5.1 INTRODUCTION
5.2 RECEP TIVITY OF MQFD
5.3 CONCLUSION
5.1. Introduction

Before implementing a new methodology, it is essential to check its receptivity among the target groups. This exercise is also necessary to foresee its failure chances (Dale and Hayward, 1984). This is a critical imperative, because numerous models and approaches surface in today’s research and practical arena as the solution to face competition. However some of them are sustained while the remaining are either perishing or getting obsolete (Schneider, 2000). Even the success proven TQM model has failed to work in certain conditions (Nwabueze 2001a,b). This phenomenon inspired the author to foresee the success possibility of MQFD. In order to meet this requirement, the receptivity of this model was checked among the practising managers, academicians, and students of management and engineering fraternities. The responses of this audience were collected using questionnaires. The inferences drawn were useful to understand how well the MQFD model would work in modern organizations. The details of this work are briefly presented in this chapter.

5.2. Receptivity of MQFD

Table 5.1. Questionnaire used for surveying the receptivity of MQFD model

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<td>1. Are you familiar with TPM?</td>
<td>Yes/No</td>
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<td>2. Are you familiar with QFD?</td>
<td>Yes/No</td>
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<td>3. To which extent you are able to appreciate the essence and importance of MQFD?</td>
<td>0=Not at all  10=Full</td>
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<td>4. To which extent you believe that MQFD could be implemented in companies?</td>
<td>0=Not at all  10=Full</td>
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<td>5. To which extent you appreciate that MQFD will result in maintenance quality improvement?</td>
<td>0=Not at all  10=Full</td>
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<td>6. Any other remarks that you would like to mention about MQFD</td>
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The questionnaire shown in Table 5.1 was used to explore the receptivity of MQFD during the three phases.

5.2.1. First phase of survey

The first phase of survey was conducted in the ninth International symposium on Logistics held at Indian Institute of Management (IIM), Bangalore, India. This international symposium was organized by the University of Nottingham, UK and IIM, Bangalore during July 12 to 14, 2004. Both engineering and management professionals from different countries participated in this international symposium. Majority of them were academicians. After presenting a paper describing the salient features of MQFD in one of the sessions, the author distributed the questionnaire among the audience of this session. The filled-in questionnaires were gathered from 19 academicians.

The responses indicated that both TPM and QFD are disseminated well among academicians. This observation is depicted in Figures 5.1 and 5.2. The receptivity of MQFD was inferred from questions 3, 4, 5 and 6 under three titles namely ‘Appreciation of the essence and importance of MQFD’, ‘Feasibility of Implementing MQFD’ and ‘MQFD’s capability in existing maintenance quality improvement’. The average values computed from the responses are shown in Figure 5.3. As indicated the receptivity of MQFD among the participants of above international conference is just little above the value 5 in a Likert’s scale of range 0-10. The reason for this average receptivity of receptivity is attributed to the lack of knowledge possessed by the respondents on QFD and TPM.

![Figure 5.1. Awareness of TPM among international participants](image-url)
5.2.2. Second phase of survey

The second phase of the survey was conducted at “Palghat Management Association” (PMA), Kerala state, India. As the title implies, the objective of this association is to serve as the podium for the management professionals residing in and around Palakkad district’ Kerala state, India. The author presented the features of MQFD in a monthly meeting of PMA on August 10, 2005. After the meeting, the same questionnaire shown in Table 5.1 was distributed to two classes of audience. One class of audience consisted of practising managers and the other consisted of, MBA students. During this phase, the responses were gathered from 18 practising managers. The awareness level of TPM and QFD among both category of audience are shown in Figures 5.4, 5.5, 5.6 and 5.7. An overview of these Figures would indicate that awareness on TPM is widespread among both practicing managers and
MBA students while it is not so in the case of QFD. The receptivity of MQFD among practising managers is fairly well. That is, the average value of MQFD receptivity under the three aspects is more than 6 in the Likert's scale of range 0-10. But it is not so in the case of MBA students in which case the values are only little above 5 in the Likert's scale of range 0-10. These observations are shown in Figures 5.8 and 5.9, which imply that the degree of practical experience influences the receptivity of MQFD.

Figure 5.4. Awareness of TPM among Practising Managers

Figure 5.5. Awareness of QFD among Practising Managers

Figure 5.6. Awareness of TPM among MBA students
Figure 5.7 Awareness of QFD among MBA students

Figure 5.8 MQFD receptivity among practising managers

Figure 5.9 MQFD receptivity among MBA students
5.2.3. Third phase of survey

The third phase of the survey was conducted in the national conference on Innovated TQM held at PSG College of Technology, Coimbatore, India (Hereafter referred to as ITQM conference). ITQM conference was held during February 25-26,2005. The author got an opportunity to present three papers dealing with MQFD in ITQM conference. The participants consisted of research scholars, graduate and postgraduate students, one engineering college teacher and one practitioner. After presenting the paper, the author distributed the questionnaire to the audience and collected their responses. During this phase, the responses were gathered from 12 conference participants. The responses indicated that the concepts of TPM are well known to the respondents while QFD principles are known to them only to an average extent. These findings are depicted in Figures 5.10 and 5.11. The MQFD receptivity among ITQM participants is depicted in Figure 5.12. As shown, the MQFD receptivity among them is either less or little above the average level.

![Figure 5.10. Awareness of TPM among ITQM conference Participants](image1)

![Figure 5.11. Awareness of QFD among ITQM conference Participants](image2)
5.2.4. Interpretation from MQFD receptivity survey

Despite the reasonable exposure to QFD and TPM, the MQFD receptivity among the respondents against the questionnaire shown in Table 5.1 is little above the average level. The overall MQFD receptivity is indicated in Figure 5.13. This finding indicates that preliminary exposure to MQFD is vital for its successful implementation. Hence it is necessary that before embarking on MQFD, a company has to conduct a number of exposure and orientation programmes on MQFD.

5.3. Conclusion

Because of the weak link between research and practice, the new models like MQFD cannot be transferred from research environment to the practicing
field within a quick span of time. In order to explore in this direction, the levels of MQFD receptivity among various professional communities were examined. This was accomplished by surveying in three different podiums and responses were collected from varied kinds of professionals. In most cases, the MQFD receptivity was just little more or less than the level 5 in the Likert's scale of range 0-10. This state reveals the conservative mindset of professionals who are not willing to mix techniques and approaches which would emanate for attaining different strategies. Hence the results of MQFD receptivity indicated that the implementation of MQFD was not going to be an easy task.