

nian theatre, Orăştie branch, did. Thus, this band represented a burning point of culture and a folk music spreader.

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Nicola Roxana-Gabriela

### **„ASTRA” AND THE CHOIR FROM ORĂŞTIE**

The requests made within the programme belonging to The Association for the Romanian Language and the Romanian people culture, have been those of promotion and exploitation of national traditions, the way they have been kept since immemorial times.

### Никола Роксана-Габриэла **„АСТРА” И ХОР ИЗ ОРĂŞТИЕ**

Рассмотрено, что хор – это мощное средство для духовного проявления, которое имеет в качестве цели высокую миссию, обращаясь к многочисленным зрителям.

### Никола Роксана-Габриэла **„АСТРА” I ХОР З ОРĂŞТИЕ**

Розглянуто, що хор - це потужний засіб для духовного прояву, яке має в якості мети високу місію, звертаючись до численних глядачів.

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### **CUSTOMER SATISFACTION IN CONTEMPORARY MARKET- ING**

There are times when we are our own customers. For example, when we take a walk, a trip, a weekend in the middle of nature, we satisfy our need for relaxation, but, on the other hand, the disruption from the hectic rhythm of daily life must revive us, so that we can provide better services to an outside customer.

Economic organisations have two major purposes: first of all to satisfy the market need from a particular moment of a category of customers and then provide maximum satisfaction to its members. The satisfaction of the need does not always achieve the compliance with the satisfaction. Sometimes this need is radically changed and satisfaction most often suffers.

**Global concerns about customer satisfaction.** Customer satisfaction and partnerships with customers have become increasingly fierce for the managers of most organisations. In this globalised framework of businesses affected by the current financial and economic crisis, many companies have left in the background the relationship with customers and focused on finding solutions for survival. Major changes are required in managerial practices at all levels, because otherwise the discontent customers can generate a distance from the producer, an inefficient marketing and void content.

In economy, customer satisfaction does not refer only to sales and marketing. In a certain measure, it influences all organisational structures. It has been demonstrated repeatedly that it is easier and more profitable to do business with loyal and satisfied customers than permanently searching for new customers. The effort with the marketing effort is thus around 30%, revealed the research conducted by Princeton University, USA.

The '90s can be labelled as the years with the most important concern for the customer. Many economic organisations boast that "they customer driven". Donald Petersen, the president of Ford Motors claimed that: "if we are not customer driven, our cars will not be either".

The president of Pepsi Cola, R. Enrico believes that "if you are totally customer-oriented and you provide the desired services to your customers, the rest comes naturally".

**Organisation's relationship with customers.** Evaluations are essential for the future of the organisation. Usually, managers evaluate what interests them. Management systems of most organisations were conceived to evaluate the relationships with customers from the suppliers' point of view (profit, asset profitability, market share, etc.). Although such a system serves the purpose of the organisation, it does not serve the needs of the external customer. Moreover, the latter are influenced negatively. What we should do is to get out of our skin and put ourselves in the customer's place, then asking what is important for the customer, organisationally speaking.

In order to do this, we should make a list of all the circumstances in which the customer comes into contact with our organisation. After that, we shall

establish the important and unimportant contacts. It is recommended to check again the contacts classified as unimportant to make sure there is a problem with them – this will not harm the company’s reputation.

It is good to know that no thing is so small as to lose a customer because of it. And we also know that is much easier to talk than do. Sometimes however, words are not so easy to find or even enough.

Many organisations talk about customer focus, but they consider the customer as an inferior being or group. The word “customer” has acquired a negative meaning for them. They consider that (Harrington, 2009):

- The customer will not realize the difference;
- Most customers will believe what they are told;
- The customer will take after the herd;
- The customers are the idiots who buy this stuff.

I will tell a short but instructive story: I used to run a supermarket. I had a shop assistant who wanted to do a good job, she was very reliable, a country girl. She had some breads left from the previous supply, from only two days before but she just got fresh bread. The shop assistant first sold the old breads. Everyone who bought crusty bread did not come to my store the days that followed. These customers were disregarded and they felt it. Their reaction was fast and harsh. They had punished the shop assistant’s behaviour.

