



## The technology innovation to improve the purchase intention of Algerian customer –case study: Condor Brand

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### Abstract:

This study aims to determine the impact of Algerian consumer perception of technology innovation on his purchase intention. And in order to achieve this purpose, the study population included the customers dealing with Condor brand in Algeria. A survey study was conducted by distributing on a convenient sample of (1500) respondents. The current study concluded that following results: there are statistically significant differences in the purchase intention of Algerian consumers at 0.05 level according to their gender, Age, level of education and to their income. In addition, there is a significant effect at the 0.05 level of technology innovation on of Algerian purchase intention of Condor brand.

### Key words:

Perception, technology Innovation, Purchase Intention, the Algerian consumer, Condor brand.

## INTRODUCTION

We live in turbulent times, Technology advances at an ever-increasing pace; customer and market needs are constantly changing, competition moves with lightning speed; and globalization brings new players and opportunities into the game. More than ever, businesses need a product innovation and technology strategy to help chart the way.<sup>1</sup> Accordingly, an increasing number of scholars highlight the importance of linking technological capabilities of a company with its customers. For instance, (Cordero,1991) argues that the rate of product obsolescence is accelerating in many industries because

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customers are willing to pay for innovative products, and firms that cannot supply innovative products faster than competitors, lose competitiveness<sup>2</sup>.

There is no doubt that technology innovation is an important factor to influence on consumer behavior, According to (palmer, 2001) Consumers purchase a product or service on the basis of satisfying their recognized needs<sup>3</sup>. Product innovation plays an important role in the process of consumer purchase decisions making. The purpose of company is improving consumer adoption intention of new products<sup>4</sup>. According to (Danneels and Kleischmidt, 2001), the effects of technology innovation should thus be considered from the perspective of consumers, and it should measure the perceptions of consumers for the quality of new products and their purchase intention of the new products. When investigating innovation based competitive strategy.

### **Problem Statement**

The Algeria electronics industry is witnessing intense competition as a result of the market openness and the presence of many brands, which made the Algerian consumer have many alternatives and choices. This is making companies wishing to achieve competitive advantage seek modern approaches to attract their behavior. The most important of these approaches is technology innovation.

Scholars believe that product innovation is one of the consideration factors affecting consumers when making a purchase.<sup>5</sup> According to the research of (Weijun Yin, 2011) the product innovation can have a positive influence on consumers purchasing behavior.<sup>6</sup> Also, the study of (Awan, Zuriat, 2014) prove that technology innovation play a key role in changing consumer behavior.<sup>7</sup> From this point, the study problem can be formulated as follows:

**How technology innovation affects on the Purchase Intention of the Algerian consumer?**

### **Hypothesis Development:**

**The first main hypothesis:** There are statistically significant differences in the Purchase Intention of Algerian consumer of Condor products at the 0.05 level due to their social variable. This hypothesis



is divided into four Hypotheses, which is related to a particular demographic variable. As shown below:

The Age differentiates consumer needs and the way of their satisfying. It is with increasing Age that the size and the structure of the consumption are changing; and even the role of the buyer in the purchase process and the way of purchasing<sup>8</sup>. The older persons have more purchasing experience than the younger one. So, The Older people consider diversified option through the experience they have developed. While younger ones with less experience rely on brand and price<sup>9</sup>. Thus, the hypothesis can be developed as follows:

**H1: There are statistically significant differences in the Purchase Intention of Algerian consumer of Condor products at the 0.05 level due to their Age.**

According to (Dorota, 2013) The Gender of the consumer differentiates the level and the structure of the consumption. Women and men perform different roles in every household; they have different demands for certain products as well as they behave differently in the process of consumption. Marketing strategies differentiates gender buying behavior thus female are more emotional and easily be attracted by advertisements compared to male<sup>10</sup>. Another study also shows female are the one who have more shopping experience than males<sup>11</sup>. Thus, the hypothesis can be developed as follows:

**H1: There are statistically significant differences in the Purchase Intention of Algerian consumer of Condor products at the 0.05 level due to their Gender**

