

MEET CONSUMER NEEDS PROCESS IN SERVICES OF SANATORIUM-RESORT TYPE ESTABLISHMENTS

Objective. *The aim of the article is to form the algorithm of meet consumer needs process in services of sanatorium-resort type establishments and to study its phases.*

Methods. *The study used: methods of theoretical generalization and comparison, analysis and synthesis (for clarification of the term «meet consumer needs in sanatorium-resort services»), dialectical method of cognition of the economic phenomena (in forming the algorithm of meet consumer needs process in services of sanatorium-resort are establishments).*

Results. *Based on the conducted research the algorithm of meet consumer needs process in services of sanatorium-resort area establishments is formed. The algorithm of meet consumer needs process of sanatorium-resort services contains the specified sequence of steps (corresponding blocks), determining the nature of consumer behavioral actions in meeting such needs; forward and backward connections between the blocks, characterizing the flow sequence of phases to maximize consumer satisfaction.*

Academic novelty. *Improved scientific positions on theoretical modeling of meet consumer needs process in services of sanatorium-resort area establishments, which in contrast to existing, takes into account the needs of individual consumers in sanatorium-resort services and specific conditions to meet them; represents the nature and sequence of process steps carried out for such services; characterized by forward and backward connections between blocks (process phases)*

Practical importance. *Obtained results generated in the form of algorithm of meet consumer needs in sanatorium-resort services will enable managers to implement differentially and purpose fully, on this basis, organizational, economic, innovation and diversification measures of providing additional sanatorium-resort services that will improve the efficiency of such institutions.*

Key words: *consumer needs in sanatorium-resort services, meet consumer needs process in sanatorium-resort services.*

The essence of needs, their nature, has already been long time the subject of extensive debate. Complexity is that needs are studied by many sciences: philosophy, political economy, psychology, sociology, medicine and biology – and every science approaches to identifying needs, based on the subject of its research. Biology studies needs from the viewpoint of analysis of human development as a biological being; medicine examines needs from the standpoint of metabolism and health recovery, psychology explores needs as certain state of the human psyche, social sciences

consider needs as man's relation to the world of things, etc. Economics is the science that explores social needs and ways to meet them.

L.Ya. Baranova points out that economics studies needs and defines them as those "that arise in the process of society development, its individual members, socio-economic groups". She performs division needs into two groups [1, p. 20]: 1) society needs - the needs to ensure society functioning and development, 2) population needs (personal needs) - social relations between people on exchange, production and use of material and spiritual goods and services.

"Needs -", by Kotler, "a state of tangible basic dissatisfaction, related to the conditions of existence" [8, p. 321]. It is possible to state that needs - man's relation to the inner world, which is directed to its use in the process of life, or as an expression of material conditions of life at a certain society level.

Modern tendencies in meeting the needs, accompanied by increased prosperity and changing structure of consumer priorities, characterized by sharp increase of the role of services in human needs system, as "service - is a form of meet human needs" [4, p. 15].

L.Ya. Baranova and L.I. Levin said that "most of the needs are met not only by products ... There are other forms of satisfaction, they can be met as consumer products and services"[1, p. 138].

Types of services are extremely diverse. In formation of advanced social-oriented society an important role play population reproduction services, recreational, renewable, medical services, including sanatorium area establishments services.

"Type of business activity associated with meeting specific health and consumer needs" is, according to O.V. Pesotska, - services of sanatorium-resort area establishments [7, p. 231], as a set of activities (sanatorium treatment and recovery), aimed at individual health restoring and its psycho physiological state.

Under sanatorium resort service we understand complex product of sanatorium area establishments provided to consumer such services as a phased process of meet his basic needs in health restoration, reproduction and performance, characterized by general and specific features of such services.

The problem of study and research of needs in sanatorium resort establishments' services occupies an important place in shaping population life conditions and development of a certain way of life [10, p. 142].

Consumer needs in sanatorium-resort services can be related to primary needs according to the Maslow's pyramid of needs. "Services, by which these needs are met, supplement world essentials; they extend the boundaries of consumption, leading to the rise of the totality of material needs" [12, p. 87].

Analyzing the previous statements, we can determine that the needs of individual consumers in sanatorium-resort services - is a category which reflects a sense of intangible-process and personal shortages and dissatisfaction, lack of relations concerning acquiring of socio-oriented nature public goods, results of which are directed to the individual health restoration and recovery by receiving sanatorium-resort treatment services.

