



7<sup>th</sup> International Strategic Management Conference

## Kano model application in new product development and customer satisfaction (adaptation of traditional art of tile making to jewelries)

Bilsen Bilgili<sup>a\*</sup>, Aysel Erciř<sup>b</sup>, Sevtap Ünal<sup>b</sup>

<sup>a</sup>*Kocaeli University, Tourism and Hotel Management, Derbent, Kocaeli, 41080, Turkey*

<sup>b</sup>*Atatürk University, Faculty of Economic and Business Management, 25240, Turkey*

### Abstract

In this study, it was aimed to classify the consumer expectations by using the Kano model in the new product development and to determine to what extent the products produced in the direction of the expectations provide satisfaction. In the research, the jewelry sector, one of the important sectors today, was selected and women were included in the sample. During the first stage of the study, jewelries in which traditional art of tile making was adapted in the direction of the expectations by using the data including the classification of the consumer expectations were designed. During the second stage, it was aimed to determine the consumer satisfaction level for the sample jewelries presented to women. Thus, product development process including the product testing stage was completed. While forming the questionnaires, a preliminary study was carried out with 10 women who were professionally engaged in jewelry. The women living in Erzurum formed the scope of the study. 102 women engaged in jewelry were administered a questionnaire by using snowball sampling method. A second questionnaire was administered to the same people by offering the sample (prototype) jewelries by using the results of the study. During the second stage of the study, the same sample group was used. SPSS statistical program was used to analyze the data of the study. The study was limited to the women consumers within the borders of Erzurum province.

The study includes suggestions that will guide the academicians who will work on new product development in the field of marketing. Additionally, some useful and important suggestions were offered to the jewelry sector. The study carries a specific value since it was applied by using the Kano model in new product development, sample production was carried out and the product was tested. According to the results obtained from the study, the classification of the expectations and satisfaction level were found to be correlated.

© 2011 Published by Elsevier Ltd. Selection and/or peer-review under responsibility of 7th International Strategic Management Conference

Keywords: Kano model, new product development, customer satisfaction

\* Corresponding author. Tel.: +90 262 353 3960 ; fax: +90 262 353 3465.

E-mail address: [bilsenbilgili@hotmail.com](mailto:bilsenbilgili@hotmail.com).

## 1. Introduction

The companies' reaching their goals like growth, development, producing better products and services, application of a more effective marketing strategy depends on their being creative. In addition, the companies have to present specific and creative activities to keep up with the conditions of competition.[1] It is necessary to design and produce new products to reach these goals.

Today, as a consequence of comprehensive application of technological breakthroughs and developments, faster and more developed products are put on national and international markets when compared to the previous periods. The primary and basic goal of the companies is to determine the demands and requirements and to produce market products and services to meet these demands and requirements. It follows from this that marketing does not only involve dealing with the stages of a product from production to sale and the actions performed. Marketing starts with the investigation of the requirement of consumers who are expected users of that product before.[2]

From past to present, the general aim of marketing is accepted as "creating living standards and conveying them to the masses; availing individuals and societies of those." Marketing process operates as follows [3];

- Comprehensive determination of demands and requirement of consumers,
- Planning and developing products and services to meet the demands and requirement,
- Determination of the most suitable pricing, promotional and distribution strategy and presenting these applications.

Companies should produce products and services that can meet customer requirements in order to be able to exist in the market. For the companies to make profit, they should determine the market requirements. Considering that customers determine the future of the companies, the importance of understanding customer behaviors in terms of the companies can be better understood. That is, today, it is more important to determine and meet customer requirements than to produce products. Namely, if a company wants to be successful and survive in business life by adapting to the rapidly changing external environmental conditions, it should definitely determine the demands and requirements of the customers in its target market and develop marketing plans and programs to satisfy them [4].

New product development is the most effective weapon for the increasing competition. If the enterprises want to survive in the increasingly difficult conditions of competition, they have to develop a new product. New products are one of the strongest means of competition for the companies to capture markets. Today, the most effective way to increase this competitive power is considered as research and development activities [5].

In order to understand the importance of the new products, firstly it will be useful to know the reasons for developing new products. These reasons are stated as follows [6]:

- Rapidly developing and earth-shattering technological development.
- Marketing environment increasingly expanding its area and increasing competition.
- Products in the market with limited life-span.

New products offer consumers different advantages from the other products. This situation causes consumers to tend towards these products. Additionally, new products enhance the image and position of a company as an innovative company. That is, consumers think that the company is innovative and it will provide them with the best products. Another important aspect of a new product is that it decreases the risks a company undertakes with the product range [7]. Today, innovation is considered to be a very important concept. Life cycles of some products are extremely shortened. Products lose favor with consumers due to several reasons (change of requirements, tastes, preferences etc.) As can be understood from this, the starting point of product development is the consumer requirement.

Understanding customer demands and needs and determining their differences is of critical importance to manage these needs. Customers should be focused on not only to meet customer demands but also to understand these. For this, the "Kano model" is used to classify requirements as well as the classical

متن کامل مقاله

دریافت فوری ←

**ISI**Articles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات