

The impact of marketing innovation on customer loyalty: satisfaction as a mediating variable – a case study of the Samsung brand

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Abstract: *marketing innovation is the adoption by a company of modern or improved methods and approaches in product design, pricing, promotion, and distribution to enhance the customer experience, based on this concept, our study aimed to analyze the impact of marketing innovation on customer loyalty, focusing on the mediating role of customer satisfaction in explaining this relationship with a case study of the SAMSUNG brand.*

This study relies on four fundamental dimensions of marketing innovation: product innovation, pricing innovation, marketing communication innovation, and distribution innovation, examining their impact on customer satisfaction and loyalty. The study reaches several conclusions, most notably that innovation in product, pricing and marketing communication significantly enhances customer satisfaction with the Samsung brand, leading to increased brand loyalty. Distribution innovation, however, has a limited impact on customer satisfaction and loyalty.

The study also showed that the impact of marketing innovation on customer loyalty to the Samsung brand is strongest when it is driven by satisfaction. In other words, customer satisfaction is a key mechanism linking samsung's marketing innovation efforts to customer loyalty.

Keywords: Marketing Innovation; Product Innovation; Pricing Innovation; Marketing Communication innovation; Distribution Innovation; Customer Satisfaction; Customer Loyalty ; Samsung brand.

JEL Classification: M10; M31

ملخص : الابتكار التسويقي هو تبني المؤسسة لأساليب وطرق حديثة أو مطورة في تصميم منتجاتها أو في طرق تسعيرها وترويجها وكذا توزيعها بغية تحسين تجربة الزبون، وانطلاقاً من هذا المفهوم هدفت دراستنا الى تحليل أثر الابتكار التسويقي على ولاء الزبون بالاعتماد على الدور الوسيط الذي يلعبه رضا الزبون في تفسير هذه العلاقة مع التركيز على دراسة حالة لعلامة سامسونغ.

تعتمد هذه الدراسة على أربعة أبعاد أساسية للابتكار التسويقي وهي الابتكار في المنتج، الابتكار في التسعير، الابتكار في الاتصال التسويقي والابتكار في التوزيع مع دراسة تأثيرها على رضا الزبون وولائه، لقد توصلت الدراسة الى جملة من النتائج أهمها أن الابتكار في المنتج وفي التسعير وفي الاتصال التسويقي يؤثر بشكل ملحوظ فغي تعزيز رضا الزبون تجاه علامة سامسونغ مما يؤدي إلى رفع مستوى ولاءه للعلامة، بينما الابتكار في التوزيع فله أثر محدود على رضا الزبون وولائه.

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كما بينت الدراسة أيضا أن تأثير الابتكار التسويقي على ولاء الزبون لعلامة سامسونغ يكون أقوى عندما يتم توجيهه عبر الرضا أي أن رضا الزبون يمثل آلية أساسية تربط بين جهود الابتكار التسويقي الذي تقوم به مؤسسة سامسونغ وولائه لها.

الكلمات المفتاحية : الابتكار التسويقي، الابتكار في المنتج، الابتكار في التسعير، الابتكار في الاتصال التسويقي، الابتكار في التوزيع، رضا الزبون، ولاء الزبون، علامة سامسونغ.

1.Introduction

In the current highly competitive environment, change has become an inevitable necessity for organizations wishing to survive. This is achieved by developing their work methods and strategies to keep pace with the rapid and evolving needs and desires of consumers. Marketing innovation is one of the most prominent of these methods, enabling organizations to deliver added value by improving product quality and design to align with consumer preferences. It also involves adopting innovative pricing policies, developing suitable distribution channels, and enhancing the effectiveness of marketing communication. This helps organizations bridge the gaps between themselves and their target audiences, aligning customer expectations and perceptions, and thus creating distinct value that enhances brand satisfaction. Marketing innovation helps improve the customer experience and increase perceived value, leading to higher satisfaction levels. This satisfaction is a crucial step towards building loyalty, as it makes consumers more inclined to prefer and remain loyal to a particular brand in the long term.

Samsung is considered one of the leading institutions that has adopted marketing innovation and made it the cornerstone of its marketing strategies. It continuously works to introduce fundamental improvements in the design of its products, both aesthetically and technically, in addition to adopting distinctive pricing methods that suit the capabilities and purchasing power of its target consumer segments. Furthermore, it strives to use innovative communication methods and diverse distribution channels to ensure easy access to its products in different markets. These efforts have contributed to enhancing the perceived value to the customer, thus increasing their satisfaction with the brand. As a general problem for our study, we can ask:

To what extent does marketing innovation affect customer loyalty, with satisfaction as a mediating variable?

The research hypothesis for this study is:

Marketing innovation, in its various dimensions, positively affects customer loyalty to the Samsung brand, and this effect is reinforced by the mediating role played by customer satisfaction.

