

Marketing of Quality as a New Management Paradigm

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Abstract: The paper is devoted to the problem of marketing quality as a new management paradigm. The system vision of the marketing function in ensuring the quality of the output has been made up; the marketing hidden rise potential of improving the efficiency of quality management on enterprise has been brought to light; the further inquiry has been marked in the field of increase the quality of execution in the producer-consumer. It is found that the required quality cannot be achieved only by controlling the finished products. It must be ensured even in the process of studying the market – before the creation of products, as well as in all subsequent stages of its life cycle.