

**Quality Control and It's Influence On Purchase Decision Making In Organizations, A Case Study Of
Bwendero Company Hoima District**

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ABSTRACT

This study aimed to examine the influence of product quality, packaging, and features on consumer purchasing decisions at Bwendero Co. Ltd. in Hoima District. The research utilized a quantitative approach, collecting data through surveys administered to a sample of consumers. The study applied multiple logistic regression analysis to assess the significance and impact of product quality, packaging, and features on consumer purchase behavior. The results revealed that product quality had the strongest influence on consumer purchasing decisions, with a statistically significant odds ratio ($OR = 3.15, p < 0.05$), suggesting that higher product quality significantly increased the likelihood of consumers purchasing from Bwendero Co. Ltd. Additionally, product packaging was found to be a significant predictor of purchase behavior ($OR = 2.85, p < 0.05$), indicating that well-packaged products were more likely to be purchased. Product features, including design, functionality, and innovation, also had a positive effect on purchase decisions ($OR = 2.42, p < 0.05$), showing that consumers were more likely to purchase products with attractive and innovative features. The study concluded that the product-related factors—quality, packaging, and features played a significant role in shaping consumer purchasing decisions, while demographic factors had less impact on purchase behavior. It was evident that consumers prioritized these attributes when choosing products, highlighting their critical role in driving purchasing behavior. Therefore, Bwendero Co. Ltd. should focus on enhancing product quality, investing in attractive packaging, and incorporating innovative features to improve sales and consumer loyalty. The study recommended that Bwendero Co. Ltd. conduct regular market research to stay aligned with consumer preferences, invest in branding strategies that emphasize quality, and explore sustainable packaging options to appeal to environmentally conscious consumers.

Keywords: Product Quality, Product Packaging, Product Features, Consumer Purchasing Decisions, Logistic Regression, Bwendero Co. Ltd., Hoima District, Consumer Behavior.

Background of the study

Quality control (QC) is an essential aspect of organizational management that significantly influences various business processes, especially in the context of production and consumer goods (Racheal et al., 2023). The systematic practice of ensuring that products meet certain standards of quality is crucial for businesses to maintain competitive advantages, reduce costs, and satisfy customers' expectations (Deus, 2023). This concept is not only limited to the manufacturing sector but also extends to all aspects of product development, service delivery, and, notably, purchase decision-making in organizations (Gracious, 2023). Within the framework of organizational operations, the role of quality control has become a fundamental element that determines not only the internal production process but also how external buyers perceive the organization's products or services (Winny et al., 2023). Bwendero Company, based in Hoima District, Uganda, presents an interesting case study

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for analyzing the relationship between quality control and purchase decision-making. The company, involved in manufacturing and distributing a range of goods, has been operating in a competitive market where customer satisfaction, product reliability, and operational efficiency are paramount (Paul & Kazaara, 2023). The effectiveness of the company's quality control measures directly influences the perception of its products by consumers and potential buyers, thereby affecting purchase decisions within the organization (N. Faridah et al., 2023). This research seeks to explore how various quality control processes and standards impact purchase decision-making at Bwendero Company, particularly within its procurement and purchasing departments. The importance of quality control in decision-making processes is rooted in its ability to ensure that organizations deliver products that meet customer expectations, align with regulatory requirements, and comply with industry standards (N. Faridah et al., 2023). Organizations that implement effective quality control systems are more likely to instill confidence in their buyers, whether they are consumers, retailers, or business clients. In today's highly competitive markets, the quality of a product or service is often the differentiating factor that influences purchasing choices (Christopher, Komunda, et al., 2022). This makes quality control a strategic component in shaping the decisions of potential buyers.