According to (Dorota, 2013) .The levels of income affect the life style and attitude of a consumer. A person with high-income purchase expensive product and these with low income prefer to buy product with lower price.<sup>12</sup> Thus, the hypothesis can be developed as follows:

**H1: There are statistically significant differences in the Purchase Intention of Algerian consumer of Condor products at the 0.05 level due to their income**



Based on the marketing literatures Knowledge, The education level is crucial for the consumers to decisions-making. Thus, the hypothesis can be developed as follows:

**H1: There are statistically significant differences in the Purchase Intention of Algerian consumer of Condor products at the 0.05 level due to their education level.**

**The second main hypothesis:** The studies of (Moon et al. 2008); (Carlos and Polluan, 2009); (Keyi and Lin 2010); (Shaharudin et al, 2010), (and Hung et al, 2011), found that technology innovation in product has a positive effect to consumer purchase intention<sup>13</sup>. According to (Hanaysha, 2016) the product innovation had significant positive relationship with brand equity<sup>14</sup>. (Seng & Ping, 20016) argue that The Influence of Product Innovation toward Consumer Behavior helps managements and academicians to understand consumer purchase intention in product innovation<sup>15</sup>. This means that propensity to be an innovative can affect purchase behavior (Englis & Phillips, 2013). According to (Guo &Yin, 2014) the product innovation can have a positive influence on consumers purchasing behavior. Therefore, we postulate that the degree of consumer's perception of product innovation can play a moderator role to impact on their purchase intention to buy them. (Zhang &Tang, 2017) suggested that the company can design their new products according to target customers .Thus; the hypothesis can be developed as follows:

**H1: The technology innovation has a positive impact on Purchase Intention at the 0.05 level.**

**Importance (value) of the study:**

1. **Theoretical importance:** This study sheds some light on the importance of the technology innovation concept and linking it with the Purchase intention. Therefore, it is expected that this research makes a theoretical contribution both of technology innovation and Purchase Intention. It adds to the existing literature of the relationship between the technology innovation and consumers purchasing behavior in the electronics industry.



2. **Practical importance:** the Practical value of this study is to help the Condor managers to adopt the technology innovation as strategic choices to influence the Algerian consumer behavior. Through Determining the Purchase Intention of Algerian consumers' towards condor products, in addition to give it a set of suggestions and recommendations.

**Objectives of the Study:** this study aims:

- To Provide theoretical and conceptual framework on technology innovation and purchase intention
- To Determine if there are significant differences in the views of the study sample on the study's questions according to their demographic and social variables social variables
- To determine the effect of the Algerian consumers perception of technology innovation on his Purchase intention.

**Research strategy:** This study is based on the Descriptive analytical method.

## 1. Literature Review and previous studies

### 1.1 Literature Review

#### 1.1.1 Technology Innovation:

Before presenting the theoretical of the innovation technology, it is important to reflect upon the definition of technology. Research provides numerous definitions for the term 'technology' from many perspectives, According to (Pavitt,1985) the technology is mainly differentiated knowledge about specific application, tacit, often uncodified and largely cumulative within firms<sup>16</sup>.(Reddy and Zhoa, 1990) also consider technology is conceived as firm-specific information concerning the characteristics and performance properties of the production process and product design<sup>17</sup>. Later on, (Kumar et al, 1999) suggests that technology consists of two primary components: 1) a physical component which comprises of items such as products, tooling, equipment, blueprints, techniques, and processes; and 2) the informational component which consists of know-how in management, marketing, production, quality control, reliability, skilled labor and functional areas<sup>18</sup>. (Reisman, 2006) defined the



technology as the development and application of tools, machines, materials and processes that help in solving human problems<sup>19</sup> .

