



RESEARCH ARTICLE

IMPACT OF TOTAL QUALITY MANAGEMENT IN BEVERAGES PRODUCTION

*Uzma Rasool Khan, Aqsa Jawaid, Safia Rafiq Mukati, Tooba Hameed Paracha

Department of Jinnah University for Women, Pakistan

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ABSTRACT

In the field of business, various factors leading to total quality management in beverages production. In which low wastage rates, efficient use of resources and time and cost saving are the important variables in beverages production. The factors resulting in total quality management and its effect on low wastages rates on the beverages production are very necessary for every organization to make sure its achievement and parallel advancement. Several researches have been completed in the business pitch, linking to the features of better quality management and its effect on beverages production. This study has frequent consideration on the connection between total quality management, low wastages rate, efficient use of resources and time and cost saving, which gives more power and strength to the employee to work effectively and efficiently in the organization. The study is related to "Impact of Total Quality Management in Beverages Production". For the purpose of research quantitative method is used and around 50 respondents were provided with questionnaire including 8 questions to be answered. Questionnaire method mainly used to collect the primary data. The data gathered is analyzed to reach suitable and valid theoretical findings.

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INTRODUCTION

Creation of TQM perception was shaped by W. Edwards Deming. Initially it was open in Japan after the session of World War II to support the citizen in re-making of their country. The foremost attention of TQM is a nonstop perfection toward the development on the zone or to facilitate in the good and material, in forming the association in the customer dealing perspectives. Total quality management (TQM) is largely focused on the consistently perfection in the exertion of work with effort, workshop are being established with the proper level of preparation for execution in full planning and decision making process. It trunks the confidence that no more blunder would be there in the working system but in case of the arrival of nay mistake it could be properly stopped or avoided up to some extent. The method of TQM engage their team member to work in an appropriate way so no more mistake could be there ,sometimes disturbance occur, it's through the manager of other experienced member sort the solution of the problem for which they provide the best quality work with the approval of goods and services. It is the mixture of quality and organizing gears intended at the rising of trade works and declining failures owe to inefficient performances. According to Dallaryan (2007) now, people consider quality as an element of preference when making decisions. No doubt, quality has gained a vital importance.

Businesses are giving first priority to quality in their process system due to their customers. TQM focus on highly quality for the modest achievements and fast lively altering situation on the stage. As the progress in the development of economic changes, excellence in quality is not depending on the facility earner, but the quality are the most preferable in the market structure and important for the development of the organization. Beverages industry is considered as a mature sector and it includes many companies. As compared to the existing business, there is a few growth opportunities, several industry members are trying to exceed their offering to gain share and to compete better. Moreover, they may follow profitable distribution activities or acquisitions to grow their operations, geographic reach and product portfolios. It is observed as a comprehensive group, is extremely disintegrated. This is obvious by the quantity of manufacturers, packaging method, and processes of production as well as final products. The industry of beverages is fragmented, continuing consolidation.

Problem statement

In an area of problem in which the research paper has been created is total quality management in beverages production is to confirm that customers get best quality product and become a continuous buyer of the company.

*Corresponding author: Uzma Rasool Khan,
Department of Jinnah University for Women, Pakistan.

Objective of the study

- To find out impact of quality on total quality management.
- To find out impact of quality management on low wastage rate.
- To find out impact of quality management on efficient use of product resources.
- To find out impact of quality management on time and cost saving.

Research motivation and contribution

Boosting up the progress of total quality management in today's world encourage us to do the research on this topic and collect information about the quality effect on sales and profitability of a company. We had done this research under the supervision of "Miss Uzma Rasool" who provide us extra guidance and increase our morale and help us to attain our target.

Significance of study

Concept of quality management has gained major attention in today's world to the success of products mostly depend on how much quality product company deliver to its customers against prices charge by them. This study focuses on the impact of quality management on consumer loyalty and continuous buyer. It also shows the little arrivals of recent research and brings the facts about areas for future studies.

