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МЕТОДИЧНІ ЗАСАДИ ФОРМУВАННЯ ТОТАЛЬНОЇ ЦІННОСТІ ТОВАРІВ

МЕТОДИЧЕСКИЕ ОСНОВЫ ФОРМИРОВАНИЯ ТОТАЛЬНОЙ ЦЕННОСТИ ТОВАРОВ

METHODICAL FOUNDATIONS FOR THE FORMATION OF TOTAL VALUES OF GOODS

Анотація. У статті представлені результати дослідження еволюції сприйняття цінності товарів від її розуміння як мірила для обміну товарами до сучасної концепції, що розглядає визначення величини цінності товарів як основу взаємодії підприємства зі споживачами. Величину цінності можна виміряти шляхом виявлення побажань і потреб споживачів. Визначено компоненти тотальної (загальної) споживчої цінності: матеріальна цінність, сервісна цінність, емоційна цінність і соціальна цінність. Тотальна цінність товарів була представлена як сукупність усіх названих компонентів. Доведено необхідність формування тотальної системи управління якістю на підприємстві, а також на підприємствах-партнерах. Вказано на необхідність розвитку лояльності споживачів до продуктів шляхом створення емоційної цінності, передусім на основі брендингу. Обґрунтовано особливу роль споживчого досвіду. Акцентовано на можливості розвитку соціальної цінності завдяки фокусуванню менеджерів не лише на економічних результатах, а й на збереженні навколишнього середовища, у т.ч. шляхом використання методів соціально-орієнтованого маркетингу. Представлено сутність тотальної цінності як симбіоз економічної цінності для бізнесу та задоволення соціальних потреб споживачів.

Ключові слова: споживча цінність товарів, матеріальна цінність, сервісна цінність, емоціональна цінність, соціальна цінність, тотальна (загальна) цінність.

Аннотация. В статье представлены результаты исследования эволюции восприятия ценности товаров от ее понимания как меры для обмена товарами до современной концепции, рассматривающей определение величины ценности товаров как основу взаимодействия предприятия с потребителями. Величину ценности можно измерить путем изучения пожеланий и потребностей потребителей. Определены компоненты тотальной (общей) потребительской ценности: материальная ценность, сервисная ценность, эмоциональная ценность и социальная ценность. Тотальная ценность товаров была представлена как совокупность всех перечисленных компонентов. Доказана необходимость формирования тотальной системы управления качеством на предприятии, а также на предприятиях-партнерах. Указано на необходимость развития лояльности потребителей к продуктам путем создания эмоциональной ценности, прежде всего на основе брендинга. Обосновано особую роль потребительского опыта. Акцентировано на возможности развития социальной ценности благодаря фокусировке менеджеров не только на экономических результатах, но и на сохранении окружающей среды, в т.ч. путем использования методов социально-ориентированного маркетинга. Представлена сущность тотальной ценности как симбиоз экономической ценности для бизнеса и удовлетворения социальных потребностей потребителей.

Ключевые слова: потребительская ценность товаров, материальная ценность, сервисная ценность, эмоциональная ценность, социальная ценность, тотальная (общая) ценность.

Annotation. The paper studied the value of the good's evolution from its understanding as a measure for the exchange of goods to the views on the investigated concept from the perspective of enterprise's interaction with consumers by identifying their wishes and needs. The components of consumer shared (total) value were identified: material value, service value, emotional value, and social value. The shared value of good was presented as a result of the formation of all the aforementioned components. The necessity of forming a total quality management system in the enterprise and its partners was proved. The need of development the consumer's loyalty to the product on the base of branding by creating the emotional value was indicated. The special role of the consumer experience was proved. The possibility of social value forming by focusing managers not only on economic results, but also on the environment, and using methods of socially-oriented marketing was accented. The essence of shared values as creating economic value for businesses and meeting social needs was represented.

Keywords: the consumer value of goods, the material value, the service value, the emotional value, the social value, the shared (total) value.

