

**A STUDY ON THE INFLUENCE OF QUALITY CONTROL ON PURCHASE
DECISION MAKING IN ORGANIZATIONS, A CASE STUDY OF
BWENDERO COMPANY HOIMA DISTRICT**

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ABSTRACT

The study used Bwendero Ltd. as a case study to investigate the impact of quality checks on purchasing decisions. The study's goals were to assess the connections between the quality of the product and customer behavior as well as to examine the impact of paid advertising on buyer behaviour and the impact of brand quality on customer behavior.

Both qualitative and quantitative techniques were used in a cross-sectional design. The survey was sent to respondents, and all of them responded, yielding a 100% response rate. The respondents for the interviews and surveys were chosen using straightforward random and stratified sampling approaches. Data analysis employed demographic, proportional, and connection analytics. According to the study, notoriety and product characteristics have a favorable impact on consumer behavior. The study also showed a favorable correlation between consumption patterns and product quality. According to the report, firms should make use of a variety of quality control methods to increase the number of customers they can attract. Additionally, it advises using packaging for goods that need widespread distribution while recommending product quality and characteristics for products that require a place on the marketplace.

Key words: *quality control, purchase and decision making*

Background of the study

The origins of the positive psychology movement may be found in Middle Ages, where in the late 13th century, guilds, or unions of craftsmen, were formed. These organizations were in charge of creating stringent guidelines for the caliber of goods and services. Inspection

panels used distinctive marks or symbols to identify perfect items in order to enforce the regulations. Craftsmen frequently added a second mark of their own to the products they made. This symbol was initially used to determine where defective goods came from. Yet, through time, the mark came to signify a craftsman's good standing. Consumers in medieval Europe used examination marks and master craftsman marks as assurance of quality. Up to the beginning of the 19th century, when manufacturing began, this approach of producing quality was common. Quality standards began to include "processes" at the turn of the 20th century. A "process" is described as a collection of actions that take an intake, give it significance, and then produce an output. In the middle of the 1920s, Walter Shewhart turned his attention to systems integration, making quality important not just for the finished product but also for the processes that produced it. Shewhart understood that data are produced by industrial processes. Shewhart found that this data might be statistically examined to assess whether a process is stable and under control or if it is being impacted by unique reasons that need to be addressed. Shewhart created the groundwork for control by doing so. As a supporter of Shewhart's SQC techniques, W. Edwards Deming, a statistician with the U.S. Department of Agriculture and Census Bureau, went on to spearhead the measures how well a company in both Japan and the United States. Complete Quality Management (TQM), as according Edward Deming, describes management techniques used to raise quality and productivity in commercial businesses. The Total Quality Management (TQM) approach is a complete management strategy that operates horizontally throughout a business, engaging all departments, all employees, and stretching backwards and forth to provide both providers and users.

Statement of the problem

Due to many instances of counterfeit goods on the market, the quality of Ugandan items has come under scrutiny. In actuality, it's thought that almost 65% of Ugandan goods are fakes.

This indicates that they have been copied or stolen. The Uganda National Bureau of Standards, an organization that the government has created to uphold quality standards in Uganda, has consistently seized counterfeit goods from the market and brought charges

against the violators. Yet, Ugandan legislation isn't strong enough to punish perpetrators (Atwine, 2017). Several market participants, investors, and players are curious in the criteria that shoppers use to decide which products to buy despite the fact that certain commodities are obviously false. According to Twinamatsiko (2018), even business and government customers purchase phony and counterfeit goods from the market. Many people are still unsure of the reasoning behind their purchase decision. Thus, this study evaluated how quality control affects firms like Bwendero Co. Ltd in the Hoima District's procurement decisions. Objectives of the study

The study was guided by the following objectives

- 1. To examine the effect of product quality on consumers purchasing decisions at Bwendero Co. Ltd*
- 2. To analyze the effect of product packaging on the purchasing decision at Bwendero Co. Ltd*
- 3. To assess the effect of product features on the purchase decisions of Bwendero Co. Ltd*

Research Questions

1. *What is the effect of product quality on consumers purchasing decisions at Bwendero Co. Ltd?*
2. *What is the effect of product packaging on the purchasing decision at Bwendero Co. Ltd?*
3. *What is the effect of product features on the consumer purchase decisions of Bwendero Co. Ltd?*

Methodology

Research Design

The research design for the study was descriptive correlational, cross-sectional, and real case questionnaire. To determine whether there was a meaningful connection among quality control and purchasing behavior, the correlation research methodology was applied.

