

## **The importance of product quality as a way to attract consumers in the technology market**

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### **Abstract**

This research paper deals with the role of product quality in attracting consumers in the technology market, as is the case with the development of the concept of marketing and the adoption of philosophy towards consumer orientation, it has become necessary to study his behavior and the factors that affect his buying decisions, and from here the product quality appears as an influencing factor In final consumer purchasing decisions. And the services of the institution as an important decisive factor in the competitive conflicts between institutions on the one hand, and on the other hand, because of its important role in meeting the needs and desires of the consumer.

The study concluded with a set of results, the most important of which is that product quality has an important role in choosing the final consumer, and that meeting consumer needs is one of the most important concerns of institutions to satisfy their customers. The study also concluded that a good product builds trust between the company and the final consumer.

The study recommended that attention should be paid to the product and the application of quality rules to it, and those companies should try to satisfy the customer by giving him the highest possible quality at a reasonable price. The study also recommended that in light of competition, building trust between the customer and the company is one of the most important fundamentals of marketing.

**Keywords:** Importance, product quality, consumers, technology market

## 1. Introduction

In recent times, the world is witnessing a series of economic, social and political changes, and this is mainly due to the technological development taking place, with the emergence of economic globalization, which contributed to the increase in the size of markets until the market is seen as a market. A unified global market characterized by a number of commodities and brands, which has led to increased competition. Therefore, institutions must now strive to adapt to the requirements and developments of the market to enhance and control their competitive position.

Studying and understanding consumer behavior for corporate marketing officials is an inevitable challenge, especially in light of the customer orientation and intense competition between companies wishing to understand and discover his needs and desires, and marketing officials work to uncover the factors and influence the buying decisions of the consumer that drive him at a certain stage of the decision Buying to choose a specific product at the expense of others.

Hence, product quality appears as an important factor in resolving competitive conflicts between companies and attracting consumers and pushing them to buy the company's product.

## 2. Research questions

The topic of the research we seek to study revolves around the following main question:

How can the quality of the product contribute to the final consumer purchasing decision-making given the availability of many alternatives available?

It stems from the main question above to the following set of sub-questions:

- What are the factors affecting the final consumer purchasing decision in the technology market?

What role can product quality play in influencing the final consumer purchasing decision?

### **3. Study Significance:**

Marketing studies and research related to the product's ability to confront and compete with a similar product appear to different dimensions, some of them deal with the well-known brand of the commodity and focus on it, some of them are concerned with attractive packaging, and some focus on the role of advertising in providing the consumer with information and surrounding the specifications, prices and locations of the commodity. And the benefits expected from them, including those who consider the products' compatibility with the consumer's cultural environment in the first place, and some of them attribute the consumer's attraction to buying this commodity without others to its quality or price. We decided to focus on product quality in this paper to demonstrate its impact and role in determining a consumer buying decision.

### **4. Objectives of the study:**

We seek through this study to:

Highlight the essential role that product quality plays in influencing final consumer purchasing decisions

Knowing the factors affecting the final consumer purchasing decision in the technological market

Knowing consumer behavior in purchasing decision.

### **5. Search terms:**

Concept of consumer behavior:

Consumer behavior can be defined as: the pattern that the consumer consumes in his behavior in search or purchase, or the tendency towards a service, commodity or idea that he expects to satisfy his desires.

According to Dr. Muhammad Obeidat, consumer behavior is the behavior that the consumer exhibits in the search for, buying or using goods, services, ideas or experiences that are expected to satisfy his desires and according to the available purchasing power.

## **6. Discussion:**

### **6.1. Definition of quality:**

Quality is one of the most important indicators of management in organizations, as it has become one of the most important concerns of the organization, as product quality has become an important guide and an argument for selling like price. Its concept is broad, sometimes vague, and difficult to define precisely. The concept of "quality" refers to the Latin word "qualitas" which means from the nature of a person or thing, and in ancient times it meant accuracy and proficiency. The concept of quality has changed with the development of management science, the emergence of large companies and increased competition, where quality has new and complex dimensions. ».

### **6.2. Consumer behavior and purchasing decision**

Within the modern marketing trend, the consumer is considered the focus of the marketing process, so it was necessary to study his behavior and try to understand the dimensions of his purchasing decisions by analyzing the influences directed to this decision, whether economic, social or psychological, with the aim of knowing to what extent it is possible to influence the purchase decision or adapt to its dimensions through Marketing policies of the institution.