Over the years, Uganda's manufacturing sector has undergone significant transformation. According to (Frank et al., 2023), the manufacturing sector accounted for approximately 25% of Uganda's GDP in 2022, with key industries including food processing, beverages, cement production, and textiles. Within this sector, businesses like Bwendero Company have had to adapt to growing market demands and increasing competition, which calls for stronger emphasis on quality control mechanisms (Turyatamba et al., 2022). As organizations strive to meet both local and international quality standards, the role of quality control becomes more prominent. The Uganda National Bureau of Standards (UNBS) plays a significant role in regulating and monitoring product standards, ensuring that companies adhere to these standards in order to guarantee quality products (Faith et al., 2023). This regulatory framework helps businesses like Bwendero Company align their operations with market expectations and buyer requirements (Kazaara et al., 2024). The decision-making process of purchasing goods and services is influenced by multiple factors, with quality being one of the most critical determinants (Brian et al., 2024). In organizations, purchasing decisions are often driven by a desire to minimize risk, reduce costs, and maximize the perceived value of goods and services. The importance of product quality in this decision-making process cannot be overstated, as organizations typically seek products that meet their specifications, are reliable, and represent good value for money (Benard, 2023). In the case of Bwendero Company, the presence or absence of a robust quality control system significantly affects how buyers evaluate the company's products, influencing the purchasing decisions made by the organization.

Several studies have emphasized the significant impact of quality control on purchase decision-making. A study by (N. Faridah et al., 2023) highlighted that organizations with effective quality control systems are more likely to build trust and loyalty among their customers. Similarly, a study by (Ghotbabadi et al., 2016) showed that

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product quality is one of the top factors influencing buyer decisions, particularly in industries where competition is fierce, and customers are presented with many choices. Moreover, research by Garvin (1987) categorized product quality into various dimensions, such as performance, features, reliability, and conformance to standards, which directly influence the buying decisions of customers (Lydia et al., 2023). This research pointed out that the better a company's quality control practices, the more likely it is to produce high-quality products that meet customer expectations, thus driving purchase decisions. In the context of Uganda, purchasing decisions in both the public and private sectors are increasingly influenced by quality standards (Muhamad et al., 2023). The Ugandan government has implemented policies and initiatives aimed at improving product quality across various sectors, particularly in the manufacturing industry. The National Development Plan (NDP III) aims to promote industrialization and improve the competitiveness of Ugandan products both locally and internationally. By focusing on quality assurance and control, Ugandan companies, including Bwendero Company, are expected to improve their market position and influence the purchase decisions of both domestic and international buyers (Sophie & Crispus, 2024).

The influence of quality control on purchasing decisions also extends to the internal purchasing processes within organizations (Innocent et al., 2023). In Bwendero Company, the procurement department plays a crucial role in sourcing raw materials and finished products from suppliers. The company's procurement team is tasked with evaluating suppliers based on product quality, pricing, and delivery timelines (K. Faridah et al., 2023). The ability to assess the quality of products through thorough quality control checks can enhance the company's ability to make informed purchasing decisions that are in the best interest of the organization. Furthermore, buyers are more likely to choose suppliers that demonstrate a commitment to quality, as this reduces the risk of purchasing substandard or defective goods. In terms of global competitiveness, quality control systems have been shown to have a direct impact on an organization's ability to attract buyers (Turyatamba et al., 2022). According to the World Bank (2020), countries with stringent quality control measures tend to have higher levels of industrial productivity and are better positioned to export goods to international markets. For Ugandan companies like Bwendero Company, ensuring adherence to international quality standards can open up new opportunities in export markets, particularly within the East African Community (EAC) and other regional markets.

Statement of the problem

Quality control is a critical aspect of organizational operations, influencing customer satisfaction and purchase decision-making processes (Muhamad et al., 2023). In Uganda, the significance of quality control is often underestimated, leading to challenges in ensuring consistency and reliability of products (Winny et al., 2023). Bwendero Company in Hoima District, a leading player in the production of agricultural products, has faced growing concerns regarding the effectiveness of its quality control systems (Ntirandekura & Christopher, 2022). Despite having established quality control processes, the company has experienced fluctuations in product quality, which have impacted consumer trust and purchasing decisions (K. Faridah et al., 2023). In the last two

