



Full Length Research Article

TOTAL QUALITY MANAGEMENT AND COMSUMER BUYING BEHAVIOUR

***Dr. Jerome Nyameh, Mrs. Altine N. James, Luka M. Bambur and Agnes Titus**

Department of Economics, Taraba State University, Jalingo, Nigeria

ARTICLE INFO

Article History:

Received 29th December, 2013
Received in revised form
04th January, 2014
Accepted 28th February, 2014
Published online 25th March, 2014

Key words:

Interdisciplinary,
Organizational,
Competitiveness,
Articulates,
Marketing and Management.

ABSTRACT

The nature of organizational competitiveness in the 21st century is alarming and scholars and researcher are busy brainstorming on the new approach on how organization will have an edge over the other in capturing the market share, all in attempt to making profit and maintaining the consumer and sustain the market tempo, hence other researchers suggested an interdisciplinary approach marketing and management. Which to some scholars is impossible but contrary to several position of impossibility, the paper explore the relationship that exist between the total quality management in an organization and how its influence positively consumer behavior. When an organization articulates it total quality management very well it will attract consumer to change his/her buying decision to the organizational goods and services or to even buy more than the originally intended quantity.

Copyright © 2014 Dr. Jerome Nyameh et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

INTRODUCTION

Total Quality Management (TQM) is perhaps the leading management approach that companies employ to improve their product and service quality with the aim of improving typical measures of business performance (e.g. increased profits, increased market share, reduced costs). However, consumer perception of quality not only results from an evaluation of the intrinsic quality attributes of the product (e.g. performance, reliability, durability) but is also affected by the marketing mix (price, advertising, warranties) adopted by the company selling the product. Organizations over the years has engages on the study consumer buying behavior to learn what makes individuals buy one product Instead of another these in an attempt meet up competitiveness that arises daily in the organization. Consumer markets consist of individuals or households that purchase goods and services for personal use. Issues to be considered are the differences between Organizational and consumer markets, the buyer's decision process, and the factors that affect. That decision process, hence expert came up with an idea of total quality management, which can influence the decision of consumer to buy particular goods against the other as a strategy. The two concepts total quality management and consumer buying behavior, and then find a place in an organization. The paper explores the relationship

that exists between total quality management and the consumer behavior which is also a research gap that have been left over the years.

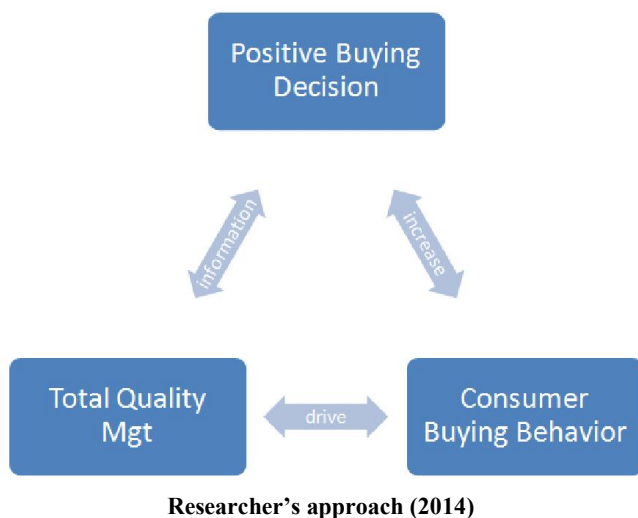
Theoretical Framework

The diagram above explained the position of the two important variables total quality management and the consumer buying behavior in the firm situation, where there is a well articulated total quality management in a firm, it reduces the level of competition, consumer often prefer to buy goods and service that they drive utility and the firm management treated them with courtesy particularly when they are treated as kings, this implies that once there is competitiveness in goods or services, the consumer are subjected to having decision about what to buy and what not to buy, at the point they propelled by the total quality management which will influence their decision. Hence total quality management guides such decision. This is driven from the theory of culture of consumer buying behavior which refer to organizational culture, this explained as organizational cultural (TQM) influences can affect the buying behavior of the individual. A person's culture is his set of values and beliefs learned in the context of a community if it commiserates with organization culture the consumer will be influence by that to make buying decision. These values and beliefs lead to certain buying behaviors. Social class based on your occupation, income and education can influence buying

**Corresponding author: Dr. Jerome Nyameh,
Department of Economics, Taraba State University, Jalingo, Nigeria*

behavior as can your membership in a group such as family and friends at work or at school. Often, there is an opinion leader in the group who has influence over the buying behavior of others because of specialized knowledge of sheer force of organizational culture.

