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Олена Старинець**THEORETICAL GENERALIZATION OF APPROACHES TO THE DEFINITION
OF THE NATURE OF SERVICE: MARKETING AND LOGISTICS ASPECT****ТЕОРЕТИЧНЕ УЗАГАЛЬНЕННЯ ПІДХОДІВ ДО ВИЗНАЧЕННЯ
СУТНОСТІ СЕРВІСУ: МАРКЕТИНГОВО-ЛОГІСТИЧНИЙ АСПЕКТ**

The paper considers theoretical approaches to determining the nature and content of the concept of service. It is shown that in the conditions of the development of market relations there is a shift of enterprises attention in the issues of production maximization to the formation of its high quality service support, which is considered as a determining factor of its effective market activity. General methodological approach to the establishment of the concept of «service provision», based on the principles of marketing and logistics integration, is offered.

Keywords: service sector, evolution of goods concept, nature of service, marketing and logistics integration, service provision.

Problem statement. The reorientation of production from traditional creation of wealth to the provision of services is a fundamental sign of social transition from industrial level of the development to post-industrial one.

Therefore, when economists discuss contemporary transformations in market environment, they mean exactly intensive proliferation of service sector, combined with powerful information systems.

So, when considering the evolution of production and economic relations and the formation of the basic ideas of non-industrial complex improvement, the transformation of service sector to dominant sector of the economy becomes obvious. The emergence and development of corporate philosophy that is customer-oriented, have formed a clear cut market-based requirements:

- the maximum reduction of production cycle duration;
- effective management of all types of stocks directed to their minimization;
- flexibility of production process, adaptability to possible changes in the range of goods expected by a consumer.

The development of modern concepts of production and service activities identifies the urgent need for theoretical re-evaluation of complex interdisciplinary problems that enterprises face in organizing the service of non-productive nature.

The allocation of the required level of service of tangible producing branches of industry and actually their economic entities as the primary measure of the effectiveness of economic relations, determines primarily the importance of the research of service as a separate economic category.

The analysis of publications. Usually it is difficult to give an example of an enterprise that provides goods or services per se: the purchase of any goods is accompanied by services and, vice versa, the purchase of services is connected with purchase of goods:

a) J. Rathmell notes that in service sector, in contrast to tangible goods sector, it is difficult to separate production and consumption, since the consumer is a direct participant in service consumption as well as in its production;

b) K. Hacksever and others note that goods and services are not opposites, but rather two areas of the same continuum;

b) C. Gronroos's point of view is that there are two types of service quality: technical that stipulates what the consumer actually gets from services and functional that takes into account peculiarities of their getting;

g) researches of S. Sasser, P. Olsen and D. Wyckoff define three aspects of service process – used materials, equipment and personnel actions. That is, having bought a certain product, the consumer expects a fairly wide range of additional services, which «materialize» the fact that they are delivered at pre- and post-sales stages [10; 8; 12].

Defined approaches greatly expand the understanding of service nature, transferring it into concepts of «service», as such that most closely reflects practical meaning of the relationship between the enterprise and the consumer at all stages of product life cycle from the moment of its creation to the moment of consumption phase-out.

Obviously, there is no need to discuss the contradiction of the essence of the concepts of «customer care» and «service». Moreover, they are expressed by similar economic characteristics and their ultimate goal – the satisfaction of customer needs. The awareness of their differences is more essential, since the service at any stage of its formation and consumption is primarily determined by its practical focus on tangible products – «materialization» of the needs of the customer in customer care (service) in the operation / consumption of actual product. The service is practical implementation of certain customer cares or their combination, determined by industrial and technological production conditions or customer request.

As for the service, its concept is in itself quite broad, is noted for significant differentiation, presence of a wide variety of characteristics, with the help of which one can attribute a certain manifestation of the service to a particular classification type. This can be illustrated by considering evolutionary nature of the concept of «goods».