Innovation is a crowded field of existing definitions; Past researchers have viewed and defined the term innovation, with each of them viewing innovation from a different perspective. Firstly, the term “innovation” originates from the Latin word *innovare*, which refers to making something new<sup>20</sup> . According to (Crossan & Apaydin, 2010) Innovation can be defined at different levels and from different perspectives within this complex dynamics. For example, evolutionary economists have argued that one should consider firms as the units of analysis, since they carry the innovations and they have to compete in markets<sup>21</sup> from a strategic perspective, innovation is defined as “the initial introduction of a new product or process whose design departs radically from past practice. It is derived from advances in science, in its introduction makes existing knowledge in that application obsolete. It creates new markets, supports freshly articulated user needs in the new functions it offers, and in practice demands new channels of distribution and aftermarket support<sup>22</sup>. (Thompson, 1965) defined innovation as a set of activities that seek to explore and exploit business opportunities to generate, accept, and implement new ideas, processes, products, or services. Innovation as such influences firms’ management structures<sup>23</sup>, Most managers believe that innovations not only create additional value to their customer but also are economically viable to the firms<sup>24</sup>

In the corporate world, there are many types of innovation. (OSLO Manual, 1997) defined Technology Innovation (TI) as refers to innovation in product, manufacturing process, or related procedures through technology, including making new products and operational procedures through adopted technology or making products and operational procedures with significant technological improvements.<sup>25</sup> Weerawardena (2003), argued that innovation indicates a gradual improvement in the products, production, services, organizational system, and marketing system to help customers to create their values. Therefore, innovation not only narrowly indicates technology, but also



includes marketing, products, and the methods for providing services.<sup>26</sup>

### **1.1.2 purchase intention:**

Purchase intention can measure the possibility of a consumer to buy a product, and the higher the purchase intention is, the higher a consumer's willingness is to buy a product<sup>27</sup>. According to (Blackwell, Miniard, & Engel, 2001), what consumers think they will purchase in future to satisfy their needs and want is known as purchase intention. Moreover, purchase intention can be defined as an advance plan to purchase certain good or service in future, this plan may not always lead to implementation because it is affected by ability to perform. (Turney and Littman, 2003) asserted that intention to buy is the buyer's prediction of which company he will select to buy. Intention to buy may be recognized as a reflection of real purchase behaviour. The greater of the purchase intention, the greater a consumer's desire to buy a product<sup>28</sup>. Besides that, purchase intention can also determine the possibility of a consumer leads to purchase action. In the same context, Purchase intention shows that consumers will follow the need recognition, information search through external environment, evaluation of alternatives, make purchase decision and post-purchase experience. Furthermore, the intention to purchase is known as consumers' tendency to behave on an object; it is usually measured in terms of intention to buy. (Spears and Singh, 2004) proposed that "purchase intentions are an individual's conscious plan to make an effort to purchase a brand."<sup>29</sup>The idea of intention to purchase towards particular products or services is the final step in the decision making process of purchase intention, this statement is agreed by most of the past researchers. In additional, marketers are interested to purchase intention, because it can help them in market segmentation and support their decision making like where the product should be launched. Other than that, purchase intention can be used for future demand prediction too<sup>30</sup>. Furthermore, consumer purchase intention comes from consumers'



perception on benefits and values acquisition, and it is an important key to predict consumer purchase behavior.<sup>31</sup>

### 1.2 previous studies:

1.2.1 Study of (Rodoula Tsiotsou, 2006) entitled: *The role of perceived product quality and overall satisfaction on purchase intentions*, this study investigated the effects of perceived product quality and overall satisfaction on purchase intentions. Moreover, the direct and indirect effects of values and involvement on purchase intentions were studied. The study utilized the survey questionnaire and used sport shoes as the product being researched. The sample consisted of 197 students who responded to an anonymous questionnaire. The study found that the Perceived quality had a direct and an indirect effect (through overall satisfaction) on purchase intentions, overall satisfaction had a direct effect on purchase intentions and involvement had an indirect effect on purchase intentions through overall satisfaction and perceived quality.

