

# Chapter 7

## Integrating Marketing Strategies With TQM Strategies for Enhancing Client Experience in Ethiopia

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### ABSTRACT

*The integration of marketing strategies and Total Quality Management (TQM) strategies holds immense potential for enhancing client experience in Ethiopia. A sample of 400 participants, including marketing professionals, quality management experts, and business leaders, was surveyed to understand the key factors influencing the alignment of marketing and TQM strategies, the embracing of organizational*

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*agility, and their collective impact on client experience in Ethiopia. Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were conducted to identify the underlying dimensions of marketing strategies, TQM strategies, organizational agility, and client experience. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy. Structural Equation Modeling (SEM) was then employed to examine the mediating role. The findings of this study provide valuable insights into how the strategic integration of marketing and TQM strategies can enhance client experience through the cultivation of organizational agility.*

## **INTRODUCTION**

It is imperative that marketing tactics be integrated with Total Quality Management (TQM) initiatives, mainly given Ethiopia's growing economy (Chou et al., 2020). Ethiopia offers companies enormous potential to improve client experience and augment sustainable development for of its rich cultural legacy and quickly growing manufacturing and service industries. Philip Crosby, Joseph Juran, and W. Edwards Deming—three pioneers in quality management—are credited with developing the notion of joining marketing and TQM strategies. The inference of coordinating an organization's internal procedures and management strategies with the demands and anticipations of its clientele was underscored. Due to the widespread embracing of this comprehensive tactic to quality management by companies worldwide, improvements in client gratification, operational efficiency, and overall competitiveness (Megersa & Chalchisa, 2024). There is a wealth of empirical investigation on the association among marketing and Total Quality Management (TQM) methods, with many studies emphasizing the possible advantages of this integration. Organizations that successfully coordinate their marketing and TQM initiatives are better positioned to provide exceptional client experiences, cultivate brand loyalty, and create long-lasting competitive advantages, according to investigation. This corpus of job has been especially substantial when applied to underdeveloped countries, where it is especially significant to take use of few resources and adapt to changing consumer demands (Sisay et al., 2021). It is significant to remember that putting an integrated marketing and TQM strategy into practice in Ethiopia presents some practical hurdles. Cultural variety, physical infrastructure constraints, and the relative infancy of the nation's quality management arrangements can all be major barriers to successful implementation.

Furthermore, there are study vacuums in comprehending the subtleties of how this integration might be accomplished in Ethiopia's distinct socioeconomic and cultural environment (Yadeta et al., 2022). In order to handle these vacuums and tackle the real-world issues, this chapter offers a thorough frame job for joining

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