For classical school of Economics the concept of «goods» has always meant the result of the activity, which is up for sale. In modern conditions in the creation and manufacture of products marketing approach is getting fundamental meaning, according to which not the supply of goods is the most important, but subjective mode of its perception.

According to J. J. Lambin, goods is a set of properties or a set of attributes that provides the user with basic functional value or usefulness [10]. He identifies it as a «nuclear service», to which additional services are added to contribute to its improvement or reinforcement. In some cases, such secondary services are crucial in establishing consumer preferences.

So one can see the evolution of the concept of «goods» that is determined by changes in market relations. Goods are really produced to meet real needs of the consumer. The confirmation of this thesis can be seen in its modern interpretations below.

So today classic characteristics of differentiation of goods and service lose their interpretive force to describe production and economic activity of an enterprise. In modern sense goods are not just a tangible product, but a complex economic category, which is determined by a set of consumer characteristics of a certain aggregate supply that is created by the enterprise and actualized by it throughout all stages of formation and meeting the needs of consumers. The manufacturer shifts his attention from the issues of output maximization, where its quality was understood as a «to manufacture well», to the formation of high-quality service that becomes a determining factor in efficient market activity. He, transferring to the consumer the rights of ownership on his production, consciously agrees to solve all the problems of consumers related to effective exploitation of the product received.

Based on the above, the need to establish theoretical and practical concepts of effective activity of the enterprise in non-manufacturing sector is obvious and determines the choice of the topic of this research and its **main objective**: a further development of theoretical concepts defining the nature and content of the service in non-manufacturing sector.

To achieve this goal the following tasks are solved:

- revealing content aspects of the concept of «service» and the theory in the context of the orientation of an enterprise towards strategic cooperation with the consumer;
- determining the conditions of the organization of the system of service provision of activity of an enterprise in non-productive sector.

The results of the research. There is the similarity of the interpretations of service nature, but still among experts there is no consensus as for the establishment of what might be put into the basis for its classification. As a rule, one or two characteristics of the service are given and it is delivered as its main classificatory characteristics. So quite often in the literature when considering the service a certain (usually typical) list of activities, works and operations associated with maintenance of equipment is given. In fact, this approach can be traced in all existing interpretations of the concept of «service». Along with this, the difficulties with the classification of the service are defined by the fact that according to its functional purposes in the sphere of production it comprises very heterogeneous groups. As noted by N. M. Vnukova and N. V. Kuzminchuk, such heterogeneity and diversity «...objectively requires a differentiated approach to the analysis of trends and factors in the development of the service, to finding ways to reform and effective operation of each such a separate industry...» [5].

Obviously, existing classification groups do not reflect the evolution of the development of modern relationships, merger processes, transformation and formation of new types of service. So, based on the above and taking into account the works [1; 7; 12] the following allocation of classification features of the service in non-production sphere is offered.

1. Service of meeting the consumer demand. It is directed to finding a balance between the need for high quality execution of the order and existing capacities of the enterprise. In accordance with the theses of the given research [9] the effectiveness of such a service is defined by the following indicators:

- accessibility (providing conditions for uninterrupted meeting the consumer needs in goods and services);
- functionality (providing conditions for rapid and uninterrupted supply of goods and services to the consumer);
- reliability (providing setting of clear measures of the level of accessibility of goods and services and the functionality of the execution of the order).

2. Production service. It is directly associated with the provision of the main operating parameters of the product at all stages of its life cycle.

This service covers all activities associated to any extent with the individualization of manufactured products:

- The «Input» of production process is the promotion of raw materials (service providing for supply);
- The «Output» of production process – promotion of finished product (service sales providing);
- at all stages of production process – industrial stocks promotion (inventories, production in process, finished products and goods) (service provision of production process).

Here other types of works (service provision of intellectual component of a product) that are associated with effective operation of the product and extending the sector of its usefulness (lending, engineering, consulting) can be included.

3. Information support service. It is linked both directly and indirectly with the collection, processing and spreading of organizational management and production information at all stages of product life cycle.