1.2.2 Study of (Jalal Hanaysha, 2016), entitled: **The Importance of Product Innovation in Driving Brand Success: An Empirical Study on Automotive Industry**, this paper is designed to test the association between product innovation and brand equity in Malaysian automotive industry. The data were gathered using a survey method from a sample of 287 passenger car users in northern Malaysia. The outcomes of this study showed that product innovation had significant positive relationship with brand equity. The findings also confirmed that product innovation has significant positive relationship with all elements of brand equity; namely brand awareness, brand loyalty, brand image and brand leadership.

1.2.3 Study of (Awan, Zuriat-ul-Zahra, 2014) entitled: **IMPACT OF INNOVATIONS ON CONSUMERS' BEHAVIOUR: A CASE STUDY OF PAK ELECTRON LIMITED**. The objective of this study is to investigate how innovation affects the behavior of customers and which factors motivate the customers to adapt innovation. Main research question of this study is to measure the impact of innovation on consumer behavior with special reference to





electronic industry. We have taken Pak Electron Company Ltd, which is a market leader in Pakistan and manufacturing different electronic products and marketing them since 1956. In order to measure the behavior of consumer towards innovation products we have taken a sample of 200 male & female customers between the ages of 18-65 years. The data which was primary in nature was collected through field survey and a questionnaire was structured for this purpose. Face to face interviews were conducted. S Curve model was used to measure the innovations made or introduced by Pak Electronics Ltd in collaboration with other leading electronic companies of the world. Our study evidence prove that the effect of innovations are significant on the behavior of customers and 75% of respondents endorsed that innovative electronic products attracted and have brought positive change in their behavior and living standards.

#### **1.2.4 Study of (Horng-Cherng Shia, 2014) The Impact of Product Innovation on Behavior Intention: The Measurement of the Mediating Effect of the Brand Image of Japanese Anime Dolls.**

This paper aimed to investigate the correlation between product innovation and brand image and behavior intention, as well as whether or not product innovation affects the behavior intention through the mediating effect of the brand image. In this study, the consumers' perception of anime dolls in three aspects, namely, product innovation, brand image, and behavior intention were adopted as the research variables. An empirical study on the impact of the Japanese anime dolls on the consumer behavior in Asia was conducted. The brand image served as the mediating variable of product innovation and behavior intention and the results were measured. The results show that product innovation had a positive impact on the brand image.

## **2. THE METHODOLOGY:**

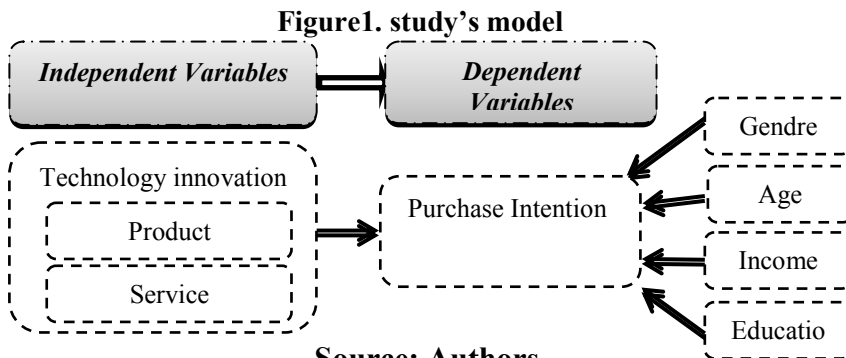
**2.1 The study method:** This study is based on two major sources of research. It was conducted through the collection and analysis of various publications on this field. The secondary source, refer various publications that have been made in this area about empirical studies,



various academic debates and analyzes the different findings. These publications have been published in various journals, conferences and books. The primary source is based in the collection of data through questionnaires.

**2.2 The Target population and sample:** in order to compile primary data from the Algerian consumer, the study population included the Algerian potential customers of the Condor brand in Algeria. The study sample is a convenient sample consisting of 1500 respondents.

**2.3 Conceptual framework:** The researchers identified the Conceptual framework of the current study according to what has been reviewed from the literature and previous empirical studies. The Figure1 show the study's model.