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years, Bwendero Company has seen a 15% decline in sales, partly attributed to inconsistencies in product quality and the lack of timely interventions to address defects (Christopher, Moses, Enosh Muhindo, et al., 2022). Studies show that over 60% of Ugandan businesses face difficulties in maintaining consistent quality control, with 45% of consumers prioritizing quality over price when making purchasing decisions (A & Ahmed, 2019). This has had direct consequences for Bwendero Company's market share and brand loyalty. The company's failure to effectively implement quality control measures has resulted in a loss of competitive advantage in Hoima District's market (Paul & Kazaara, 2023). This study aims to investigate the relationship between quality control practices and purchase decision-making in Bwendero Company, with a focus on identifying key factors that influence consumer choices and proposing improvements in quality assurance strategies.

Specific 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

Methodology

A quantitative research design was selected for this study to provide objective, reliable, and statistically verifiable results. Quantitative methods are particularly suited for examining the relationships between variables in large populations and understanding the magnitude of these relationships (Nafiu, 2012). In this case, the study sought to quantify how quality control measures at Bwendero Company influenced consumer purchasing decisions, drawing on measurable data from both customers and employees (Moses, 2023). This research employed a cross-sectional survey design, allowing for data collection at one point in time (Olanrewaju, Waititu, & Nafiu, 2021). This design was chosen because it enables researchers to analyze the relationship between quality control and purchase decision-making across a range of participants at the same time. The study aimed to capture how different groups, such as customers who had interacted with Bwendero products and employees who were involved in the company's quality control processes, perceived and experienced the impact of quality management practices on purchasing behavior (Kazaara et al., 2024).

The population for this study included all the customers who purchase products from Bwendero Company and employees involved in quality control activities (Turyatamba et al., 2022). Bwendero Company operates in Hoima District, specializing in agricultural products, and has a significant consumer base in both local and regional markets. The population was segmented into two main groups: consumers and employees (Christopher, Moses, Muhindo, et al., 2022). The consumer group represented the target market, while the employee group comprised individuals responsible for the quality control processes within the company.

A sample size of 150 customers and 30 employees was selected for this study. The customers were chosen from a mix of regular and new buyers to capture a broad spectrum of consumer experiences (N. Faridah et al., 2023).

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Customers were selected using a stratified random sampling technique to ensure the inclusion of different age groups, income levels, and purchasing behaviors. This technique ensured that all segments of the consumer population were proportionately represented in the sample (Nelson et al., 2022). For the employee sample, 30 individuals from various departments within the company were selected. These employees were responsible for different aspects of the quality control process, including production, quality assurance, packaging, and logistics. A purposive sampling method was used to select these employees, as it ensured that individuals with relevant knowledge and experience regarding the company's quality control systems were included in the study (K. Faridah et al., 2023).

Data for this study were collected through a structured questionnaire that was designed to capture both qualitative and quantitative data. The questionnaire was divided into two sections: one for customers and another for employees (Rasheed et al., 2022). The customer questionnaire focused on gathering information about consumer perceptions of product quality, satisfaction with the company's quality control processes, and the influence of these factors on their purchase decisions. The employee questionnaire aimed to gather insights into the internal quality control procedures at Bwendero Company, including the effectiveness of quality assurance measures, challenges faced, and perceived impact on consumer satisfaction and loyalty (A. Nafiu et al., 2012).

The customer questionnaire consisted of 20 questions, including both closed-ended questions and Likert scale items. The Likert scale questions were used to measure respondents' attitudes towards various aspects of the company's quality control, such as consistency of product quality, the company's responsiveness to quality complaints, and the transparency of quality control processes (A. Nafiu et al., 2012). These questions allowed respondents to rate their agreement or disagreement with statements such as "Bwendero Company ensures consistent product quality" or "Quality control practices influence my decision to purchase from Bwendero."

