

RESEARCH REGARDING PRODUCT PERFORMANCE MEASUREMENT IN THE CONTEXT OF MARKETING PERFORMANCE

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Abstract. *The product is the essence of the marketing mix and product performance represents a major component of a company's marketing performance. This paper presents several coordinates of a research conducted on 153 companies included in the National Top of Companies from Romania, targeting the investigation of their marketing performance measurement practices. The article focuses on various aspects related to product performance measurement, like the indicators used in these companies for assessing their product performance, the importance levels assigned to these indicators, the ability of measuring product performance and the current level of companies' product performance.*

Keywords: product performance, marketing performance measurement

1. Introduction

The product is undoubtedly the essence of the marketing mix. Why? Without product, the other elements of the mix would be useless. But the other elements of the mix should be approached as well, because one cannot look at the product without taking into account the other elements as well; that would definitely be incomplete. In order to be sold, a product, even a brilliant one, needs a right price, an adequate distribution, an effective and efficient communication-promotion sub-mix and others. Product performance is studied as the key component of the firm's marketing performance; innovation is extremely significant, being known that it is the most offensive of all marketing strategies. A marketing research was conducted on enterprises included in the National Top of Companies from Romania. The research aimed to identify the practices used by these firms for measuring eight distinct components of their marketing performance: market performance, brand performance, customer performance, marketing's financial performance and the performance of each of the four components of the marketing mix – product, price, placement and promotion. The research results related to market performance were previously disseminated [1, 2]. This paper focuses on the aspects of the research related to only one dimension of the eight

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