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IMPACT OF PERCEIVED QUALITY ON CONSUMER ATTITUDE IN FOOD INDUSTRY OF PAKISTAN

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ABSTRACT

Purpose: The purpose of this study is to identify the impact of perceived quality on consumer attitude in food industry.

JEL Codes:

M30, M31,
M39

Design/Methodology/Approach: With positive philosophy method, this study is based on Quantitative approach and the truthful data was collected by Surveys from the consumers of food industry in Pakistan. The linear Regression method directed for the measurement.

Findings: The results indicate the impact of perceived quality on consumer attitude in food industry which elaborate that there is a moderate impact of perceived quality on consumer attitude that indicate the significant relation among perceive quality on consumer attitude.

Research limitation/Implication: The study is limited to consider only food industry, the result show that there is a significant moderate impact of perceived quality on consumer attitude although, the data was collected from the consumers of Karachi.

Implications: This study suggests local food industry about the attitude of consumer towards the quality of food whereas food industry can take benefit from this study to know the quality matters for the customers which they can start providing the quality food to increase their brand name & loyalty among customers.

Originality/Value: This study is carried out having seen the previous research papers although, from this study the service quality in food industry can be studied further for future research.

Keywords

Perceived Quality, Consumer Attitude

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GIDA SANAYİİNDE KALİTE ALGISININ TÜKETİCİ ÜZERİNDE ETKİSİ: PAKİSTAN ÖRNEĞİ

ÖZET

Amaç: Bu çalışmanın amacı; gıda sanayiinde kalite algısının tüketici üzerindeki etkilerini belirlemektir.

JEL Kodları:

Çalışmanın Metodu: Bu çalışma, nicel yaklaşıma dayandırılarak pozitif felsefe metodu ile desenlenmiştir. Güvenilir veriler, Pakistan'da gıda sanayiisi dahilinde tüketicilere uygulanan araştırma sonucu toplanmıştır.

M30, M31,
M39

Bulgular: Elde edilen sonuçlar, kalite algısının tüketici tutumları üzerinde orta dereceli bir etkiye sahip olduğunu, kalite algısı ile tüketici tutumu arasında anlamlı bir ilişki bulunduğunu göstermektedir.

Araştırmanın Sınırlılıkları: Bu çalışma, sadece gıda sanayiisi ile sınırlı olup, veriler Karaçi'deki tüketicilerden elde edilmiştir.

Sonuçlar: Bu çalışma, yerel gıda sanayiisinde tüketicinin yiyecek kalitesine olan tutumunu göstermektedir. Ancak bu çalışmadan, gıda kalitesini sağlayarak marka değeri ve marka sadakatini arttırmak isteyenler, gıda sanayiinde faaliyet gösterenler fayda sağlayabilir.

Değer: Bu çalışma alan yazındaki diğer araştırmalar incelenerek gerçekleştirilmiştir. Ancak gıda sanayiinde gıda kalitesi konusunda başkaca çalışmalar yapılabilir.

Anahtar Kelimer

Kalite Algısı, Tüketici Tutumu

1. INTRODUCTION

1.1. Background of Study

The idea of product quality can be censoriously elaborated from two alternative ways, impartial quality and the most favorable apparent quality (Brunsø et al. 2005). Conversely, this study is based on perceived quality and impartial quality is consequence of customer's individual decision of a product (Sirfraz, Sabir, and Naz 2014). The uses and effect of both the qualities distinguish with each other the impartial quality denotes to the practical, assessable and supportable of a product and services. This contains structures, product presentations and makes strength to differentiate with others. Whereas, the apparent quality denotes the consumer's value decision or perceived quality. Product quality involves the overall structure or appearance of a product and services to fulfill customer demand (Roberta S. Russell 2006).

There are many reasons by which consumers' brand loyalty can be affected by the performance of product quality. One of the purpose why the perceived quality is different from the actual quality of a product is because of the bad performance or experience of a consumer through which consumer perceived the same experience of quality in future although, product quality might be changed later but still consumer's mind will not expect the same quality from them because of previous bad experience (Gulliver, Griffiths, and Christensen 2010). Although the manufacturer dimensions to measure a quality is different from the consumer perspective (Asshidin, Abidin, and Borhan 2016).

