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## CUSTOMER SATISFACTION ASSESSMENT MECHANISM

### МЕХАНИЗМ ОЦЕНКИ УДОВЛЕТВОРЕННОСТИ ПОКУПАТЕЛЕЙ

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#### ABSTRACT

CONSUMER,  
ASSESSMENT  
MECHANISM  
SATISFACTION,  
SCALE,  
CATEGORY,

#### АННОТАЦИЯ

ПОТРЕБИТЕЛЬ,  
УДОВЛЕТВОРЕН-  
НОСТЬ, ШКАЛА ОЦЕНКИ, КАТЕГОРИЯ,  
МЕХАНИЗМ

*The concept of marketing assumes that marketing begins and ends with the consumer. Consumer orientation is about achieving customer satisfaction and, as a result, retention and preservation. A direct link between customer satisfaction and company profitability has been recognized. Satisfaction can be monitored and maintained at an appropriate level through marketing research to measure satisfaction. This measurement is an assessment of how consumers perceive the company's activities as a supplier of goods. The article discusses the methodology for assessing customer satisfaction, considers the primary methods for determining customer satisfaction.*

*Концепция маркетинга предполагает, что маркетинг начинается и кончается потребителем. Ориентация на потребителя состоит в достижении его удовлетворенности и, как следствие, в его удержании и сохранении. Признана прямая связь между уровнем удовлетворенности потребителей и прибыльностью компании. Вести мониторинг удовлетворенности и поддерживать её на соответствующем уровне можно путём маркетинговых исследований по измерению удовлетворенности. Такое измерение представляет собой оценку того, как потребители воспринимают деятельность компании в качестве поставщика товара. В статье рассмотрена методика оценки удовлетворенности потребителя, рассмотрены основ-*

*ные способы определения потребительской удовлетворенности.*

One of the important trends caused by the continually growing market turbulence is the transformation of consumers into the most valuable asset of any company. Success in competition is achieved only by those companies that have managed to build stable, long-term relationships with their customers, kept both in relatively favorable periods and under the pressure of economic problems. Representatives of the scientific community and practitioners have long been drawing attention to the fact that the main guarantee of consumer loyalty is consumer satisfaction with goods and services and realized the social significance of its study and evaluation. The first cross-sectoral national instrument for assessing consumer satisfaction with the quality of goods and services was introduced in 1989 in Sweden. Taking into account the experience gained in 1996 a model of the American Customer Satisfaction Index (ACSI) was proposed, and in 2000 – its improved European analogue (ECI – European Customer Satisfaction Index). From 01.01.2010 in all member countries of the European Union, there was introduced a mandatory comprehensive analysis of the functioning of markets in the interests of consumers. It also involves assessing consumer satisfaction. Consequently, today this indicator is considered one of the main targets of marketing activities of any company.

Customer satisfaction is a category that cannot be measured and evaluated directly; its measurement is based on the generalization of the subjective assessments of consumers obtained in the course of personal surveys. The results obtained can be inaccurate and generate risks when using them, both due to the subjectivity of the respondents' opinions, and due to the error of representativeness sampling. Since the end result of assessing consumer satisfaction is the justification of recommendations for its improvement, it should be realized that the quality of planned management measures can be significantly increased by taking into account the relevant risks when making recommendations.

Systematic research and assessment of customer satisfaction provide companies with a number of significant benefits by providing practical, ongoing feedback to whom goods and services are addressed. Thus, R. Sharma believes that the study of customer satisfaction:

- provides ideas for improving the product and the whole life what experience;
- promotes customer retention;
- identifies satisfied consumers who can become brand advocates;
- provides information support for management decisions.

Information that can be used by researchers to assess customer satisfaction

consists of data centering and direct evaluation data. In the middle, customer satisfaction metrics include, for example, the frequency and trends of customer complaints and disputes, product returns or repairs, data collected from communication with customers by marketing personnel, service personnel, and the like. Direct assessment of consumer satisfaction is carried out on the basis of marketing optimization, which can be only qualitative or only quantitative, or a combination of qualitative and quantitative [1].

An important problem in conducting this kind of marketing research is choosing the type of scale for quantifying customer satisfaction. Modern marketing experts suggest using these types of scales:

- a yes/no answer to the question of whether consumers are ready to recommend a product or company to others; however, firstly, one question is not enough for an objective and comprehensive assessment of satisfaction; secondly, the willingness to recommend depends on the psychological characteristics of the consumer – being completely satisfied personally, they may feel the differences between their own needs and the needs of others and not consider it possible to impose their opinion;

- a "yes/no" answer to the question of whether the consumer is satisfied with the products or services of the company; however, as A. Cherny rightly notes, "the use of binary scales for assessing satisfaction ... does not provide reliable and valid information regarding the actual value of the studied category. This is due to the fact that this type of scale has an error 2–3 times greater than interval scales, which consist of 10 categories of assessment at the same level of significance" [2];

- scales of gradation of answers (verbal or numerical rating scales), for example, the scale of the degree of consumer agreement with the statement about satisfaction with the product or services of the company may consist of the answers "strongly agree", "agree", "neutral", "disagree", "completely disagree" (the number of points is 5, 4, 3, 2 and 1, respectively); if there is a need to force the defendant to accept a particular position and there are neutral answers, then an even number of scale levels can be used in the questionnaire – 4 or 6; for example, a customer might be "very satisfied", "satisfied", "rather satisfied", "rather dissatisfied", "dissatisfied" or "very dissatisfied" with the product (scores 6, 5, 4, 3, 2, and 1);

- satisfaction assessment scales in points from 1 to 10, where 1 is absolutely dissatisfied, 10 – completely satisfied; using such scales, it is possible to assess customer satisfaction both in general and in several components, which creates a convincing information basis for generating ideas to increase customer satisfaction;

- scales that provide for assessing both customer satisfaction in several

components and the importance of these components for consumers (also in points from 1 to 10); this allows, in addition to justifying measures to increase satisfaction, also calculate the integral indicator of satisfaction and build a matrix "importance – satisfaction" to determine the order of implementation of measures.

Based on the fact that the last version of the rating scale is the most comprehensive and objective, we developed a methodical approach to assessing customer satisfaction for the main components of the marketing complex of the enterprise. It is this approach that creates a reliable information base for generating planned measures to increase consumer satisfaction.

### Reference

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