Research design and method

Research is the method to assemble and scrutinize the data in appropriate way. Various tools and procedure are adopted for the examination of numerous techniques tools and moreover for other testing and finding other way are used to explore our research.

Respondents of the study

In overall world people are working in different beverages production. Employees in production department choose by their qualities which are the needs of production section. 50 questionnaires are distributed among the employees of beverage production. These questionnaires are filled by those employees who want to bring something change in their production area to make their company the best product selling. The responses of the employees made easy for us to analyze. The data was gathered from the employees of beverage production through Statistical Package for Social Sciences (SPSS) version 22.

Source of data

Data for this study was collected during February 2018 using a hard copy survey questionnaire. A total of 50 respondents participated in the survey. The data set was coded and saved in SPSS version 22 analyzed by using Regression, Statistical test, and check the level of significance.

Literature review

Total quality management builds scenario where changes occur from beginning to its end. It differs from with one

association into other and from one business to other. Being in senior management, the TQM culture, places slight responsibility to its members of association and build hopes to achieve consistent focuses, on the responsibilities which as occur by the upper management.(Sohal,2013). TQM is merged into active practice innovation and quality performance. They relate to with each other and move side by side. It is very important for any business or association to survive in the market where different competitors are surrounding. TQM help achieving the goals of customer happiness and success of organization (Lehman, 1994). With the installation of total quality management (TQM) company's performance will be highlighted on in term of good quality product per as an attractive employee performance who is ready to cope up with any situation in the work force (Chege, 2014). According to Davood et.al (2013) Companies are persuading for TQM beliefs which is important for continuous and long lasting result of a performance which lead the organization toward success. TQM management team are continuously focusing of high improvement over all aspect of an organization in which quality is on the top as well as meeting customer criteria as per their needs. TQM administrators emphasis on guidelines and provide their employees informational charts and informational graph for the institution to work on.

Total quality management (TQM) connecting employee toward development with the approach of sustainability which force the employee to perform enthusiastically in an organization for the accomplishment of goals and objective moreover with the better customer relationship. (Mashood, et.al, 2015) Researchers proved that to acquire the quality management in an organization through the employee gives a better opportunities and better outcomes throughout the working process conducted under the highly recommended expertise and counselors who training and develop the company environment from the working condition till the employees job satisfaction. The judgment says that having an optimistic style of connection among total quality management and quality management in the firm have seen to face to different evaluations (Jaafreh and Al-abadallat, 2013). A Study revealed by Davood et al, (2013) that Throughout the period of time, perfection is the most important essence for the betterment of organization policies and procedures to overcome with competitor in the market as well as be sustainable. Even with better quality product and services of the company deliver tough competition with existing international market through their highly increasing growth. Customer requirement are most appreciable in TQM it is only possible with the highly cooperation and contribution of employees of the organization. TQM not only focuses on the flaw free work but also maintain the quality control in the product as well as services. Studies declared that TQM is adopted by the owners in an organization for the good quality of work and in addition to came up with better competitive advantage.

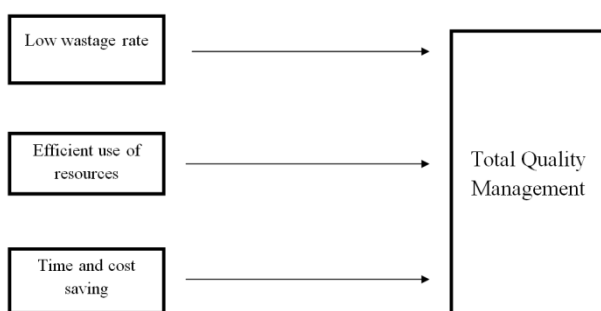
According to Ahmed and Muhammad (2009) Quality management is based on a continues improvement in processes as well as in the product quality and services of an organization. It is based on a team activity which emphasis on quality knowledge and discipline also it demands for a new culture. Quality management provide us a vision on improvement of the quality which focuses on everyone in any organization. TQM is just not a demand of a market but also

