



## IDENTIFICATION REQUIREMENTS CUSTOMER SERVICE PROVIDED ON THE LEVEL OF LIGHT INDUSTRY COMPANIES

MALCOCI Marina<sup>1</sup>, GONCEAR Tatiana<sup>1</sup>

<sup>1</sup> Technical University of Moldova, Faculty Light Industry, Academician Sergiu Radautan street, 4, Postal address MD 2068, Chisinau, E-mail: [mmalcoci2005@yahoo.com](mailto:mmalcoci2005@yahoo.com)

Corresponding author: Malcoci Marina, E-mail: [mmalcoci2005@yahoo.com](mailto:mmalcoci2005@yahoo.com)

**Abstract:** *Moldova is a small country whose territory is 350 km from north to south and 150 km from West to East. Analyzing data from the Statistical Yearbook 2012 shows that 437 enterprises were active dealing with textiles, footwear etc., from 2005 - only 310 companies. Motivation is the business of an assured market, the demand for products and services - volume and structure - which manifests itself on the domestic and foreign markets. Improving customer service is one of the main objectives of production enterprises. Service level directly affects the economic capacity of the enterprise by increasing its contribution in increasing company profits. Increasing the level of service in shops can be determined by reducing factors that negatively influence the desire to purchase, ie „ eyes scan "; lengthy speech to the seller on the phone; excessive attention to the buyer; arrogant and indifferent gaze of the seller. As a tool for gathering information served questionnaire that was distributed to 50 respondents, which ranks in the age group: 18-27 years with urban living environment. The questionnaire included questions that allow to analyze the efficiency of customer service and the factors influencing the decision to purchase in local shops in the field of Light Industry. The paper identified measures to increase the level of customer service, which would help to increase sales.*

**Key words:** *level of service, consumer, business, study, expectations, questionnaire.*

### 1. INTRODUCTION

The marketing concept, one of the most important stakeholders in an organization are clients, so the customer is the starting point of the overall strategy of the organization [1]. The level of customer service the company is the result of the whole system of logistics activities. Its direct impact on sales and profits necessary to establish service level objectives of the company's logistics strategy. In an intensely competitive business environment, the level of service is an important means of differentiation from competitors and increase customer loyalty [2]. Improving customer service is recognized as a necessity for many organizations and is included as an objective in their business plan, marketing plan or plan logistics. Study level of service expected by customers can be determined directly or indirectly. Satisfaction measurements made directly obtained by conducting surveys. It should be noted that the intended measure customer satisfaction surveys are not standardized. Measurements of customer satisfaction conducted indirectly relies on tracking and monitoring company records sales, profits and customer dissatisfaction. A combined approach using scores obtained by applying direct measurements plus a qualitative analysis of reaction respondents indicating that they are satisfied with the service purchased. Providing a level of service adopted to market requirements depend upon the extent to which the management company fails to provide all components of customer service [3].

### 2. LIGHT INDUSTRY IN MOLDOVA

According to the Statistical Yearbook whole industry in Moldova include [4]: mining and quarrying, manufacturing, electricity generation, gas and water.

The paper analyzes the manufacturing of Moldova, namely dealing with [4]:  
- textiles;

- manufacture of wearing apparel; dressing and dyeing of fur;
- production of hides, leather and footwear;
- manufacture of luggage and leather goods;
- manufacture of footwear.

Evolution of Light Industry in Moldova in the period 2005-2012 is presented in table 1 [4].

**Table 1:** Evolution of Light Industry in the period 2005-2012

Name industry	Indicator	2005	2006	2007	2008	2009	2010	2011	2012
Textiles	Number of businesses	69	75	77	77	95	91	83	91
	Industrial production value manufacture, mil. lei	369,2	586,2	670,8	626,1	487,6	548,2	1104,8	1314,5
Manufacture of wearing apparel; dressing and dyeing of fur	Number of businesses	160	178	203	208	228	238	226	226
	Industrial production value manufacture, mil. lei	577,7	729,2	897,2	902,9	800,5	921,5	1081,8	1018,4
Production of hides, leather and footwear	Number of businesses	44	48	57	55	59	64	57	63
	Industrial production value manufacture, mil. lei	204,3	248,1	260,6	300,1	234,1	333,1	346,7	331,4
Manufacture of luggage and leather goods	Number of businesses	8	8	8	9	9	9	9	9
	Industrial production value manufacture, mil. lei	40,6	50,8	57,3	76,0	58,7	75,6	86,4	79,0
Manufacture of footwear	Number of businesses	29	33	41	40	43	51	43	48
	Industrial production value manufacture, mil. lei	134,4	168	173,6	188,7	168,8	257,4	259,5	252,2

Although Moldova is a small country whose territory is 350 km from North to South and 150 km from West to East. It appears that in 2012 have enabled 437 enterprises dealing with textiles, footwear etc., from 2005 - only 310 companies. Motivation is the business of an assured market, the demand for products and services - volume and structure - which manifests itself on the domestic and foreign markets.

