

A Study on Customer Attitude towards Quality Management System (QMS) Certifications with reference to Vincotte International India Pvt Ltd, Chennai, India

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Abstract

Consumer attitude is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. In the current Quality conscious environment, there is a need for understanding the importance of certification for quality assured services. The following are the objectives of the study, to find the awareness level of QMS among the customers, to analyze the attitude of the customer towards product preference, to determine the ways to increase response rates. The scope of the study is confirmed to external environment only. The study based on primary data collected from questionnaire and personnel interview present customer behavior can be analyzed in the study. Descriptive research has been adopted in the study to know the current state of affairs of their clients. The sampling method used in this study is Simple Random sampling with the sample size of 113. The data required for the study was collected using both primary and secondary data. Statistical tools such as Percentage analysis, Chi-Square test, One-way ANOVA and Correlation has been adopted as inferential analysis. Most of the respondents are in the group of 6-10 years. Respondent are said that they have been aware of QMS, Respondents has said that they need auditing quarterly. Respondent did not get certification before. Respondent said that they need international standard. They want certification to improve company and product quality. Customers say that certification helps to increase sales. Internet marketing enables you to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing. Many clients are requesting to reduce cost in certification service, so more analysis can be done in that area.

Key words: Consumer- Quality- QMS- environment- product- determine

Introduction

Consumer attitude is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It studies characteristics of individual consumers

such as demographics and behavioral variables in an attempt to understand people's wants. To know the level of customer awareness and attitude towards QMS, Vincotte International India in Chennai with other competitors the study has been conducted

A Study on Customer Attitude towards Quality Management System (QMS) Certifications with reference to Vincotte International India Pvt Ltd, Chennai, India

Need for the Study

In the current Quality conscious environment, there is a need for understanding the importance of certification for quality assured services. To determine adequacy or inadequacy efficiency with which the daily business may be carried on through customers. For knowing how companies are willing to get certification and its reason. To understand how the company allot credit facilities to the customers. For the above reasons the study has been conducted.

Objectives of the Study

1. To find the awareness level of QMS among the customers
2. To analyze the attitude of the customer towards certification
3. To determine the ways to increase response rates

Research Methodology

Research Design - Descriptive research has been adopted in the study to know the current state of affairs of their clients.

Sampling Design

Population And Target Respondents - The clients of Vincotte international India Pvt Ltd and certification seekers has been identified.

Sampling Method - The sampling method used in this study is Simple Random sampling with the sample size of 113.

Data Source - The data required for the study was collected using both primary and secondary data collection techniques.

Table-01
Reliability and Validity Of The Questionnaire (Pilot Study)

S.No	Questionnaire	No. of items (Questions)	No. of cases (Respondents)	Cronbach's Alpha Score
1	Customer attitude	19	20	0.95

Samples of 20 were investigated to assess the suitability of the questionnaire design. Based on the response entertained during Jan- May 2015 and analysis of the same questionnaire was found to be suitable for the study. The Alpha value found using Reliability Calculator by Del Siegle is greater than 0.5, Hence Reliability is acceptable of this study.

Literature Review

Wise, Avery, (2003)¹ - Provides information on the efforts of U.S. transporter Express-I in pursuing International Organization for Standardization (ISO) 9000 certification. Impact of ISO 9000 certification on the attitude of Express-1 towards the demands of its customers; Quality management principles that served as basis for the ISO 9000 standards; Views of Tech

Transport president Mike Lavallee on the focus of ISO 9000 on customer satisfaction.

Wu, Shwu-IngJang, Jiun-Yi.(2014)² - The research found that consumers' awareness of an ISO-certified product has a positive influence on perceived quality but not on brand image; however, perceived quality has a positive influence on brand image. Further, brand image has a positive influence on brand attitude, brand attitude has a positive effect on brand preference, and brand preference has a positive effect on purchase intention

Pekovic, Sanja. (2010)³ - The findings revealed for the first time that the determinants of ISO 9000 certification significantly differ between manufacturing and service firms, especially when we examine features of the

A Study on Customer Attitude towards Quality Management System (QMS) Certifications with reference to Vincotte International India Pvt Ltd, Chennai, India

internal strategy of these firms (quality improvement, cost reduction and innovation). Therefore, consumers' perceptions of quality, brand image, brand preference, and brand attitude all function as mediator variables for ISO certification on purchase intention.

