

Impact of Performance Commitment on Consumer Evolution of Product Quality

Dr. Krishna Kumar Pandey, Dr. Manisha Pandey

Abstract

Quality is always in the eye of the beholder. It depends on who is assessing the quality and in what background. It can also be intent. Product quality is the product's ability to fulfil the expectations and needs put by the consumers. The product must work abidingly and perform all of its functions. If a product has a good quality and it performs according to commitment, consumer will be satisfied. Since shampoo is related to health and beauty of hairs, it has very much importance in the consumer's lives. For this commitment can only be check with the performance because consumers don't want to take risk for their hairs. They will frequently switch to another brand if not satisfied. The present study is an attempt to investigate the impact of performance commitment on consumer evolution of product quality of shampoo used for hair.

INTRODUCTION

Commitment ignites willingness of accomplishment. To commit means to promise ones to a specific purpose or line of perform. It also means practicing towards ones beliefs repeatedly. There are two fundamental conditions for commitment; a sound set of beliefs and faithful devotion to those beliefs. The best explanation of commitment is "trying constantly to draw attention to oneself with a purpose". Performance is the thing which one executes on the expectations of other's basis. For this completion of that task is measured against predetermined values of accuracy, totality, expenditure, and promptness. Performance of the product can be check in terms of product spread in the market is looking like or not in relation to the manufacturer's commitment

Dr. Krishna Kumar Pandey
Faculty of Prestige Institute
of Management, Gwalior

Dr. Manisha Pandey
Faculty of Prestige Institute
of Management, Gwalior

regarding his/her product. It is equivalent to the performance of the product or not.

Results of commitment are mainly determined by the clear priorities, actions that can be rewarded, and risks taken to improve future results. In addition to serving consumers, all organizations target specific results. Given the large number of demands placed on all of market, it is important to concentrate on achieving the most important goals and objectives. Commitment is also towards the people. The quality of the organization's commitment to consumers and results is largely based upon the quality of its commitment towards people. It is mainly the product of treating people with respect, challenging them, and giving them effective feedback on how they are doing.

Consumer plays a vital role in the economic system of a country because in the absence of the effective demand that emanates from them. Consumer is an individual who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements.

Although the customer is of two types one is price conscious and another one is quality conscious but in case of shampoo there is only one thing by which a marketer can make them satisfied i.e. performance quality. Now the purchasing power is increasing day by day there is decrease in the price consciousness but increment in the quality consciousness. So that the simple fund to make the consumer satisfy by the product quality only specially in case of shampoo.

Product quality of shampoo: A shampoo is likely to improve the hair cosmetically while being adapted to the needs of various hair types as well as age and individual habits; at the same time it should have a positive effect on specific problems involving the hair and scalp (Trüeb RM. J. Investig 2005). Shampoos have thus

evolved into high-tech products consisting of 10 to 30 ingredients (Bouillon C. 1996; Dawber R.1996 and Shapiro J, Maddin S. 1996) that are combined in precise formulations to meet consumer demands. Ingredients include: Detergents, i.e., surfactants; Conditioning and active ingredients for hair manageability and Additives that modify the surfactant effect (viscosity control agents, foam stabilizers), stabilize the product (preservatives), and increase its appeal. Scalp condition is another important factor in individual health and well-being; the scalp should neither be oily nor should dandruff develop.

Product safety: The public is keenly interested in knowing of any health risks potentially associated with everyday products such as shampoo. The effects of shampoo ingredients such as coal tar, halogenated organic compounds, formaldehyde releasers, and musk on personal health and/or the environment are only a few of the issues that have received media attention. The product safety rating of a shampoo is based on an evaluation of the data for all ingredients with regard to skin and mucous membrane tolerability, sensitization potential, acute and chronic toxicity, mutagen city, skin penetration and accumulation potential, biodegradability, and aquatic toxicity. Cosmetic and personal care product companies take their commitment to safety and their responsibilities under the law very seriously and work hard to earn and keep the trust of consumers and their families. Parents should be given complete and accurate information about their products based on sound science rather than on incomplete and alarmist reports.