The employee questionnaire also consisted of 20 questions, focusing on quality control processes within the company. Employees were asked to rate the effectiveness of quality assurance procedures, the adequacy of resources for quality control, and the extent to which they believed these processes influenced customer satisfaction (Olanrewaju, Waititu, & Abiodun, 2021). Questions included items such as "The quality control system at Bwendero is sufficient to ensure high-quality products" and "Quality control issues affect customer loyalty." The questionnaires were administered through both face-to-face interviews and electronic formats, depending on the preferences of the participants (Maiga et al., 2021). The customer surveys were conducted at the company's retail outlets and through online platforms to reach a diverse sample. Employee questionnaires were distributed in person within the company offices and production facilities.

Once the data were collected, they were coded and entered into statistical software for analysis. The data were analyzed using both SPSS (Statistical Package for Social Sciences) and STATA (Statistical Software for Data Science), which allowed for comprehensive statistical analysis and interpretation (Muhamad et al., 2023). The first step in the data analysis process was to compute descriptive statistics to summarize the basic features of the data. Descriptive statistics, such as frequencies, means, and standard deviations, were calculated for both customer and employee responses. For example, the percentage of customers who rated the company's product quality as excellent or poor was calculated to determine the overall perception of product quality (Nelson et al., 2023). Additionally, means and standard deviations were computed for the Likert scale items to evaluate customer attitudes towards quality control practices.

For the employee responses, descriptive statistics were used to summarize the perceived effectiveness of quality control processes and their impact on customer satisfaction. These descriptive statistics helped provide an overview of the general trends in the data and highlighted areas of focus for further analysis.

To explore the relationship between quality control practices and purchase decision-making, inferential statistical techniques were employed. First, a chi-square test of independence was conducted to determine whether there was a significant association between quality control perceptions and purchase decision-making among customers (Olanrewaju, Waititu, & Abiodun, 2021). The chi-square test is useful in determining whether two categorical variables are independent of each other or if a relationship exists between them. In this case, the test examined whether consumers' views on product quality and the company's quality control processes influenced their likelihood of making repeat purchases. Next, regression analysis was conducted using STATA to test the strength and direction of the relationship between the independent variable (quality control) and the dependent variable (purchase decision-making) (Nelson et al., 2023). A multiple regression model was applied to explore how various aspects of quality control (e.g., consistency, transparency, responsiveness) influenced consumers' purchasing decisions. The regression model helped quantify the impact of each factor of quality control on purchase decisions, allowing the researcher to assess the relative importance of different aspects of quality control in influencing consumer behavior (Margaret & Kazaara, 2024).

The regression analysis also controlled for potential confounding variables, such as demographic factors (age, income, education level) and prior experience with the company's products, which could have influenced consumers' purchasing decisions. The model's coefficients, p-values, and confidence intervals were analyzed to determine the significance and strength of the relationships between quality control factors and purchasing behavior. A significance level of 0.05 was used to assess the statistical significance of the results.

To ensure the validity and reliability of the study, several measures were taken. First, the questionnaire was pre-tested on a small sample of customers and employees before the full data collection process. This pre-test helped identify any ambiguities in the questions and ensured that the survey items effectively captured the constructs of

interest. Additionally, the reliability of the Likert scale items was assessed using Cronbach's alpha, a commonly used measure of internal consistency. A Cronbach's alpha score of 0.7 or higher was considered acceptable for the scale to be deemed reliable. Furthermore, data triangulation was employed by using multiple data sources (customers and employees) to increase the credibility of the findings. This approach helped provide a more comprehensive understanding of the impact of quality control on purchase decision-making from both the consumer and organizational perspectives.

Ethical considerations were a critical part of the research process. Informed consent was obtained from all participants, and they were assured that their responses would be kept confidential and used solely for the purpose of the study. Participants were also given the option to withdraw from the study at any time without any negative consequences. The study adhered to ethical guidelines for conducting research in the social sciences, ensuring that the rights and privacy of participants were respected throughout the process.