The Importance of the Study: The importance of our study lies in its engagement with concepts of paramount importance in marketing activity, namely marketing innovation, satisfaction, and loyalty. Given the pivotal role that marketing innovation plays in enhancing the competitiveness and success of organizations in the market, understanding the relationship between marketing innovation and customer loyalty through satisfaction enables organizations to design more effective strategies that help enhance the consumer experience and ensure long-term loyalty. The objectives of the study were as follows:

- To identify marketing innovation and its areas.

- to determine the impact of marketing innovation on customer satisfaction with the Samsung brand.
- to identify which elements of the innovative marketing mix have the greatest impact on the loyalty of Algerian customers to the Samsung brand.
- and to analyze the direct and indirect relationship between marketing innovation and customer loyalty to the Samsung brand.

2. The theoretical framework of the study

In this section, we will address the theoretical concepts of the study, namely marketing innovation, customer loyalty, and customer satisfaction.

2.1. marketing innovation

2.1.1. definition of marketing innovation

Marketing innovation is one of the key components of the company's ability to maintain its competitive advantage (Tarkan, 2022), it can be defined as below:

- Marketing innovation is the implementation of a new marketing method that involves significant changes in the design or packaging of the product, its pricing, distribution, or promotion (Love and Lattimore, 2009).

- It is defined as the practical application of new and unconventional ideas within marketing practices (Loussadi and khalfaoui, 2019).

Marketing Innovation, therefore, is the translation of new ideas and methods into practice by introducing partial or complete updates to the product, pricing strategies, distribution channels, or marketing communication methods, with the aim of facing competition and responding to market changes and customer requirements.

2.1.2. Stages of Marketing Innovation (Al-lafi and attamimi, 2021).

- **research stage:** at this stage, the company analyzes and studies the marketing environment by examining consumer behavior and assessing competition in order to generate ideas and identify opportunities and challenges that can serve as a starting point for innovation.

- **screening and filtering stage:** in this stage, the ideas collected in the previous phase are screened, with some being accepted and others rejected.

- **comparison and selection stage:** at this stage, innovative ideas are assessed in terms of their suitability for the marketing mix, and the ideas expected to have the greatest potential to make a tangible impact are selected.

- **testing and trial stage:** in this stage, the innovation is tested on a limited scale, feedback is collected, and the results are analyzed to modify the idea if necessary.

- **implementation stage:** at this stage, the innovation is launched in the market on a large scale, implemented appropriately, and supported with a suitable marketing campaign to ensure its dissemination and adoption.

- **evaluation stage:** this is the final stage of marketing innovation, during which the results of implementing innovative ideas are assessed to determine whether they have achieved their objectives, and adjustments and improvements are made based on market feedback.

2.1.3. Innovation in the elements of the marketing mix

- **product innovation:** the product is the core element of the marketing mix upon which the other elements rely. Innovation in this area involves introducing entirely new products to the market or making modifications or additions – whether radical or limited –to existing products, or improving them in ways that make them differ from current offerings to varying degrees (Aboujomaa, 2003).

Product innovations are required by firms to cope with competitive pressures, changing tastes and preferences, short product life cycles, technological advancement (or contrarily technological obsolescence) (Kanagal, 2015).

- **pricing innovation:** Innovation in pricing regards instances in which companies innovate their pricing strategies, tactics, or organization, or where companies use an understanding of consumer psychology to change customer perceptions of value and price (Andrea and Liozu, 2013).

- **innovation in marketing communication:** this refers to the use of new methods, techniques, and tools in communicating with target customers in order to achieve greater engagement and deliver communication messages in a more appealing way. This may include creating attractive and innovative content, relying on modern digital technologies, or using social media platforms to enhance the brand's image in the minds of customers.

- **innovation in distribution:** distribution innovation involves adopting methods that differ from those used by competitors in delivering products, modifying existing distribution channels, or creating new ones that operate more efficiently and flexibly to ensure the product reaches customers. This enhances the purchasing experience and expands market reach.

2.2. customer loyalty to the brand

The brand is one of the fundamental drivers of the marketing process in an organization, as it has become a primary communication tool between the organization and its target audiences. Thus, it represents the organization's identity and its mental image in the minds of consumers.

Today, customer loyalty to the brand has become one of the most prominent goals that organizations strive to achieve, especially with the increasing intensity of competition and changing consumer tastes. Achieving customer loyalty is not limited to convincing them to make a one-time purchase, but extends to building a long-term relationship with consumers based on satisfaction and trust.

2.2.1. Definition of loyalty

- loyalty is typically defined as the continuous and uninterrupted purchase of a product or consumption of a service belonging to the same brand (Bouragaa and Chennini, 2017).

