

# An Empirical Research on Influence of Quality in Product Purchase

K.S.Aishwarya Lakshmi, Aruna A.R

**Abstract—** Customers perceive that quality is a significant property in products and providers perceive that quality can be a significant differentiator between their own contributions and those contenders. The main objective of the study is to identify whether the quality has bearing on purchase of products and reputation of the company. The data for the study is collected through the primary and secondary sources. . Questionnaire is used as the primary data collection and the article, journals, reports, newsletter are considered as the secondary sources .Convenience sampling method is used and the sample size is 926. The data collected are analyzed using SPSS. From analysis, it was found that quality plays a key role in product purchase and also maintaining company reputation. Also, it is found that there is a significant difference between the reputation of a company depends on the quality of the product and the educational qualification and there is a significant association between the person who is responsible for the defect of quality and age. Thus, quality products make a significant commitment to long haul income and benefit

**KEYWORDS:** Quality, Product, Manufacturing, Customers, Perceptions

## I. INTRODUCTION

Quality is a conditional, and fairly emotional characteristic and the perception of quality vary between various individuals. Consumers From the producer's point of view, consumers look for particular aspects and producers ensure that they deliver the same. Makers may measure the how far the product conforms to the quality, or degree to which the product/administration was delivered effectively. Bolster staff may gauge quality in the degree that a product is dependable, viable, or sustainable. There are numerous parts of quality in a business setting, however essential is the thought the business produces something, regardless of whether it be a physical decent or a specific administration. The developing significance of internet based life implies that customers has great impact on quality and analysis of product quality on discussions, product audit locales and interpersonal interaction destinations. A solid notoriety for quality can be a significant differentiator in business sectors that are aggressive. Low quality or product disappointment that outcomes in a product review battle can prompt negative exposure and harm your notoriety. Adherence to a perceived quality standard might be fundamental for managing certain customers or agreeing to legislation. Accredited quality control frameworks assume an essential job in consenting to those benchmarks. Accreditation can

likewise enable you to win new customers or enter new markets by giving prospects autonomous affirmation of your organization's capacity to supply quality products. The main aim of the study is to understand the influence of quality on product purchase.

## II. OBJECTIVES

- To find whether the reputation of a company depends on the quality of the product.
- To understand the influence of quality on product purchase.
- To identify the person who is responsible for the defect of quality.

## III. REVIEW OF LITERATURE

**Sen (2017)** Customers perceive that quality is a significant property in products and administrations, and providers perceive that quality can be a significant differentiator between their own contributions and those of contenders (the quality hole). **Duncanson et al.(2019)**

These products and additionally administrations and how they are created include numerous kinds of procedures, methods, gear, work force, and ventures, which all fall under the quality umbrella. **Duncanson et al.; Martynova (2016)** Key parts of quality and how it's diffused all through the business are established in the idea of quality administration. While quality administration and its fundamentals are generally late wonders, the possibility of quality in business isn't new. **“CHAPTER III. TRANSPORTATION COSTS AND MANUFACTURING INDUSTRIES”; Secretariat and Commonwealth Secretariat (2012)**

In the previous two decades this quality hole has been step by step diminishing between aggressive products and administrations. This is halfway because of the contracting (likewise called redistributing) of manufacturing to nations like China and India, also internationalization of exchange and rivalry. **Shewhart(2004)** These nations, among numerous others, have raised their very own principles of quality so as to satisfy universal guidelines and customer demands. Traditionally, quality goes about as one of five tasks/venture execution targets directed by activities the board strategy. **Jhang (2000)** Tasks the executives, by definition, centers around the best and productive ways for making and conveying a decent or administration that fulfills customer needs and desires. In that capacity, its connections to quality are apparent. **Shewhart; Kenyon and Sen (2002)** The push to incorporate the idea of quality

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into the elements of the administration business takes a somewhat extraordinary way from manufacturing. **Manyeula et al (2000)**. Different impediments incorporate administration's perceptions not lining up with customer desires because of absence of correspondence and statistical surveying and inappropriate or absence of conveyance of aptitude based information to personnel. **Xu et al.(2017)** Like manufacturing, customer desires are key in the administration business, however the degree with which the administration interfaces with the customer unquestionably shapes apparent administration quality. **Okada (2012)** Perceptions, for example, being trustworthy, responsive, understanding, capable, and clean (which are hard to depict substantially) may drive administration quality, somewhat as opposed to factors that drive estimation of manufacturing quality.

#### IV. RESEARCH METHODOLOGY

The current study based on the descriptive research. Convenience sampling method is used (Non-probability sampling). The data is collected through the primary and secondary sources. Questionnaire is used as for collection of primary data and the article, journals, reports, newsletter are considered as the secondary sources. The sample size is 926. The analysis is done by using SPSS 21 version. Statistical tools used for analysis are Chi-Square and ANOVA. Dependent variables used are reputation of a company depends on the quality of the product, influence of quality on product purchase and authority responsible in case of defect in quality. Independent variables used are age and educational qualification

#### V. ANALYSIS AND DISCUSSION

**NULL HYPOTHESIS:** There is no significant difference of quality of product determines company reputation between educational qualification groups.

**ALTERNATE HYPOTHESIS:** There is significant difference of quality of product determines company reputation between educational qualification groups.

##### ANOVA

**Table 1 - . Reputation of a company depends on the quality of the product produced**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36.252	3	12.084	9.739	.000
Within Groups	1144.000	922	1.241		
Total	1180.252	925			

##### INTERPRETATION

It was found that p value is less than 0.05, which shows that the null hypothesis is rejected. Therefore there is a significant difference between the reputation of a company depends on the quality of the product and the educational qualification. Hence educational qualification of respondent influences the perception that quality impacts company reputation.

#### HYPOTHESIS

**NULL HYPOTHESIS:** There is no significant association between the person who is responsible for the defect of quality and age.

**ALTERNATE HYPOTHESIS:** There is a significant association between the person who is responsible for the defect of quality and age.

**Table 2: Cross Tabulation. Who is responsible for the quality defect in a product? and Age**

Count

		3. Who is responsible for the quality defect in a product?				Total
		Manag er	Superv isor	Empl o yee	All the above	
Age	Less than 20 years	44	59	42	32	177
	21 - 30 years	43	91	71	73	278
	31-40 years	44	80	70	63	257
	41-50 years	18	92	33	29	172
	above 50 years	5	12	17	8	42
Total		154	334	233	205	926

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	43.458 <sup>a</sup>	12	.000
Likelihood Ratio	41.197	12	.000
Linear-by-Linear Association	.726	1	.394
N of Valid Cases	926		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.98.

#### INTERPRETATION

Using chi square test, it was found that p value is less than 0.05, which shows that the null hypothesis is rejected. Therefore there is significant association between the person who is responsible for the defect of quality and age.

#### VI. CONCLUSION

Quality has an influence on the consumer buying decision. The fact remains that consumers consider quality in their buying situation. Customers perceive that quality is a significant property in products and administrations, and providers perceive that quality can be a significant differentiator between their own contributions and those of contenders. It is important to suggest that other factors influencing purchase decisions such as product value, company's image, advertisements etc should not be neglected, but should serve as accomplices in the maintenance of customer's loyalty and confidence in the industry.

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