focuses on the needs of survive. Companies have to consider TQM variables in improving quality performance in product. Product with superior quality will automatically bring the performance of the company and in long-run it will provide competitive advantage sustainability (Munizu, 2013). If companies need a continuous improvement in business activities they have to be focused on quality, customers and flexibility. So, therefore quality management should have to be done by the companies if they want to raise their market and to gain the competition. Companies will lead to decline in market place if they won't be able to cope up with the change. (Zairi and Youssef, 1995). Quick response towards the customer needs is another most important element which the company may have to compete. And it cannot be achieved until unless appropriateness is integrated with cost efficiency, quality and flexibility. According to Ibidunni and Samson (2009) beverages companies should have to occupy an appropriate position in an economy. Industrial development is a mixture which is an evaluation of important elements of both inner and outer placement of production activities the kinds of structural organization and strategies set in a place either by multinational or industries which are probably to regulate the operations and activities of the participants of an organization in beverages industry. TQM is an approach to quality improvement for firm management with the perspective purpose to improve performance in productivity, profitability, quality and customer satisfaction. Since, the TQM practices has been comprised by many of the firms globally for decades, now, they have capture the attention of many of the researchers from different areas. (Davood, et.al 2013). Understanding and measuring effect of TQM on other areas of business especially in cost reduction is also important for business to success. TQM results in lower wastage rate as the materials are used effectively and efficiently with directions of senior management. Regular testing of the material in the process ensures lower wastage. Also, TQM helps company to make efficient use of resources including financial, technical and human resources. Further, TQM principles ensure that time required for inspection is reduced and less time is consumed in production and high output is obtained. AS the product is produced right at the first time, therefore, costs are reduced and company's profits are increased assisting management to achieve its long term goals easily and successfully.

Research question

- To find out impact of quality management on low wastage rate?
- To find out impact of quality management on efficient use of resources?
- To find out impact of quality management on time and cost saving?

Conceptual framework



Methodology

Type of research that we use in this study is quantitative research. Quantitative researchers have an aim to collect the data through research questionnaires. The data was acquired from a suitably selected sample of 50 individuals.

Statistical techniques

The data set were coded and saved in SPSS version 22.0 and investigated by using regression, Statistical test and check the significance level.

Hypothesis

To prove our research, we develop different hypothesis such as:

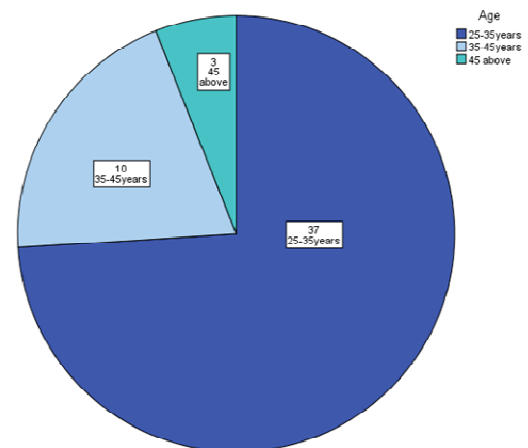
Hypothesis 1: Low wastage rate has an influence on quality management.

Hypothesis 2: Efficient use of resources has an influence on quality management.

Hypothesis 3: Time and cost saving has an influence on quality management.