- loyalty is a deep internal commitment to consistently repurchase a product in the future, leading to repeated purchases of the same brand or the same set of brands despite external influences and marketing efforts capable of inducing switching behavior (Loussadi and Khalfaoui, 2019).

- Loyalty is the positive and continuous attachment that a consumer exhibits toward a specific brand, reflected in his consistent preference for its products and repeated purchase on a regular basis despite the availability of alternatives in the market. Consumer loyalty is

a long-term behavior that reflects the consumer's satisfaction as well as their emotional and cognitive connection to the brand.

2.2.2. Stages of brand loyalty: brand loyalty goes through the following four stages (Elkhodr, 2005):

- **cognitive loyalty:** at this stage, the consumer prefers the brand based on what he know about it such as its quality, price, reputation, and other attributes. In other words, the consumer relies on his perception and knowledge of the brand. Loyalty at this stage is driven by the brand's performance levels, whether functional, aesthetic, or cost-related, therefore, the consumer's loyalty at this stage is superficial.

- **affective loyalty:** this type of loyalty is based on the emotions and attitudes that consumer develops toward a brand. At this stage, the consumer tends to prefer the brand because of his positive experience with it or due to its favorable image.

Affective loyalty is somewhat stronger than cognitive loyalty, but it is still subject to change.

- **intentional (volitional) loyalty:** at this stage, the consumer develops an intention to repurchase the brand repeatedly, in other words, the consumer has a clear intention to continue engaging with the brand in the future, even when faced with competing alternatives.

- **actual loyalty:** this stage is considered the strongest form of loyalty, as the consumer develops a strong desire to repurchase a specific brand regardless of the available alternatives in the market. At this stage, loyalty shifts from mere knowledge or intention to concrete, observable behaviors. The consumer not only prefers the brand but is also committed to repurchasing it and recommending it to others.

2.3. customer satisfaction

Customer satisfaction is one of the most important concepts in modern marketing thought, given the prominent position that the consumer now occupies in the marketing process. Customer satisfaction represents the primary goal that organizations strive for to ensure their continued success in the markets, and the higher the level of satisfaction, the greater the likelihood of repeat purchases.

2.3.1. Definition of customer satisfaction: customer satisfaction is one of the most important elements in marketing, as it reflects the extent to which the consumer's expectations align with their actual perception of the product's performance. Customer satisfaction can be defined as follows :

- it is the psychological state resulting from various evaluation and comparison processes (Ladwin, 2003).

- it is defined as the mental state a person feels when he receive a sufficient reward in return for the money and effort he has spent (Kotler and others, 2006).

In general, customer satisfaction is the degree of fulfillment that a customer feels after experiencing a particular product, that is, the extent to which his expectations align with the actual performance received. If the performance matches the expectations, the customer feels satisfied; and if the performance falls below expectations, the customer feels dissatisfied.

2.3.2. The importance of customer satisfaction

Customer satisfaction is a fundamental factor in the success of an organization, as it represents an indicator of the effectiveness of its strategies in fulfilling consumer needs, as an increase in satisfaction levels enhances the probability that customers will maintain their relationship with the organization and endorse its products to others. The significance of customer satisfaction can be summarized as follows :

- retaining customers, satisfied customers are inclined to continue engaging with the same brand and are less likely to switch to competing brands regardless of the advantages or incentives provided.
- enhancing competitive advantage, organizations that achieve high levels of customer satisfaction possess a stronger ability to withstand market competition.
- contributing to the enhancement of the organization's reputation, as satisfied customers convey their positive experiences to those around them, thereby shaping a favorable corporate image and supporting the attraction of new customers.
- motivating the organization to continuously enhance its products in order to maintain customer satisfaction and work toward securing customer loyalty.

2.3.3. determinants of satisfaction

- **Expectations:** Expectations represent the mental image a consumer forms beforehand about the product's performance. An expectation is the perception a customer forms in their mind before purchasing the product and the extent to which it will deliver the benefits they desire (Rock and José-Ledoux, 2006). Consumer expectations are formed based on several criteria, such as past experiences, advertising exposure, and the opinions of others.
- **Perceived Performance:** Perceived performance represents the level of performance or the image a customer actually obtains as a result of using and consuming the product. This is based on cumulative information formed from their previous experience of actually consuming the product or similar goods and services (Bergery, 2002). In other words, it is the evaluation made by the consumer after using the product and reflects the quality of performance as the consumer sees it, not as the organization intends it.
- **Conformity:** Conformity means comparing expectations with the actual performance of the product. If the performance exceeds expectations, a positive conformity occurs, leading to high satisfaction. If the performance falls short of expectations, a negative conformity occurs, resulting in dissatisfaction. If the performance equals expectations, the conformity is neutral, resulting in acceptable satisfaction.