**Source: Authors**

The independent variable, technology innovation-include both Product innovation and Service innovation- was measured by a twelve (15) questions using a five point unipolar differential scale (A standard likert likert scale ranging from 1 = strongly disagree to 5 = strongly agree, scale was used to analyze data. This scale is commonly used for analysis in qualitative studies). The dependent variable, Purchase intention, was measured by a three questions using a five point unipolar differential scale (from 1 to 5).



## 2.4 Data Analysis and Screening

The following statistical methods were used:

The descriptive statistical methods, such as the Mean and the standard deviation. The Cronbach's alpha coefficient was used to measuring the stability of the scale. We also used t-test, ANOVA One Way and ANOVA to the test of hypotheses. The Pearson Correlation Coefficient is use to estimate the relationship between the independent variable and dependent variable.

### 3. RESULTS AND DISCUSSION:

**3.1 Descriptive Statistics:** As displayed in Table 1, this study including four demographic variables, that is only (Gender, Age, Income and the educational level)

In looking at Table 1 we find that:

**Gender:** Based on the table 1, the Results indicate that the majority of the respondents 886 were females where they represent %59.1. 614 respondents representing 40.9% were Males,

**Age:** Table 1 displays results regarding the Age. Out of the total number of 1500 respondents, 944 of them representing 62.9% were those between the ages of 19-31 years. 295 respondents representing 19.7% were between the ages of above 45 years. While 261 respondents representing 17.4 were those between the ages 31-45.

**Income:** For Table1, the study also sought among others to collect data on the income level of the respondents. Among the 1500 respondents, 638 respondents representing 42.5% were Below 18000 D.A per month, Also 377 respondents representing 25.1% were between 18000– 36000 D.A per month. While 485 respondents representing 32.4 % were Above 36000 D.A. These results (the diversity of Condor's customers) are meaning that the condor Company offers products that are suitable to all market segments.

**Educational level:** the educational level of the respondents, Out of the 1500 respondents, 770 of them representing 51.3% being University graduates, 559 respondents representing 37.3 % of them were Secondary school, level graduates, and 171 respondents representing 11.4 % being SEM level graduates



**Table 1: the descriptive statistics of Demographic factors**

variable	Items	Frequency	Percentage (%)
<b>Gender</b>	Male	614	40.9
	Female	886	59.1
	Total	1500	100
<b>Age</b>	19 to 31	944	62.9
	31 to 45	261	17.4
	above 45	295	19.7
	Total	1500	100
<b>Income</b>	below 18000	638	42.5
	18000 to 36000	377	25.1
	above 36000	485	32.4
	Total	1500	100
<b>educational level</b>	SEM level	171	11.4
	Secondary school	559	37.3
	University level	770	51.3
	Total	1500	100

**Source: Authors**

**3.2 Measurement Validation:** The following table shows information about the reliability of variables.

For measuring the reliability of the survey instruments, using the Cronbach's alpha coefficient, Acceptable extent to Cronbach's alpha is at least. 0.70. The results show that the Cronbach's alpha coefficient for all variables (Cronbach's alpha of product innovation scale, and



purchase intention scale, is 0.86 and 0.83 respectively) are greater than 0.7, which indicates the reliability of questioner.

**Table2. Cronbach's alpha coefficients**

variable	No of items	Cronbach's alpha coefficient	Source
<i>Independent Variables</i> innovation scale	15	0.86	Jalal Hanaysha –(2016) Horng-Cherng Shiau(2014)
<i>Dependent Variables</i> Purchase intention scale	03	0.83	(Hair et al, 2002,) Horng-Cherng Shiau (2014)

Source: Authors

**3.3 Analysis of Algerian consumer's perception of technology innovation in condor products:** Table3 shows the results of the Algerian consumer's perception of innovation technology scale.