Individual consumer needs in sanatorium-resort services are met by implementing the set of steps, which is by process [6, p. 21]. Simulation algorithm

process of meet individual consumer needs in sanatorium-resort services is presented in fig.1.

Meet the needs process of final consumers in sanatorium-resort services usually (Fig. 1) carried out in the following stages: awareness of consumer needs in obtaining this type of service, a medical health diagnostics and receipt of referral to sanatorium-resort treatment, gathering information about characteristics of alternative establishment of sanatorium-resort services (consumer, cost, quality parameters, service) operating in the market; evaluation and selection of receiving sanatorium-resort services with multiple alternative; buying (payment) of sanatorium-resort services; implementation (provision) of the consumer service; evaluation of meet the needs in sanatorium-resort service; results consumption of obtained sanatorium-resort service.

The first stage of meet consumer needs process in sanatorium-resort services is awareness of consumer needs in its receipt. John Dewey says: "Unmet needs motivate consumers to acquire a particular product (service)" [2, p.23]. Sanatorium-resort services consumers are all citizens seeking for health recovery by the way of sanatorium-resort treatment.

Awareness of consumer needs in receipt of sanatorium-resort services appears in different ways. Sometimes consumers form such relevant requirements in case of necessity (poor health), and sometimes those needs arise from adherence to social norms, formation of a certain type of consumer behavior, fashion, advertising, etc.

The second stage - gathering information about establishments-providers of sanatorium-resort services. On this stage, potential consumers of sanatorium-resort services primarily gather information about relevant institutions. This is happening simultaneously with awareness of the problem. To compare different sanatorium-resort services consumers need to gather information about establishments and services to process such information. At present through the use of various information sources and external Internet network, consumers' cognitive resources are greatly increasing.

The third stage - medical health diagnostics passing and receipt of referral to sanatorium-resort treatment. This stage of meet the needs process in sanatorium-resort services is associated with intervention of medical personnel and is characterized by consumer choice for a particular type of sanatorium-resort service and procedure, form and system of sanatorium-resort treatment or recovery. As consumer of such services is not usually an expert in this field, it is obvious that intervention of medical personnel is justified.

