

## The role of innovation in the image of the products on the decision of customers

Najdovski Blagojce\*

<sup>1</sup>Faculty of Biotechnical science, St. "Kliment Ohridski - Bitola, North Macedonia

\*blagojce.najdovski@uklo.edu.mk

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**Abstract** – Today's market environment is constantly changing, as a result of many factors and therefore comes to the appearance of new rules of behavior for the market participants, such as opening new opportunities and facing with challenges. Those factors: globalization, foreign competition, the Internet, the diversity of the trading environment and the great offer of products and services caused the creation of new behavior of customers, both in the purchase process and in the decision-making process. On the other hand, the offer of the companies, the image of the product, the price, the marketing communications have effect for looking for new ways of achievement i.e. creating brand. Customers today have significantly more negotiating power and a large amount of information that allow to perceive which factors affect the level of problem solving, diagnosing factors in decision-making process and so on. Then it is imposed one of the most important factors, and it is the image of the products and services and their role on the customers.

*Keywords* – Innovation, Products, Decisions

### I. INTRODUCTION

As we know the image is psychological relation between manufacturer, marketing channels and customer. On the market are not important only the objective elements of the product, but above all its psychological effects and its subjective nature that are discovering consumers and users. The image is not an empirical data about certain company that is made by the opening of the company, but the introduction of the new product and all associated activities outside the company. According F. Kotler, the image of the product is a special appearance among customers that is acquired for certain existing or potential products. As image types are mentioned (according to the literature on marketing communications) the four elements and the concept of image such as image object, image subject,

demand and reception mix. We will try to explain the phases of the process of communication, as well as the product/service and the personality of the customer. The summary notion of image means a product, containing group products from a particular branch, different products and brands in which the brand image is related to specific products or companies as brand image. This will directly focus on the company's image or corporate image and will help to understand the impact of the factors for forming the image, then the relationship in making purchasing decisions and the impact on the corporate image of the company's position. The corporate image is a set of identification marks on the basis of which can be given characteristic for the company.

## II. MATERIALS AND METHOD

Describe It is well known that the goal of any company is building its economic and communication character. The economic goal is manifested in profits, and communication is reflected in the effort to maintain a positive and clear image (French is *imaz*). Establishing clear and positive image contributes to the achievement of economic goal, which is the profit. Although there is an opinion that profit is not a final economic goal, therefore, although it is very important and appreciated in the last decade, it is described as a consequence. In this way are neglected many factors and characteristics of the input and output in the operations in any company. The image is much more than achieving the economic goal of the company. The basic construction of the image constitutes: perception, identity and attitude. On the decision of customers to buy particular products have effect many factors. The group of so-called rational factors includes those factors that are characterized by rationality in consumer behavior and they are from economic, demographic, financial and technological nature. In irrational factors are those from unpredictable nature and cannot be quantified. These factors include the traditions, habits, variations in taste, desires etc. Customers also are different according to age, level of education, gender and so on. Factors that affect customers can be grouped as cultural, social, personal and psychological factors.

## III. RESULTS

Results The data used in the creation are derived from several grocery stores that sell Vincini products. All data used in the analysis were obtained from a database in the companies, but for the purposes of the analysis is prepared a questionnaire. One of the most important things in compiling the questionnaire is that it is necessary to ask questions that will crystallize the key indicators and categories important for the survey. Since we will input the questions, as well as their responses next step is to begin with their processing and analysis. For this purpose SPSS software package enables a variety of tools for the analysis and data processing, but we will use a Frequencies analysis.

Statistics

		Vozrast_na_p otrosvacite	mesece_prih od_na_potro svacite	Bracna_sosto jka_na_potro svacite	Broj_na_deca na_potrosv cite	Kupovanjeto na_proizodi od_Vincini	Cente_na_pr oizvodite_vo sporedka_so _drugite	Navedete_koi do_sledivne _proizvodi_gi _kupovate_na _javeke	Dali_cenata_y _lije_vrt_kvilit _etot	Dali_smetate _deka_ambal _azata_vijae_y _rz_potrosvac _kata
N	Valid	20	20	20	20	20	20	20	20	20
	Missing	0	0	0	0	0	0	0	0	0
Mean		2,3500	2,7500					2,1500		
Std. Error of Mean		,24360	,21613					,29287		
Median		2,0000	3,0000					2,0000		
Mode		2,00	3,00					2,00		
Std. Deviation		1,08942	,96655					1,30888		
Variance		1,187	,934					1,713		
Range		3,00	3,00					5,00		
Minimum		1,00	1,00					1,00		
Maximum		4,00	4,00					6,00		
Sum		47,00	55,00					43,00		

Fig. 1 Users Application for permanent costumers for a smaller quantities

The picture with number 1 shows us the statistics of all questions that were in the questionnaire. As we can see Frequencies analysis is done quite well. The validity is 20, while there are not omissions or errors. The maximum or minimum refer only to questions of Numeric type, and they vary depending on the answers. The same is for the other parameters.

## IV. CONCLUSION

Market analysis and implementation of the survey have advantages in detecting market trends that cannot be analyzed just using the databases. It is ideal to combine both methodologies to get a clearer picture of how the sale takes place. In this paper is made combination of analysis of the survey and database. Same were processed with the SPSS program package for processing and analyzing data and analyzed using the techniques of data analysis and turned into useful information that gave support to certain business decisions through the stores where they conducted research and analyzes. Have been used the techniques of analysis that responded the analyzed data and found that the quantity of data does not play a crucial role in the information age, but the quality. The results show that the techniques of data analysis in very effective way help to make certain business decisions, which will further have effect on the future of the company. Same kind of analyzes of course it is possible to be made in other branches, not only in sales but also in manufacturing, industry, banking, health, education and other.

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