### 3. THE PROCESS OF PURCHASING

Currently, the client is not forced to buy the first product that meets his needs, but can choose between prices, designs, trademarks and service level. Consumers of all categories, almost all market levels are much better informed and educated on what it stands for. Therefore, consumers can be divided as [5, 6]:

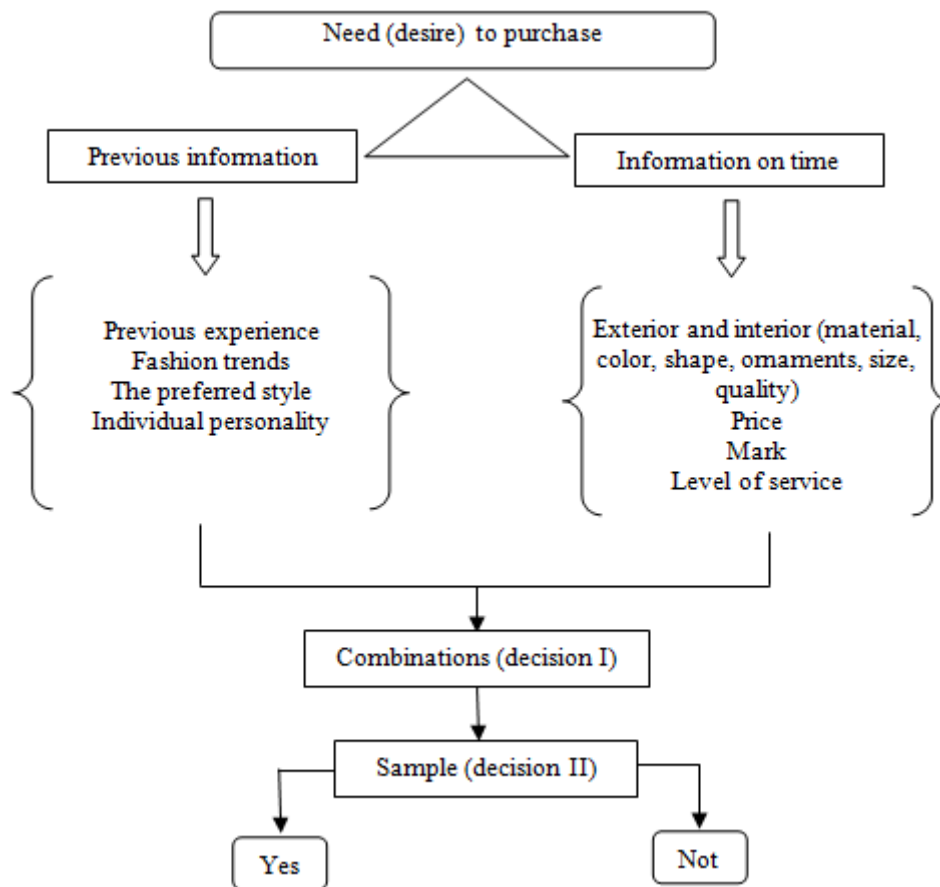
- messy - looking for the most advantageous purchase;
- occasionally - sometimes buy from a certain company;
- loyal - usually buy from a certain company;
- strongly - buy only from a certain company.

The appreciation of a product of shoes, clothing etc. includes a number of variables that encompasses the cognitive, emotional and spiritual. Add to this the fact that the decision to buy a particular product is influenced in turn by the ratio: price - quality.

Findings of a product varies from one consumer to another, being dependent [5]:

1. The ability of consumers to prefer to evaluate and select a product;
2. The degree of satisfaction of product functions according to its destination.

