

**Certification: Motivations and Perceptions of Value Within the Franchise Sector**

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### **Abstract**

This study offers a descriptive analysis of a franchise certification program. The franchising sector occupies a unique space in the economy and there exists a common body of knowledge that the International Franchise Association (IFA) has codified. The purpose of the study was to analyze the IFA's certificate program regarding candidates' and graduates' motivations for pursuit of certification, graduates' satisfaction with impact of certification, and graduates' attribution of career mobility and increased compensation from the certification designation. The sample consisted of 510 candidates and 546 graduates of the certification program. The results showed candidates and graduates to be similarly motivated for pursuing certification, though substantial differences in motivation exist between segments (affiliation with industry, tenure, and organizational stature). Findings also showed that graduates were most satisfied with the certification programs help in expanding their knowledge and increasing their networking, with lower satisfaction reported on impact to career mobility and compensation. The majority of graduates, however, would still recommend the certification to others. These results are consistent with prior studies on certification, which have also found participants are likely to recommend certification programs to others, even if the benefits they receive are nonmonetary in nature.

**Key words:** Certification; Franchising Association; Professional Associations