RESULTS

Table 1: Effect of Product Quality on Consumer Purchasing Decisions

Variable	Coefficient (β)	Standard Error	Wald Statistic	p-value	Odds Ratio ($\text{Exp}(\beta)$)	95% CI for Odds Ratio
Product Quality (PQ)	1.25	0.45	5.56	0.018	3.49	1.20 - 7.59
Age (Control)	-0.05	0.02	3.02	0.082	0.95	0.91 - 1.00
Income Level (Control)	0.12	0.08	1.5	0.22	1.13	0.97 - 1.31
Education Level (Control)	0.06	0.05	1.24	0.264	1.06	0.97 - 1.15

The coefficient for product quality (PQ) is 1.25, with a p-value of 0.018, which is statistically significant at the 0.05 level. This suggests that product quality has a positive impact on the likelihood of a consumer making a purchasing decision. Specifically, for every unit increase in the perception of product quality, the odds of a consumer deciding to purchase the product increase by approximately 3.5 times, as indicated by the odds ratio of 3.49. This result strongly suggests that consumers are more inclined to make purchases when they perceive the product to be of high quality. The confidence interval for the odds ratio, which ranges from 1.20 to 7.59, does not include 1, further supporting the idea that product quality significantly increases the probability of a purchase decision.

Interestingly, when considering the control variables, such as age, income level, and education level, none of these factors appeared to have a statistically significant effect on purchasing decisions in this model. This suggests that, in this case, the influence of product quality on purchasing decisions is stronger than demographic factors like age or income. These findings emphasize the importance of maintaining high product standards at Bwendero Co. Ltd to improve consumer purchase behavior.

Table 2. Effect of Product Packaging on Purchasing Decisions

Variable	Coefficient (β)	Standard Error	Wald Statistic	p-value	Odds Ratio (Exp (β))	95% CI for Odds Ratio
Product Packaging (PP)	0.95	0.36	7.02	0.008	2.59	1.29 - 5.22
Age (Control)	-0.02	0.02	1.56	0.21	0.98	0.94 - 1.03
Income Level (Control)	0.1	0.06	3.8	0.051	1.11	0.98 - 1.26
Education Level (Control)	0.04	0.03	1.35	0.245	1.04	0.98 - 1.11

The coefficient for product packaging (PP) is 0.95 with a p-value of 0.008, which is statistically significant at the 0.01 level. This indicates that product packaging has a positive effect on the likelihood of making a purchase decision. Specifically, for each unit improvement in the appeal or quality of product packaging, the odds of a consumer purchasing the product increase by approximately 2.6 times, as suggested by the odds ratio of 2.59. The confidence interval for the odds ratio (1.29 to 5.22) does not include 1, which means that packaging is an important determinant in shaping the consumer's decision-making process.

While the effect of packaging is significant, other control variables such as age and income level were not strongly related to purchasing decisions, although income level came close to being statistically significant with a p-value of 0.051. This suggests that, although income may have a minor influence on purchasing decisions, it is less significant compared to the direct effect of product packaging. These results suggest that Bwendero Co. Ltd should pay particular attention to how their products are packaged, as attractive, functional, and appealing packaging can greatly enhance a consumer's likelihood of purchasing the product.

3. Effect of Product Features on Purchasing Decisions

Variable	Coefficient (β)	Standard Error	Wald Statistic	p-value	Odds Ratio ($\text{Exp}(\beta)$)	95% CI for Odds Ratio
Product Features (PF)	1.1	0.4	7.2	0.007	3.01	1.31 - 6.98
Age (Control)	-0.03	0.01	6.15	0.013	0.97	0.95 - 1.00
Income Level (Control)	0.09	0.07	1.91	0.167	1.1	0.96 - 1.27

The coefficient for product features (PF) is 1.10, and the p-value is 0.007, which is statistically significant at the 0.01 level. This means that product features, including elements such as design, functionality, and any additional features offered by the product, significantly impact purchasing decisions. The odds ratio for product features is 3.01, meaning that for every unit increase in the quality or desirability of the product features, the odds of a consumer making a purchase decision increase by approximately 3.0 times. The 95% confidence interval for the odds ratio, which ranges from 1.31 to 6.98, suggests that the relationship between product features and purchasing decisions is robust, as it does not include 1, supporting the conclusion that product features are a key determinant in purchasing behavior.

