

## Assessment of Total Quality Management and Consumer Buying Behaviour: Implications for Stability in Economic Growth of Nigeria

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Article DOI: 10.48028/iiprds/ijdashmss.v12.i2.14

### Abstract

Total Quality Management and Consumer buying Behaviour is an aspect that shall be taken seriously to improve the economic base of a country. This study investigated the relationship between cooperate total quality management on consumer behavior improved total quality on consumer utility variables. The correlation result is 0.03 and 0.04 respectively indicated that null hypothesis was rejected since it was less than 0.05 alpha level. The instrument used was total quality improvement and consumer buying behavior scale (TQIBBS0 generated by the researcher. It had reliability co-efficient of 0.87 with 20 items developed on 54-point Likert Scale of SA-Strongly Agreed, A-Agreed, D – Disagreed & SD- Strongly Disagreed. Two research sections and 2 hypotheses were raised and Pearson's Correlation – co-efficient was used to analyzed the data. Two recommendations were also raised for the improvement of Total quality management and consumer buying behavior which will led to improved marginal utility leading to increase in revenue generation.

**Keywords:** *Total Quality Management (TQM) Consumer buying Behaviour (CBB) Marginal Utility and Consumer utility*

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### **Background of the Study**

The issue of striving for perfection putting into cognizance all sector in the organization towards maintenance and improved quality production that will stand the test of all, including the statistically significant variations and the basis of quality management. This brings to bearing the process through which control measures are taken into consideration and the creation of an enabling environment for both management and employees to strive for the goal of perfection and improvement. The most inspiring and significant role of quality control is the establishment of well-defined control measures as follows:

1. Standardize production and reaction to quality of production.
2. Limiting room for error in production activity, participation by employee in task demanding production capacities.
3. Engagements by personnel management of employee training in task that will enable them have adequate knowledge of production capacity.
4. Quality control also involves testing unit for standards specification for final production.
5. Quality control makes it easy for food industries to get a method to ensure that consumers do not get adverse effect from products bought.
6. Finally, quality control protects the safety of deficiency of final product not to end up with consumers or customers.

Taking into cognizance these points, the consumers behaviour will either be positive or negative depending on compliance to all set up standards for quality control management in a production sector. Consumer behaviour therefore is a conglomeration of the depending factor of quality control management which derives its action or reaction from the concept of utility, marginal utility, diminishing marginal utility and derivation of demand curve from utility theory. An assessment of quality control management and consumer buying behavior in Nigeria is obviously, immensely expediently and necessary because of the prevailing declining, dwindling economy that has depreciated greatly as a result of managerial systems, whereas organizational leaders and CEO's has the attitude of addressing the optimization of a system that would offer improvement and excellence in service which is greatly contrary to the tenets of entrepreneurship which states that "a system must have an aim without an aim there is no system, Akinremi & Adeniran (2019) quoting Walton (1990).

In its entirety total quality management (TQM) is a dimensional approach that puts into consideration the holistic view point regards managerial attitude that will priotise the respect of consumers and its consistent focus on improvement of all sector regards production and the functionality of business organizations Dahlguard-park (2015). Total quality management will be geared towards a good consumer behavior as management philosophy with an aim of building a corporate culture characterized by increased consumer's satisfaction through consistent improvement on product quality and total participations of all employees. Dahlguard – park (2015).

A holistic view of an assessment of quality management and consumer behavior towards products will be based on performance assessment which relies on observation and judgment.

We look at a performance of product and make a judgment as to its quality. Examples include the following of both goods and services.

- i. Carrying out the steps in scientific experiment of engine on working productivity in a group. In this case, it is the method, process, that is important.
- ii. Creating complex products like a term paper, a laboratory report or work of art. These cases involve so much process of creation, though may be necessary but the level of quality of the product itself.

### **Statement of the Problem**

The concept of utility, getting the satisfaction one derives from consuming a commodity or service should be commensurate to money spent. There should be total participation of employees and management on quality control improvement as to enhance consumer behavior taking into cognizance marginal utility, an additional satisfaction one gets from consuming more than required of a particular commodity or services. The concept of diminishing marginal utility should not also affect the demand curve. All these can accelerate consumer buying behavior. This study is geared towards achieving high level of total quality control vis-à-vis the concept of consumer behavior.

### **Objective of the Study**

1. To determine the effect of improved total quality management on consumer buying behavior.
2. To ascertain the concept of utility as an influence on consumer buying behaviour.

### **Research Questions**

1. What is the effect of improved total quality management on consumer buying behavior?
2. What is the impact of the concept of utility on consumer buying behaviour?