Few of us think that the seat you sit on every time at dinner was bought for us by our customers, that the car we drive to work was bought for us by our customers and so on and so forth – said James Harrington (Harrington, 2009).

Managers should help employees regard the customer in a new light. An organisation that offers its customers a high level of satisfaction thinks this way (Harrington, 2009):

- Without customers I would get nothing;
- This customer is the most important thing;
- Every customer is a new problem that I have the opportunity to solve;
- If I have satisfied customers, I have the job security.

Dr. Charles Cleveland, specialist in semiotics, suggests that we can see the difference between organisations with a high level of customer satisfaction and those with a low level, causing the frequency with which certain words are used. He points out that the terms used more frequently by the organisations with high levels of customer satisfaction are: the definite article, yes, was, people, serving and again. The terms used more frequently by organisations with low levels of customer satisfaction are: they, a, an, indefinite articles, are, for them, no. Dr. Cleveland shows that, based on their experience, there is the rule of fifths in terms customer satisfaction. Organisations with a high level of satisfaction discuss four fifths of the time about “what we can do for them and one fifth about what they can do for us”. Organisations with low level of customer satis-

faction focus two fifths of the time on “what we can do for them and three fifths on what they do for us” (Cleveland, 1998).

Customer needs are often very different from their expectations. Most of the times the needs are more easily satisfied than expectations are. Customers have the tendency to refer first to what they need, but they measure the organisation’s performance depending on expectations.

We must get along with customers and make sure we understand their expectations and desires. If we want to be the perfect supplier, we must also fulfil their wishes. We can never provide an excellent service without greater effort and a greater effort from the employees is determined by (Harrington, 2009):

- Trust in the management;
- Common design and mission;
- Common values about what is important to each of them.

The level of customer satisfaction is directly proportional to the difference between the perceived performance and the customer’s expectations. Under current conditions, customer’s expectations are growing continuously. Performances that were exceptional yesterday are only satisfying today’s requirements, and tomorrow they will be totally inadequate.

Marketing and selling-off are extremely important to customer satisfaction because they are the main contact activities to the customer. Through marketing, organisations should look beyond the customer’s requests and anticipate the actual new opportunities that occur on the market.

The contact during the sale is essential to customer satisfaction. A customer is always a new challenge for the seller. The customer appreciates (Peters, 1986):

- the polite people, who show interest in people and who like people;
- skilled, well-informed people;
- availability;
- safety – people they are sure they can serve every time in the same good way;
- people with authority, namely the people who can take decisions without resorting to the top management.

All who come in contact with our customers should be ready. This applies to the doorman, accountant, janitor, secretary and even the president. All of them should be trained for customer relations and know the offered products and/or services.

The only voice we cannot ignore is the customer’s voice. Tom Peters claims that “listening to customers must become a task for everyone. As most customers are moving increasingly faster, the competition will be won by those who listen and react more quickly” (Peters, 1986).

The most important thing to get and stay close to customers, to create a personal connection with them so that our organisation understands their needs, expectations, desires and moods. Therefore we can be sure that the organisation's performances will be higher for a longer period of time.

In order for a company to remain on the market and, if possible, to exceed its competitors, it should move from a philosophy based on product and sales, to a customer-based philosophy. The key of the issue consists of best satisfying the needs of the customers (Kotler, 1999).

We should not consider that attracting customers is an exclusive task of the marketing department because marketing is nothing but one of the factors to attract and retain customers. It is obvious that not even the best marketing department can sell poor quality products or products that nobody needs (Kotler, 1999).

**Value supplied to customers.** Customers choose a product or a service according to the possibilities of knowledge, mobility, incomes and expectations. The customer evaluates the advantages and costs of an offer, compares them with others and if the offer measures up to the desired value, he will buy. We show in Figure 1 the components of the good supplied to the customer. (Popescu, 2011).