### **6.3. Definition of consumer:**

**The term consumer used to distinguish between two types**

Essential from consumers:

- Individuals
- Organizations, institutions, government.

**6.3.1. Individuals: A consumer can be defined personally in various ways, and the following is one of them:**

An individual consumer is a person who purchases goods and services for personal use (buying facial soap for women) or for family consumption (buying chocolate for the whole family or for the consumption of a family member (buying clothes for the child) or to give it as a gift to a friend.

The person who buys is the consumer or who has the power to purchase goods and services offered for sale with the aim of satisfying personal or family needs and desires.

From the two definitions of the past, we can say that each person is a consumer, so that the original motive for him is to satisfy personal or family needs and desires, but the method of consumption can change from one person to another.

**6.3.2. Industrial or organizational organizations or consumers.**

In this case, the purchasing unit is any organization that aims for profit or not for profit or a governmental organization or a religious and educational organization. A number of individuals makes the purchasing decision in organizations, so that each of them has a specific role in both the buying decision-making process and the buying process itself. The original buy-in motive for firms is to purchase goods and equipment with the aim of operating them to produce goods or provide other services.

**6.4. Strategically required quality requirements**

High quality requirements have become related to all stages and production processes, because they completely and directly affect the performance and reputation of the organization, which is a relative concept that depends on the time and place in which the product is also located. As a consumer of this product, and from it the general concept of quality can be expressed as “the degree to which a particular product meets a specific consumer need within certain economic limits.

Quality has occupied its place in the institution, especially after the first economic crisis and the emergence of interest in not being extravagant.

It is considered an important factor in the competitiveness of the institution and positively affects its performance. According to Afnor, quality has been defined as: "Quality of a product or service is the competence, willingness, or eligibility of that product or service to meet the needs of the user."

Bradly has distinguished between four levels of quality that make it a strategic weapon, which are:

- Quality of conformity: that is, that the product conforms to the characteristics and specifications specified in the design

Customer satisfaction: by approaching them, understanding their needs and trying to satisfy them.

- The value that the market demands for competition: by studying the market and analyzing its variables

Customer value management: through the use of measurement tools and indicators to analyze the relationship and customer value.

Despite the multiplicity of definitions and their differences, it combines an element, which is to meet the needs of customers, satisfy them and work to satisfy them, but the clear difference in the previous definitions lies in how these needs met.

### **6.5. The effect of product quality on purchasing decision**

Interest in the customer has increased in recent times, after the intensification of competition between institutions, which led to the latter focusing on the customer and working to satisfy him. Quality has an impact on customer behavior because they are very sensitive to "good quality".

#### **The concept of customer satisfaction:**

A customer can be defined as "the current or potential buyer who needs or has a desire to buy the product and at the same time has the ability to buy that product." The American

Marketing Association identified the customer as the actual or potential buyer of products or services.

Customer satisfaction is achieved first and foremost by the extent to which the management of the institution and its employees are convinced of the importance of customers in determining the fate of the institution, so the giant institutions are working to gain a competitive advantage by focusing on directing customers. And make him the focus of their interests by focusing on the processes that increase his satisfaction and that meet his needs and desires in order to ensure his loyalty to the products and services of this institution, and the quality of products and services has come to play a pivotal role in achieving customer satisfaction, bearing in mind that they are very sensitive to quality. Advice to them.

#### **6.6. Impact of quality on customers**

Today, the economy is market oriented. Most organizations that are successful in various activities are those that give preference to the basic principle of continuous customer listening.

The organization must know the needs and desires of customers and work to improve the quality of its products in line with quality requirements to reach customer satisfaction.

Numerous studies have shown that the lack of quality or the lack of quality leads to dissatisfaction and that most customers here do not complain about the institution that owns the product or service, and many of them refrain from purchasing other products or services from the same institution and are not satisfied with that. Their bad experience, as the mouth-to-ear surgery often plays a prominent role in this area, as each dissatisfied client reaches an average of nine other individuals, and this leads to the loss of many clients.