FINDINGS

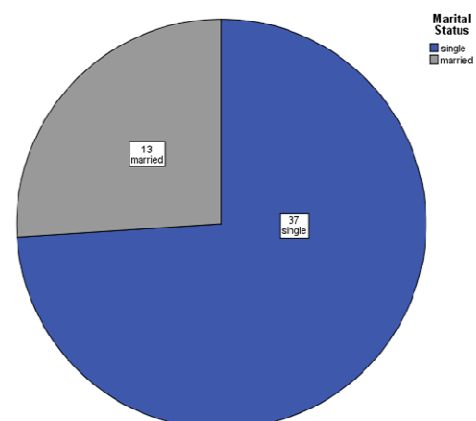
Graph of Age



Interpretation

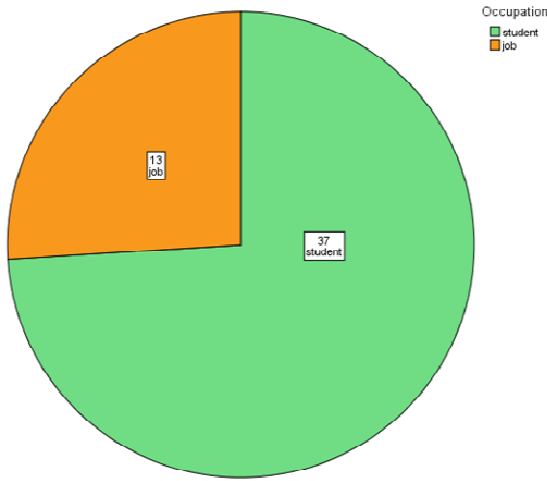
Out of 50 questionnaires circulated, majority of the respondents were selected having age between 25-35 years. Second highest responses were obtained from people having age between 35-45 years while only three were above 45 years.

Graph of Marital Status



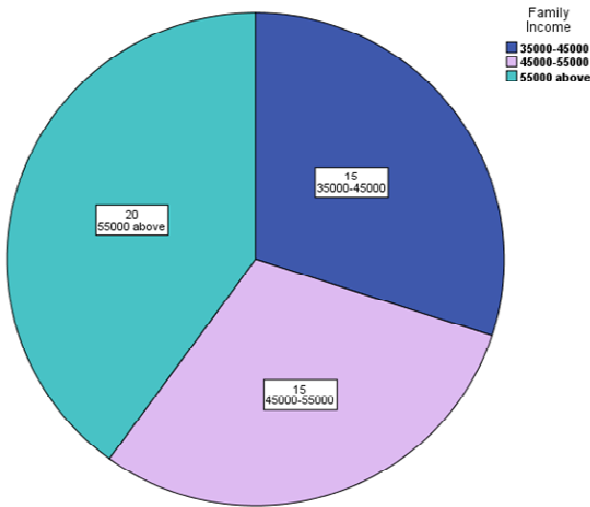
Interpretation: Out of 50 circulated questionnaires, majority of the respondents are single and rest of them are married.

Graph of Occupation

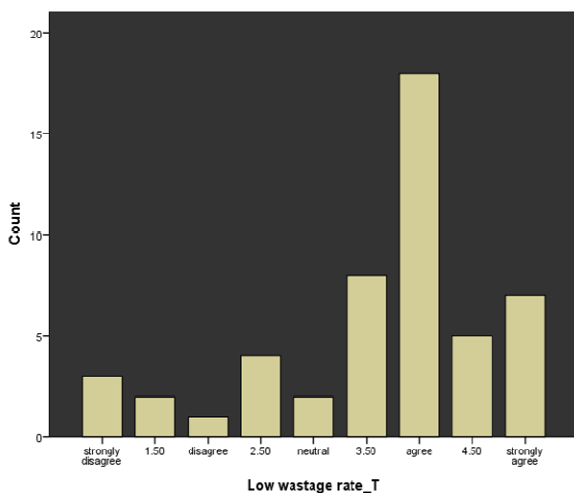


Interpretation: Going around the survey getting 50 questionnaires to be filled majority of the suspects are students working in beverages production department and other are doing job over there.