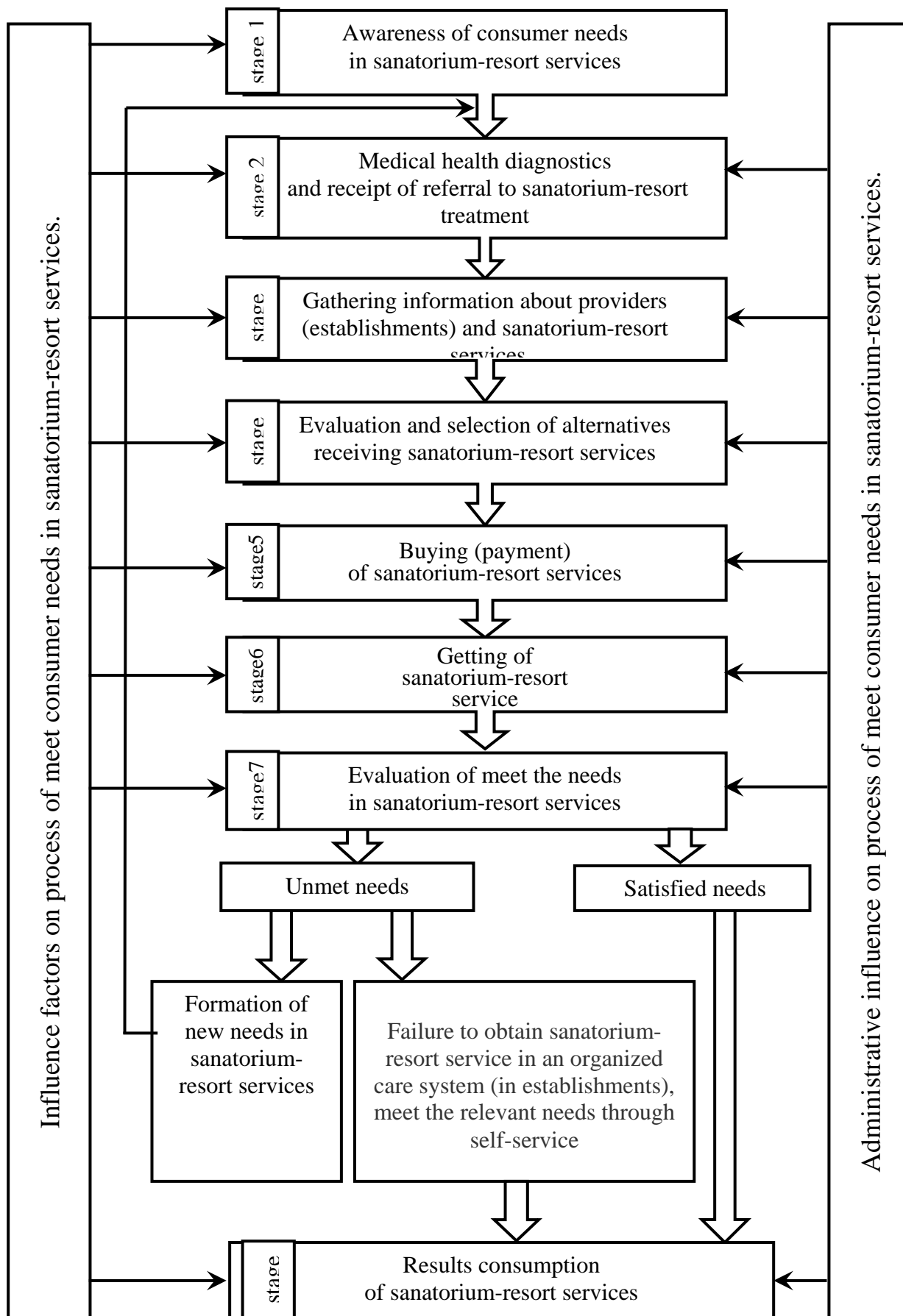


Fig.1. Algorithm of process of meet individual consumer needs in sanatorium-resort services.

When evaluating and selecting alternatives in getting sanatorium-resort services (fourth stage) consumer of such services making decisions don't use specific rules or algorithms, and use simple research methods aimed at new knowledge (heuristics) and appropriate. According to F. Statt "heuristics not necessarily operates on final decision, but rather serves as basis or useful guide in the search process" [11, p. 65].

On evaluation and selection of sanatorium-resort services from multiple alternatives influence such factors as interest in sanatorium-resort service, desire to improve health, incentives that promote interest in additional and related services. The greater consumer interest, the more likely to get such service. An important factor that affects expansion of decision-making process to buy service is to understand difference between sanatorium-resort services that offer various establishments.

On expansion decisions about buying sanatorium-resort service (fifth stage) affects time limit (the less time is for consumer information search, the less information will be used). Also decision to choose the establishment must be taken in appropriate terms (seasonality or holiday). As a result, processing certain information, consumer form certain knowledge about sanatorium-resort services of different establishments, but such knowledge is not enough that accordingly affects the selection and buying (payment) of services. The situation is not better when consumers are supersaturated by information that cannot be processed. It is typical for inexperienced users, who subsequently make a random choice.

It should be noted that buying (payment) of sanatorium-resort services is mostly made by social insurance fund, and consumer obtaining a voucher, pays a small share of the cost of sanatorium-resort services. Some consumers of sanatorium-resort services independently at full cost buy service of appropriate sanatorium-resort establishment.

The next (sixth) stage of the process is to get sanatorium-resort service, which depends both on quality of establishment service, and on desire and awareness of consumer to get such service. In process of providing sanatorium-resort services used various forms of assistance, influence methods on consumer, procedures, as well as complex of additional and related services [5, p. 9] offered to consumer.

Evaluation of meet the needs in sanatorium-resort services by consumers (seventh stage) is shown in more general terms - in its subjective assessment [3, p. 369], which is carried out by consumer on the basis of medical results examinations comparison before and after undergoing of sanatorium-resort treatment or recovery, previously gained experience or external influence. On this stage, consumer estimates the degree of needs satisfaction: completely met, not fully satisfied or dissatisfied. In case when consumer evaluates his own needs as unsatisfied, he creates new demands for sanatorium-resort services (passing after all stages of own needs (starting with the second) or refuses to get sanatorium-resort services in an organized care system (in establishments) and will meet the appropriate needs through self-service.

The last (eighth) step in the process is results consumption stage in sanatorium-resort services. This phase begins after consumer receipt of sanatorium-resort

services, relatively long in time and is characterized by normal (with a corresponding high health status) individual functioning in everyday life. This stage lasts until the formation of new consumer needs in sanatorium-resort services, providing cyclicity.

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