

to sustain product quality and customer satisfaction for example, just let the car 'Model A' was once thought of as a quality product, by today's standards, it perceived by the customer as no longer fit for use as a general purpose item. The car has evolved to something beyond the 'Model A' both because of innovation and satisfying customer demand.

In manufacturing, a measure of excellence is a state of being free from defects, deficiencies and significant variations. It is brought about by strict and consistent commitment to certain standards that achieve uniformity of a product in order to satisfy specific customer or user requirements. ISO 8402-1986 standard defines quality as

"the totality of features and characteristics of a product or service that bears its ability to satisfy stated or implied needs."

Customer satisfaction is the upmost characteristic to the quality of a product. If an automobile company finds a defect in one of their cars and makes a product recall, customer reliability and therefore production will decrease because trust will be lost in the car's quality. Therefore the goal of a company is to minimize the defects in manufacturing so that it can satisfy the maximum of its customers.

Quality Perception

Quality perception is the customer opinion about a product-ability to meet their expectations.

Quality perception means the perception of the customer about the overall quality of a product i.e. the product should be so designed that it can satisfy the needs and wants of the customer. It may have little or nothing to do with the actual excellence of the product, it doesn't matter how superior the product is, it is not a qualitative one until it can not satisfy the customer. As we know quality is dynamic perception, it differs from place to place and time to time even person to person. As the customers differ sharply in their personality, need and preference, so in their perceptions about a product or expectation from a product. The composition of customer requirements is neither static nor uniform. What works for one person or group will not work for another, what meets the needs during one period and with one product line or competitive market won't work for