If we study consumer perspective of consumer attitude towards the quality product consumer we hardly get the data to measure the product accurately and for instance if a consumer holds the info about the product quality but still have no enough time to judge a product quality and In the end the customer judges a product by having little information about product and show their attitude towards the quality of product (Aaker 1996; Kau and Wan-Yiun Loh 2006) Quality of product effects the consumer attitude because customer want to fulfill their needs when the manufacturer facilitates them by giving a quality product which converts into brand loyalty. Consumer loyalty is a multiple number of product qualities which is determine by consumer fulfillment. Companies make a promise to make ongoing relationship for a long time to maintain brand name of an organization. Organization also identified the brand loyalty is a mirror by a mixture of consumer attitude (Intension) to purchase repeatedly or to purchase multiple type or product from the same organization. It is thoroughly measured that loyalty is considered at the time of buying product from that organizations (Hsiu-Li Chen 2011).

The aim of this study is to evaluate the impact between both variables or to identify that there is a relation between them according to some previous studies in which it is identified that perceived quality affects the consumer attitude and the consequences of those study examine a optimistic relationship between these two variables (Franciosa et al. 2014).

The observed material will be collected because this gathered data will be considered to claim new understanding for more facts.

1.2. Problem Statement

The term quality matters when it comes to consumer attraction quality is important feature to gain the customer intention towards any organization. In today's era people are aware and more conscious about quality product therefore it is core task for the organization to change consumer attitude towards their product quality which happens to be the main element which can mold consumer mind to purchase the product while we are aimed to identify the relationship between the product quality and consumer attitude having its base on Quantitative method in which primary and secondary both the data will be collected where primary source is Questionnaires which will filled by consumers of food industry in Karachi and secondary source will be previous article/researches.

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1.3 Research Questions

1. Is there significant relationship between perceived quality & consumer attitude?
2. Does the quality of a food/product affect the customer attitude?

1.4 Research Objectives

The main objective to conduct this study are:

1. To identify the relationship between perceived quality & consumer attitude.
2. To find out the effect of quality of a product on consumer attitude.

1.5 Justification

1. Through this study people will know about positive and negative impacts of perceived quality on consumers' attitude.
2. Through this study organization will identify the importance of quality in consumer mind.
3. By providing quality product organization can increase their brand name and loyal customers.

1.6 Limitations

1. This study would only be considered in food industry of Pakistan due to limited time. The conclusions will be beneficial for the potential organization.
2. Survey will be conducted only limited samples size due to shortage of time.

1.7 Scope

1. Food industries will know the consumer attitude and preference matters a lot by this research.
2. This research's recommendations & conclusion will be helpful for the organizations to know the quality product have more influence on consumer attitude.

1.8 Assumptions

1. The law and order situation remain constant at the time of conducting research.
2. The data which we are collecting either primary source or secondary source would be considered truthful.

2. LITERATURE REVIEW

2.1 Product Quality

Product quality is defined in tricky way in the scientific management because it has become a different field of expertise in product quality in 20th century. In a study of many researches literature a product quality has different definitional approaches (Giroux 2006). Our reviews of literature indicate some instruments that affect product quality. A product quality allows improving the consumer's satisfaction and fulfilling their needs to provide expected quality of a product which is delivered by the company (Forza and Salvador 2008). The features of the product decrease the risk that consumers are not being questioned about their choices to get the advance features by their wishes because the salesperson wants to shorten the communication to them (Hvam, Pape, and Nielsen 2006; Trentin, Perin, and Forza 2012).

The idea of professed brand quality was exclaimed that in the situational case of service-based product a consumer should be aware of comprehensive information at the time of being launching of that product/service to assess the quality dimension of that product or services (Wall & Heslop 1989). Quality assurance has been tested in the different perspective, in this case the quality is being judged for the food industry where it seems that the quality of a food

matters the most to the consumer and in the perspective of firms, quality has become a major marketing priority to satisfy the needs of the consumer and to make them loyal with the company to take long-term benefits from consumers by continuous purchasing of their product & get a good word of mouth from them (Han & Ryu 2009). Customer loyalty shows the company can run their profit a long time and can maintain the brand positioned to the mind of the regular vs former consumers in terms of food quality or even every type of product quality which indicates the relation of experience between consumer and the product to assess the brand positioned. The quality of food product effects on consumer satisfaction, after this assessment the companies get to know that the quality differs from the customer perceived values which rely on the quality of the food (Insch and McBride 2004; Mohaydin et al. 2017).

