

producer from the other are the elements of communication such as design, appeal and brand image, price, sales point, advertising, etc.

- 3 Effective quality is the quality of the product in question, in other words, the measurable quality. If the promised quality is with regard to the form of the product, then here we are talking about pure substance. Effective quality is, in turn, made up of two components: The first, which is subjective, refers to the excellence of the characteristics of products and services. Juran's definition of 'fungibility to use' mainly refers to this component. Examples of product features relating to subjective quality are robustness, reliability, flexibility, precision, performance, beauty, goodness, respect for the environment, lifespan, service content, economy of use and so on. The second component, which is objective, refers, according to Crosby's definition (1979), to how the product conforms to the requirements specified of it in order to respect the above characteristics, and therefore to the absence of defects.
- 4 Perceived quality is the sum of the promised and effective qualities, and therefore both product and communication contribute to this. This is the most important quality, as the relationship between this and expected quality determines customer satisfaction.

$$\text{Satisfaction} = \text{Perceived quality} / \text{Expected quality}$$

- 5 Potential quality is how the product can be further improved.

Consumers assess all these qualities one by one. When they decide to approach a product, they have, or they create, depending on the information gathered, a 'map' corresponding to the expected quality for that particular category of products. When they must choose between one brand or another, they will choose the one they perceive as having the promised quality which is most in keeping with their needs for use and/or for price. Finally, once the product has been chosen and purchased, they will be faced with its effective quality, which is not always in line with the promised quality.

Psychological mechanisms also intervene in this increase in qualitative appraisal. For instance, it is more difficult for a consumer to realize that the effective quality of a product is poor if it has a high promised quality. This is due to the difference between form and substance, which is not something man is used to measure, as even in nature beauty represents good. On the other hand, man finds it difficult to recognize even an existing high effective quality in a product with a poor image, and, indeed, even more difficult if one needs to be an expert to assess the