LITERATURE REVIEW

Customer expectations are subjective in nature and based on the degree to which customers believe that a particular attribute is essential for an excellent product provider. Customer perceptions are judgments about product performance. Customer satisfaction is typically viewed as a predictor for such behavioural variables as loyalty and purchase intention

(Jones and Sasser; 1995). Customer satisfaction is the key to securing customer loyalty. Customer satisfaction also appears to have stronger and more consistent effect on purchase intention than does service quality (Anderson and Sullivan; 1993). These findings emphasize that firms, which achieve high customer satisfaction also enjoy superior economic returns. Customer satisfaction can be used for evaluation of quality and ultimately for assessment of the success of a company's quality improvement programme. According to Torbica and Stroh (2001), a quality improvement effort will lead to a higher product and service quality, which will lead to improved customer satisfaction.

Customer's expectation and perceived service and product quality are the function of customer satisfaction. Generally the majority of the researcher agrees that the overriding model of satisfaction is the confirmation/disconfirmation model. The most well known models of perceived service and product quality, which are based on disconfirmation paradigm, have been presented by Parasuraman (1988). The disconfirmation model assumes that customers have certain preconceived expectation of a product or service before actually consuming it. The expectation creates a frame of reference by which one makes comparative judgements and gain satisfaction. Customer compares the perceived performance of a product with some performance standard. Customer are satisfied when the perceived performance is greater than standard. Dissatisfaction is perceived when the performance falls short of standard.

Parasuraman, Berry and Zeithaml (1991) defined service quality as "the extent of discrepancy between customer's expectations or desires and their perceptions." Parasuraman, Zeithaml and Berry (1985) developed a service quality model, which identifies five gaps between customers and marketers. When quality is ambiguous or difficult to evaluate, then expectation plays a greater role in determining satisfaction. In addition, quality that falls short of expectation has a great impact on satisfaction and repurchases

intention than quality that exceeds expectation. Customers' expectations play an important role in the evaluation of performance. Customer perceives how he receives the product and how he experiences the simultaneous production and consumption process, which emphasizes the meaning of contractor's ability to co-operate.

Customer loyalty is a key component for a brand's long-term viability (Krishnamurthi & Raj, 1991). Oliver (1991) defines it as "a deeply held commitment to re-buy or re-patronize a preferred product/service consistency in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts of having the potential to cause switching behaviour." Customer loyalty is a crucial factor in companies' growth and their performance. Loyalty is linked with the repeat business. Thus, a customer is loyal when he is frequently repurchasing a product or service from a particular provider. Oliver defines loyalty as "A deeply held commitment to re-buy or re-patronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviour" (Kotler, 2000). The perceived value from the product and the service affects customer judgement about his/her satisfaction or loyalty with the product or the service. The significance of customer loyalty is that it is closely related to the company's continued survival and to strong future growth (Fornell, 1992).

Oliver (1981) summarizes the transaction-specific nature of satisfaction, and differentiates it from attitude, as follows: Attitude is the consumer's relatively enduring affective orientation for a product, store, or process (e.g., customer service) while satisfaction is the emotional reaction following a disconfirmation experience which acts on the base attitude level and is consumption-specific.

Design quality incorporates elements of both engineering design (the development of a product from its technical conception through detail design and the design of the related

manufacturing process and tooling) and industrial design (styling and aesthetics) (Dixon et al., 1990). As such the negligible attention paid to design quality as a key construct in the domain of quality performance represents a significant gap in the literature.

The research studied in Spain by Soriano (2002), also looks into these main factors. Offering good food and service is not enough to attract and retain consumers. There have been very few empirical studies of the effects of contingency variables on the relationship between quality practices and quality performance. Forker (1997) investigated the impact of suppliers on the relationship between quality practices and quality performance. She concluded that efficient quality management further up the supply chain was one of the most significant contributors to explaining variation in supplier quality performance underlines the importance of managing quality throughout the value chain.

lynn et al. (1994) caution that a key issue in theory development is the "articulation of the distinction between quality management practices (input) and quality performance (output), which to date has been blurred under the broad heading of quality" Whilst these studies are important in themselves, equally they prompt questions about the nature of quality performance and its various dimensions. In this regard, Flynn, et al. (1997) emphasised the need to distinguish between internal quality performances in the plant.