Dogui, Kouakou,Boiral, Olivier,Gendron, Yves. (2013)⁴ - The outcomes of the study as follows, Practitioners use a range of sense-making strategies to construct and maintain the belief that ISO 14001 audits meet the professional requirements of auditor independence. As such, the constitution of confidence involves stereotyping, distancing, storytelling and procedural mechanisms that are collectively mobilized in the production of a culture of comfort surrounding the concept of auditor independence. Originality/value – Through interviews with a range of actors involved in the achievement of ISO 14001 audits, the study provides insight into the production of meaning related to one of the chief claims surrounding auditing expertise, that of professional independence.

Karthi.S, Devadasan, S. R. ,Muruges, R. ,Sivaram, N. M.(2012)⁵ - During the past three decades, ISO 9001 certifications have facilitated contemporary organisations to systematically achieve continual quality improvement. The synergy of implementing ISO 9001 standard and Six Sigma has been eluding the contemporary organisations. Hence, it is concluded that the recent most version, namely ISO 9001:2008 standard is to be amended with the ideals of Six Sigma. In order to carry out this task, a roadmap is contributed in this paper.

Landin, Anne (2000)⁶ This study analysed how the ISO 9000 framework could be employed in the construction process. Interviews were conducted at twelve companies in Sweden that utilized the quality system standard ISO 9001. Many of the concepts contained in the quality system standard were experienced as being too abstract and too difficult to comprehend.

Tsuang Kuo,Tsun-Jin Chang,Kuei-chung Hung,Ming-yuan Lin.(2009)⁷ - Two observations are concluded: (1) ISO certifications significantly improve the

effectiveness of quality management practices. Small divisions claim more improvement than large ones. Service experienced better improvement than manufacturing in five out of six areas investigated.

Experienced divisions enjoy more improvement than novice ones. (2) ISO certification does bring significant benefits to improve the level of quality performance. While the effect of size is mixed, neither the years of registration nor the nature of operations has an effect on quality performance

Gotzamani, Katerina.(2010)⁸ - The aim of this study is to investigate the effects of quality management in accordance with the global ISO 9000:2000 standards. The study is based on Greek SMEs which were initially certified to the previous ISO 9000:1994 standards and adapted their systems to the revised ISO 9001:2000 standard. Major conclusions indicate continuous improvement and customer orientation as the main improvement areas. Higher management involvement in quality efforts and continuous process improvement are the most obvious and valued benefits from certification, while managers did not witness any special difficulties in the standard's implementation process.

Frederic Marimon Viadiu,Eduard Cristóbal Fransi. (2005)⁹ This article aims to analyse the process of introducing the ISO 9000 quality standard with the help of an external consultancy company. Findings - Three types of company behaviour when faced with the task of obtaining certification are identified. Finally, the paper finds that the quality of the service can be appreciated in terms of three factors. The factor that is best regarded by companies is referred to here as "human quality", whereas the least regarded is "scheduling". Practical implications - The paper contributes a series of recommendations for consultants and companies looking to contract the services of specialised consultants in ISO 9000.

WuShwu-Ing,Jang, Jiun-Yi.(2013)¹⁰ - The research findings showed that informing the consumer about a travel agency passing ISO certification could more directly enhance consumer's perceived quality and brand

A Study on Customer Attitude towards Quality Management System (QMS) Certifications with reference to Vincotte International India Pvt Ltd, Chennai, India

image and indirectly improve consumer's brand attitude, brand preference, and then purchase intention. Thus, a travel agency

passing ISO certification was an important message and key antecedence to enhance consumers' purchase intention

Data Analysis and Interpretation

Table-01

The table showing the details of age of the company

Age of company	No of respondents	Percentage
0-5	35	31%
6-10	42	37 %
11-15	22	20%
>15	14	12%
Total	113	100

