

гармоничное развитие личности должно стать главным приоритетом в политике страны.

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DEFINITION OF QUALITY INTEGRATED ASSESSMENT THROUGH THE SPECTACLE OF MARKETING

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ОПРЕДЕЛЕНИЕ КОМПЛЕКСНОЙ ОЦЕНКИ КАЧЕСТВА С ПОЗИЦИИ МАРКЕТИНГА. Анализ различных источников показывает, что на сегодняшний день до сих пор еще не сформулировано единого определения качества. В научных источниках можно встретить, что качество есть «философская категория». В статье предпринята попытка дать определение качества с позиции маркетинга, рассмотрена оценка услуги (товара) в комплексе с точки зрения «потребителя» и «производителя» услуги.

КЛЮЧЕВЫЕ СЛОВА: комплексная оценка качества; качество услуг; маркетинг качества.

To understand quality language improvements we need common language. But the overview of different sources shows that as of this date a common definition of the quality has not been formed yet. In the scientific source it comes across that quality is a «philosophical category». At an entry it is attempted to give a definition of quality through the spectacle of marketing, the rating of service (goods) is considered in the context of «consumer» and «producer».

KEYWORDS: integrated quality assessment; quality of services; quality marketing.

There is the following definition of quality found in the scientific, reference and course books: cluster of features, characteristics of products, goods, services, works, jobs that are responsible for capability to meet the needs and interests of people, answer the purpose and placed demands. The quality is defined by measure of concordance of the goods, works, services, standards permit terms and conditions, agreements, contracts and consumers' needs. A distinction is made between quality of goods, works, labor, materials, items, services. Quality as economic category is associated with such ideas of service as «benefit», «satisfaction of needs» at most effective use of available in organization resources.

Socioeconomic aspect of this category «quality» is defined by the type of relationship among members of social groups and community at large over own deliverables and the repletion of wants. Close definitions of quality are given by International Organization of Standardization: «quality is a cluster of features and characteristics of goods or services that provide them with a capability to satisfy conditional or supposed needs».

Between marketing and quality there is quiet a straightforward linkage. According to marketing concept meeting the needs is performed by exchange process that is why the marketing aims could be achieved only alternatively the offered on the market goods of corresponding quality whereas its promotion is assured by indispensable conditions. On the flipside the requested quality could be defined and fully ensured merely after recognition with requisite accuracy of modern and future needs of such goods. This is the major task of marketing.

The definitions of «quality» from one side describes item's qualities, from the other side it shows the satisfaction level under due claims from consumers side. Among attributes two stages are distinguished: necessary and essential qualities that describes compound and devoted to the item properties at the moment and variable.

This is the usual sense of the item's attitude towards its quality that clarified by rationalist philosophy (e.g. d'Espinosa) and it is in need of significant amendments. Items we know through senses that tell us nothing about permanent carrier of the quality. Consequently compound is a concern that is associated by our thinking to the quality that we see over thanks to our sensations. However since science has showed that the quality of the item is not given in the sensation but there is only a reply of our consciousness on outside unknown to us influence, it has become necessary to distinguish qualities of two types: objective, that belongs to the item itself and subjective that belongs to subject and are only attributed to the item.

Locke tried to draw the line between subjective and objective qualities; to the last he refers number, form, movement and rest, rate and state. This division however does not hold up against critics as Locke attributed such qualities to primary that in fact do not determinate the item itself but determinate its spacial and time relations. To say that space and time are the most significant qualities of the item is to say that particular these things of the item are primary but do not belong to it and vice versa. Space and time at any rate is not the sense of reality in the used meaning of qualities that achievable for our perception; space and time is the gist of form or contingency of quality uptake.

As can be seen from the above, the evolution of qualities leads to concession of subjectivity of the whole content of our perceptions. From the other hand, the definition of the compound as a carrier of a quality by no means enrich our knowledge about that matter and is completely invented, the origin of which is explained by seeming impossibility to deliberate qualities as self-determined elements of the world. The only one reality for human is the state of his consciousness among which there is also the perception of our world. That is why subjective, so-called secondary qualities, we are entitled to consider as a part of comprehensible to us reality.

Therefore quality is an objective-subjective idea: objective because it (as characteristic) appropriates to the carrier as: inherited quality», and «subjective» because of its dependence upon provided by consumers requirements. Therewith «inherited quality» is reflected either by submitted list of standardized quality, and «gained» – by helpfulness of the product of labor.

In consideration of the foregoing it would be understand that examination of quality is a comprehensive assessment that examined “inherited quality», i.e. «standard» of the goods, services or market at large

and «subjective» characteristics that have been selected by consumer on the moment of use.

Search problem timeliness of the effective valuation methods and developing of corresponding methodology is confirmed by such «pulpits» of quality as W. Edwards Deming, Joseph Juran, Armand Feigenbaum. There is a big amount of works on the topic of comprehensive assessment on quality. Progressive systems on quality forming are targeted on satisfaction of subordinated obscure individuals' needs and manufacturers' and international organizations' of its control requirements. Following researches are going to be done for revelation of differential characteristics of quality with a glance to influence of cross-cultural communications.

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