As discussed above about the product quality in service-based industry, the product quality also has same importance when we discuss about the restaurants that are currently working in the market. It is said that the more you are conscious about the customer satisfaction to provide a quality food the more customer will be engaged to purchase and experience quality food as well as quality services that companies are delivering quick service to the customer to develop namely customer relationship management (CRM) in marketing field which indicates at what level your customer is trustworthy to experience your fundamental product. Once your customer is delighted of the good experience of your restaurant services he will not only be loyal customer but also become your represent or to involve other people to experience your quality core product which directly influence the brand equity of that restaurant (Shahzad Khan 2012).

There are many organization that consist most of 5 dimension which make an organization to work effective based on these five basic dimensions such as admirable, appreciable, reliability, guarantee and the most important factor, that influences, is responsiveness (Azadavar and Teimouri 2011). These dimensions are very important to claim a good quality of a product. It is identified and testified that an organization must maintain the excellence of quality because the consumers are more conscious about the excellence of a product quality in the comparison of prices (Satya 2011). The consumers will turn to buy other brands by focusing on the quality of product instead of focusing on the prices of the products (Lee, Park, & Han, 2008; Sabir, R. I., Irfan, M., Akhtar, N., Pervez, M. A., and Rehman, 2014).

In International market quality is also being considered as a tool to make customer delightful, in international trade market firms contribute efficiency and quality of a product to satisfy the customer (Mayer, Melitz, and Ottaviano 2014). The multi-product firm tries to improve product quality & communicate to the customer effectively, create understanding

between the manufacturer and consumer. Theoretically, the multinational product-based firm builds & maintains quality according to the customer expectation to build a strong relationship among them (Hallak & Sivadasan 2013). Practically, multinational companies recommend innovative strategies to capture the product quality for planning the multiple efforts and revenues among organizations that capture the wide range among coexisting firms that are working in the market (Eckel et al. 2015). This factor is not only to maximize the revenues of a firm but also that the globalization affects the economic condition of a country as well. Restructuring firms productivity level enhance the welfare profit from occupation which effects on the economic conditions (CEP Discussion Paper No 1469 February 2017 Multi-Product Firms and Product Quality (Kalina Manova 2017; Mayer, Melitz, and Ottaviano 2014).

The quality is generally stated by the product's core features and most of the time product causes losses due to their deviation which is the quality loss function of a product, the effects of these cost counted in either losses of sales Department or loss of manufacturing department (Savelli et al. 2017). A common quality control was plan to broad scrutiny, which is known as screening 100% scrutiny plan measurement. The issue of matched manufacturing products and quality maintain function in production after applying screening tool is being studied and control the result improving performance of production system (Konstantas, Ioannidis, and Kouikoglou 2018).

2.2 Consumer Attitude

According to previous researches reviews the variable "consumer attitude" is being tested by many ways and different independent variables in different industries, the consumer attitude is important element that directly effects customer buying behavior on label of the product (Chaniotakis, Lymperopoulos, and Soureli 2010). A study shows that the consumer behavior can be changed with the economic downturn as the condition of economic grow the consumers start buying the previous brands that they were using according to their lifestyle (McCall and Voorhees 2010). This happens because the people who are using such brands and are aware of that brand, so they can defend that brand in a better way that's why retailers should be more confident to sale label product to the consumer to maintain their trust towards label product (Chaniotakis, Lymperopoulos, and Soureli 2010). The attitude of a customer examines a positive impact to buy a food product in Pakistan and the consumption of a food product should emphasize on customer purchase attitude (Voon et al. 2011). After testing the regression method, the consequences proved that consumer purchase decision was influenced by attitude.

The study proved that there is an affirmative correlation between the customer purchase intention & consumer attitude to pirated products. At the end, it was determined that stronger the consumer attitude the stronger would intention to purchase a pirated product (Issanchou 1996; Sirfraz, Sabir, and Naz 2014).

A study tested statistically between the quality & consumer attitude which shows the affirmative impact between these two variables. There are many studies that prove these variables have significant relationship among them, in addition it is stated that there is direct relationship between perceived qualities on consumer attitude in the sales capacity. The product quality & consumer attitude, both the variables were measured on foreign banks as well that facilitate the good service to get a good result from consumer of bank. The consequences of that study describe the close relationship among quality of a service of bank & customer attitude on offering packages for customers (Al-Nasser et al. 2016; Irfan n.d.).

Customer attitude is a propensity to answer an item that consists of two types either to be favorable or unfavorable condition. The attitude consists of three components that are cognitive, affective & co native. Firstly, the cognitive approach is based on data and real experience of that product or services. Secondly, the affective approach is relying on opinion of that person towards the certain product or services. Thirdly, the co-native approach is part of attitude which is based on buying and consuming that certain product or services. In terms of service-based companies, it is necessary to provide a quality service to mold the customer attitude towards their services (Loo 2010). In another study, it was determined that the consumption of any product or service, that a customer likes, is necessary to be a quality oriented offered by the company because it creates the loyalty which directly indicates the long-term relationship among customers and service provider which become the prominent feature for the customer attitude to rely on it (Frank 2012; Shahzad Khan 2012).