Introduction. A meaning “the consumer value of goods” has been the subject of study for almost the whole period of research of the economic relations between the entities of economic activity. In the early stages of economic science a major problem was to determine the equivalent of the goods in their exchange, so the value of the good was studied with the purpose of measuring the proportions between goods, and a major achievement for the theory of the consumer value of goods is considered to be a statement that the value of good is measured by the labor, required for its production.

Later the question of improving good's properties showed up, which affected the purpose of analysis of the examined meaning (it transformed into the study of subjective parameters of the value and the ware utility for a specific entity), as a consequence value of goods was associated with the satisfaction of consumers' needs and was correlated with the usefulness.

At the following stages it became urgent to create an additional value for the consumer and maximizing the producer's profit, which reflected in the marketing approaches; analysis of the value's objective components, which were studied from the perspective of the quality management; definition of subjective elements, which the theory of perception is focused on, and also summing up all these mentioned approaches.

A modern science, adapting to the business environment, considers the value from the position of co-operation marketing and a total value creation with the customers, which is a key subject of further consideration in the research.

The aim and research subject. On the basis of the above the aim of this article is to define the structure of customer value of goods and to describe the approaches of their development.

The research subject are the scientific and methodological issues and praxeological aspects of creating the components of the customer value of goods.

The research methodology. The research methodology includes: the historical method (to study the evolution of the understanding the term “consumer value of goods”); desk review (to study the latest theoretical and practical developments in the theory of value), system analysis (to determine the structure of the consumer value of goods), morphological analysis (to describe the essential characteristics of the consumer value components).

The study was conducted in 2011–2015 on the flexographic enterprises materials by using MathCAD data processing.

Research results. Results of study regarding historic periods of creating a value is the basis for the analyzing its components during the period of the good evolution, and reflection of the modern consumer needs – the consideration of these compounds today. Generalizing the theoretical approaches to the study of the

products value set out in [2; 3; 7; 10; 12; etc.], were identified the following components of the consumer value of goods.

1. The material value is the ability of the material part of the good (wealth) to meet the needs of consumers according to their expectations.

2. The service value is the ability of a good's intangible part (intangible asset, process, technology, service) to meet the needs of consumers according to their expectations.

3. The emotional value is the ability of all levels of good (asset), including its third level – a product with support, to generate a positive perception of the product and the emotional attachment of consumers to it.

4. The social value is the ability of good (tangible or intangible assets) to meet the needs of not only individual consumers according to their expectations, but also the reference groups and a society as a whole, which will positively impact on the competitive position of the company.

5. The shared (total) value is the ability of good to satisfy the needs of all members of the chain formation according to their expectations.

Given that the material and service components of customer value of goods have already been described in detail in our previous articles, the proposed paper will pay more attention to the emotional, social and total value.

The emotional value is based on (1) the loyalty of the consumer to the product, guided by the basic principles of branding, and (2) individual consumer experience at the points of its interaction with the company.

Analyzing the methodology and the tools of branding, it was concluded about the validity of statements contained in [11; 17] regarding the definition of branding as a system and reasonable process, that involves an implementation a complex of marketing activities and brand development technologies. It should be noted that during the development of the brand company must take into account the existence of advanced users, through which the role of brands as a factor in a product differentiation reduces significantly in contrast to the rising importance of brands as a source of authenticity, warranty and morality. This feature of the brand as reducing the marketing risks gets less important, because under the conditions of modern enterprises on the market it is difficult to gain the trust of consumers and easy to lose it.

In terms of studying consumer experience as part of the emotional value, a work of foreign scientists K. Prahalad and B. Ramaswamy "The Future of Competition" is noteworthy to mention, and it refuted a traditional concept of value, including its provision that companies create value and share it with consumers. Scientists have proposed a new paradigm of value creation, according to which the joint efforts of consumers and companies form together a value in the points of their interaction through personalized, unique for each consumer experience. Based on this, they point out the following principles of business:

- any company or industry can not create value individually;
- value holders are only the products and services of the company (industry) [10, p. 9].