How to carry out this assessment process is highly complex, can be short or long and varies from one individual to another. Once the consumer has visual contact with the object you would like to purchase, starting a conscious process of association, the object in question is linked to the rest of the garderopa to existing products. Schematically, this process can be represented as in figure 1[5, 6, 7].

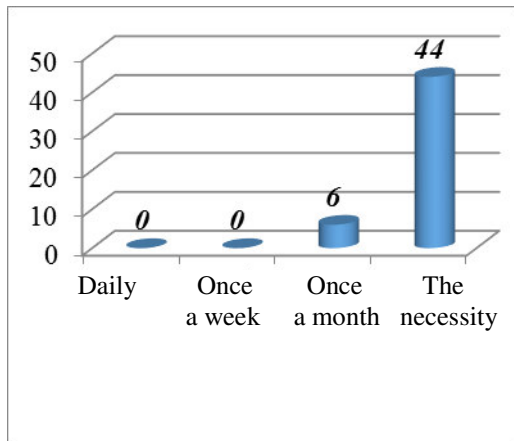


*Fig. 1: The purchase of products*

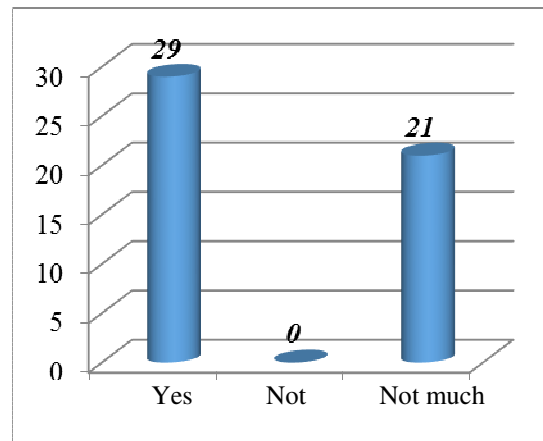
#### 4. CASE STUDY

The study was conducted in Moldova during october-november 2014. As a tool for gathering information served questionnaire that was distributed to 50 respondents, which ranks in the age group: 18-27 years with urban living environment. The questionnaire included questions that allow to analyze the efficiency of customer service and the factors influencing the decision to purchase in local shops in the field of Light Industry.

After applying the method of study was collected data on the level of service provided by light industry enterprises. Then it will present an analysis of the results obtained from the survey respondents on the basis of 7 questions addressed in the questionnaire. For a better visualization of the results obtained from the questionnaire will be presented in graphical form (fig. 2-8).



**Fig. 2:** The frequency of purchasing clothing and footwear

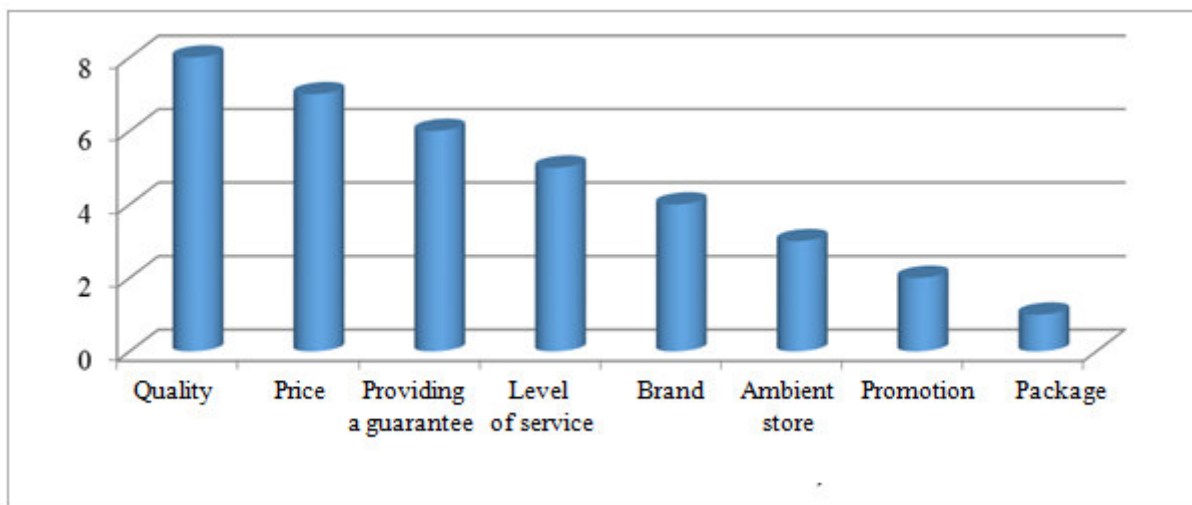


**Fig. 3:** Customer satisfaction about the level of service in shops in the Light Industry

From figure 2 shows that more often correspondences and leather garments attorney if needed (N = 44). Is because they have a low income, which is justified by the concerns, needs more a priority within the family. After supporting (N = 6) that attorney once a month, they regularly seek market, store promotions and discounts considerable.