As shown in Table.3, the respondents Attitude toward questionnaire are positive for all Items because their Mean is greater than the mean of the measuring tool, which is the (3) value. The Item states that "Condor offers high quality products" is (4.10) with an average positive difference from the theoretical mean (3.00) with a value of (1.10). This indicates that the study sample response towards these Items is very high. In the same context, the standard deviation is 0.88. However, the study samples are combining with this result. The t-value is (179.4), which is significant at the (0.000) level, while the Items stating that "Condor products are contain on the latest technological applications" came in the last of (3.30) with an average positive difference from the theoretical mean (3.00) of (0.30). While the standard deviation is (1.2), this indicates that there is dispersion from the Mean between the views of the sample and the t-value at this difference (105.5). The general Mean of the Algerian\_consumers perception of product innovation scale is (3.63), i.e. an average



difference of (0.63) from the theoretical mean, this result is confirm the previous results, while the standard deviation is (0.59) The results of the study are collected on the awareness of the presence of technological innovation in the products of the brand Condor. The t-value is (237) which is considered statistically significant at level (0.000). This response can be attributed to the efforts of the R & D department and its success in providing a variety of products that have become a competition for the giants of the electronic industry in the world such as Samsung and Sony.

**Table3. The results of the Algerian consumer’s perception of innovation**

Items	Mean	Std	differen ce	t-value	sig
Condor offers high quality products	4.10	0.88	1.10	179.4	0.000
Condor offers a distinctive technology products that attracts attention	4.02	0.86	1.02	179.1	0.000
Condor products have a high degree of confidence when it uses	3.46	1.0	0.46	133.5	0.000
Condor products can be used for a long period of time	3.89	0.72	0.89	206.7	0.000
The condor products differs from competing models in the market	3.71	0.85	0.71	167.2	0.000
The Condor brand relies on technological innovation when delivering its products	4.04	1.06	1.04	147.3	0.000
The condor products are an attractive	3.30	1.2	0.30	105.5	0.000
The condor products are considered to be innovative in terms of product design.	3.44	1.06	0.44	126.2	0.000
The Condor products work	3.36	1.1	0.36	112.7	0.000



well and rare failures					
The Condor products are innovative	3.45	1.0	0.45	122.9	0.000
The Condor products contain the latest technology applications	3.54	1.06	0.54	129	0.000
The Condor products are frequently updated with new models.	3.24	1.13	0.24	110.3	0.000
The condor's products has a high ability to withstand external influences	4.02	0.86	1.02	179.1	0.000
I think the Condor company is highly responsive to consumer expectations	3.36	1.15	0.36	112.7	0.000
The condor's products can be used for a long time	3.50	1.10	0.50	123.3	0.000
<b>Total</b>	<b>3.63</b>	<b>0.59</b>	<b>0.63</b>	<b>237</b>	<b>0.000</b>

Source: Authors

**3.4 Analysis of Algerian consumers Purchase intention of condor products:** Table4 shows the arithmetic mean, the standard deviation, the Weighted Average and the significance level of each Item of the Algerian Purchas intention toward condor products scale. It is noted in the table 4 that the responses of the study sample to the items of the purchase intention are positive. Where the general Mean of the scale used is 3.34, i.e. a difference of (0.34) from the approved theoretical mean (3), while the standard deviation is(0.94) Indicates that there is no dispersion between the responses, since the standard deviation is less than (1). Therefore, the study samples are combining with this result, i.e. they have a positive intention to buy the products of the brand Condor. t-value is (46.24) at a significant level (0.000) we can be explained This result by, the marketing strategic adopted by the Condor brand, through advertising campaigns and aimed through



which to draw and promote a positive image of its products in the national market.

**Table5.** The results of Purchase intention of the Algerian consumers toward condor products

Items	Mean	Std	differences	t-value	sig
When I need electronic products, I will buy Condor brand product	3.50	1.10	0.50	123.2	0.000
I will buy the Condor brand even though it is more expensive than other brands.	3.37	1.17	0.37	111.5	0.000
The possibility of buying the products of this brand is very high	3.30	1.06	0.30	119.84	0.000
<b>Total</b>	3.39	.98	0.39	133.99	0.000

**Source: Authors**

#### 4. Hypotheses Testing:

##### 4.1 There are statistically significant differences in the Purchase Intention of Algerian consumer of Condor products at the 0.05 level due to their social variables.