In the generalization of the results of the investigation of service in non-manufacturing sector the following should be noted.

Non-productive sphere integrates both enterprises and various sectors of the economy, their internal and external activities aimed at achieving some result embodied in the form of a specific product. This allows to define rather clearly and unambiguously the concept of «goods».

At the same time the scientists put emphasis on such structural element as «provision» in the most common interpretations of the concept of service [4; 7]. That is, in the content of service the ability of an enterprise to provide meeting the needs of every customer is put. It is associated with the acquisition and operation of a certain material product with its value and value in use. In the research [5] the term «providing» is given as «a set of measures and tools, the creation of conditions that promote normal development of economic processes, the implementation of targeted plans, programmes, projects, the maintenance of stable functioning of economic system and its objects, to prevent failures, violations of laws, regulations, contracts». Similar definition can be found in the research [5]: the provision is the supply, assignment of something; something to be submitted. Therefore, on the basis of a combination of the terms «service» and «provision» the introduction of the concept of «service provision» is reasonable: it is «the creation of conditions for customer care provision» with the following definition:

service provision is a viable complex of activities, resources, conditions and measures that contributes to the improvement of consumer properties of subjects of labour under the influence of labour, means of labour and capital at all stages of reproduction in order to maximize meeting the needs of every customer and receiving by the manufacturer additional benefits and competitive advantages in spatial and temporal parameters of the environment of their relationship.

At present time there is a clear trend towards the adoption by the manufacturer certain features of service organization for the purpose of obtaining additional benefits in the development of new markets. This is accompanied by a peculiar process of merging the functions of production and service from which consumers expect to receive equipment with a defined standard package of service of the highest quality. Suppliers, consumers and the environment of their relationship in its physical terms (material and technical resources, capital, objects and means of labour etc.) become naturally integral part of service provision. This defines one of important features of a success of a modern enterprise – it must actively develop its activities from the

perspective of the closest interaction and interdependence of production sphere with the sphere of consumption at the stages of creation, production, marketing and exploitation of products [1].

The essence of this approach is determined by the following statements.

1. Strategic capability of the enterprise to increase its market share faster than its competitors depends on the ability to attract and retain the most profitable customers. Such relationships are built on agreements that provide meeting the needs of the consumer. Donald J. Bowersox and David J. Closs define this approach as a marketing concept that focuses on the consumer [2].

It amounts to the following main ideas:

- the needs and requests of customers are more important than products and services;
- products and services acquire significance only when they are available and needed by consumers;
- the profit is more important than sales volume.

2. The enterprise guarantees the consumer the expected results from the acquisition of products when and where he needs them. The consumer evaluates the desired usefulness of this result directly in focused and coherent formation and transformation in the environment data the relations with the manufacturer of consumer properties of objects of labour and consumption. That is, products are sold on condition that such constituents of economic benefit as the time and place utility are created.

The place utility is determined by the relations between enterprises and consumers through the definition of the most effective configuration of marketing channel required for sales of resources production and its interpretation. The time utility is determined by the duration of maintenance cycle under condition that its terms are minimized. Donald J. Bowersox and David J. Closs define this approach as a logistic customer-oriented concept [2]. It amounts to the creation of significant benefits for the user containing consumer price, providing an effective level of resources expenditure.

Therefore, the solution to the problem of service provision organization has to be directly linked to the involvement of marketing and logistics technologies as the most adapted to this activity specific characteristics, that define the structure and logic of the organization, methods and tools for efficient profitable operation, while respecting the principle of «providing the needs and requirements of every consumer with the most optimal cost then and there, when and where he needs it».