According to the survey 58% (N = 29) of respondents are satisfied with the level of service in shops in light industry and 42% (N = 21) - small (fig. 3).

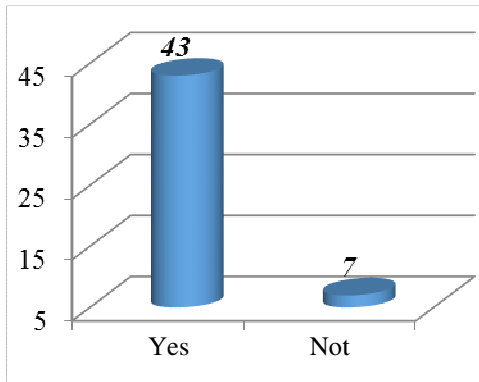
When her purchase decision, respondents take into account the quality of the product; its price; providing security to the product purchased; level of service provided; brand; ambience inside the store; promotion and packaging (fig. 4).



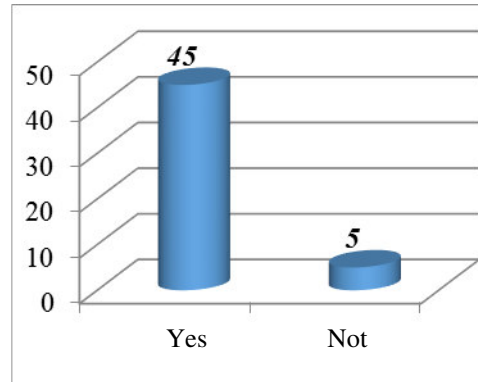
**Fig. 4:** Factors influencing the decision to purchase listed in order of importance

In the corporate store promotions sellers announces existing customers showed 86% (N = 43) of respondents (fig. 5).

II In deciding to purchase or not the product 90% (N = 45) of respondents are influenced by the level of service offered by companies in Moldova (fig. 6).