Internal quality performance incorporates both design quality and conformance quality while external quality performance incorporates quality-in-use and customer value and satisfaction (Fujimoto, 1989). Furthermore, while a number of studies have addressed the relationship between the various dimensions of quality performance (Choi et al., 1998; Forza et al., 1998), design quality in particular has received relatively scant attention in the literature with the exception of Garvin (1986) and Clark. This is somewhat surprising given that as much as 85 per cent of total product costs are

committed by the time early product design is completed (Fleischer et al., 1992).

The quality of the product provided by suppliers reflects the brand's image and value (Chaudhuri and Holbrook 2001). Wisner and Tan (2000) include product quality as criteria of supplier performance, and Tan et al. (1999) show that quality has a positive impact on growth and return on assets.

If customers are dissatisfied, then they may have the option of exiting by going to a competitor or express their complaints in an attempt to receive retribution. On the other hand an increase in overall customer satisfaction should decrease the incidence of complaints. Increased overall customer satisfaction should also increase customer loyalty (Reichheld & Sasser, 1990). Thus, satisfaction has a negative relationship with customer complaints, as the more satisfied the customers, the less likely they are to complain.

Objective: To evaluate consumer response towards performance commitment on quality of shampoo. Does commitment given to the performance of product is satisfying the customer? Also to identifying the underlying factors of performance commitment and further to open the new vistas for further research.

RESEARCH AND METHODOLOGY

The Study: The study was exploratory in nature. The data was collected through survey method.

Sample Design

Population: The population for the study included all the consumer of different age group in the Gwalior.

Sampling Frame: The entire consumer in Gwalior region who were available during data collection these were collectively sample frame.

Sampling Technique: Non Probability, purposive sampling technique was used to identify the respondents of the study.

Proportionate representators from all the demographic groups will be ensured to minimise sampling error.

Sampling Elements: Individual respondent was sampling element of the study.

Sample Size: Data were collected from a sample of 104 consumers of Gwalior.

Tools to Used for Data Collection: A self designed questionnaire was used to measures the variable. The data were collected on the scale of 1-5. The measure was tested for internal consistency reliability and validity after completion of data phase.

Tools Used for Data Analysis: Item to total correlation will be applied on the data collected an all the variables for evaluating internal consistency of the measure. Then having lowered that standard correlation coefficient will be

draped from the measures. Reliability of all two measures was established separately Cronbach's Alpha reliability coefficient was calculated by using S.P.S 16.0. The raw scores of 17 items were subjected to factor analysis to find out the factors that contribute towards 'performance commitment'. The standard t value was calculated by taking the degree of freedom. T-test was done on the basis of gender.

RESULTS AND DISCUSSIONS

Consistency Measures: Consistency of all factors in the questionnaires was checked through item to total co-relation of every item with total was measured and the computed value was compared with the standard value (0.193 for 104 respondents). The factors having items to total correlation lower than the critical value were declared as inconsistent and dropped from the questionnaire.

S. No.	Items	Computed correlation value	Consistency	Accepted / dropped
1	Product respect to what expecting	.648	Consistency	Accepted
2	Quality is ok in relation to the price	.549	Consistency	Accepted
3	Product meets your needs	.497	Consistency	Accepted
4	Product performance	.556	Consistency	Accepted
5	perception and performance match	.529	Consistency	Accepted
6	Loyalty towards used brand	.565	Consistency	Accepted
7	Satisfaction with the product	.615	Consistency	Accepted
8	Wish to retain	.396	Consistency	Accepted
9	Satisfaction with the bottle design	.245	Consistency	Accepted
10	Products fulfils the commitment	.457	Consistency	Accepted
11	Information written is clear	.492	Consistency	Accepted
12	Consider as an honest product	.549	Consistency	Accepted
13	Product has good track record	.599	Consistency	Accepted
14	Consider as a reliable product	.608	Consistency	Accepted
15	Trust on the product	.552	Consistency	Accepted
16	Quality assurance of product	.364	Consistency	Accepted
17	Product improves quality gradually	.392	Consistency	Accepted

Total correlation vale is greater than the critical value so, that the each and every question in the questionnaire is declared as consistent so, that the entire question is accepted.