In order to test this hypothesis, we divided it into four other sub-hypotheses (Gender, Age, educational level, income). Two tests are used; the first test is the t-test of independent samples in order to determine if there are statistical differences in terms between the study samples according to their sex. The second test is represented the ANOVA, this test aims to determine the response of study sample trend the technology innovation in Condor products.

- **The first test: independent samples t-test:** The t-value is a ratio of the difference between the two sample means and the standard error. The t-test tries to provide a rational way of determining if the difference between the two sample means occurred by chance<sup>32</sup>.

- **Hypothesis:** There are statistically significant differences in the Purchase Intention of Algerian consumer of Condor products at the 0.05 level due to their gender difference.





Variable moderator		Mean	Std	Levene Test			t-test	
					f-value	sig	t-value	sig
Gender	Men	614	3.68	<b>homogeneous variation</b>	0.05	0.89	2.90	0.04
	Female	886	3.59					

**Source: Authors**

In the table above, we observe that the variance is homogeneous, considering that, the f-sig is 0.89, which is greater than 0.05 (the significance level of the study)

As show in table5, the T-value is 2.90, at level 0.04; which is less than level study (0.05). That means the differences in the Purchase Intention of the study sample toward condor products are attributable to the gender variable.

**The second test: test of ANOVA:** Analysis of variance (ANOVA) is used to determine the statistical difference between three or more means. The term one-way is used since there is only one independent variable. ANOVA can be used in cases where multiple independent variables are considered, and it allows the analyst to estimate both their individual and their joint effects on the dependent variable.<sup>33</sup>

**The second sub-hypothesis:** There are statistically significant differences in the Purchase Intention of Algerian consumer of Condor products at the 0.05 level due to their Age.

**The third sub-hypothesis:** There are statistically significant differences in the Purchase Intention of Algerian consumer of Condor products at the 0.05 level due to their educational level.

**The fourth sub-hypothesis** There are statistically significant differences in the Purchase Intention of Algerian consumer of Condor products at the 0.05 level due to their income.

**Table7. The results of ANOVA one-way Analysis**



variable	Source		Mean Square	F	Sig
Purchase intention	Age	Intergroupes	296.41	28.89	0.000
		Intragroupes	405.39		
	Educ	Intergroupes	399.78	22.32	0.000
		Intragroupes	707.62		
	Income	Intergroupes	514.09	45.74	0.000
		Intragroupes	444.10		

**Source: Authors**

Based on the table7 the results show that there are significant differences in terms of Age, Educational level, and Income in the study sample's response to the Purchase Intention variable at the (0.05) level. Therefore, the sub-hypotheses related to Age, educational level and income are accepted. The difference according to sample's Age can explain by the fact that, the older people have many experiences with many different brands, while the youth category, which witnessed the birth of the Condor brand, and have grown under light of its advertising, they are supposed their Purchase Intention will be affected. In terms of educational level, we can be justify the existence of the differences as the Condor's products are electronic, that The decision to buy it requires knowledge of a set of complex standards, that may not be available to the middle-level. While, it is supposed to be available at the university level as having more knowledge and more information. In terms of income, this difference can be explained by the fact that low-income earners are forced to purchase products, especially electronic products depending the income available to them. Therefore, the high prices of Condor products will necessarily lead them dealing with another brands low-priced. On the other hand, the high-income prefer consume high-priced products that reflect their high-class social, subsequently, the rising prices of Condor products do not affect on their Purchase Intention. Thus, there are differences between Algerian consumers' Purchase Intention of Condor products depending on their age, educational level and income.



#### 4.1 The technology innovation has a positive impact on Purchase Intention at the 0.05 level..

In order to test this hypothesis, ANOVA Analysis was used. The results are as shown in Table (05).