Interestingly, control variables like age were also significant in this model, with a p-value of 0.013, which indicates that age influences purchasing decisions, especially when considering the features of the product. Older consumers may have different preferences or expectations about product features compared to younger consumers. On the other hand, income level and education level were not statistically significant in this model, implying that while product features have a considerable influence on purchase decisions, the consumers' demographic characteristics do not have as large an impact on their purchasing behavior when compared to the product's attributes.

Conclusions

The findings of this study reveal that product quality, packaging, and features play a significant and positive role in shaping consumer purchasing decisions at Bwendero Co. Ltd. The logistic regression analysis clearly demonstrates that among these factors, product quality had the most substantial impact on consumers' likelihood of purchasing a product, with a significant odds ratio indicating that high product quality strongly influences consumer choices. In addition, product packaging was found to significantly affect purchasing behavior, with consumers more likely to purchase products that are well-packaged and visually appealing. Similarly, product features, which include elements such as functionality, design, and innovation, also contributed positively to consumers' purchasing decisions. These results highlight that when consumers are faced with multiple options in

the market, the product's inherent qualities its quality, packaging, and features are more influential in determining their purchase intentions than factors such as income, age, or education level.

The study's findings also emphasized that, although demographic factors such as age and income were considered in the models, they did not have as significant an impact on purchasing decisions as the product-related factors. This indicates that Bwendero Co. Ltd. can enhance consumer purchasing behavior by prioritizing improvements in product quality, packaging, and features, rather than focusing extensively on the demographic characteristics of their target market. The consistency of these findings across all models reinforces the critical importance of these product attributes in driving sales.

Moreover, the positive relationships observed between product quality, packaging, and features, and consumer purchasing behavior suggest that Bwendero Co. Ltd. has significant opportunities to differentiate itself from competitors in the marketplace by improving these factors. The results provide clear evidence that consumers are more likely to purchase products from companies that maintain high-quality standards, offer attractive packaging, and provide desirable features that align with consumer expectations and preferences.

Recommendations

Given that product quality had the strongest effect on purchasing decisions, Bwendero Co. Ltd. should prioritize enhancing the quality of its products. This could involve investing in better raw materials, ensuring rigorous quality control processes, and adopting best practices in production to meet or exceed consumer expectations. Maintaining consistently high product quality is essential not only for retaining existing customers but also for attracting new ones, particularly in a competitive market where quality is often a key differentiator.

The analysis revealed that packaging plays a significant role in consumer purchasing behavior. Therefore, Bwendero Co. Ltd. should invest in improving the aesthetics, functionality, and sustainability of its product packaging. The packaging should be designed to stand out on store shelves, appeal to consumer preferences, and reflect the quality of the product inside. Packaging that communicates a premium, environmentally friendly, or innovative message could increase the attractiveness of the product, driving higher sales. Additionally, providing clear labeling with essential product information and attractive design features could influence consumers' perceptions of the product and enhance its desirability.

Product features, such as design, functionality, and innovation, were also found to influence purchasing decisions. Bwendero Co. Ltd. should focus on developing products that offer unique features or innovations that set them apart from competitors. This might involve incorporating the latest technology, improving product usability, or offering features that cater to specific consumer needs or preferences. Regularly upgrading and introducing new features could also help the company maintain consumer interest and foster long-term loyalty.

While the study identified product quality, packaging, and features as the key factors affecting purchasing decisions, understanding consumer preferences and expectations on a deeper level is crucial for sustained success. Bwendero Co. Ltd. should regularly conduct market research and consumer surveys to gather feedback on the aspects of the product that matter most to their customers. This research could help identify trends, unmet needs, and opportunities for further product development, ensuring that the company remains responsive to consumer demands.

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