RELIABILITY MEASURES

Cronbach's alpha methods have been applied to calculate reliability of all items in the questionnaire. Reliability test using SPSS

software and the reliability test measures are given below:

FACTOR ANALYSIS (PERFORMANCE COMMITMENT)

Table Showing Alpha Reliability Statistics for performance commitment

Cronbach's Alpha	N of Items
.873	17

It is considered that the reliability value is more than 0.7 is good and it can be seen that in both statistic, reliability value is quite higher than the standard value, so all the items in the questionnaire are highly reliable.

Factor analysis for performance commitment

The raw scores of 17 items were subjected to factor analysis to find out the factors that contribute towards 'performance commitment'. After factor analysis 3 factors were identified.

Table Showing Factor Analysis for Performance Commitment

Factor name	Eigen value		Variable Converged	Loading Value
	Total	% of Variance		
Satisfaction	3.750	34.090	Wish to retain	.730
			Satisfaction with the product	.691
			Product has good track record	.686
			Consider as an honest product	.672
			Trust on the product	.527
			Product improves quality gradually	.441
Product trust	1.338	12.168	Product fulfils the commitment	.792
			Quality assurance of product	.693
			Consider as a reliable product	.647
			Trust on the product	.527
Usability	1.254	11.402	Satisfaction with the design of bottle	.766
			Information written on bottle is clear	.729

Discussion of Factors

- Satisfaction (3.750):** This factor has emerged as the important determinant of research with a total variance of 34.090. Major elements of this factor include wish to retain, satisfaction with the product, trust, honest on the product, gradually improve quality of product.
- Product trust (1.338):** This is also one of the important factors with total variance of 12.168. The major element consist in this factor includes effect of commitment,

assurance, reliable, trust amongst the product.

- Usability (1.254):** This is also a one of the important factor with total variance of 11.402. The major element consists of influence of design of bottle and information written on bottle.

T-Test: t-test was applied for evaluate the differences between individual cell of research. T test is calculated by taking degree of freedom.

Gender	N	Mean	F	Sig.	t	Df	Sig. (2 tailed)
Male	52	65.5577	1.112	.294	1.616	102	.109
Female	52	62.4423					

As T-test shows us that the females have more influence of performance commitment while purchasing the product than male. So that there is slightly difference between male and female responses

Implication of the study: This study is a useful contribution for the various shampoo companies to evaluate the consumer satisfaction on the basis of gender. The study can be used by different researchers to evaluate the difference factors by different prospective. The study can be useful for the organizations so that they can concentrate on the factors, which have adverse effect on consumer satisfaction. It will help organizations in knowing the parameters which consumers keep before purchasing the shampoo. The study will also help in understanding the various consumer perception related issues, which affect the purchase decision of consumer.

Limitation: The study has been conducted by taking small sample size of only 104 respondents (52- males & 52- females). A bigger sample size may generate general assumption. The study has been conducted at Gwalior Region only. Demographical study will produce more precise result.

Suggestions: This study has been conducted using small sample size; further studies could be carried out using larger samples to ensure generalization of the results. This study has been conducted at Gwalior region only. It is desirable that the study be replicated by including more cities before generalizing the results of the study. This study should also be replicated using other type of products and services too. The study can also be done on other demographic segment.

CONCLUSION

The study has resulted in the standardized and reliable measure to evaluate the consumer perception towards shampoo. In present scenario it is necessary to understand the performance commitment according to gender and age. In this study the performance commitment was dependent variable. The results of the study show that there is no difference in the perception of females and males. T-Test shows that as the data is reliable and the study is gender base, it shows that the female's decision is influenced by the performance commitment on the product and our research signifies that there is a significant difference but the difference exists in the responses of the male and female consumers.