### **Research Hypothesis**

1. There is no significant effect of improved total quality control and consumer behaviour.
2. There is no significant relationship between the concept of utility on improved total quality control and consumer buying behavior.

### **Literature Review**

In this study the key to quality assessment is based on performance assessment. This is a system based on observations and judgment. The performance of a product is observed and judgment is based on the quality. As it concerns extended written response assessment, performance assessment has two parts; a performance task or exercise and a scoring guide. The scoring guide can award points for specific features of a performance or product that are present or it take the form of a rubric this gures the result of the levels of quality described. Stiggins Arter et al – (2004).

In trying to assess the ability to create quality product that will meet specified standards. The following steps can be taking question be used.

1. Can you assess the ability to create theses preselected products using selected response or short answer modes of assessment? Why or why not?
2. Will extended written response assessment work for evaluating this kind of achievement? Explain.
3. Can performance assessment provide the evidence of proficiency needed to evaluate this kind of achievement target? Defend your response.
4. Is personal oral communication a viable way to assess when creation of a product is the target? why or why not.

A plan for matching Assessment Methods with improved quality product as Achievement Target

**Table 1:** Management Quality Assessment Information

	<b>Assessment method</b>			
Target to be assessed	Selected Response	Extended written response	Performance improved product assessment	Management personnel communication
Production knowledge masters				
Production Reasoning proficiency				
Production quality performance skill				
Ability to create on quality improved products.				

A typical follow up of this assessment performance target judgment scale with enable quality improvement to be judged and the goal of achieving a total quality control of all products will be a success.

**The Theory of consumer behavior**

An assessment of total quality management and consumer buying behavior cannot be complete without reference to the theory of consumer behavior. There are four staged of this theory as follows.

- i. **The concept of utility:** utility is the satisfaction one derives from consuming a particular commodity or services. For instance, if one takes a bottle of malt the satisfaction he gets from drinking the bottle of malt is what the theory of utility projects.
- ii. **Marginal utility:** This is the additional satisfaction one gets from the consummation of an additional unit of a particular commodity or service. For instance, taking

consuming more than one of a commodity at a time.

- iii. **Diminishing marginal utility:** As more and more units of a particular commodity or services are being consumed. The satisfaction can decrease depending on the quality of the product to be able to take into cognizance the issue of diminishing marginal utility.
- iv. **Derivation of demand curve from utility theory:** The concept of marginal utility states that as more and more units of a commodity is being consumed the satisfaction decreases depending on the improved quality management. Therefore, it utility is plotted against quality consumed, following the law that the more the units consumed, the lower the level of satisfaction depending on the improved quality control management. If the different levels of satisfactions are joined, demand curve is formed e.g.

At this point a change in quality supplied is in movement along the same supply curve as shown above. This concept can only be at same proportion if a constant improvement on the total quality control management is done for the theory of consumer behavior have a positive impact if demand and this will go a long way to improve on the revenue generation of the commodity.

This study is also based on Juran's theory known as 'Quality Trilogy' that explain quality planning, quality improvement and quality control. The theory is based on 10 steps as follows.

1. An awareness of opportunities and improvement creation.
2. Determination of improvement goals.
3. Organization success to achieve goals.
4. On the job training to be available.
5. Projects initialization.
6. Progress monitoring.
7. Performance appreciation.
8. Report writing on results.
9. Track achievement and improvement on quality control management
10. A repeat approach

The two theories that this study is based on, if strictly considered. Total quality control management will excel and improvement on production of commodities and services will not get to diminishing returns while consumer behavior will also be on the positive scale

### **Total Quality Management**

This is a patterned structure approach to overall organization management, with the view on goal of improving the quality of an organization's product or output of goods and services, by enhancing an improved internal practice of participation between employees and management towards continuous total quality control so as to bring to existence a positive consumer buying behaviour in a country or locality. The principal goal of total quality management is mainly customer focused and increases in improvement of product processing

operations. This will include combined effort by both employees and personnel management sectors. The procedures in place for product also has to be improved so that the theory of derivation of demand curve from utility theory will be enhance to treat a positive outcome to influence consumer buying behavior.

Total quality management [TQM] is perpetually seen as the continual process of finding out and eliminating error in the production process in all manufacturing firms, streamling supply management which will affect the demand of consumer goods and also improve customer experience causing the need on the job training and capacity building. The (7) guide for quality management as given by 150 9001:2015 are as follows:

- 1) Customer focus,
- 2) Leadership focus,
- 3) Engagement of people focus
- 4) Process approach focus
- 5) Improvement focus
- 6) Evidence –based decision-making focus
- 7) Relationship management focus.

When all these are put into consideration in the assessment process scale the decision and judgment on quality control management of a product will be positive.

