be satisfied, and vice versa. Once a product's performance exceeds the expectations of consumers ( $O < P$ ). The highest level of customer satisfaction means enthusiasm or satisfaction. Consumer dissatisfaction based is the conclusion that the purchase of a product or service received less than expected ( $O > P$ ).

Customers base their expectations on the experience with past acquisitions, the opinions of friends and colleagues, information, and promises that they received from sellers, competitors and other sources of information. People in marketing have to be careful when you set the right level expectations. Managers have in these processes to new questions and problems: how to overcome differences, to achieve a positive tolerance and mutual acceptance and achieve creative potential and favorable economic performance, with profit incentives and guidance to high aspirations and achievements. [6]

Some of today's most successful companies increase expectations and deliver performance. These organizations strive towards a complete consumer satisfaction (TSC). TSC concept means that the product or service in fully meet the requirements or desires of consumers. Example of the company Johnson & Johnson is indicative from the point of pioneering enterprise in meeting the needs of customers with the launch of yet distant 1880th The surgical equipment was ready for immediate use. Soft absorbent gauze and anti septic agents are first opened the way for implementation of anti-theory treatment of septic wounds in practice. The

products have been designed to fight against what the British surgeon Joseph Lister identified as the "invisible killer", the microbes present in the air that are infected early in the operating rooms.



**Figure. 2: Expectations and performance are determined profit organizations (Frank Bradley, Strategic Marketing, p. 24.)**

Users are formed after this determination expectations when buying products company Johnson & Johnson. Expectation are beliefs about the future. Expectations can be active (ready to try new) and passive (an estimated level of their own vulnerability). Customer's evaluation and feelings are temporary and subject to change over time. The fact that the customer is satisfied does not mean that there will always be loyal. Social norms and rituals of consumption affect the expectations of customers and their loyalty in purchasing goods and services. Higher level of education is associated with a higher level of satisfaction. Emotions also play an important role in determining the degree of customer satisfaction.

The orientation of the customers obligation to check the company expects customers to the outstanding behavior of products or services on the market. The

balance between expectation and outstanding behavior of the purchased products or services provides managers insight into the level of customer satisfaction. [7] It is assumed that consumers are happy to show long-term loyalty that will result in profit enterprises.

#### 4. CONCLUSION

Based on the above we can conclude that the quality of product or service is an essential element for achieving customer satisfaction. Prerequisite customer satisfaction are the performances - the characteristics of products and services and quality, subjectively seen and understood by the customer. Therefore the company must adopt a way of thinking and behavior of customers and accordingly create a product or service that will best satisfy the needs. Reasons for "love" for a particular product are clear. Creating a brand of a product the customer simplifies the selection process (less risk, does not spend much time and money looking for quality), and the process of buying and represents "a way of expressing" the consumer.

Often stories founders of specific companies whose products are sold and more than 100 years. resemble fairy tales, from the way they had come to wealth and managed to keep the inherited wealth and

put them on pedestal Biblical stories. According to many (this is especially true of America), spiritual quest can be transformed into a form of worship of a particular product, which often dictates the lifestyle. It is not unusual for such fans Harley Davidson's looking to be buried in his "biker" clothing with the logo of your favorite products.

The orientation of the consumers who among other things means taking care of quality and customer satisfaction, as a reward to generate customer loyalty and provides the company concrete benefits that result in increased profitability and revenue growth. Quality services and products must constantly improve in order to achieve the customers' satisfaction + "supplied services or products competitive companies. Customer satisfaction is exceptional value for the company because customer satisfaction or Total Satisfaction of creating customer loyalty. Companies that have a large number of loyal customers and loyal customers who generate great value to these companies, saving money through direct marketing and increase their profits through purchases that are repeated, reduce unemployment, contribute to world peace, the development of world economy and consumers in addition to receiving the status of satisfaction and tangible benefits.

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