Graph of Family Income



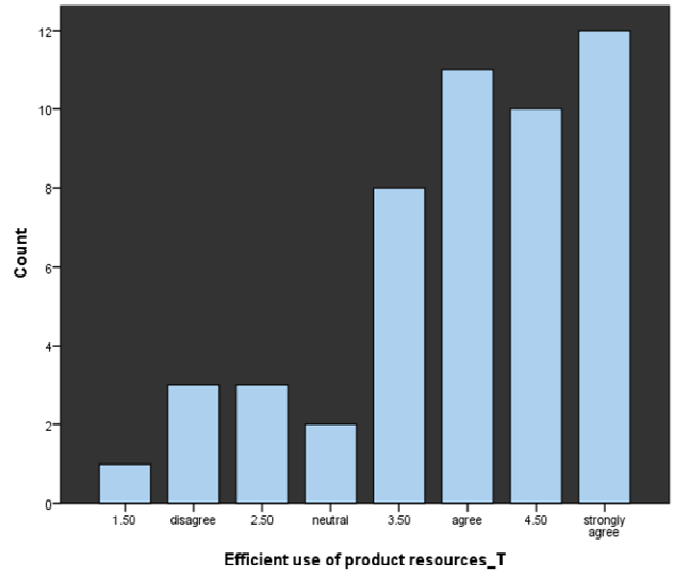
Graph of Low Wastage Rate



Interpretation

The above graph shows that majority of the people around 17 out of 50 agree that quality management results in low wastage rate. Almost equal numbers of responses was obtaining as neutral and strongly agree while few responses were related to disagree and strongly disagree.

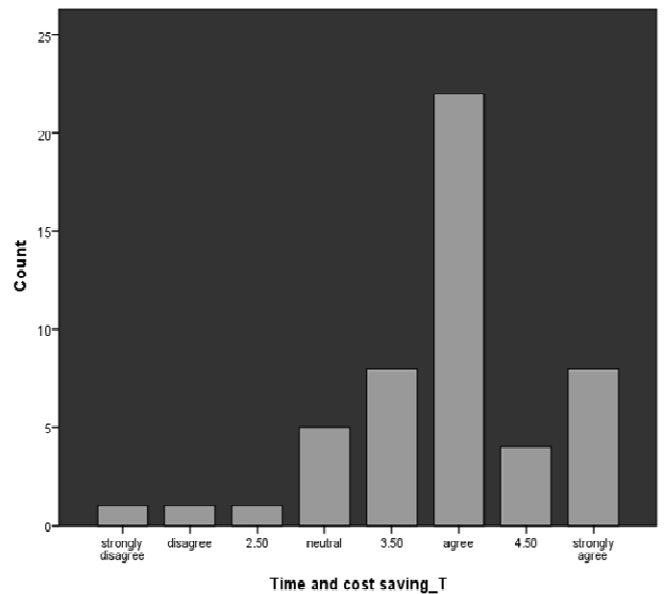
Graph of Efficient Use of Product Resources



Interpretation

This graph shows that many people around 12 out of 50 strongly agree that the total quality management result in efficient use of product resources. 11 out of 50 people agreed while few responses were neutral and disagreed.

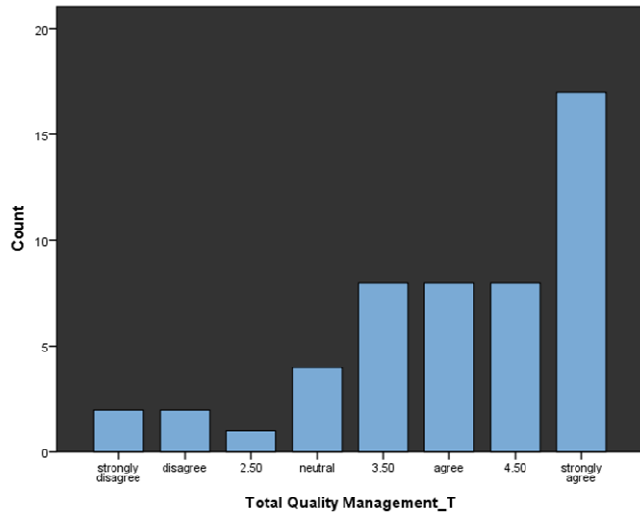
Graph of Time and Cost Saving



Interpretation

Graph display that 22 out of 50 respondents agreed that total quality management result in time and cost saving and 8 out of 50 responses were neutral and strongly agree and the rest of them were strongly disagreed and disagreed.

