

THE IMPACT OF TQM ON THE QUALITY AND CUSTOMER SATISFACTION IN THE  
SOFT DRINKS INDUSTRY: ABSTRACT AND PREFACE

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### Abstract

This research was carried out in order to reveal the impacts of TQM on customer satisfaction and quality of product in the soft drinks industry. The researcher focuses on Coca-Cola Company which is a recognized leader in this branch enjoying enormous customer popularity for decades. The main research method is survey investigation that was carried out with 50 employees of a local franchised company of Coca-Cola and 260 randomly chosen consumers of Coke that belong to different districts. All respondents are residents of Malta.

Real business setting research in TQM is essential to find out what aspects of the program should be paid more attention to as it has been reflected in the opinions of average customers and company employees. However, this area still requires further research as this particular paper characterizes the tendencies of a small part of the soft drinks consumers in the world. TQM is a quite expensive practice, and many top-managers find themselves at a loss deciding what elements of TQM are applicable in their individual case and what parts should be modified and shaped to fit into the changing circumstances. The analysis of field data was used. The data collected has quantitative character, so the independent variable chosen is the implementation of TQM, and the dependent variables are customer satisfaction and product quality.

The results of this investigation reveal several peculiarities of TQM implementation in Coca-Cola Company. The first group of surveys shows that the training element of the TQM program is still weak in spite of the rewards and compensation increases. The second group of surveys demonstrates that the customers are mostly unaware of the benefits offered by innovative customer service by Coca-Cola Company. However, the product quality and customer satisfaction are never at question as the brand is widely trusted and frequently chosen by the returning customers. The results of the research are rather specific but they can still reveal some

generalized interpretations that can be appropriate for all companies willing to implement or modify the existing TQM practices.

### Preface

This paper represents the role of Total Quality Management on the important sales factors such as customer satisfaction and quality level of products. It shows to what extent soft drinks industry is influenced by the implementation of TQM.

This paper is mostly addressed to business people and top-managers who think about introducing TQM or modifying it . An understanding of TQM implementation as one of the basic factors that influence customer satisfaction and product quality will help them obtain a better picture of the benefits of TQM and realize how different production participants accept TQM. The focus of the study is still customer satisfaction and product quality in soft drinks industry.

The research paper starts with an introductory part with study background on both TQM and soft drinks, then it passes to the description of the investigation and its practical sides, and it concludes with recommendations for the issues revealed in the process of data analysis. The researcher's gratitude and acknowledgment is made to those who helped this researcher collect the data required to fulfill the objectives for this paper. This work would not have been completed unless all those people made their contributions.

The issue of TQM impacts in soft drinks industry was originally given as a master's paper assignment but over time I got really interested in the issue as everyone is familiar to the products offered by soft drink giants such as Coca-Cola but not everyone is aware of the enormous work behind each bottle. Such brand popularity was possible due to the introduction of TQM, and other companies need to learn more about how significant TQM's role is in delivering goods or services to the customer. This topic was chosen due to its relevance, complexity and

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