

**A comparison between Garvin Dimensions of Quality for  
Common Commodity Goods and Capital Goods as perceived  
by a common consumer**



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## Abstract

This thesis was taken in hand with a view to make an in depth study of the Garvin dimensions of quality in common commodity goods and capital goods as perceived by a common consumer. The study was aimed to ascertain whether there is any difference in prioritization of dimensions of quality and the factors that influence consumer perception. The methodology adapted for the research was collection of data from questionnaire. There were 200 respondents, 100 were from common commodity goods and 100 were from capital goods. The consumers were taken from Islamabad. The results showed that manufacturers of capital goods should emphasize more on performance, features and conformance. The manufacturer of commodity goods should more emphasize on reliability, durability, response, reputation and aesthetics. In both types of goods culture and personality has less influence while reference groups, family life cycle, advertising and motivation plays important role in buying quality goods. It is generally believed that price would have a greater impact on our buying behavior; the same was not observed in this research, as the respondents did not accord very high importance to price probably because people are quite conscious about quality.

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