Because participants were presented with questions on events that had already occurred, the ex-post facto design must be applied. A cross-section of respondents were chosen to take part in the study all at once, hence the bridge design was used.

Quantitative Design

Quantitative design was used to process data which can be quantified and is numeric in nature. For example, the respondents' age, income, number of times they had purchased a given product in a given period of time, etc. According to Creswell et al. (2013), quantitative research helps in getting an in-depth analysis of the problem under investigation.

Qualitative Design

This was used to describe qualitative data which could not be quantified in numbers. This included respondents' opinions and ideas. Qualitative research was also applied in order to describe current conditions or to investigate relationships, including effects and

relationships. In addition, it helped in answering questions concerning the current state of the subject under study

Study Population

The study population constituted mainly the staff and customers of Bwendero Co. Hoima District especially those working in the advertising and selling departments. According to the Human Resource officer, this population amounts to 60 staff. This population was chosen because it was assumed to have adequate knowledge of the subject under investigation and the research variables under investigation.

Respondents	Population size	Sample size	Technique
<i>Marketing staff</i>	<i>15</i>	<i>10</i>	<i>Simple random</i>
<i>Selling staff</i>	<i>15</i>	<i>10</i>	<i>Simple random sampling</i>
<i>Customers</i>	<i>30</i>	<i>20</i>	<i>Purposive sampling</i>
Total	60	40	

Sample Size

The sample size was 52 respondents of which 16 was marketing staff, 16 was selling staff and 20 was customers of Bwendero Co. Hoima District.

Sampling Technique

For the purpose of choosing the right sample for the study, the researcher used a number of strategies. Both likelihood and quasi sampling methods were used in these. Purposive sampling, a non-probability sampling technique, was used in this study to choose participants from the general community. Using this method, the study was able to choose from every unit within the sample population and offer a chance to just those individuals who were qualified. In this instance, the researcher made sure that participants from various categories, such as the company's customers, marketing personnel, and sales staff, had an equal chance of taking part.

Sampling procedure

This study employs purposive sampling, cluster sampling and simple random sampling procedures. Purpose sampling was used to identify respondents like the Bwendero Company managers who are few and hard to access. Cluster sampling was used to classify the respondents according to the relevant departments like Marketing and clients. Then simple random sampling was used to identify respondents in the different clusters thus the staff and customers.

Data Collections Instruments

Survey Questionnaires

This research used self-administered questionnaires for the respondents. These were distributed among the staff in their respective departments. The justification for using this instrument is that questionnaires were easy to quantify and analyze. In addition, the questionnaire was used because the study focused on opinions, attitudes, feelings and perceptions of the respondents.

Interviews

The Bwendero Corporation created an interview protocol with pre-structured questions and distributed it to its clients. This device's metadata assisted the investigator in improve the answers from the identity questionnaires, which enabled the researcher to cross-examine certain important study questions. This instrument was selected because it was thought to be an effective way to generate data that addressed the subject in depth. A useful way to get information based on informants' objectives, viewpoints, and ideas was through interviews. Informants had the chance to elaborate on their thoughts, defend their points of view, and list the elements they believed to be most important.

Data Analysis, Interpretation and Presentation

SPSS was used to examine the data.

Tables, graphs, pie charts, and triangulation were used to illustrate the information.

Analyzing descriptive method involved writing narratives based on observations and face-to-face interviews.

For assessing qualitative information, the researchers employed a fast impressionistic summary. He noted major results by taking note of the participants' frequent comments during the interview on numerous quality-related concerns and how the entire quality control process influences consumer behavior.

This method of qualitative data analysis was chosen since it is time-efficient and reasonably priced.

The significance of the data was interpreted using categorizing, documenting, contemplation, and careful listening to the interviewees in order to spot any emerging trends.

RESULTS

Table 1 Response Rate

Response	Frequency	Percentage
<i>Returned</i>	52	100
<i>Not returned</i>	0	0
Total	52	100

Source: Primary data 2022

General Information

This section showed the general information of the respondents. All sampled respondents were staff of Bwendero Co. Ltd. They were asked to fill the questionnaires. Sampled characteristics of the respondents included gender, age, education level and their experience.