On the perspective of youth consumer, the real changes come in front with two dimensions; one of the dimensions is based on health consciousness, the young consumers are more aware and conscious about their health, on the other hand the second dimension increases corporate social responsibility which touches emotions of the consumers, especially youth. There is an Italian and other international research that show in their study about the young consumer are more focus about healthy food (Serricchio 2010) In addition, the youth consumers are focusing on those products which are involved in social activities, the attitude towards that product changes at the time of buying those products because those products are environment friendly & without harming animal which touches the consumer heart/emotions that directly

impacts to change their attitude (Serricchio 2010). Consequently, the manufacturer endures traits, like facilitating the pure food and without use of chemical & pesticides to counter the unhygienic food to customers (Menon, Jaworski, and Kohl! 1997). In accumulation, the young consumers are more effected by the prices & promotion which intend to customer to change their attitude by emotional appealing to them through advertisements (Ayimey, Awunyo-Vitor, and Gadawusu 2013; Savelli et al. 2017).

Consumer attitude is complex and mixture of three things about belief feeling & buying-intention, to buy any product or service within the setting of marketing generally to vender or specific product. These features are seemed together because they are focusing to affect the customer mind to decide how to react to such product (Richardson 2011). Nowadays, those organizations who are facilitating globally and produce the product internationally that also effect on the consumer that where the product is being produced concerning about the quality of a product & country where the production is being made (Ghazali et al. 2008) . Consumer attitude is based on many representation of consumer behavior that is used to recognize in the market to get the development of marketing data. This may be explained as an approving or disapproving inclination near to feature of specific product that will impact the consumer behavior can be predicted in relation to the specific object (Anchor and Kourřilová 2009). The consumer attitude shows the relation between the people to the certain thing which defines the value of that specific thing. Attitude is basically merged in to three components that are cognitive, emotional & behavioral these components are merged to influence the four foundation functions which are utility, ego-defensive, value expressing & the function of knowledge (Horvat and Dosen 2013a).

There is unique study in which the variable of consumer attitude is being statistically tested in different ways and criteria that differs from other study. The study says that the uniqueness of outdated food the consumers of rural area were more conscious about the traditional type of food in comparison of urban areas to use the uniqueness in old-style food (Guerrero et al. 2009). For capturing the native consumer's behavior and to know about their taste and food recipes, This study tells about the Iranian consumer's selection and likeness of eating food, so they got to know that they perceived a huge number of criteria while selecting the food to eat that does not harm their health the criteria consists of hygienic food, healthy attention, sensory attributes & packaging of brand matters the most to the Iranian consumers (Pogorelova et al. 2016). The research shows that the 81.65% of consumer of food purchasers decide to ask the product according to product quality which really matters (Alibabić et al. 2011). The attributes of food recipes may be considered in which the sensory elements are being

more focused in the Europe and Russia (Honkanen and Frewer 2009). This study is being tested on the product of pasta, it says that the taste of a product is very important to capture the perceived value to the customer which intend them to buy your product repeatedly (Aghaei and Naeini 2018; Fenko, Leufkens, and van Hoof 2015).

The above discussed the literature of perceived quality and consumer attitude which are tested in different aspects. The gap that I find out to identify from the literature is to test the impact of perceived quality on consumer attitude in food industry.

2.3 Conceptual Framework



Figure 1: Conceptual Framework

3. RESEARCH METHODOLOGY

3.1 Research Design

This research is based on deductive approach because it will lead the objectivity therefore in this study the positivism philosophy would be implemented. We have selected the country Pakistan to complete the study and the study uses the quantitative tool in which the “Linear Regression method” is directed for measurement.

3.2 Sampling Technique & Sample Size

Here we have chosen a sample size of 326 consumer of related field of my research proposal which facilitate the quality product in the market. We are going to use the method of “Non-Probability Sampling” because of limited time and limited resources.

3.3 Population

The population that we are choosing would be Managing Product quality department people, Operation managers that are currently working in organization and we will fill out the survey from the customer that are experiencing the product quality of food industry to justify that the consumer attitude may be differ according to the quality of a product.