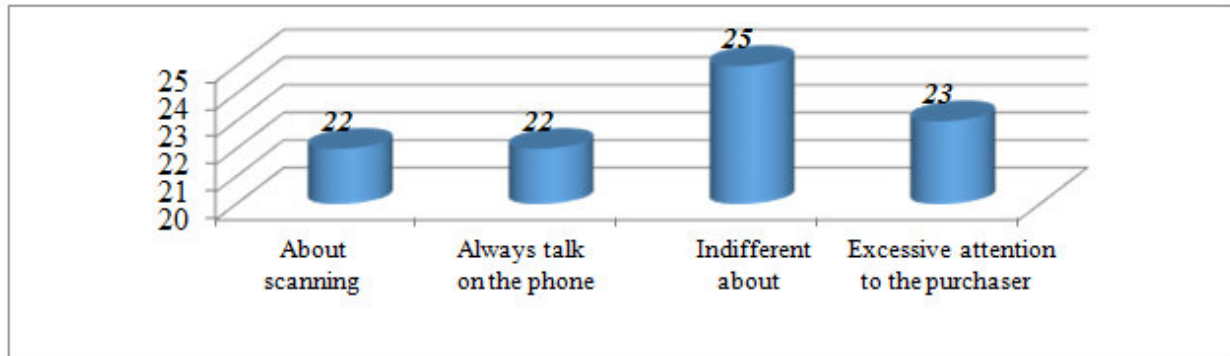


*Fig. 5: Communication by the seller existing promotions in store*



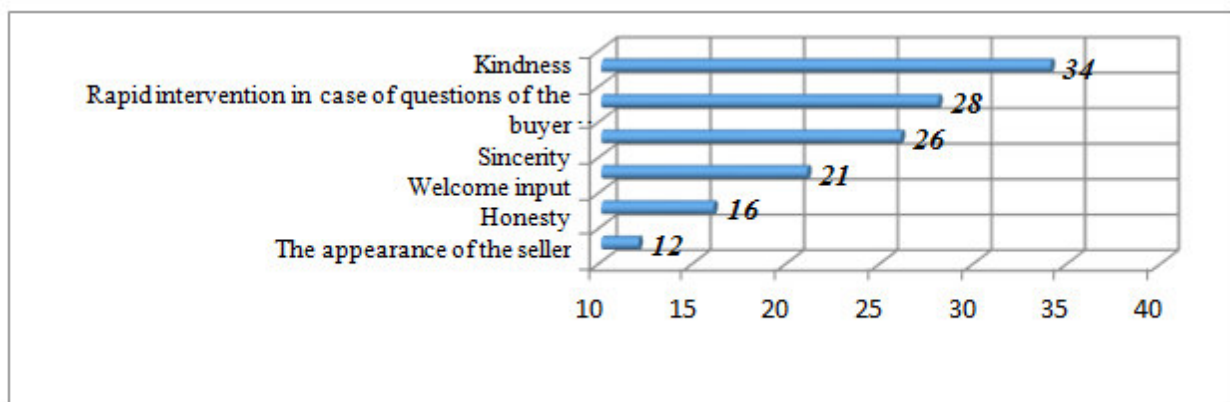
*Fig. 6: Influence of the decision to purchase service*

Gives correspondences to buy products because the seller has a look of indifference (N = 25); shows an exaggerated attention to the buyer (N = 23); talking on the phone for minutes on end (N = 22) or faced with a look of scanning (N = 22), making to feel be uncomfortable in the store (fig. 7).



*Fig. 7: Actions contributing to the abandonment of the seller of the product purchase*

Because the procurement process to be loved correspondences recommended companies: increasing kindness sellers (N = 34); rapid intervention in case of questions from the buyer (N = 28); customer questions honestly (N = 26); welcome input (N = 21); honesty (N = 16); and not least the appearance of the seller (N = 12) (fig. 8).



*Fig. 8: Features seller that will enhance sales*

Based on survey respondents was determined consumer expectations in customer service, namely those sides that should be changed at customer service. These are:

- increasing kindness sellers;
- enhancing the preparedness of sellers, sellers increase sincerity;
- enhancing responsiveness to customers;

- increasing the cultural level of sellers;
- reduction of excessive advertising of a product unwanted client.

## 5. CONCLUSIONS

Based on the analysis, we can mention certain that domestic enterprises of light industry should review their attitude to the marketing of products produced, ie on the level of service in the company stores as a business success is not determined only by a but also in large measure client.

Questioning respondents was determined that wish to purchase is greatly influenced by the level of service.

Increase the level of service in shops can be determined by reducing factors that negatively influence the purchase desire, namely:

- eyes "scan";
- lengthy speech to the seller on the phone;
- excessive attention to the buyer;
- indifferent and arrogant gaze of the seller.

And increasing purchasing factors that generate desire, namely:

- product quality;
- appropriate price of products sold;
- providing security;
- store ambience.

Just to increase the level of customer service, which would help increase sales, domestic producers should focus on:

- increase the training of sellers;
- promote kindness and sincerity sellers;
- meet buyers with a sincere smile;
- increasing the level of education of sellers;
- increase attractiveness to the customer;
- raising communicated buyer-seller;
- favorable climate in the store.

## REFERENCES

[1] L. Bugaian și alții, "*Entrepreneurship: Starting a business*", Chișinău, Universitatea Tehnică din Moldova, 2010.

[2] C. Bălan, "*Logistics*", București, Ed. Uranus, 2001, pp. 57-84.

[3] G. Militaru, "*Managed Services*", București, Ed. C.H.Beck, 2010.

[4] Statistical Yearbook of the Republic of Moldova. National Bureau of Statistics of the Republic of Moldova, pag. 130, 283, 287, 291. [Online]. <http://www.statistica.md/pageview.php?l=ro&id=2193&idc=263> (accesat la 15.04.2015)

[5] A. Mihai, A. Curteza, "*Design. Design leather products*", Ed. Performatica, Iași, 2005, pp. 220-223, 244-246.

[6] A. Curteza, "*Design product development*", Iași, Ed. Venus, 2005, pp. 101-105.

[7] A. Cotelnic, "*Management of production*", Chișinău, Ed. Evrica, 2003, pp.109-112.