Gender characteristic of respondents

Table 2: Gender characteristic of respondents

<i>Sex of respondents</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Male</i>	30	58
<i>Female</i>	22	42
<i>Total</i>	52	100

Source: Primary Data 2022

From table 2 above, response indicated that the majority of respondents were male who accounted for 30 (58%) and female respondents accounted for 22 (42%). This implies there is a marginal majority of males over the females among the staff of Bwendero Co. Ltd.

Age of the Respondents

Respondents were asked to choose their age brackets and the findings are presented in the table below:

Table 3. Showing the age brackets of the respondents

Age bracket (years)	Frequency	Percentage
18 – 30	20	38
31-45	25	50
Above 45	7	12
Total	52	100

Source: Primary data 2022

The findings in the Table 3 above show that 20 (38%) of the sample were in the age bracket of 18 – 30 years, 25 (50%) in the age bracket of 31 – 45 and 7 (12%) in the age bracket of 45 years and above. This implies that most of the employees of Bwendero Co. Ltd were in the age bracket of 31 – 45 years. This category of staff was in the prime of their careers and are normally deemed competent, experienced and committed to their work. This indicates that the majority of the respondents were in the productive age group and not minors, and therefore had the ability to respond appropriately to the questionnaire. This implies that valid and reliable information was got.

Level of Education

Respondents were asked their level of education and the findings are presented in the table below:

Table 4. Showing the level of education of the respondents

Level of Education	Frequency	Percentage
Certificate	18	35
Diploma	23	45
Bachelor's Degree	11	20

Total	52	100
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Source: primary data 2022

From the table 4 above, it can be observed that 18 (35%) of the sample were certificate holders, 23 (45%) were Diploma holders, and 11 (20%) were Bachelor's degree graduates.

This implies that Bwendero Co. Ltd hires mostly diploma holders to join their work force and least of all are the Bachelor holders who mainly comprised of the senior management personnel. These statistics indicate that Bwendero Co. Ltd has qualified staff and these would adequately have comprehended the questions in the questionnaire used in the survey and answer the questions appropriately. Hence valid and reliable information was got as most of the respondents were well versed about the topic of study.

Working Experience with Bwendero Co. Ltd

Respondents were asked how long they had been working with Bwendero Co. Ltd and the findings are presented in the table below:

Table 5: Period of Employment of Respondents

Period of employment	Frequency	Percentage
Over 10 yrs.	5	10%
6 – 10 yrs.	39	75%
3 – 5 yrs.	5	10%
Less than 2 yrs.	3	5%
Total	52	100

Source: Primary Data 2022

Table 5 reveals that 5 (10%) of the participants had worked for Bwendero Co. Ltd for more than ten years, 39 (75%) had done so for six to ten years, 5 (10%) for three to five years, and 3 (5%) had done so for less than two years. As a result, the majority of the participants knew something about Bwendero Co. Ltd. and the research issue, namely the influence of quality assurance on quality control. This suggests that Bwendero Co. Ltd has a relatively low personnel turnover rate as well. Also, it suggests that the respondents had sufficient awareness about the organization and the research issue.

Effects of product quality on buying decision making

To find out the effect of product quality on buying decision making, the following question was asked to the respondents. What is the effect of product quality on buying decision making of Bwendero Co. Ltd? The findings are presented in the table below:

Table 6 Effect of product quality on buying decision making

Effect of product quality on buying decision making.	Response											
	Strongly agree		Agree		Not sure		Disagree		Strongly disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
<i>Product quality helps in assessing the purchase intention of customers</i>	27	52	9	17	8	15	8	15	-	-	52	100
<i>Product quality give credibility to the product thus influencing buyers' behavior</i>	32	62	17	33	3	5	-	-	-	-	52	100
<i>Product quality arouse positive feelings to the product thus</i>	39	75	10	20	-	-	3	5	-	-	52	100

<i>influencing positive buying behavior</i>												
<i>Product quality build brand equity thus positively influencing purchase decisions</i>	36	70	10	20	-	-	5	10	-	-	52	100
<i>Product quality is an important tool for competitive advantage</i>	26	50	21	40	-	-	5	10	-	-	52	100
<i>Customers are found to be more quality conscious for purchasing some products like cosmetic products</i>	33	62	10	20	5	10	4	8	-	-	52	100
<i>Product quality bears on the product's ability to satisfy stated or implied needs</i>	39	75	10	20	-	-	3	5	-	-	52	100

Source: Primary data 2022

Table 6 above shows that 27 (52%) of the participants strongly agreed with the statement that quality management aids in determining customers' propensity to make purchases, whereas 9 (17%) concurred, 8 (15%) were unsure, and 8 (15%) disagreed.