The starting position of a new conceptual approach to the creation of value is this statement: the consumer and the company create a value in a close interaction, moreover the process of a mutual value creating focuses on the consumer and his experience, which is the basis of a unique value for the consumer.

The value does not arise from the very product or an information network that supports the system, and even not from the social network or experts, but it is contained in the basis of the experience, that it is co-created with every customer at a certain time in a certain place and in the context of a particular action. The joint value creation reveals the gap between “company’s thinking” and “consumer’s thinking” in the “touch points” of the company with consumers.

Agreeing with the conclusions of foreign scientists L. Berry and others [15], regarding the management of the consumer experience, note that the basis of the successful process of value creation in the company based on consumer experience key is to determine keys it sends to its customers. Under the keys can be understood these feelings and emotions that arise when customers use the product. These keys authors divide into two categories: the first experience keys consumers are interpreted by the consumers through the logic schemes of a brain, and are regarded to the actual operation of the product. The second category relates to emotions and includes smells, sounds, sights and the environment in which the product is offered. These scientists interpret the value of the good as functional and emotional benefits, net of financial and non-financial losses, moreover an emotional component becomes today more significant. Therefore, from the perspective of the manufacturer it is important to use their skills at the best for getting a positive consumer experience. To do this, they can use such tools of managing the consumer experience:

- 1) implementation of the “experience audit” that involves the study of emotions during the purchase, use and further communication with consumers;
- 2) in-depth interviews with consumers and employees of the company;
- 3) a support of “a motivation of positive experience”, that should be the basis of management of values and branding strategy.

In the traditional process of creating value companies and consumers had defined roles – production and consumption. Products and services contained value and the markets carried their transfer – from producer to consumer. A creation of value occurred outside the markets. However, during the joint creation of value difference between these processes disappears. Consumers get involved in the process each time more and more, as the definition, and as a creation of value.

Studying “touch points” with more details, the authors introduced the concept of a “customer path”, which is defined as the total number of cumulative events, during which the user “interacts” with the organization and, providing a satisfaction of his desires and an occurrence of attachment of a consumer, it appears as a supporter of the company and creates its attractive image. A “customer path” describes as a consumer moves from one “touch point” to another, moving along the described route. The main objective of the company is to determine “critical” points of

interaction, and managing them in a such way, so that the products or services offered in each of the mentioned points strengthened a gained consumer experience.

In addition to material and service value a product takes some extent part of the socio-cultural life of the people, where it gets the social compound, a new quality and therefore affect a consumers' behavior. Manufactures, in their turn, form the socially-oriented principles of work with the purpose, on the one hand, of offering the market a product of higher value, and on the other hand – of increasing the level of social culture, because they are themselves the members of society. Therefore, the mechanism of formation of social responsibility is based on the interpreting the society's behavior as a reaction to work methods of manufactures [8; 9; 18].

During consideration of consumption value from the society's perspective, a special attention is given to the fact that the social value begins from the goods' consumption and forming a consumer's opinion about a product, which proceeds to the social level while the process of communication and exchanging the experience. A public opinion over a certain period of time forms the behavior of every member of society and society as a whole, which became the subject of research of sociologists and formed the basis of social construction. By definition of researchers in the field of sociology, a social construction – is the process of transforming the way people think about the product in relatively stable forms of behavior, associated with it. With the purpose of studying its social conditionality are used a concept of consumption's image, which is defined as a model of consumer behavior, that is imposed and dictated by the environment and is formed with the influence of economic, social, political and cultural constraints [3; 6; 7].

That, an image of consumption identifies a social position of the individual, and products appear as symbols of a social status. Under such conditions a consumption value transforms into the degree of individual's compliance to his position in the society.

Social aspects of a consumption influenced the formation of the product value and became the basis of a social responsibility of the company. According to the research findings of the Ukrainian scientist L. Hrytsyna [1], a corporate social responsibility of an enterprise is defined as its voluntary activity, which exceeds the requirements set out in the legislation for the enterprise's activity and includes environmental, social, labor and economic spheres of responsibilities to the environment and society in overall, local communities, employees, suppliers, customers, shareholders.

