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Quality and Consumer Evaluation of Goods On The Market in an Innovation Economy

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Abstract
In the article we consider the impact of the innovative economy on the quality of goods and consumer assessment. In an ever-changing innovation landscape, businesses are forced to reconsider quality strategies and approaches to consumer perception of innovative products. In the article we analyze the key aspects of product quality that influence their successful implementation in an innovative environment, as well as the methods and criteria that consumers use to evaluate innovative products. Practical recommendations are provided for enterprises seeking to adapt their quality strategies to the dynamics of innovative changes in the market.
Key words:

Keywords: Innovation economy, product quality, consumer assessment, innovative products, quality strategies, consumer perception, technological innovation, resistance to change, market competition, adaptation to market requirements.

Introduction

The modern economy, being in a constant state of innovative change, places unique demands on enterprises in the production and provision of goods. In an innovative economy, product quality becomes a fundamental element of successful competition and meeting consumer expectations. Modern consumers, knowledgeable and technologically advanced, place before enterprises not only the requirement for a high level of innovation, but also evaluate the product provided in terms of its quality.

The purpose of this article is to study the relationship between the quality of goods on the market and consumer evaluation in an innovative economy. With the rapid pace of technological change and the constant development of innovative products, businesses are forced to rethink their strategies to meet the expectations and demands of modern consumers.

In this study, we will focus on the key aspects that influence product quality and consumer perception in an innovative environment. Analysis of methods for assessing quality and ways to improve its level will allow enterprises to successfully adapt to market dynamics, ensuring not only the competitiveness of their products, but also a high degree of consumer satisfaction.

Main Part

In modern conditions, the quality of products sold is one of the requirements of the goods market. Recently, the demand for environmentally friendly food products has been increasing, so issues of product quality are given particular importance. First of all, the following tasks are solved:

- bringing the level of product quality in line with the needs and requirements of customers;
- ensuring the production of updated and competitive products;
- formation of prices depending on the consumer properties (nutritional value) of the product;
-product quality management at the stages of manufacturing and promotion to the end consumer through marketing.

The production and sale of products of improved quality adequately reflect the socio-economic interests of both the manufacturer and trade. The competitive capabilities of a trading enterprise, its product and pricing policy, commercial success and profit margins largely depend on the quality of products. The quality of products is a unique symbol of today's enterprise economy. As managers note, quality is not a slogan, it is a whole philosophy in which reducing costs and increasing labor productivity are supplanted by product quality, which has come to the fore. Firms from different countries and continents with a wide variety of products are actively working on their quality.

In the formation of markets and the conquest of each company's own business areas, the decisive role belongs to the quality of the goods produced and sold. This objective phenomenon is predetermined by the consumer goods market. Foreign entrepreneurs argue: the quality of goods is ensured and guaranteed by the company, and if it is not ensured, then the company's activities are reduced to nothing. Economists note: "Product quality is the main battlefield in world markets, and the price of losing this fight is economic disaster."

According to Western economists, a 20% deviation from the quality level of the best foreign analogues forces firms to sell their products at 2 times cheaper. First of all, we are talking about compliance of the product with the requirements of customers, the production of the best, at lower costs and competitive products. In solving this problem, the leading role is played by innovation policy aimed at constantly updating products. Product quality is closely related to its competitiveness, which is characterized by the correspondence of the consumer and cost indicators of the product to the indicators of the competitor's analogue product. Consequently, competitiveness is determined by comparing goods of similar properties that satisfy the same need. In foreign practice, factors influencing the competitiveness of a product are considered to be: upgradability, usefulness, reliability, packaging, price, pre-sale service and others.

In addition to the concept of product competitiveness, there is the concept of the competitiveness of a trading enterprise. The competitiveness of an enterprise is understood as its stable position and place in the market, where the determining factor is the quality of goods. These two categories not only appear simultaneously, but also usually interact with their inherent characteristics. Ensuring and maintaining at a given level of competitiveness of both goods and a trading enterprise are the key to success in a competitive market.

Conducting marketing research has become a real need and has become firmly established in the practice of firms and companies. The result of the research is an assessment of the potential capabilities and positions of a company operating in a specific product market or its segment. This is also related to the solution of another important task - adapting manufactured products to the needs and requirements of the market. Thanks to carefully planned policies based on completed research, foreign companies are constantly updating their products. Rivalry and competition, a wide selection of goods, constant updating of the trade range and improving quality are the main signs of market development abroad.

In the current environment, the product concept is of decisive importance in establishing a competitive position in the market. It affects the interests of both the manufacturer and the trading company and includes modern requirements for the quality of goods; product renewal strategy; identifying competitors' positions; quality management at production stages and bringing goods to consumers; system of indicators for assessing the quality of goods.

The product renewal strategy lies in the improvement and novelty of its release, therefore, the efforts of manufacturers should be aimed not so much at expanding the markets for traditional goods and displacing competitors from them, but at offering consumers new and high-quality products. All this focuses on the use of modern technologies for the production of competitive products in an increasingly competitive market.

The basis of the product quality management system in international practice is the “quality spiral” (quality loop). It is of interest from the point of view of a marketing approach to the quality and competitiveness of products. The value of a marketing strategy lies in the fact that it is aimed at providing competitive advantages in the product market, achieved through novelty and shortening the product life cycle.

In the current conditions, the organization of quality management of food products should be built on the interaction of services involved in the production and circulation of goods (supply, storage, processing, transportation, sales). Quality management functions include: ensuring and maintaining quality parameters from production to sales of goods. At the production stage, the main task is to guarantee the specified consumer properties and quality of goods; at the storage stage, it is to protect products from adverse factors. It is necessary to create conditions and regimes that promote the preservation of beneficial properties and minimal losses of products. At the processing stage, requirements for products are regulated by current standards and quality regulations. At subsequent stages of circulation: transportation, movement and sale of products, measures are provided to reduce losses of goods from physical and mechanical effects. Based on the regulatory requirements for consumer properties and environmental friendliness of products, the range of indicators for assessing the quality of food products is as follows: regulatory, functional, chemical composition, physical, environmental, shelf life, technological, transportability. It allows you to determine product quality indicators both for individual groups of indicators and in their totality.

Conlusion and Suggestions

In recent years, companies have been consistently implementing a new product quality management strategy, which provides for the following:

- quality assurance is understood not as a technical function implemented by some department, but as a systematic process that permeates the entire organizational structure of the company;
- the new concept of quality must correspond to the corresponding organizational structure of the enterprise;
-quality issues are relevant not only within the production cycle, but also in the process of development, design, marketing and after-sales service;
-quality should be focused on meeting consumer requirements;
-improving quality requires the use of new production technology, from design automation to automated measurements in the quality control process;

- a comprehensive improvement in quality is achieved only by the interested participation of all employees.

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