It follows that customer satisfaction contributes to determining customers' buying intent.

32 (62%) strongly agreed with the statement that customer satisfaction influences consumer behavior by giving the product legitimacy, while 17 (33%) also agreed and 3 (5%) were unsure.

This suggests that customer satisfaction lends the brand legitimacy and affects consumer behavior. Also, it can be shown that 39 (75%) of the sample strongly agreed that quality of product influences positive purchase behaviour by evoking pleasant thoughts toward the product, whereas 10 (20%) also agreed and 3 (5%) disagreed.

Given that the majority agreed with the assumption, this suggests that product quality does indeed elicit favorable thoughts toward the product and hence influence positive purchasing behavior.

26 (50%) of the group strongly agreed with the statement that product quality is a key instrument for competitive advantage, compared to 21 (40%) who agreed with the statement and 5 (10%) who disagreed.

It is undeniable that a product's quality is a key instrument for gaining a competitive edge.

This suggests that a key tool for gaining a competitive edge is product quality. 33 (62%) firmly agreed that consumers are increasingly performance while buying certain products, such as cosmetics. 10 (20%) agreed, 5 (10%) disagreed, and 4 (8%) were unsure.

So, it may indicate that consumers are more quality concerned while buying certain products, such as cosmetics. 39 (or 75%) of the respondents firmly agreed that a company's capacity to meet explicit or implicit needs is influenced by its quality.

3 (5% of people) disagreed with the statement, whereas 10 (20%) did. This suggests that a product's quality affects its capacity to satiate expressed or implied wants.

Effect of Product packaging on purchase decisions.

Table 7. Showing the effect of TV product features on buying decision making

Effect of Product packaging on purchase decisions	Response											
	Strongly agree		Agree		Not sure		Disagree		Strongly disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
<i>Product packaging protects the</i>	39	75	13	25	-	-	-	-	-	-	52	100

<i>product from damage and therefore is used as a tool for sales and attracting potential customers</i>												
<i>A good packaging helps to identify products to the consumers and influences purchase decisions</i>	42	80	10	20	-	-	-	-	-	-	52	100
<i>Packaging is used to tell the consumer the information about the product as well as the quality thus influencing the purchase decision.</i>	47	90	5	10	-	-	-	-	-	-	52	100
<i>Packaging communicates to the consumer during the decision making time</i>	49	95	3	5	-	-	-	-	-	-	52	100

Source: primary data 2022

Table 7 reveals that 13 (25%) respondents highly agreed that the wrapping preserves the goods from harm and is therefore utilized as a strategy for sales and enticing potential customers, while 39 (75%) of the participants were in agreement with this statement.

No participants stated, and none expressed uncertainty.

It indicates that trustworthy product packing fosters favorable consumer behavior. 42 people (80%) firmly supported the use of

All participants were confident in their replies, and 10 (20%) of the respondents felt that product packaging benefits from second-screening and impacts favorable purchase behavior.

This suggests that effective packaging influences customer decision-making and aids in product identification. 47 (90%) of the respondents firmly agreed that packaging is utilized to inform the buyer about the product's information and quality, impacting the consumer's purchasing decision.

5 (10%) of the respondents approved the use of while

Packaging is used to inform the consumer about the product's details and quality, affecting their purchasing decision.

Conclusions

Customer satisfaction is one of the most successful ways to market, according to the researcher's findings, which show a favorable association between product quality and quality control. This makes it possible for the product to swiftly grab the customer's attention because it lends the product credibility and elicits favorable feelings. The study comes to the additional conclusion that product quality matters in assisting with brand equity building by ensuring that potential customers remember ads and then purchase the goods. The study comes to the further conclusion that celebrity endorsements elevate items to superstar status, which in turn helps them stand out among consumers.

Recommendations

The study advises businesses to make significant investments in quality assurance for their products because it has a beneficial impact on consumer decisions. The study also advises merchants to use customer satisfaction when endorsing their goods, particularly if they want more customers to become attached to the goods. It's possible that this is true for necessities.

The study advises large firms who can afford the cost to invest in product packaging in order to maintain a competitive edge in the market because it was found that packaging design reaches a broad audience and profits from second screening of the goods. The researcher further recommends that it is important to use more than just one channel of product features in order to maximum on the benefits of influencing purchase decisions

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