At the present stage of economic relations the objective aim of marketing is to overcome the conflict between social conditions of reproduction, which are embodied by market environment, and narrowly entrepreneurial motives of the manufacturer activity. This objective role of marketing defines the following main features of new system of management:

- the transfer of the center of management decisions into the sphere of complex industrial and economic systems, where the main objects of impact are suppliers, consumers, competitors, market condition and characteristics of goods, and the main task of marketing is determined by the necessity of constant responsiveness to changes in requirements and market needs;

- strategic decision making in accordance with establishing of potential issues of the enterprise (the problem of supply) and needs of the consumer (the problem of demand), the striving to predict possible situations in consumer market and to have in the portfolio the set of possible strategic decisions;

- formation of the system of continuous collection and processing of information based on the definition of its certain parameters (volume and structure, ways of effective searching and collecting, efficient transmission, processing and storage, transfer data directions after their processing);

- management practices refusal from a passive adaptation to market conditions and the transition to a policy of active influence on consumer market with the purpose of active formation of demand, control of scientific and technological progress, influence on the state policy, etc;

- adoption of entrepreneurial initiative as the only possible form of management of production and business activities, which includes the development of new competitive ideas as a permanent process and operational implementation of the most fruitful ideas, the organization of the system of measures for the most rapid and effective output and implementation of new products based on new technological and managerial decisions;

- the subordination of short-term interests of the enterprise (traditional use of market conditions advantages based on a marketing strategy) to the aim of achieving a long-term consistent advantage in the market.

Marketing impact on service provision is not the very process of providing consumer needs, but the way of its transfer, that is, its communication perspective. So, marketing is defined by its focus on potential consumers, and service provision is the subject of production promotion.

Logistics is the integrated management tool contributing to the achievement of strategic, tactical and operational goals of the organization of production and economic activity of the enterprise because of:

- effective reducing of overall costs and meeting the demands of ultimate consumers to the quality of products and services;
- management of material and / or service flows and the accompanying flows of information and finance.

Logistics if applied to the issue of service provision organization is determined by integrating universal character, which covers the appropriate set of complementary organizational and technological, industrial, commercial and other activities on the basis of the formation of relations between enterprises and consumers for the purpose of receiving certain benefits in long term perspective. The principle of targeted integration and optimization of aggregate relationships «enterprise – consumer» is the determining factor in consideration of a service provision with its open-type, interlinked and interdetermined character, covering all stages of the life cycle of total activity of subjects of market relations.

Logistics in its essence is the manifestation of the response of the manufacturer to marketing-formed consumer demand in the form of a set of targeted, interrelated and interdetermined activities associated with the planning and management of internal and external flow processes. Thus, the basic concepts of marketing in a cause-and-effect relationship «priority of consumer needs → the availability of manufactured product to the consumer → earning power» are fully consistent with the essence and content of logistics [8].

The organization of service provision based on marketing-logistics integration creates the necessary conditions for the formation of new relationships, industrial, commercial and other processes, operations and procedures. They are directed to planning and management of the organization and the development of consumer properties of material product under the influence of labour, means of labour and capital at every stage of its life cycle, resulting in the getting by the parties of such relations economic benefits within the framework of established goals and objectives of production management [12].

Dealing with problems of the organization of efficient service provision, the authors formulate the main provisions of triune concept aimed at achieving sustainable competitive advantage of the enterprise through the integration of marketing and logistics management, which results in increasing the value of products and the provision of its market advantages in the established time period. Namely:

a) conceptual statement «supply utility». It is considered by the authors as a comprehensive approach formation to achieve the ultimate goal of an enterprise: to provide the established level of customer satisfaction with the most efficient product supply while optimizing the total cost of service provision;

b) conceptual statement «consumers' perception of the supply». Within designated statement the authors handle the issue of designing the scheme of the analysis of conformity of service provision efficiency level to existing (possibly global) standards and expectations of the consumer;

c) conceptual statement «supply marketability». Supply marketability is a concept that reflects its ability to meet the needs of the consumer as well as the other similar service under condition of minimizing the total cost, related to this sphere.

It defines the strategy of integrated marketing and logistics management through the development of three interrelated areas:

- the area of internal production marketing and logistics that is directed to the link «the enterprise – the staff» with staff motivation to high-quality customer service;
- external marketing and logistics that is focused on the link «the enterprise – the consumer» with the issues of effective production promotion towards the final consumer;
- interactive marketing and logistics that is focused on the link «the staff of the enterprise – the staff of the consumer» with the motivation of the staff of the enterprise and the consumer to ensure quality production control in the process of their interaction.