REFERENCES

- [1] Anderson Eugene W. and Mary W. Sullivan (1993), The Antecedents and Consequences of Customer Satisfaction for Firms, *Marketing Science*, Vol. 12, pp. 125-143
- [2] Bouillon C. (1996), Shampoos. *Clin Dermatol* 14: 113-121.
- [3] Choi, T. Y. and Eboch, K. (1998), The TQM Paradox: Relations among TQM Practices, Plant Performance, and Customer Satisfaction, *Journal of Operations Management*, Vol. 17, No. 1, pp. 59-75.
- [4] Clark, K. B., Chew, W. B. and Fujimoto, T. (1987), Product Development in the World Auto Industry, *Brookings Papers in Economic Activity*, Vol. 3, pp. 729-771.
- [5] Dawber R. (1996), Shampoos – scientific basis and clinical aspects, *International Congress and Symposium Series 216*. The Royal Society of Medicine Press Limited, London.
- [6] Dixon, J. R. and Duffy, M. R. (1990), The Neglect of Engineering Design, *California Management Review*, pp. 9-23
- [7] Fleischer, M. and Liker, J. K. (1992), The Hidden Professionals: Product Designers and Their Impact on Design Quality, *IEEE Transactions on Engineering Management*, Vol. 39, No. 3, pp. 254-264.
- [8] Flynn, B. B., Schroeder, R. G., Flynn, E. J., Sakakibara, S. and Bates, K. A. (1997), World-Class Manufacturing Project: Overview and Selected Results, *International Journal of Operations & Production Management*, Vol. 17, No. 7, pp. 671-685.

- [9] Forker L. B. (1997), Factors Affecting Supplier Quality Performance, *Journal of Operations Management*, Vol. 15, No. 4, pp. 243-269
- [10] Fornell, C. (1992), A national customer barometer: the Swedish experience, *Journal of Marketing*, Vol. 56, No.1, pp.6-21
- [11] Forza, C. and Filippini, R. (1998), TQM Impact on Quality Conformance and Customer Satisfaction: A Causal Model, *International Journal of Production Economics*, Vol. 55, No. 1, pp. 1-20.
- [12] Fujimoto, T. (1989), *Organization for Effective Product Development: The Case of the Global Automobile Industry*, DBA Thesis, Graduate School of Business Administration, Harvard University
- [14] Garvin, D. A. (1986), Quality Problems, Policies and Attitudes in the United States and Japan: An Exploratory Study, *Academy of Management Journal*, Vol. 29, No. 4, pp. 653-673
- [15] Jones T.O. and W.E. Sasser (1995), Why Satisfied Customers Defect, *Harvard Business Review*, Nov-Dec, pp. 88-99
- [16] Kotler, P. (2000), *Marketing Management*. 10th edn., New Jersey, Prentice-Hall.
- [17] Krishnamurthi, L. & Raj, S.P. (1991), An empirical analysis of the relationship between brand loyalty and consumer price elasticity, *Marketing Science*, Vol. 10, No.2, pp.172-83.
- [18] Oliver, Richard (1981), Measurement and Evaluation of Satisfaction Process in Retail Settings, *Journal of Retailing*, 57, pp 25-48.
- [19] Oliver, Richard L. (1999), Whence Consumer Loyalty? *Journal of Marketing*, 63 (Special Issue), 33-44
- [20] Parasuraman A., Zeithaml V.A., and Berry L.L. (1991), Perceived service quality as a customer based performance measure: An empirical examination of organizational barriers using an extended service quality model. *Human Resource Management*, 30, 335-364.
- [21] Parasuraman, A, Zeithaml, V.A, & Berry, L.L. (1988), SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, Vol. 64, No.1, pp.12-40.
- [22] Parasuraman, A., Zeithaml, V., & Berry, L. (1985), A conceptual model of service quality and its implications for future research, *Journal of Marketing*, Vol. 49, pp.41-50.
- [23] Reichheld, F. & Sasser W. (1990), Zero defections: Quality comes to services. *Harvard Business Review*, 68, 105- 111.
- [24] Shapiro J, Maddin S. (1996). Medicated shampoos, *Clin Dermatol*. 14: 123- 128.
- [25] Soriano D.R. (2002), Customers' expectations factors in restaurants. The situation in Spain. *International Journal of Quality & Reliability Management*, 19, 1055-1067.
- [26] Torbica and Stroh (2001), Customer Satisfaction in Home Building, *Journal of Construction Engineering and Management*, Jan/Feb, pp.82-86.
- [27] Trüeb R.M. (2005). Dermocosmetic aspects of hair and scalp, *J Investig Dermatol Sympos Proc*; 10: 289-292.