

Author's Accepted Manuscript

Evolution of Product Quality in European, Japanese and US Automotive Firms: An Exploratory Longitudinal Analysis

Hemant V. Kher, Christine T. Kydd, Terrence M. O'Brien



PII: S0305-0483(16)30936-7
DOI: <http://dx.doi.org/10.1016/j.omega.2016.12.003>
Reference: OME1735

To appear in: *Omega*

Received date: 22 November 2015
Accepted date: 8 December 2016

Cite this article as: Hemant V. Kher, Christine T. Kydd and Terrence M. O'Brien: Evolution of Product Quality in European, Japanese and US Automotive Firms: An Exploratory Longitudinal Analysis, *Omega*, <http://dx.doi.org/10.1016/j.omega.2016.12.003>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting galley proof before it is published in its final citable form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Evolution of Product Quality in European, Japanese and US Automotive Firms: An Exploratory Longitudinal Analysis

Hemant V. Kher^{a*}, Christine T. Kydd^{a1}, Terrence M O'Brien^{b2}

^aDepartment of Business Administration, Alfred Lerner College of Business and Economics, University of Delaware, Newark, DE 19716

^bAlfred Lerner College of Business and Economics, University of Delaware, Newark, DE 19716
kher@udel.edu

chriskyd@udel.edu

tmobrien@udel.edu

*Corresponding author. Tel.: +302 831 1784.

Abstract

For years we have been hearing that US automobile manufacturers have been losing market share to their Japanese rivals who are reputed to make better quality vehicles. Most such reports are based on the initial quality surveys on new automobiles. In this paper we address two exploratory questions: (1) how does the quality of an automobile change with its age, and, (2) can firm level variables help explain differences quality. To answer these questions, we collected *Consumer Reports'* reliability ratings on approximately 300 automobile models made by European, Japanese and US automotive firms during the 1998-2007; and approximately 240 models made by these firms over period of 2008-2015. For both periods we found that not only do automobiles made by Japanese firms have higher initial quality, but, as automobiles get older the difference in the product quality between Japanese versus European and US firms increases.

¹ Tel.: +302 831 1783.

² Tel.: +847 502 6702.

Download English Version:

<https://daneshyari.com/en/article/5111685>

Download Persian Version:

<https://daneshyari.com/article/5111685>

[Daneshyari.com](https://daneshyari.com)