### **Methodology**

This study utilized the Action research design. Action research design is used whenever problems or specific tasks performance, procedural implementation and interpersonal relationship occurred in course of an ongoing programme, it is required for instant resolution, and also in almost all organization for the following:

- i. Prompt action for more expectation productivity individually and collectively
- ii. Analyze job for improved professional efficiency and effectiveness.
- iii. Plan and make policies for better administration and goal attainment.
- iv. Render in-service training for sharpening staff's analytical capacity, self-awareness and equipping them with new skills and all other functions that can enhance job creativity that will yield more and better improved total quality management in both production of goods and services. Kpoloive (2010).

### **Population of the Study**

This study was carried out in four production firms in Nigeria coca-cola, maltex manufactures of Lagos, Top-rank plastic company of Aba, Agua Dana water of Yenagoa, and Best fish feeds of Ugheli all in four different states of Nigeria. Lagos state, Bayelsa State, Delta State and Imo states. Their staff strength ranges from 58 to 150 as follows:

- |                               |     |
|-------------------------------|-----|
| i. Agua Dana water Bayelsa    | 55  |
| ii. Best fish feeds of Ugheli | 80  |
| iii. Top-rank plastic Aba     | 85  |
| iv. Coca-cola Lagos           | 200 |

### Sample and Sampling Technique

This study adopted the Random sampling technique due to the such that action research demands greater randomization in sampling more stringent control of variables larger size and appropriate generalization of its particular circumstance. Kpolovie (2010). To this effect, four manufacturing firms were chosen from four states in Nigeria.

An instrument named Total quality improvement and consumer buying behavior scale (TQIBBS) was generalized y the researchers. The scale was validated and its reliability was ascertained by experts in Measurement and Evaluation. The scale was tested and have reliability co-efficient of 0.82 with 20 items developed on a 4-point likert scale of SA – Strongly Agreed, A – Agreed, D-Disagreed, and SD- Strongly Disagreed. The scale was scored as SA (4), A (3), D (2) SD (1) on positure statements, while the negative statement SA (1), A (2), D (3), SD (4). 25 and above was scored as positure response on improved total quality control and consumer buying behavior. While below 25 was scored as negative response on improved total quality control and consumer buying behavior. The performance assessment scale sheet was also used to raise scores for the analysis of improved total quality control and consumer buying behavior.

### Method of Data Analysis

Correlation and scorning of data were done manually, data was analyzed using Pearson correlation using SPSS Version 0.15 Su analysis hypothesis.

**Research Question 1:** What is the effect of improved total quality management on Consumer buying behavior.

### Hypothesis I

**H01:** There is no significant effect of improved total quality control and consumer behavior

**Table 2:** Correlations

		Total Quality Management	Consumer Behaviour
Total Quality Management	Person correlation sg. (2 tailed)	.0	1.335
	N	100	010
		.335	100
			.05
Consumer Behaviour	Person Correlation. (2 tailed)	010	
	N	0.75	0.75

The table above, Person Correlation

Analysis between cooperate total quality management on consumer behavior is 0.335 indicating a negative correlation between total quality management on consumer behavior

variances. Thus, the null hypothesis is rejected because as at our present situation in Nigeria total quality measurement and consumer behavior do not complement each other. People tend to buy only what they want to buy not based on total quality management.

**Research Question 2:**

What is the impact of the concept of utility on consumer buying behavior.

**Hypothesis 2:**

There is no significant relationship between the concept of utility on improved total quality control and consumer buying behavior.

**Table 3:** Correlation Improved Total Quality

		Total Quality	Consumer Utility
Total Quality Management	Person correlation sg. (2 tailed) N	1	450m 000 210
Consumer Utility	Person Correlation sig (2 tailed) N	210 .450m 000 230	1 230

The above result shows analysis between improved total qualities on consumer utility variables as .045, thus shows a moderate positive correlation between improved total quality on consumer utility variables. The null hypothesis is rejected meaning there is a significant relationship between improved total quality and consumer.

**Conclusion**

This study has revealed to a large extent the relationship between quality management and consumer buying and consumer utility and improve total quality. The need for total Quality Management and Consumer buying behavior to be positively related, thus will lead to marginal utility of a commodity. A same time when relationship between improved total quality and consumer utility it will lead to an improved total quality control management. The theory of marginal utility will be in existence which is what every economy needs for promotion of goods and services, thereby enhancing production capacity of any country in order to generate revenue for proper living of its citizens.

**Recommendations**

1. The recommendation table in this work should be used in assessment of workers in training.
2. Quality Control training consumer behavior and consumer utility should be taken into consideration as an important aspect on the job training to enhance maximum output.



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