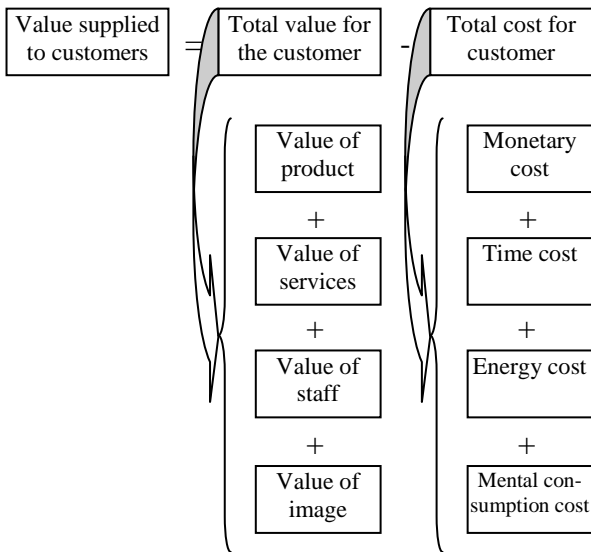


Fig. 1 Value supplied to the customer

Source:<https://www.google.ro/search?q=managementul%20marketingului%20curs%20master&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:ro:official&client=firefox-a>

The value supplied to the customer is the difference between the total value for the customer and the total cost for the customer.

The value perceived by the customer is the difference between advantages and costs expressed in the form of value.

The total value for the customer is the amount of all costs that the customer is expected to incur in evaluating, obtaining and use of the given offer.

Customers will buy from the company about which they feel they provide the most value supplied to the customer (Popescu, 2011).

The seller must evaluate the total value for a customer and the total value that it incurs for each concurrent offer to be able to realize how attractive its offer is to the customer.

The seller has two options to get first place in customer's preference (Popescu, 2011):

- to increase the total value for the customer – meaning to enhance the advantages in product, service, employees or image of the offer;
- to reduce the total cost for the customer – meaning to reduce the price, simplify the ordering process, providing a performance guarantee.

**Successful marketing methods.** We further present some successful methods used in modern marketing occurred as a consequence to the marketing changes (shift from product orientation to market and consumer orientation) that have occurred lately and that shall determine a growing concern for the companies to improve relationships with the customers (Kotler, 2008):

**I. Gain through better quality** – with regard to obtaining gain through better quality, four problems may occur (Popescu, 2011):

a) first, quality may have several meanings (for example, what does it mean for a car manufacturer that its products are of high quality? That its cars start easily? That they accelerate faster? That their car body lasts longer? etc.). It is enough to pretend that you are quality, you have to define it so that it is easily perceived by customers and is related to the product;

b) secondly, people can not realize the product's quality just by looking at it (for example, in a TV store you see many TV sets which look very good and are great. You at a few known brands that you like. In the end, you have only so much of an image of the quality, without any proof). You should find solutions to provide tangible elements for quality, which is not something easy to get;

c) thirdly, most enterprises are catching up one another in terms of quality. And when this happens, choosing the brand does no longer depend on the quality difference. Elements such as image, opportunity of purchase, value supplied to the customer, etc. may intervene here;

d) fourthly, some enterprises are known to be of the highest quality. But are there enough buyers who need this level of quality and pay for it? And what are the costs to achieve this quality? It is possible that these costs are high. Thorough studies are required to clear out these problems, which, in their turn, can prove to be costly.

**II. Gain from better services** – we all want to be served better, but buyers understand this differently (for example, if we are talking about a restaurant, some customers want to be served faster, others want their order to be brought exactly, etc.). Any service finally becomes a list of attributes: promptness, courtesy, ability to solve different problems, etc. Each person focuses on something different, at different moments of time, under different circumstances. It is not enough to pretend you are offering better services. This should result from any element that gets into contact with the customer.

**III. Gain from lower prices** – low price strategy works better for many companies. A company with low prices may enter the market anytime. But a viable business cannot be built only on low prices. Some sort of quality should make its presence felt though, so that the customer feels he is buying something not just for its price, but also for its value. Sometimes low prices can turn into real traps for the marketing specialists because customers may associate their low level with low level of quality of the products.

