

DESIGN AND DEVELOPMENT OF CONSUMER-ORIENTED PRODUCTS THROUGH THE METHOD OF QUALITY FUNCTION DEPLOYMENT

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Abstract

One of the promising areas for new product development is the use of modern quality management tools and methods, such as the QFD (Quality Function Deployment) methodology. QFD methodology includes application of such instruments and methods of quality management as the: Diagram of Affinity, Tree Diagram, Method of Benchmarking, Method of "Kano model" and so on. The aim of this study was to apply the methodology of QFD to develop a new product of improved quality (granola), taking into account the wishes of the consumers.

In accordance with the set task, the object of the research is the development of a new type of granola. Based on the marketing research and the Kano method, the consumer preferences were identified and the relationship between the consumer satisfaction and the product characteristics was established. The obtained results were used in the construction of the "House of Quality". Benchmarking method was used to compare the quality indicators of the new products with the indicators of competing products.

As a result, it has been determined how much the product we are developing will compete with the best analogues in the market. Based on the analysis of the study of regulatory documents, the list of the most important technical characteristics of granola, which are included in the ceiling of the "House of Quality". For determining strength of the connections between the consumers' demands and technical characteristics, the matrix of the connections was made. Based on the calculations, the total assessment and the priority of the quantifiable indicators were determined, taking into account their rating of importance and the strength of the relationship between the consumer requirements and the quantifiable indicators.

As a result of the research, the following characteristics have been highlighted as the priority - oriented in the development of the new granola: the type of the main raw materials and additives, the content of the biologically active substances, the natural composition, and the preventive properties. These technical characteristics should be paid attention to first of all as it will allow to create a product with improved consumer properties and good organoleptic indicators.

Key words: QFD methodology, Grain product, Quality, Marketing researches.