Agreeing with the opinion of M. Carlin and V. Zvonar we note, that a social responsibility focuses managers' attention not only on the economic value, but also on the environmental one [4]. Therefore, a core of a corporate social responsibility is made of modern social trends that determine the social value of goods, and also the understanding by company's management the feasibility of studying and determining their contribution to the creation of value. The last one includes the well-being of its clients and consumers, improves their quality of life, counteracting an exhaustion of

important business resources, maintaining the viability of key suppliers and increasing the efficiency of the enterprise as a whole.

However, as it was already mentioned, objective and subjective values do not match, that is not always the product that the manufacturer offers, even if it's ecologically the cleanest one, the most effective and the most convenient, is perceived as such by the consumer. Therefore, enterprises need to strengthen a social value by using the methods of social-based (socially ethic) marketing.

A deeper study of socially-oriented marketing was conducted by a scholar-marketer L. Yuzyk [14], who determined that the core of the existence of a socially-oriented marketing are the following elements: (1) a corporate citizenship; (2) social investments, that are considered as a transfer from charity to focused social investments of companies on the national and regional levels, directed to manage the most pressing issues for the country in the sphere of employment, fighting poverty, education, housing, health and safety; and (3) a social partnership, which is determined as a revision of spheres of responsibilities concerning business, government and society in solving socially important issues.

A creation of a *shared (total) value* is accompanied by a revision of traditional views on managing the company. Based on scientific conclusions of M. Porter and R. Kramer a shared value can be considered as the main way of rethinking the interaction between society and corporate efficiency. This means that companies' managers need to review their goals and use their potential not only to meet the immediate needs (theirs and customers'), but also to develop new skills and knowledge to solve the broader problems of society. Among them: a deeper satisfaction of social needs, understanding the true foundation of company's performance and its capacity for cooperation through non-profit approaches, which will lead to the next wave of innovations and productivity growth in the global economy. Summarizing such components of a total value as creating an economic value for businesses and meeting social needs, there were suggested three approaches to creating total values [8; 16].

Three ways to create total values complement each other mutually. For example, the construction of the cluster will provide an opportunity to carry out local purchases in larger quantities and to reduce a supply chain. New products and services, which meet social needs, will require a choice of new chains in such areas as production, marketing and distribution. At the same time new chain configurations will create a demand for equipment and technologies that save energy, resources, and also support staff. Creation of total values requires specific and appropriate indicators for each business unit in each of the three regions and includes new and more complex forms of cooperation.

Total values stipulate an appearance of the next wave of innovations, business and growth. They will also restore the company's success and the success of customers in ways that were lost during the narrow approaches to the management, short-term thinking and deepening the difference between the institutions of a society.

Conclusion. The study of the term “a value of the good’s” showed its evolution from the explication the mentioned concept as a measure for the exchange of goods to its interpretation as an important enterprise’s tool by meeting consumers’ needs. The consumer total value of goods consists of the following components: the material value, the service value, the emotional value, the social value, the total value.

The material value is the ability of the material part of the good (wealth) to meet the needs of consumers according to their expectations. The service value is the ability of a good’s intangible part (intangible asset, process, technology, service) to meet the needs of consumers according to their expectations. The emotional value is the ability of all levels of good (asset), including its third level – a product with support, to generate a positive perception of the product and the emotional attachment of consumers to it. The social value is the ability of good (tangible or intangible assets) to meet the needs of not only individual consumers according to their expectations, but also the reference groups and a society as a whole, which will positively impact on the competitive position of the company. The total value is the ability of good to satisfy the needs of all members of the chain formation according to their expectations.

Following the main provisions we can affirm that a consumption value today – is a comprehensive system, that includes components from the products’ quality and to the coverage of important social issues and trends. Therefore, enterprises are forced not only to meet the requirements set by the market, but also to predict them, basing on their own needs, as the members of the society. We consider the aforementioned as a perspective direction for future research.

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