Table-01

Table showing how the customer awareness

Customer awareness	No of Respondent	Percentage
Reference	30	27%
Executives	44	39%
Advertisement	20	18%
Total	113	100

Table-01

Table for the auditing period Choice

Choice of audit	No of respondents	Percentage
Monthly once	23	20%
Quarterly	55	49%
Half yearly	26	23%
Total	113	100

Table-01

Table for kind of certification preferences

Certification type	No of respondent	Percentage
National standard	43	38 %
International standard	70	62%
Total	113	100

A Study on Customer Attitude towards Quality Management System (QMS) Certifications with reference to Vincotte International India Pvt Ltd, Chennai, India

Table-01
Table showing the need of ISO certification

Options	No of respondents	Percentage
To get more revenue	40	35%
To improve product quality	46	41%
To increase customer satisfaction	8	7%
To meet customer requirements	14	13%
To develop culture and employee morale	5	4%
Total	113	100

Table-01
Table shows influences towards buying the services

Options	No of respondent	Percentage
Advertisement	11	10%
Executives	43	38%
Employees	20	18%
Competitors	39	34%
Total	113	100

Table-01
Table shows the classification of purchase decision maker

Options	No of respondents	Percentage
Board of director	39	35%
Managing director	43	38%
Executive	20	18%
Manager	11	9%
Total	113	100

Statistical Analysis

Table-01
Chisquare test for price and rate of the product
Test Statistics

	satisfaction
Chi-Square	57.133 ^a
df	4
Asymp. Sig.	.004

A Study on Customer Attitude towards Quality Management System (QMS) Certifications with reference to Vincotte International India Pvt Ltd, Chennai, India

Inference: Since the calculated value is less than the tabulated value ($p < 0.05$), we accept the alternative hypothesis and hence there is significant difference between price for the product and overall ratings of product

Onaway ANOVAs

Table-01
Table for awareness level of clients

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.352	1	3.352	1.581	.212
Within Groups	194.842	111	1.714		
Total	128.195	112			

Inference - There is a no significance difference between customer and awareness level, $F(1,111) = .212$. $p < 0.01$.

Correlations

Table-01
Table for customer and executive
Correlations

		standard	customer
standard	Pearson Correlation	1	1.000**
	Sig. (2-tailed)		.00
	N	113	113
customer	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	.000	
	N	113	113

Inference - There is a relationship between customer and executive with positive relationship, where $p < 0.01$ for a two-tailed test, based on a sample of 113 cases.

Results and Discussion

Most of the respondents are in the group of 6-10 years. Respondent are said that they have been aware of QMS, Respondents has said that they need auditing quarterly. Respondent did not get

certification before. Respondent said that they need international standard. They want certification to improve company and product quality. Customers say that certification helps to increase sales. Most of the respondent had customer service in person. Most of the respondent says the service is very good. Respondent says promotions can be done through executives. Respondent say executives influenced them to buy the product. Price is

**A Study on Customer Attitude towards Quality Management System (QMS)
Certifications with reference to Vincotte International India Pvt Ltd, Chennai, India**

important factor. It is found that managing director makes the purchase decision. Though most of the respondents are satisfied with the services so they recommend others for Quality Management systems.

Ending Remarks

Many respondents are not aware of the services so the company has to take effective initiatives for promoting their brand image. The customer wants the basic services to be provided to them. They expect fundamentals not fanciness; they expect performance, not empty promises.

Customers judge the dimensions of responsiveness, assurance, empathy and tangibles during the service delivery process: hence, these are process dimensions. Reliability, judged following the services, is an outcome dimension. Internet marketing enables you to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing. Many clients are requesting to reduce cost in certification service, so more analysis can be done in that area. From the study it may conclude that respondent are aware of Vincotte International and they rated that they have good quality. Customer attitude is positive towards ISO certification. Certification has been considered as mandatory for inspiring the quality so more awareness to be created among the clients consciously.

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A Study on Customer Attitude towards Quality Management System (QMS) Certifications with reference to Vincotte International India Pvt Ltd, Chennai, India