Graph of Total Quality Management



Interpretation

Graph represent that 17 out of 50 responses were strongly agreed that result in total quality management. Various responses are 8 out 50 people were agreed and the other are neutral strongly disagree and disagree.

Cronbach's Alpha test

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .828 | 4 |

This table specifies the result of Cronbach's Alpha which is 0.828, which shows the high amount of inner reliability of the scale. The assessment related with Alpha in this set of reliability statistics is said to be recognizable and acceptable and the assumption draw from this data is acceptable to realize and prediction. The model is stated to be assumed as good.

Conclusion

On the basis of research and other information gathered it can be argued that total quality management principles have great impact on the production and cost saving. By implementing TQM principles entity can ensure minimum defects and costs of rework on the defected products. Further, quality beverages will be prepared and customer's satisfaction level will also increase. Customer satisfaction will result in increased profitability and sales ensuring that competitive advantage are achieved outperforming competitors.

Recommendation

From the above research, following are the recommendation to the beverages production

- Management should consider TQM in improving the performance of product quality.

- They should have to increase strategic planning for quality as it would bring check and balance to the production, conception as well as inspection.
- TQM simplifies cost effective and process system which reduces the cost and improves the performance of the organization. So, organizations should have to implement it in an effective manner.
- Management should have to give great importance to TQM practices in the production sector as this is a factor which will definitely increase the productivity, profitability improve performance and survival.
- As TQM ensures less delays and mistakes. So, this has to be implemented by the organizations.

Superior quality of products will definitely bring great advantages not only in short run but also in a long run. Management, analysis and information can get extra attention due to the impact of Total quality management. Further researches should be develop by increasing or studying more variables which have an impact on quality management and use this application to other sectors like service and food industry.

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“Impact of Total Quality Management on Beverages Production”

I am an MBA Student and I am conducting this exercise on the impact of total quality management on beverages production.

Questionnaire

Directions: Place a tick mark (✓) where required.

SECTION: A

Particulars about the Respondents

1. **Name:** _____

2. **Age:** (a) 25-35 years (b) 35-45 years (c) 45 and above.

3. **Marital status:** (a) Single (b) Married

4. **Occupation:** (a) Students (b) Businessman (c) Job.

5. **Family Income (monthly):** (a) 35000-45000 (b) 45000-55000 (c) 55000 above

SECTION: B

Responses about the questionnaire

Strongly Disagree = 1 Disagree = 2 Neutral = 3 Agree = 4 Strongly Agree = 5

| S.no | QUESTIONS | SD | D | N | A | SA |
|---|--|----|---|---|---|----|
| LOW WASTAGE RATE | | | | | | |
| 1 | Do you agree that low wastage rate is profitable for an organization? | | | | | |
| 2 | If a specification of a product mention properly so the product become useful rather than wasted? | | | | | |
| EFFICIENT USE OF PRODUCT RESOURCES | | | | | | |
| 3 | Do you agree that if an organization use efficient resources for their production so it will beneficial for them? | | | | | |
| 4 | If an organization efficiently use quality raw material in making products it will help them to make more innovative products? | | | | | |
| TIME AND COST SAVINGS | | | | | | |
| 5 | Do you agree that if an organization use new technology so it will save their time and cost? | | | | | |
| 6 | If an organization will get the raw material of their product early it automatically reduce their time and cost? | | | | | |
| TOTAL QUALITY MANAGEMENT | | | | | | |
| 7 | Do you agree that if an organization continuously improves the quality of their product so the customers become loyal with them? | | | | | |
| 8 | If an organization provides better quality of beverages it will attract more customers towards their product? | | | | | |
