

THE CONSUMER'S ROLE AND THE IMPLICATIONS IN THE PERFORM OF SERVICES

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Consumer behavior can be defined as a multidimensional concept, as a result of a dynamic relationships system between the processes of perception, information, attitude, motivation and effective manifestation, with individual characteristics. In services, understanding and adapting accordingly motivations and consumer behavior is not an option but a necessity to survive the competition. The dimensions of consumer behavior motivations buying services are preferences, intentions, their consumption habits, customs, attitudes and image. These are important in consumer behavior in services for specific reasons such as: services are not standardized, services have a high degree of individualization and customization is accommodated their personal requirements of each consumer, services are variable, due to the impossibility of copying and repetition.

Key words: *consumer, consumer behavior, services, the dimensions of consumer behavior, perform of services, process service.*

The activity of the modern companies is guided by the wishes, preferences and needs character included in the concept of complex consumer behavior. Respect for the principles of activity, fairness and respect for the customer's specific actions mark the service providing companies. This is because, the characteristics of services, consumer behavior and the process of creation and consumption, the content and structure of the marketing mix is an element of differentiation of marketing activities in the services sector.

Consumer behavior in a specific approach can be defined as a multidimensional concept, as a result of a dynamic relationships system between the processes of perception, information, attitude, motivation and effective manifestation, with individual characteristics to meet the needs [1, p.7]. Investigation and knowledge of this it is of great importance for the services company as it provides the elements necessary to assess the application, both in volume and especially as a way of expression.

In services, understanding and adapting accordingly motivations and consumer behavior is not an option but a necessity to survive the competition. In consumer behavior analysis to consider specific processes and its dimensions embodied in specific processes such as [6, p.33-34]:

- The perception and reception process service - influenced by their characteristics and the impact of risk on the consumer, the company, the environment and the interaction between them;
- Information and learning process are defining the information (especially private sources) and experience;
- Shaping/training process and manifestation of attitudes, with dimensions - cognitive, affective, conative, the essential are: cultural environment and individual personality traits;
- The actual behaviour resulted in purchasing decisions, not purchasing, postponement or replacement service.

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In the literature, these assumptions are treated in the US current services marketing, especially LL. Berry, A. Parasuraman, V. Zeithaml, Mary Jo Bitner etc. They advocate a different pattern of behaviour, based on the option that the fundamental objective of marketing services expressed the need to permanently

improve quality [4, p. 41-50]. In order to act in this regard it is recommended certain courses of action which are two-fold: the promised services and charged services. In this regard, are identified by the Company of certain means of action, such as the tools of the marketing policy of the company. Practical, the mix components are structured properly these directions. Beyond this structure, all the concepts and tools proposed are of great theoretical and practical value. In fact they are based on consumer behavior elements: perception, expectations, otherwise event here and start standing knowledge of the requirements of service consumers.

More extensive description of the process of interaction and consumer engagement in performance is achieved based on the model

“Servuction” [3, p.738]. The proposed model (authors Eric and Pierre Langeard Eiglier) [5] describes the route of the customer a unit providing from the moment of entry until exit. During this route there are more interactions with the elements of the service delivery system. The model identifies and treats the various interactions that occur within the unit providing highlights the formation of customer experience, provides an overview of performance, an overview of necessary provider manager.

Functionally, of the interaction model with the customer servicer describes how to realize the production function (operating) within the unit consumption simultaneously providing services to clients. We start from the premise that the customer experience that is formed after serving process involving complex is the result of many factors acting in place and in time the service is provided.

Because experience and credence qualities dominate in services, consumers deploy different evaluation processes than those they use with tangible goods, where search qualities dominate. Specific areas where the characteristics of services lead to divergent evaluation processes and altered consumer behaviours are: information search, evaluative criteria, size and composition of the evoked set, perceived risk, adoption of innovations, brand loyalty, assessment of value, and attribution of dissatisfaction.

The basic principle in services marketing is that customers interact among themselves. In the interaction that each customer’s has with the supplier may be influenced by the presence, appearance, reputation or other manifestations of customers. The influence of other customers may be positive or negative. It is necessary to study carefully the provider and to be aware of this influence does not reach the unfortunate situation in which a customer (a category) rejects another customer (customer groups) by its simple presence, appearance or manifestation in or around the area of serving. Customer interaction problem between them can be solved by establishing and monitoring compliance with codes of conduct and behaviour of customers, the spatial separation of customers who have different characteristics, through the program (timetable) differentiated for different categories of customers, through its communication.

An advantage of this consumer to provide is that providers benefit from the reputation of customers who have requested their services and assures prospective customers that customer satisfaction is a guarantee of renowned quality of services provided. The conclusion is that customers bring resources which the service provider uses in the delivery process.

Partial overlapping of benefit to consumption causes personal contact, which demonstrates the important role of personnel services. Thus, in the service sector, we can speak of a trained consumer and certainly what he wants and how he wants, or what to expect from services rendered [7, pag.131-133]. In this regard, to establish a high degree of participation by consumer services in the course of their provision at which stage it increases its online delivery system.

Also, the simultaneous of consumption eliminates the storage process, an important feature of management services, inability, which does not allow to use the strategy of “traditional manufacturing”, which directs the operation of services as open systems – in which the change request is sent directly to system impact and results decoupling place of performance process steps performed by customers when they are served. In the same context it must solve the problem of “time management” – this by developing the capacity of performance, use of facilities and increasing efficiency of performance.

Consumer involvement in creating services entail certain individual skills developed and acquired, because it depends on the quality and the way they are formulated specifications desired service, how they will discharge their duties in obtaining service provider. Thus, the quality criteria and indicators require further assessment and measurement.

Involving consumer benefit can range from the simple presence of mind, to performance or achievement of certain activities, or involving deep and shallow, so the provider-consumer relationship system must be designed taking into account the levels of interaction. In the same context, the report should not be overlooked type of service – its duration – when serving it because consumers are different and behave differently in the same service consumption. So, service firms must find the optimal position between customer needs and efficiency of performance.

The consumption of services in the group determines certain advantages and disadvantages in the management of the services delivery. The negative connotation comes from the fact that at the same time many customers share the same experience (public passenger transport) and where consumers we can assume the level of unacceptable quality. The actions that would solve these cases relates to the selection and development of personnel policy; implementing customer relationship management; development of distribution network.

Such a need arises in various forms is expressed by targeting customer activity, which is much higher than for goods and means a permanent strategy, it must be found in the way of action throughout the performance. This is reflected in the company's service organization, forms of organization and information system and decision-enrolling in the conceptualization and preferential relations strategy and used as a tool of knowledge of customer requirements, influencing perceptions and expectations. We see therefore, that concept development is determined essentially all service consumer behaviour peculiarities.

We find the final that based on consumer behaviour and involvement in the provision of services can be defined some specific policy objectives of marketing: stimulating latent need, reducing perceived risk, cognitive dissonance reduction, stabilization (loyal) customers. These objectives are pursued through the appropriate objectives of each component of the mix and “dosage” them. Although, in the field of product policy, separated two priorities: touchable and personalization services, development is possible through quality, physical facilities, brand and image, contact staff.

Price is approached as a formative element of the image and quality and also in forming attitudes that attribute. Perceived of value is the basis of specific pricing strategies. The promotion has set specific objective aims to help consumers accurate understanding of potential supply content (service to be rendered), and the evaluation of possible alternatives providers is achieved through specific strategies. The distribution services consider consumer behavior services, notably by location and, especially, their individualization so as to be included in the “evoked set of alternatives”, namely: the appearance of buildings, burning module name, hours of operation, architecture design.

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