**IV. Gain through a better market share** – generally, companies with large market share make more money than those with poor market share. They have large economies and enjoy greater appreciation of the brand. First time buyers of a product prefer to take it from a leader company. However, many market leaders have proved to be not so profitable. And then, there is the issue of increasing this market share and becoming a leader, which is also not something easy to get.

**V. Gain through adaptation and customization** – many buyers will want the sellers to change the offer so that it has special features or services. However, for many companies, cost of adaptation to each customer might be too high. Mass customization might be profitable in some cases, but not in many. In this case we cannot talk about spectacular profits, but rather of minimal costs.

**VI. Gain by continuous product improvement** – continual improvement of products is a healthy strategy, especially if the enterprise can “step forward” in this chapter. But not all products can be improved significantly. Then, there is the cost of improvement. How much will the buyers pay extra for the

improvement? Some products reach a limit, after which all improvement does not mean too much. Or it does, but especially in terms of the costs involved.

**VII. Gain through innovations** – there are some highly innovative companies (Sony, Mercedes, Nokia, etc.). But ordinary companies are not doing as well. A company must solve a dilemma: if it does not introduce new products, it might “die”, but if it does, it might lose a lot of money. Innovations should be made in accordance with changes in customer behaviour but also in terms of their sustainability.

**VIII. Gain by entering fast growing markets** – fast growing markets (electronics, telecommunications, biotechnology, etc.) have the greatest advantages. Some leaders have made fortunes in these fields. But medium-sized enterprises fail on such markets. One further issue is that on these fast growing fields, products become out of fashion very quickly. Companies barely manage to recover their money from the previous order then they have to invest in the new one. Therefore, this involves cooperation, partnership or even integration into large holding and strong enough for these challenges.

**IX. Gain by exceeding customer expectations** – one of the most popular “clichés” in marketing today is that a successful company is the one that is constantly exceeding the customer’s expectations. If you measure up to his expectations, you will get his **satisfaction**; but if you exceed his expectations, you will get his **delight**. Exceeding new expectations thus becomes increasingly difficult and expensive. Finally, the company will have to be satisfied with measuring up to past expectations. Delight means loyalty. In this overly competitive environment, it is increasingly hard to keep customers.

**Conclusions.** While these approaches have many exaggerations in one direction or another, one thing remains fully valid: unless you focus on building your business on a sustainable relationship with the customers, you will not be able to provide but your short-term profit and this, often, accidentally.

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Constantin Teleşan



## **CUSTOMER SATISFACTION IN CONTEMPORARY MARKET- ING**

Customer satisfaction is a concept that is increasingly more on the manufacturers' and retailers' lips. This change is about to occur in the whole global economy but, of course, at different speeds. Those who will have the best speed will ensure the extremely necessary competitive advantage to increase the market shares.

**Keywords:** economy, marketing, customer, satisfaction.

Константин Телешпан

### **УСЛОВИЯ РАБОТЫ С КЛИЕНТАМИ В СОВРЕМЕННОМ МАРКЕТИНГЕ**

Удовлетворение клиента – это понятие, о котором все чаще говорят производители и ритейлеры. Это условия для успешного маркетинга успешно завоевывает главные места в построении мировой экономики.

Ключевые слова: экономика, маркетинга, обслуживание клиентов, удовлетворение.

Костянтин Телешпан

### **УМОВИ РОБОТИ З КЛІЄНТАМИ В СУЧАСНОМУ МАРКЕ- ТИНГУ**

Задоволення клієнта – це поняття, про яке дедалі частіше говорять виробники і ритейлери. Це умови для успішного маркетингу успішно завойовує головні місця в побудові світової економіки.

Ключові слова: економіка, маркетингу, обслуговування клієнтів, задоволення.

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### **РАЗВИТИЕ ИНФОРМАЦИОННОГО ОБЩЕСТВА И ОБЩЕСТВА ЗНАНИЙ**

Всемирная Конференция по Развитию, состоявшейся в октябре 1995 года, впервые было предложено использовать синтетический показатель - валовой внутренний продукт (ВВП) на душу населения, одним из наиболее важных показателей уровня жизни населения. Для оценки ресурсов страны и возможности узнать его реальное развитие должно использоваться синтетический показатель основан на четырех основных компонентов: природ-