- f. training and education
- g. ownership
- h. reward and recognition
- i. error prevention
- j. co-operation and teamwork



Total Quality Management (TQM)

Total quality management has been defined as a way of ensuring customer satisfaction through the involvement of all employees in learning how to reliably produce and deliver quality goods and service. According to Tobin (2006) total quality management can also be defined as the totally integrated effort for gaining competitive advantage by continuously improving every facet of organizational culture. But Feigenbau (2004) define total quality management as total quality control's organizational impact. Total quality management is an important task in today's business activities that aims at customer's satisfaction. Achieving a high quality product either enables a firm to differentiate its products or move close to product differentiation. The Nigeria market is full of poor product quality. This has been a major concern for many consumers. The reality is that, firms that adopt total quality management improved firms organizational performance (Agus, A & Hassan, Z. 2000). The important consideration is that, modern environment attaché's great importance to the role of market competition in the determination of company's profitability and generally creates unrest to the management personnel. This is due to the facts that understanding the marketing environment such as number and size of competitors, government policies and economic situation including the level of demand is essentials. It is also due to the fact that freedom of marketing personnel in the aspects of controlling over price is greatly reduced in some situation (perreauts and McCarthy, 1996). The USA department of defense (Saylor 2003) however, defines total quality management as both philosophy and a set of giving principle that are the foundation of a continuously improving organization. Generally, TQM embodies ten classified basic principle; namely:

- a. leadership
- b. commitment
- c. total customer satisfaction
- d. continuous improvement
- e. total involvement

Total quality management has been available for many years. It was originally developed in the U. S and the Japanese were the first to visualize its benefits and apply it successfully. They found that if management and employees could do joint problem solving; everyone was committed to the solution. This was largely made possible form what W. Edwards Deming (2003) called chain reaction, which most Japanese first adopted since 1950s. It is a situation in management and workers have the same goal, which is quality. The chain reaction offers one benefit after one another for quality improvement. Cast decrease because of less re-work, fewer mistakes, fewer delay, better use of machine times and materials. Capture the market with better quality and lower price Provide jobs and more jobs Deming's chain reaction. Although ordinarily, it is hard to accept initially that improving quality can improve Consumer buying behavior, the chain speaks for itself as evidence by Japan's economic miracle of success over the years. Total quality management is a approach and a set of well proven processes for achieving the mindset. The mindset is that everyone in an origination understands what their customers' expectations are and them those expectations the first time, every time. Understanding and meeting customer expectation is a challenging proposition and requires processes that support continuing progress towards the goal of meeting customer expectation the first time every time (Golhar and Waller, 1996). The critical approach of TQM is characterizes by the following;

- Satisfied customers in attempt to keep them in continuing doing business. A satisfied customer is the least expensive way to generate revenue and profit and also an open invitation to other consumer to change their buying behavior and consumptions of the goods .
- Operating costs will be kept at a minimum because your employees will not be occupied with customer service problem.
- The strategy lead to business expands without hiring additional staff. Staff will be much more productive because they will have well documented processes for doing their and no misunderstanding about what you and your customer expect of them.
- Employees are better motivated and satisfied with their jobs.

The hourly employees are the key to successful implementation of TQM process because they know best the root cause of problems and help keep organization from meeting customer expectation. Once they understand you are committed to this mindset, their supervision have the tools and know-how to find and correct problems and correct problems and they are empowered to tame a key role in improving their organization, you will have lots of happy campers (Awoyinfa, 1996)

Consumer Buying Behavior

Consumer buying behavior is the decision processes and acts of people involved in buying and using products. also refers to

the buying behavior of ultimate consumers—those who purchase products for personal use and not for business purposes. Is a drive to understanding buying behavior requires knowledge of the consumption process and consumers' perceptions of product utility.

