

THE IMPACT OF ISO 9000 CERTIFICATION ON SALES THE CASE OF MAURITIUS

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[dx.doi.org/10.18374/JABE-13-4.8](https://doi.org/10.18374/JABE-13-4.8)

ABSTRACT

Using an empirical approach, this research seeks to ascertain whether the mean sales of ISO certified companies is significantly greater than that of their non-certified counterparts and assesses the impact of ISO 9000 certification on sales of companies in Mauritius. The methodologies employed are an independent T-test and both static and dynamic panel regression analysis. Based on a sample of 39 ISO certified companies and 39 Non-ISO certified ones from 2000-2009, the findings report a significant difference between mean sales of the two groups (in favour of the certified companies) and a positive and significant relationship between ISO 9000 certification and sales. Also, the dynamic panel analysis confirms this positive relationship. Thus, it can be said that ISO certified companies in Mauritius, experience the benefits of certification through increased sales which also implies increased customer loyalty and confidence and a larger customer base.

Keywords: *ISO, ISO 9000, Quality, Sales*