3.4 Instrument Selection

The Instrument was adopted from the previous research. Both instruments of variables have adopted form this research (Jaafar, Lalp, and Mohamed@Naba 2013).

3.5 Variable

Table 1: Variables

S.NO	Name of Variable	Nature
1	Perceived Quality	Independent Variable
2	Consumer Attitude	Dependent Variable

3.6 Hypothesis

To accomplish the end result of this study “Influence of perceived quality on consumer attitude” through to testifying it statistically.

1. H0: There is a no positive significant relationship of perceived quality on consumer attitude.

H1: There is a positive significant relationship of perceived quality on consumer attitude.

2. H0: There is a no relationship between perceived quality on consumer attitude in long run.

H1: There is a positive relationship between perceived quality on consumer attitude in long run.

3.7 Statistical Test

The H0 will be tested from linear Regression analysis technique. The regression method is used to analyze the relationship between the variables. It possesses several methods and techniques to analyze several variables when the study focuses on relationship between dependent and one or more than one independent variable.

$$\text{Regression Equation (Y)} = a + bx$$

There are two variables x and y where x donated dependent variable and y denoted independent variable. The X shows the consumer attitude whereas the y shows perceived quality, b is representing the slope of regression line method whereas, and ‘a’ is representing the intercept of regression line. After applying the gathered data in this formula based on consumer attitude and perceived quality. The consequences would be considered as actual relationship between these variables either they are positive or negative relationship between dependent and independent variable.

4. RESULTS

4.1 Graphical Representation

The below histogram shows that the data is normally distributed because of which we can easily implemented the linear regression test to see the results.

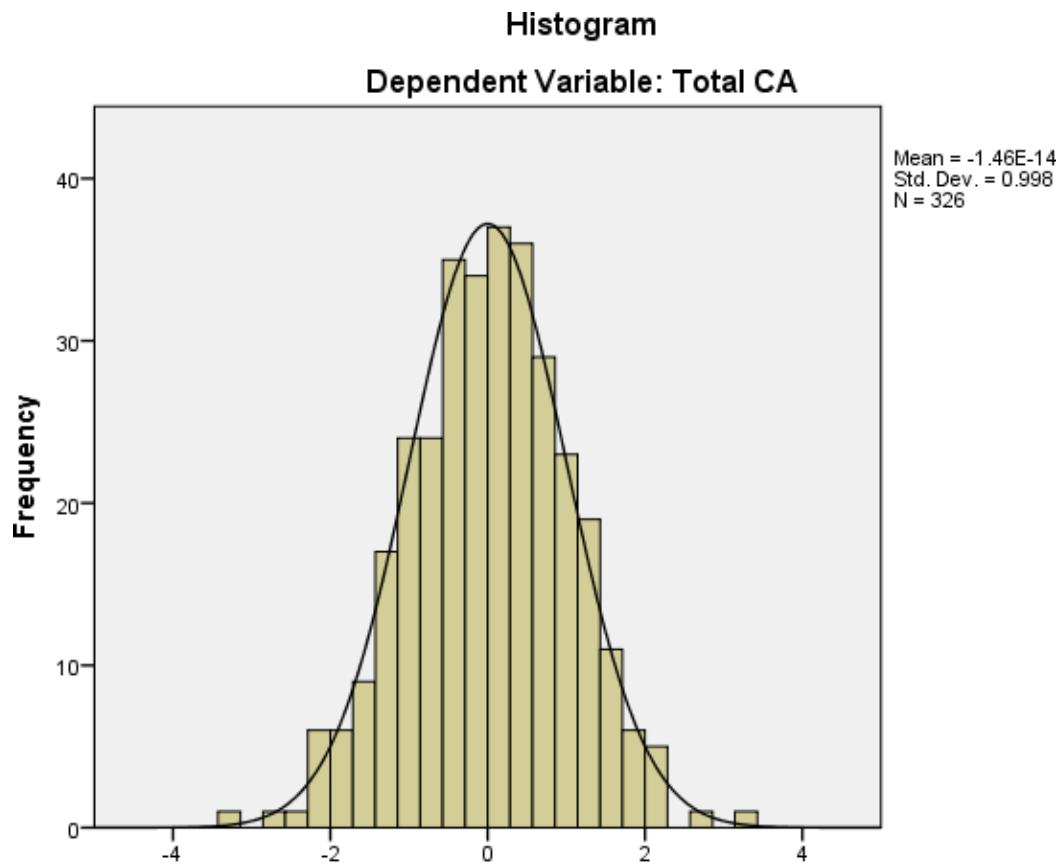


Figure 2: Regression Standardized Residual

4.2 Descriptive Statistics

Table 2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Total PQ	326	8	30	21.61	3.900	-.793	.135	.607	.269
Total CA	326	14	36	26.28	4.111	-.282	.135	.130	.269
Valid N (listwise)	326								