Customer loyalty and loyalty is usually directly related to the degree of satisfaction achieved with the product or service, and some institutions work to find easy solutions to get rid of customer dissatisfaction by proposing to replace defective products while most customers do not ask to change products, especially in the case of low prices, and institutions must Work to improve quality Its products are constantly working to increase customer satisfaction, as it has become: "Improving the quality of services and products is a priority for many

organizations, because most customers do not accept medium quality, and thus quality has become an important source of customer satisfaction.

Meeting the needs of customers is the basis of every success achieved by the organization, and the basic needs of customers depend on their expectations of quality, price and conditions. In this context, paramount importance must be attached to marketing that allows its techniques to uncover and define customer needs and aspirations, and then suggest the best and most effective way to achieve them.

Quality represents what the customer perceives in the product or service and is willing to pay for it, and the customer is the final judgment on the product or service provided by the organization and is the basis of its success or failure, and it represents the goal that the organization seeks to achieve by meeting his needs and working to provide factors of satisfaction, And finding the factors that motivate the customer with the aim of strengthening and enhancing the institution's relationship with its customers and ensuring its permanent distinction and superiority in a competitive market and thus has a strong competitive advantage that stems from customer satisfaction with the quality of its products.

There is a close and strong relationship between the quality of the offer provided by the institution and customer satisfaction, as the high level of quality has a great impact on customer satisfaction and allows the application of high prices, and this quality is the result in meeting the desires and needs of customers according to a marketing point of view. Show them most of the time.

Economic and social development freed consumers from their chains, became possessed of more information and more choices, became more intelligent and gave more importance to the factors of choice. In 1988 the ratio was eight out of ten.

Thus, quality takes its place with price, and the challenge towards the customer becomes of great importance when the needs of one customer are met, the satisfaction is transferred to three.

But in the event that the needs of one customer are not met, the dissatisfaction is transferred to ten people, so the organization must study the number of customers lost due to poor

product or failure to meet their needs and search for procedures to bring the customer, and the organization faces competitive challenges that force it to improve its products such as the human challenge. This obliges the organization to adopt quality and consider it a culture that all employees of the organization must observe, and we used administrative analysis that forces the organization to motivate its team in order to meet the needs of its customers at home and abroad. the organization. The focus of management today is on directing the corporate culture towards the customer, who is its focus.

### **6.7. The role of product quality in the technology market**

Since the beginning of the twenty-first century, global markets have changed rapidly, and in some cases dramatically, and become increasingly competitive. One common denominator between global markets is that there is a clear trend towards shifting from mass production of standard products to producing a greater variety of custom made items as product life cycles shrink as customers become more demanding and their expectations increase. To respond quickly and effectively to rapidly changing customer needs and to maintain a high level of competitiveness in the global arena, manufacturers adopt advanced manufacturing techniques such as product quality, design, process, logistics and information exchange to help compress development and manufacturing time to move products to market more quickly and efficiently than competitors.

To ensure the new technologies selected in advanced technology to increase the long-term competitive advantage of product quality for manufacturing companies in their markets, there is a simultaneous need for integration between competitive market requirements and business strategies, as well as operational strategies and manufacturing characteristics.

## **7. Conclusion**

The study of the factors affecting the purchasing decision of the final consumer is determined by the acceptance of a commodity and the undertaking to purchase it without other similar goods, and they are the ones who determine the competitiveness of the commodity and its market share.

The quality of products has become a basic source and a necessary factor in determining consumer behavior and purchasing decisions towards goods and services, especially after marketing is directed to the consumer and his work to meet his needs and desires.

Product quality is considered a competitive strategic tool and a permanent success element in light of technological development, if it improves its quality and adapts it according to the requirements and desires of customers, it is an effective element to influence consumer behavior and push him to choose the organization's products from all available alternatives, especially if its marketing policy is commensurate with the quality of its products. Hence, it can be said that quality plays an essential and effective role in final purchasing decisions in an era of technological development.

## **8. Results and recommendations**

### **8.1. The results**

- 1- Product quality has an important role in choosing the final consumer
- 2- Meeting the needs of the consumer is one of the most important concerns of the institutions to satisfy their customers
- 3- A good product builds trust between the company and the final consumer

### **8.2. Recommendations**

- Interest in the product and the application of quality rules to it
- Companies should try to satisfy the customer by giving him the highest possible quality at a reasonable price
- In light of competitiveness, building trust between the customer and the company is one of the most important fundamentals of marketing.

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