Thus, an integrated product supply «product – service» is created as a result of interaction between the producer and the consumer, which is considered as a service provision member (direct or indirect) – both at design and production stage and its consumption stage. Thus an integral component of such a product is the staff of both the producer and the consumer in the combination of their intellectual and physical effort towards unconditional sale of products with the established quality in certain temporal and spatial parameters of relations environment.

Conclusions. The nature and content of enterprise activity are determined based on the results of the study, that is defined by integrated and adapted in relations environment parameters set of processes and associated procedures, which aims at the transformation of consumer properties of labour product under the

influence of labour, means of labour and capital at all stages of its life cycle. The enterprise, taking the functions of service organization, provides an implementation of integrated product supply «goods – service» as a key component of service provision organization aimed at establishing the conditions for the formation of new consumer needs and opportunities for their implementation.

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ТЕОРЕТИЧНЕ УЗАГАЛЬНЕННЯ ПІДХОДІВ ДО ВИЗНАЧЕННЯ СУТНОСТІ СЕРВІСУ: МАРКЕТИНГОВО-ЛОГІСТИЧНИЙ АСПЕКТ

Постановка проблеми. Переорієнтація виробництва з традиційного створення матеріальних благ на надання послуг є фундаментальною ознакою переходу суспільства від індустріального до постіндустріального рівня розвитку. Тому, коли економісти ведуть мову про сучасні трансформації у ринковому середовищі, вони мають на увазі саме інтенсивне поширення сфери обслуговування, супроводжуване потужним інформаційним забезпеченням.

Розвиток сучасних концепцій виробничо-обслуговуючої діяльності визначає нагальну потребу у теоретичному осмисленні комплексу міждисциплінарних проблем, з якими стикаються підприємства при організації обслуговування невиробничого характеру.

Саме виділення як основного мірила ефективності економічних відносин необхідного рівня обслуговування галузей матеріально-речового виробництва та безпосередньо їх господарюючих суб'єктів зумовлює, у першу чергу, важливість дослідження сервісу як самостійної економічної категорії.

Очевидною є необхідність встановлення теоретичних і практичних положень ефективної діяльності підприємства у невиробничій сфері, що визначило вибір теми цього дослідження та його основну **мету**: подальший розвиток теоретичних положень, що визначають сутність і зміст сервісу у невиробничій сфері.

Для досягнення цієї мети вирішені такі **завдання**:

- розкрити змістовні аспекти поняття «сервіс» та теоретично у контексті орієнтації підприємства на стратегічну взаємодію зі споживачем;
- визначити умови організації системи сервісного забезпечення діяльності підприємства невиробничої сфери.

На підставі результатів дослідження встановлена сутність і зміст діяльності підприємства, що визначається інтегрованою та адаптованою у параметрах середовища відносин сукупністю процесів і віднесених до них процедур, яка спрямована на перетворення споживчих властивостей продукту праці під впливом праці, засобів праці і капіталу на всіх етапах його життєвого циклу. Підприємство, приймаючи на себе функції сервісної організації, забезпечує реалізацію інтегрованої продуктової пропозиції «товар – сервіс» як ключової складової організації сервісного забезпечення, спрямованої на встановлення умов для формування нових споживчих потреб та можливостей по їх реалізації.

Ключові слова: сфера послуг, еволюція поняття товару, сутність сервісу, маркетингово-логістична інтеграція, сервісне забезпечення.

Рецензенти: І. П. Мігус, д.е.н., професор, зав. кафедри менеджменту та економічної безпеки Черкаського національного університету ім. Б. Хмельницького; Л. М. Чепурда, д.е.н., професор, зав. кафедри туризму та готельно-ресторанної справи Черкаського державного технологічного університету.