

The Role of Innovative Marketing on Achieving Quality in Petroleum Company

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Abstract : The following research aims to measure the impact of innovative marketing in achieving product quality in the Algerian Petroleum Company. In order to achieve the aim of the study, a random sample of 60 individuals was selected and the answers were analyzed using structural equation modeling to test the study hypotheses. The research concluded that there is a strong relationship between innovative marketing and the quality of petroleum products.

Keywords : marketing, innovation, quality, petroleum products

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