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99. Quality as a component criteria of competitiveness

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Introduction: The concept of competitiveness of the goods can be defined as a complex characteristic that determines its edge in the market compared to similar competing products as the degree of compliance with a specific social need, and on the cost to its satisfaction, that provides an opportunity of realization this product in a particular

time on a particular market. It turns out that the competitiveness is conditioned by qualitative and costly product features that are counted by the buyer in accordance with their direct relevance to the needs. Most scientists define it as the suitability of products for consumption or reliability. From a scientific point of view, this concept has a somewhat broader meaning. According to standard ISO 9000-2005, Quality - is the degree to which a set of its own characteristics of the product, process or system meets the stated needs or expectations, commonly understandable or required [1].

Resources and methods: Today there are a number of characteristics, which determine the level of quality. Yes, its level, because the concept of quality is relative. The issue of competitiveness and quality are paid a lot of attention by both foreign and domestic scientists such as Ricardo L., M. Porter, K.R. Makonnel., S.L.Brue, Kotler. G., Azarov, A. Gradova, D. Yudanov, A. Hlychev, Shapoval, G. Semenov, V. Kolot, N. Krasnokutskaya, A. Luke, J. Smolin and others. The criteria can be qualitative and quantitative and divided into major classes: physical, organoleptical, ethical, functional, time and ergonomical. The physical class includes mechanical, chemical and biological components. They characterize the composition of the product and its operation mechanism. Organoleptical indicator includes touch, taste, smell and sight. They characterize consumer perception of the product through its own feelings. This indicator is typical for services and determines the quality of their provision. Functional class includes speed, volumes of manufacturing. They point to the power and physical speed of goods performance. The basic time characteristics are reliability and availability that determine difficulties for consumers to get the product and the time that they will use this product. Ergonomic indicator is divided into physiological and anthropometric and determines the complexity of using the product by different population groups. The set of the above mentioned parameters shape the quality of products as part of its competitiveness on the market. The product should be safe, aesthetic, perform well its functions, i.e. meet the needs of those for whom it was designed, and then it can be competitive in the market [3].

The price of the product is of great importance in spite of all these parameters. Customer always compares or refunds product price by list of properties that the last one has. Apart from the price, the performance of product related to the cost of its operation and maintenance is also of great demand. The scientific methods to be used in the thesis include the economically optimal quality defined as the ratio of quality and costs. According to this statement, we have the following formula:

where K_{opt} - Economically optimal quality;

Q - the quality of the product; CE - cost of acquisition and operation;

The mentioned above formula is easy to determine the denominator and quite hard - the numerator, i.e. money, because it involves different parameters. Today science Qualimetry developed sufficiently acceptable quantitative methods to assess the quality, i.e. the growth units of a product per 1-currency costs. [2].

Results: Until recently, the category of quality was associated with the results of work in the fields of material production. It was thought that in the Non-material sphere "quality" has no objective basis and is determined by subjective factors. However, research has shown that the category of "quality of service" shall include the elements of quality of work, items, facilities and its results, i.e. products, works and services, which points to its significant impact on the competitiveness generally [4].

Conclusions: Summing up, we have come to the conclusion that the development of society is accompanied with the improvement both the quality of life and the demands on it. In this case the list of criteria for determining the quality is constantly expanding and reflects the needs and wishes of the modern consumer. However, the quality indicators are

becoming extremely important as they should satisfy the expectations of future generations, tastes and wishes and will be able to form high product competitiveness in the future.

References

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