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QUALITY AND METHODS OF ITS EVALUATION

Quality as an economic category is related to the satisfaction of the needs of consumers, while the product has a plurality of properties, measuring which one can evaluate the quality. The state of needs and their satisfaction is closely linked to the quality indicators of products that quantitatively characterize the properties of products. The theoretical approaches to the determination of methods of quality evaluation are generalized since quality assessment is one of the main stages of quality management. As a result of the generalization, it is discovered that the modern system of product quality assessment should take into account the needs of the market, that is, the requirements of consumers for products.

In a market economy, the problem of improving product quality is relevant both at the enterprise level and at the state level, because the high quality of products is a significant component of its competitiveness. Quality control and evaluation is an important stage in quality management, and research and development of quality assessment methods is an important scientific and practical task.

To ensure that the product has been successful in the market and could compete successfully, it should meet the consumer's needs. To do this, on the one hand, the state must take into account the needs of the market in developing quality standards, and, on the other, directly the producer of products. Satisfying needs requires the manufacture of

products of a certain quality and in a certain quantity. The gap between needs and products produced on the level of quality and market saturation should be the basis for making managerial decisions on state quality management of products. In order for the product to be of high quality, the needs of today must be laid on it but, in addition to this, the manufacturer should remember that quality is a dynamic concept, which is characterized by a change in time as consumers' needs change – quality changes. Quality as a degree of compliance with the needs of the consumer constantly changes in time with the change in requirements and needs of consumers, and what yesterday was considered a high-quality product, today may not correspond to the technical innovation that can better meet the needs of consumers who have already changed. Quality as an economic category is related to the satisfaction of the needs of consumers, while the product has a plurality of properties, measuring which we can evaluate the quality. As the source survey shows, in terms of quality assessment, that is, indicators and methods analysed, there is currently no clear concept of quality assessment.

The modern system of quality assessment at the enterprise, regardless of the form of ownership and scale of production activity, should optimally combine the actions, methods, and means that ensure the production of products that will meet the needs of the market, that is, it should be oriented towards the needs of consumers and their dynamics.