

Impact of Total Quality Management Practices on Innovation in Fashion Design Industry in Colombo District of Sri Lanka

S.M.N.P. Jayarathna^{1,*} and W.M.P.G.R. Pushpakumara²

*Department of Business Management, Faculty of Management Studies,
Rajarata University of Sri Lanka, Mihintale, Sri Lanka^{1,2}*

*Corresponding author: pushpakumara614@gmail.com

Abstract

The fashion design industry in Sri Lanka, particularly in the Colombo District, operates in a highly competitive and rapidly evolving market where innovation is vital for long-term success. However, many firms struggle to cultivate innovation through structured quality management practices. This study examines the impact of Total Quality Management (TQM) practices on innovation within the fashion design industry of the Colombo District. The objectives of the study are to identify the relationship between key TQM dimensions—leadership commitment, customer focus, continuous improvement, and employee involvement—and to determine their influence on organisational innovation. A quantitative research approach was employed, using structured questionnaires distributed among 185 managers from garment and fashion design organisations. The data were analysed using the SPSS software package. The findings reveal that continuous improvement and employee involvement have a significant positive impact on innovation, while leadership commitment shows no significant relationship, and customer focus was excluded from the final model due to statistical insignificance. These results highlight the importance of empowering employees and embedding continuous improvement as core elements of TQM to stimulate innovation. The study provides practical implications for policymakers and managers to design quality-driven strategies that foster creativity, enhance competitiveness, and support sustainable growth in Sri Lanka's fashion design industry.

Keywords: fashion design industry, innovation, Total Quality Management (TQM)