Factors Influencing Consumer Buying Behavior

As we mentioned earlier in the chapter, consumer behavior is influenced by many things, including environmental and marketing factors, the situation, personal and psychological factors, family, and culture. Businesses try to figure out *trends* so they can reach the people most likely to buy their products in the most cost-effective way possible. Businesses often try to influence a consumer's behavior with things they can control such as the layout of a store, music, grouping and availability of products, pricing, and advertising. While some influences may be temporary and others are long lasting, different factors can affect how buyers behave—whether they influence you to make a purchase, buy additional products, or buy nothing at all. Let's now look at some of the influences on consumer behavior in more detail.

Situational Factors

Firms often attempt to deal with adverse physical factors such as bad weather by offering specials during unattractive times. For example, many resorts offer consumers discounts to travel to beach locations during hurricane season. Having an online presence is another way to cope with weather-related problems. What could be more comfortable than shopping at home? If it's raining too hard to drive to the GAP, REI, or Abercrombie & Fitch, you can buy products from these companies and many others online. You can shop online for cars, too, and many restaurants take orders online and deliver.

Social Situation

The social situation can significantly affect purchase behavior. Perhaps you have seen Girl Scouts selling cookies outside grocery stores and other retail establishments and purchased nothing from them, but what if your neighbor's daughter is selling the cookies? Are you going to turn her down or be a friendly neighbor and buy a box (or two)?

Time

The time of day, time of year, and how much time consumers feel like they have to shop affect what they buy. Researchers have even discovered whether someone is a "morning person" or "evening person" affects shopping patterns. Have you ever gone to the grocery store when you are hungry or after pay day when you have cash in your pocket? When you are hungry or have cash, you may purchase more than you would at other times.

Reason for the Purchase

The reason you are shopping also affects the amount of time you will spend shopping. Are you making an emergency purchase? What if you need something for an important dinner or a project and only have an hour to get everything? Are you shopping for a gift or for a special occasion? Are you buying

something to complete a task/project and need it quickly? In recent years, emergency clinics have sprung up in strip malls all over the country. Convenience is one reason. The other is sheer necessity. If you cut yourself and you are bleeding badly, you're probably not going to shop around much to find the best clinic. You will go to the one that's closest to you. The same thing may happen if you need something immediately.

Mood

Have you ever felt like going on a shopping spree? At other times wild horses couldn't drag you to a mall. People's moods temporarily affect their spending patterns. Some people enjoy shopping. It's entertaining for them. At the extreme are compulsive spenders who get a temporary "high" from spending. A sour mood can spoil a consumer's desire to shop.

Personal Factors

Personality and Self-Concept

Personality describes a person's disposition, helps show why people are different, and encompasses a person's unique traits. The "Big Five" personality traits that psychologists discuss frequently include

Openness or how open you are to new experiences,
Conscientiousness or how diligent you are,
Extraversion or how outgoing or shy you are,
Agreeableness or how easy you are to get along with, and
Neuroticism or how prone you are to negative mental states.

Do personality traits predict people's purchasing behavior? Can companies successfully target certain products to people based on their personalities? How do you find out what personalities consumers have? Are extraverts wild spenders and introverts penny pinchers?

The link between people's personalities and their buying behavior is somewhat unclear. But the total quality management of the product in a firm contribute immensely in driving consumer behavior towards the firm goods and services.

Gender, Age, and Stage of Life

While demographic variables such as income, education, and marital status are important, we will look at gender, age, and stage of life and how they influence purchase decisions. Men and women need and buy different products. One study by Resource Interactive, a technology research firm, found that when shopping online, men prefer sites with lots of pictures of products and women prefer to see products online in lifestyle context—say, a lamp in a living room. Women are also twice as likely as men to use viewing tools such as the zoom and rotate buttons and links that allow them to change the color of products.

Psychological Factors

Motivation

Motivation is the inward drive we have to get what we need. In the mid-1900s, Abraham Maslow, an American psychologist, developed the hierarchy of needs

Maslow theorized that people have to fulfill their basic needs—food, water, and sleep—before they can begin fulfilling higher-level needs. Have you ever gone shopping when you were tired or hungry? Even if you were shopping for something that would make you the envy of your friends (maybe a new car) you probably wanted to sleep or eat even more. (Forget the car. Just give me a nap and a candy bar). The need for food is recurring. Other needs, such as shelter, clothing, and safety, tend to be enduring. Still other needs arise at different points in time in a person's life. For example, during grade school and high school, your *social* needs probably rose to the forefront. You wanted to have friends and get a date. Perhaps this prompted you to buy certain types of clothing or electronic devices. After high school, you began thinking about how people would view you in your "station" in life, so you decided to pay for college and get a professional degree, thereby fulfilling your need for *esteem*. If you're lucky, at some point you will realize Maslow's state of *self-actualization*. You will believe you have become the person in life that you feel you were meant to be.