The above table represents the mean & standard deviation. The total PQ mean is 21.61 with the standard deviation of 3.900 whereas the total CA mean is 26.28 with the standard deviation of 4.111. This tables also shows the values of skewness & kurtosis of total PQ & CA. The total number of samples were collected 326 in which the PQ skewness values shows the standard error of 0.135 & kurtosis 0.269 the CA skewness & kurtosis standard error are same.

4.3 Interpretation Of Correlation

The relation among perceived quality & consumer attitude was examined utilizing

Pearson features short time connection coefficient. Preparatory investigation was performed to guarantee no infringement of the suspicious of typicality, linearity and homoscedasticity. There is moderate positive relationship of Perceived Quality with Consumer attitude. Values of consumer attitude is 1.000 and Perceived quality is 0.458. The values show that there is a significant positive moderate relationship between Perceived qualities with Consumer attitude.

Table 3: Correlations

		Correlations	
		Total CA	Total PQ
Pearson Correlation	Total CA	1.000	.458
	Total PQ	.458	1.000
Sig. (1-tailed)	Total CA	.	.000
	Total PQ	.000	.
N	Total CA	326	326
	Total PQ	326	326

4.4 Interpretation of R Square

From this given table named model summary, the value of R square is 0.210 which means that perceived quality & consumer attitude are explaining 21% of variance between these variable. In the Table 4 value shoes 86.135 which means there is significant relation between PQ & CA.

Table 4: Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Change Statistics				Sig. Change
					R.Square Change	F Change	df1	df2	
1	.458 ^a	.210	.208	3.660	.210	86.135	1	324	.000

a. Predictors: (Constant), Total PQ

b. Dependent Variable: Total CA

4.5 Interpretation of Beta

Table 5: Coefficients

Coefficients										
Model	Unstandardized Coefficients		Standardized Coefficients		Correlations				Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	15.836	1.143		13.854	.000					
Total PQ	.483	.052	.458	9.281	.000	.458	.458	.458	1.000	1.000

From the given table we can see that the beta value is 0.458 which means that perceived quality makes the moderate unique contribution to explain the consumer attitude. The zero-order value is 0.458 which means that the variables are contributing moderate effects between them.

5. DISCUSSION

The findings of the research suggested that perceived quality is affecting the consumer attitude in food industry. The results not only authorize the impact of perceived quality on consumer attitude, but also indicate the moderate impact of perceived quality on consumer attitude. Thus, the results show significantly positive impact of perceived quality on consumer attitude.

The results of this study are expected with the comparison of previous researches which indicates the impact of perceived quality on consumer attitude in cement industry. In this study there is positive impact of perceived quality on consumer attitude (Putra, Hartoyo, and Simanjuntak 2017). Mainly, the reviewed articles in which these variables have been tested statistically the results have shown the positive significant impact of perceived quality on consumer attitude. A study was conducted to examine the perception of quality on consumer attitude in service line extensions and the results of the study show that there is positive effect of perception of quality on consumer attitude (Boisvert and Ashill 2011). In 2013, A study conducted on the perception of quality on consumer attitude in the private label product life cycle which concluded that the quality impacts on the attitude of the consumer (Horvat and Dosen 2013b). In 2014 & 2015, the study was conducted to identify the effect of perceived quality on consumer attitude in international market products the results comprise the significant positive impact among perceived quality on consumer attitude in sales volume (Asshidin, Abidin, and Borhan 2016; Sirfraz, Sabir, and Naz 2014). Similarly, our results indicate the significant positive impact of perceived quality on consumer attitude in food industry. Although, this study is limited to consider the food industry & the sample was collected from the people of Karachi to test the hypothesis statistically.

6. CONCLUSION & FUTURE RECOMMENDATIONS

The results of this study indicate that; the perceived quality of the customer influence the consumer attitude. This study provides empirical evidence to the food industry that higher the quality of food, the more impact can be measured in the attitude of the consumers towards the food industry. The instrument is adopted. We are using the non-probability sampling for data collection. The hypothesis is generated to test the variables statistically. The result concluded that there is a significant impact of perceived quality on consumer attitude. However, the future researches explore other variables that can be influential on the consumer attitude. The service quality of a food industry is suggested to be studied further from this research.

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