

The importance of quality products and quality service in contemporary businesses

1. Background:

Service quality, customer relationship management and new product development are each crucial to the continued, successful functioning of any business. In addition to that, the three of them, when viewed as a single entity are one of the single greatest aspects that can help to make a successful enterprise. Where all three of these concepts do not have an adequate degree of importance placed on them a company may lose a great portion of any market share that they have or fail to acquire an adequate market share at all.

2. Key Literature:

Abbott, J. and Stone, M. and Buttle, F. Integrating customer data into customer relationship management strategy: An empirical study. *The Journal of Database Marketing*, July 2001, Volume 8, Issue 4, p289-300.

Romano Jr, N.C. and Fjermestad J. Electronic Commerce Customer Relationship Management: An Assessment of Research. *International Journal of Electronic Commerce*, winter 2001, Volume 6, Issue 2, p61 – 113

Valarie, A. and Zeithaml, L. and Berry, L. and Parasuraman, A. The Behavioral Consequences of Service Quality. *Journal of Marketing*, April 1996, Volume 60, Issue 2, p31-46

Evans, J.R. and Lindsay, W.M. *Management and Control of Quality*. 2005, Thomson South-Western

Kumar, S. and Phrommathed, P. *New Product Development: An Empirical Approach to Study of the Effects of Innovation Strategy, organization strategy and market conditions*. 2005, Springer

3. Broad Aims and Objectives:

The main aim is to demonstrate the importance of the three concepts of service quality; customer relationship management and new product development are as relevant now as they ever have been. This is intended to prove that every business, especially those ones that operate over the Internet as opposed to within a physical area, needs to realize the importance of these concepts. It is also designed to show the benefits for a business that placing the proper importance on these concepts can have. It is also designed to show the negative effects that disregarding these concepts can have on the success of the business. This is intended to show how important each of these aspects is singly, but also to show that when they are used together in a complementary manner they can add immense amounts of value to a business.

4. Proposed Research Methodology

Self Administered Survey: Similar people are given a survey to complete to gauge their reactions of products, services and quality from different companies who have placed different importance on the three concepts.

Rank-order Scales: Different products and services are presented in related groups and subjects rank each item in the group in terms of importance to them.