Perception

Perception is how you interpret the world around you and make sense of it in your brain. You do so via stimuli that affect your different senses—sight, hearing, touch, smell, and taste. How you combine these senses also makes a difference.

Learning

Learning refers to the process by which consumers change their behavior after they gain information or experience. It's the reason you don't buy a bad product twice. Learning doesn't just affect what you buy; it affects how you shop. People with limited experience about a product or brand generally seek out more information than people who have used a product before.

Attitude

Attitudes are "mental positions" or emotional feelings, favorable or unfavorable evaluations, and action tendencies people have about products, services, companies, ideas, issues, or institutions. "Dictionary of Marketing Terms

Types of Consumer Buying Behaviour

Consumer wants are unlimited because there are different types of consumer buying behavior. To satisfy these wants they need to buy goods and services. Buying a salt is totally different from buying a diamond necklace. The more expensive the good is the more information is needed by the consumer. There are four types of consumer buying behavior based on the buyer involvement in the purchase (Simonin, 1999).

1) Complex buying behavior:- when the consumer is highly involved in the purchase and have the knowledge about significant differences between brands then it is called complex buying behavior. So in this case the consumer must get relevant information about the product attribute and the marketer must develop brand preference to provide detailed information regarding the product attribute

2) Variety seeking behavior:- in this case there is low involvement of the consumer regarding the product and there are significant differences between brands. Consumers generally buy different products not due to dissatisfaction but due to seek variety. Like every time they buy different *soap* just for variety. In this case the marketer must encourage the consumer to buy the product by offering discounts, free samples and by advertising the product a lot.

3) Dissonance buying behavior:- sometimes consumer is highly involved in the purchase but there are few differences between brands. Highly involvement again means that the product is expensive, but due to few differences between brands consumer will buy the product frequently. Like consumer while buying a *wall paints*, buy them quickly as there are few differences between brands.

4) Habitual buying behavior:- in this case there is low involvement of the consumer regarding the product and there are few differences between brands. The consumer just goes to the market and buys the product.

Total Quality Management and Consumer Buying Behavior

Business organization are strategizes to changing consumer behavior in order to obtain sustainable growth of the business. In developing country like Nigeria, there is need to formulate and successfully implement strategies related to consumer behavior because there are several competition to meet the basic requirements of the business. Changing consumer behavior is an obstacle in the growth of business because it leads to heavy losses due to obsolete stock of the organization. Consumer behavior is complex and very often not considered rational. A further challenge is that consumer personalities differ across borders and also between and within regions. Taste, behavior and preference of consumers cannot be ignored because consumers are the "Kings" of market. Consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior. Therefore, marketing strategies related to consumer behavior are made to beat cut throat competition in global context. In modern times, prediction of consumer behavior is much essential for prosperity of the business this can only be done through proper implementation of the total quality management that captured consumer attention to make decision for a product against other product (Bansal and Howard, 1997).

Management of any business organization must formulate and implement consumer oriented marketing strategies, can survive in competitive nature of the market (Sunanda and Kashmiri l., 2012). In this scenario, the study of consumer behavior has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field. The study of Consumer Behavior is quite complex, because of many variables involved and their tendency to interact with & influence each other. These variables are divided into three major sections that have been

identified as the most important general influences on Consumer Behavior. Consumer behavior is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, and economics. It attempts to understand the buyer decision making process, both individually and in groups. According to Edward, "It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general (Sharma and Gupta, 2009). Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship with management, and personalization. Social functions can be categorized into social choice and welfare functions. The article discusses the factors influencing pro environmental consumer behaviors and the policy implications of knowledge about these influences. It presents a conceptual framework that emphasizes the determining roles of both personal and contextual factors and especially of their interactions. The practical usefulness of the framework is illustrated by evidence of the interactive effects of information and material incentives – typical interventions in the personal and contextual domains, respectively (Pearce and Robinson, 2003).

