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مركز الشبكات وتكنولوجيا المعلومات

قسم التوثيق الإلكتروني



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قسم

نقسم بالله العظيم أن المادة التي تم توثيقها وتسجيلها
على هذه الأقراص المدمجة قد أعدت دون أية تغييرات





**The Effect of Product Innovation on Brand Equity,
Purchase Intention and Customer Satisfaction: The
Moderating Effect of Corporate Reputation.
(An Applied Study on Food and Beverage Brands in Egypt)**

تأثير ابتكار المنتج علي قيمة العلامة التجارية, نية الشراء و رضا العميل:
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المشروبات في مصر.

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Abstract

The main purpose of this research is to understand the effect of product innovation on brand equity, purchase intention and customer satisfaction while determining the effect of corporate reputation as a moderating variable on the food and beverage industry in Egypt. The data collection was done through conducting in-depth interviews in the exploratory phase by utilizing the convenience sampling technique. Besides, the non-proportionate quota sampling technique was used while distributing 400 questionnaires on shoppers through mall intercepts in front of supermarkets. SPSS was used to analyze the data collected to develop descriptive statistics for demographic variables and research constructs, testing reliability and intrinsic validity for the research constructs by using Cronbach alpha and conformity analysis, exploratory factor analysis, structural equation modeling and path analysis and multiple linear regression to understand the effect of the moderating variable. The research results revealed that product innovation has a significant positive relationship on the three dependent variables (brand equity, purchase intention and customer satisfaction) and the moderating variable which is corporate reputation has a significant positive effect on the relationship between the independent variable (product innovation) and the three dependent variables (brand equity, purchase intention and customer satisfaction). The research findings can help the food and beverage marketing managers to understand the importance of product innovation and how corporate reputation plays a vital role; so they can adjust their plans and strategies to be able to increase their brand equity, customer purchase intention and customer satisfaction.

Keywords: Product Innovation, Brand Equity, Purchase Intention, Customer Satisfaction, Corporate Reputation, Food and Beverage Brands.

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Chapter one:

Research Framework

1.1 Introduction:

Recently innovation has turned out to be an unavoidable term in the business world, governmental plans and academic research. Most of the business markets have achieved a very high level of saturation and maturity with regards to product development. New products and services are developed to find a solution to a consumer problem perhaps from the analysis of an idea or after detecting or creating new needs in consumers' demands. As a result, firms are doing an ongoing product development to overcome the fierce competition as each product development decision could have a clear impact on the final product perceived by the customer. Duo to this changing environment, it became very essential for companies to manage their innovation decisions to be able to compete in this competitive business world.

Sriram, Balachander, and Kalwani (2007) believe that product innovation has a great impact on brand equity. Nevertheless, Andrews and Kim (2007) argue that a company can impact the consumer's buying decision by offering a new innovation to the market with distinctive product attributes and features in relation to competitors. They also said that one of the most widely used methods to create a strong brand image and to differentiate the brand's offering is through the introduction of a new product feature or improving an existing product feature. Moreover, Boyd and Charlotte (1999) and Shiau (2014) proved that product innovation doesn't only have a great impact on consumers purchase decision but also on the corporate reputation.

In addition, the international food and beverage (F&B) market has witnessed a huge flourishing over the last ten years and this is expected to last. The proportion of comparison retail (clothing, footwear, white goods) as a percentage of total retail is declining and is being to some extent swapped by F&B, leisure and entertainment offerings in shopping malls, retail parks and the main retail roads. This is being

driven by changing consumer-shopping habits (Cushman and Wakefield, 2017). This is the reason behind applying the research on the food and beverage industry in Egypt.

1.2 Exploratory Study:

1.2.1 Objectives of the Exploratory Study:

- To get consumers' insights about the topic and how they perceive food and beverage brands product innovations and its effect on the market.
- To know the effect of product innovation on customer satisfaction.
- To understand if product innovation affect brand equity and the consumer purchase decision.

1.2.2 Sources of Information:

In-depth interviews were conducted with a sample of 30 Egyptian consumers of both genders within the age range of 18 to 60.

1.2.3 Results of the Exploratory Study:

First of all, the researcher asked consumers about the food and beverage innovative products that they are aware of. The respondents listed some innovative food and beverage products including Juhayna Rayeb with unique flavors like cinnamon, Domty sandwich, Juhayna 0% fat milk, Healthy Spread, Playz and Coca-Cola energy drink.

Moreover, the researcher wanted to know whether product innovation carried out by the firm affects their level of satisfaction with the firm's products and services. The majority of the respondents believed that if the product innovation is useful in the use of the product; it affects their level of satisfaction