**Table8. The results ANOVA Analysis (Analysis of Variance)**

			Model	R	R2	a		ANOVA
						b	t	Test
							t	sig
technology Innovation / Purchase intention	0.51	0.26	0.85	0.31	0.000	23.18	0.000	537.27

**Source:** Authors

As we can see, the Pearson Correlation Coefficient (R) for the Model (perception of Innovation technology / intention of purchase) is (0.51); which means there is a Moderate correlation relationship at level (0.05). for Coefficient of determination (R2) explains the extent to which changes in the dependent variable can be explained by the change in the independent variables or the percentage of variation in the dependent variable explains 26% of variance in perception of Innovation technology on the intention of purchase. The value of the coefficient (a) is 0.31 while the value of the coefficient (b) is 0.85. This means that, the increase in the Algerian consumer perception of Innovation technology in one-unit leads to an increase in the purchase intention of (0.85) unit. Based on the above, the regression equation can be written as follow:

$$Y = a + bX$$

$$Y (\text{purchase intention}) = 0.31 + 0.85X (\text{Innovation technology})$$

In order to ascertain the significance of the regression model, the ANOVA analysis is performed. The results show that the value of F is



(527.37) and the  $t$ -value is (23.18) at a significant level of 0.000 and thus shows that the overall model is significant accordingly, the H1: is accepting that means the Algerian perception of Innovation technology affects on his purchase intention toward Condor brand.

## **5. CONCLUSION:**

Innovation technology is the heart of any successful companies. Therefore, it plays a key role in changing behavior, purchasing and improving attitude of customers. Especially, to securing competitiveness.

Our study has shown that the Innovation technology is very important to influencing consumer behavior (Purchase intention). This research makes a number of contributions. It fills the gap in the literature by examining the relationships between Innovation technology and purchase intention. It provides a theoretical and conceptual framework that tests the impact of Innovation technology on purchase intention through survey study was conducted a Condor brand product.

There are studies found a significant effect of product innovation on consumer purchase intention, while other studies found no significant effect of product innovation on consumer purchase intention. The results of this study found that Innovation technology has significant positive effect on consumer purchase intention.

## **6. Discussion of the Study Results**

Overall, and through the results shown in Table1, the competitive position of condor is good, Compared to the diversity of its consumers (the difference of income, in educational level, in gender and Age) it is close to all market segments.

- The current study found that the Algerian consumer aware the Innovation technology Characteristics in the Condor products, where the general Mean of their response is 3.39, that means the condor company has gone a long way in getting rid of the imitation product and buying technology from Chinese companies.



- The current study found a positive attribute towards the purchase intention to the Condor brand products, where the general Mean of their response is 3.34, indicating the study sample have a loyalty towards the brand Condor.

- The current study found a significant relationship between the Algerian consumer's perception of Innovation technology and his purchase intention of the Condor brand where the Pearson Correlation Coefficient is 0.51.

- The results showed that there are significant differences between the purchase intention of Algerian consumers at the study significant level, according to their gender, Age, level of education and to their income.

Although this study provides insights with regard to the effect between Innovation technology and purchase intention, caution should be exercised in interpreting various terms and results due to various limitations. First, One potential limitation of this research is that the scale is relatively small, which just focuses on (1500 respondents), therefore, The scale should be enlarged to conduct a more diversified sample size. Second, this study involved a single both consumer behavior type (purchase intention) and a sample limited to [19-45]year olds. Thus in future studies should provide more Innovation technology effects on other variables.

#### **7. Recommendations and suggestions:**

- The study recommends providing typical products without the complexity of technology correspond with users' needs.

- The current study recommends the Condor Brand to intensify marketing and advertising efforts In order to clarify the characteristics of innovation technology in the product. Especially since some of the study sample (even though it is few) do not Aware of innovation technology in Condor Brand products

- The researchers recommend the Brand under study to provide products with a high level of technological concentration compared to its competitors for attract the behavior of Algerian consumers towards its products.



- The researchers also recommend the Condor brand to enhance the determinants of innovation technology in its products
- Focus on creating a distinctive image in the consumer mind about the Condor brand based on innovation technology.

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