Conclusion

Consumer behavior is complex and very often not considered rational. A further challenge is that consumer personalities differ across borders and also between and within regions. The vulnerable consumer, who does not always have access to the same number of choices as the average consumer, also needs to be taken into account. Influencing consumer behavior is in fact about targeting the right people with the right message. In any business organization, changing consumer behavior is a big challenge in sustainable growth of the business (Sunanda and Kashmiri I. 2012). In developing country like Nigeria, there is need to formulate and successfully implement strategies related to consumer behavior because there are fewer resources to meet the basic requirements of the business. Changing consumer behavior is an obstacle in the growth of business because it leads to heavy losses due to obsolete stock of the organization. Taste, behavior and preference of consumers cannot be ignored because consumers are the "Kings" of market. Consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior (Hartman, p, and Stevenson, 1999). Therefore, marketing strategies related to consumer behavior are made to beat cut throat competition in global context. In modern times, prediction of consumer behavior is much essential for prosperity of the business. Its prediction and strategy formulation is a challenge for the management of any business organization. Only those organizations which formulate and implement consumer oriented marketing strategies, can survive in global competitive era (Sunanda and Kashmiri I. 2012).

We live in a digital age and thus need to keep up with new trends in the social media. The Internet has become the first medium in history to allow for complex interaction between networks of people. In a constantly changing society where citizens are more proactive and have better access to information, and where new norms are created over time, many challenges evolve that we need to keep up with in order to truly understanding our citizens. Best practice could be learned as to how success can be built around a brand. The challenge of changing consumer behavior can be met through high degree of research efforts, serious hard work related to knowing the behavior of consumers, making sensitive analysis of change of consumer behavior and action of competitors (Kapoor and Rosy 2009).

Recommendation

The following recommendation is made to cement the relationship that exist between the two importance variable total quality management and the consumer buying behavior;

- i. The business organization must be associated with high degree research work for finding the taste, behavior, preferences in uncertain situations that will form part of the ten service area of TQM
- ii. Total Quality Management (TQM) should be applied by business concern to improve the quality of production and services so that changing environment can not affect the demand of customers and consumers can sticky with the particular business brand.
- iii. Regular innovations should be the integral part of the business. Top level management should give attention to innovations and new techniques and new methods of the production and encourage subordinates for discover "new" things. With the help of innovation cost of production might be reduced and quality improved
- iv. Access information from consumer is necessary for the restructuring and strategizing the TQM to suit the dear needs of consumers.

REFERENCE

- Awoyinfa, M 1996: Nigeria's First TQM Hospital; In Quest for corporate excellence Ahire, S.L., Golhar, D. Y. & Waller, M. A. 1996. Development and validation of QM implementation constructs. *Decision Sciences*, 27(1), 23-55. Anonymous. 1995. ISO and Total Quality. *International Journal of Health Care Quality Assurance*, 8(4), 34-35.
- Agus, A & Hassan, Z. 2000. Exploring the relationship between the length of Q Mad option and financial performance: An empirical study in Malaysia. *International Journal of Management*, 17(3), 323-333.
- Agus, A. 2001. A linear Structural Modelling of Total Quality Management Practices in Manufacturing Companies in Malaysia. *Total Quality Management*, 12(5) , 561-573.
- Bansal, P., & Howard, E.B., 1997. "Business and the natural environment, Oxford", Butterwoth-Heinemann,
- Hartman, L. p, B and Stevenson, 1999. "Exploring the ethics and economics of global
- Kapoor Sangham and Rosy joshi, 2009. "Business Environment", Kalyani Publisher, Ludhiana

- Pearce and Robinson, 2003. "Strategic management-Strategies formulation and implementation", New Jersey, Prentice Hall.
- Sharma R.K and Gupta Shashi. K., 2009. "Functional management", fourth revised edition, Kalyani Publisher, New Delhi.
- Sunanda S. and Kashmiri I. 2012. International Journal of Marketing, Financial Services & Management Research Vol.1 Issue 8, August 2012, ISSN 2277 3622
- Simonin, B. L. 1999. Transfer of marketing know-how in international strategic alliances: An empirical investigation of the role and antecedents of knowledge ambiguity. *Journal of International Business Studies*, 30 (3), 463-490.
- Sontakki, C.N. 2009. "Marketing Management" Kalyani Publisher, Ludhiana,
- o Steffy, B. & Maurer, S. 1988. Conceptualizing and measuring the economic effectiveness of human resource activities. *Academy of Management Review*, 13, 271-286