2.4. the relationship between marketing innovation, customer satisfaction, and customer loyalty

Marketing innovation has a significant effect on customer satisfaction, due it is stated that marketing innovations can be easily perceived by customers and can make companies more willing to invest in this field. However, it should not be seen as a mandatory result that all innovations can always turn into positive customer satisfaction (Tunc, 2022).

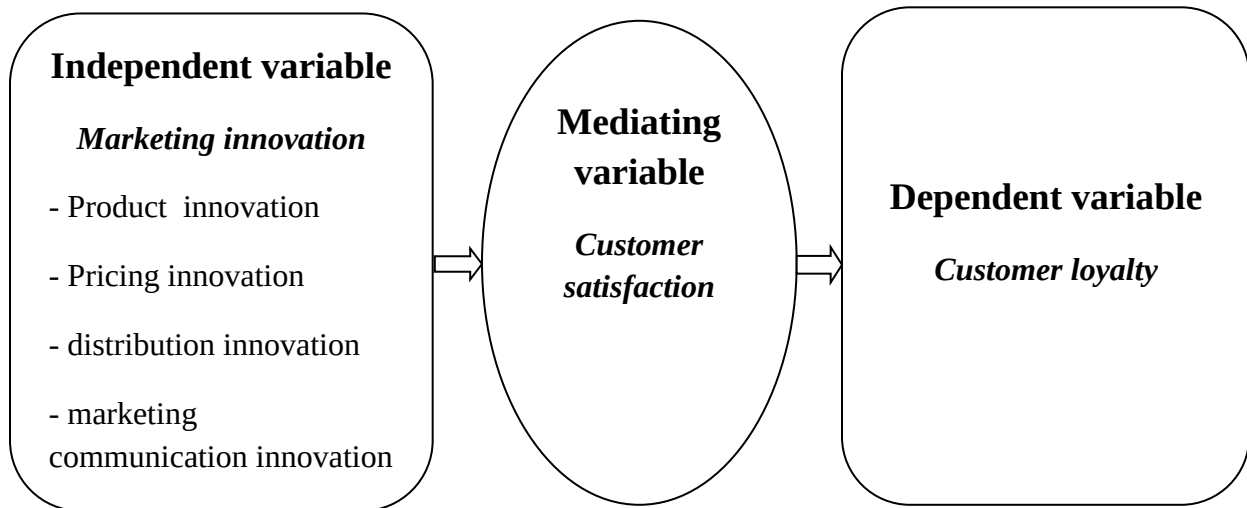
Marketing innovation is considered one of the key factors in building and strengthening customer loyalty to a brand. The more a company innovates in its products, promotional methods, distribution channels, or communication approaches with customers, the greater its ability to meet their needs and exceed their expectations—thereby enhancing their

satisfaction and encouraging them to remain loyal to the brand. Moreover, innovation creates unique and distinctive experiences that make the customer feel added value, leading to the development of emotional and behavioral attachment to the company over time.

3. Applied Study

3.1. the conceptual model of the study

Figure (1): the conceptual model of the study



Source : Prepared by the researcher

3.2. Statistical Hypotheses of the Study:

1. Product innovation has a statistically significant effect on customer loyalty.
 - 1.1. Product innovation has a statistically significant effect on customer satisfaction.
 - 1.2. Product innovation has a statistically significant effect on customer loyalty, with customer satisfaction acting as a mediating variable.
2. Pricing innovation has a statistically significant effect on customer loyalty.
 - 2.1. Pricing innovation has a statistically significant effect on customer satisfaction.
 - 2.2. Pricing innovation has a statistically significant effect on customer loyalty, with customer satisfaction acting as a mediating variable.
3. Marketing communication innovation has a statistically significant effect on customer loyalty.
 - 3.1. Marketing communication innovation has a statistically significant effect on customer satisfaction
 - 3.2. There is a statistically significant effect of innovation in marketing communication on customer loyalty, with customer satisfaction acting as a mediating variable.
4. There is a statistically significant effect of innovation in distribution on customer loyalty.
 - 4.1. There is a statistically significant effect of innovation in distribution on customer satisfaction.
 - 4.2. There is a statistically significant effect of innovation in distribution on customer loyalty, with customer satisfaction acting as a mediating variable.
5. There is a statistically significant effect of customer satisfaction on customer loyalty.

3.3. study methodology

- **Study Population:** The study population is the group of elements or individuals that are the focus of attention in a particular study. In other words, it is all the elements related to

the research problem (Bachiwa, 2013). Our study population consists of all individuals who consume Samsung products in Algeria, specifically in some western provinces.

- **Study Sample:** The study sample is a model that includes an aspect or part of the units of the original population concerned with the research and is representative of it, bearing its common characteristics. This model saves the researcher from studying all units and elements of the original population (Kandildji, 2001). In this research, we adopted For a convenience sample of 600 individuals, we distributed the questionnaire using a traditional method, meaning direct distribution without relying on digital communication methods.

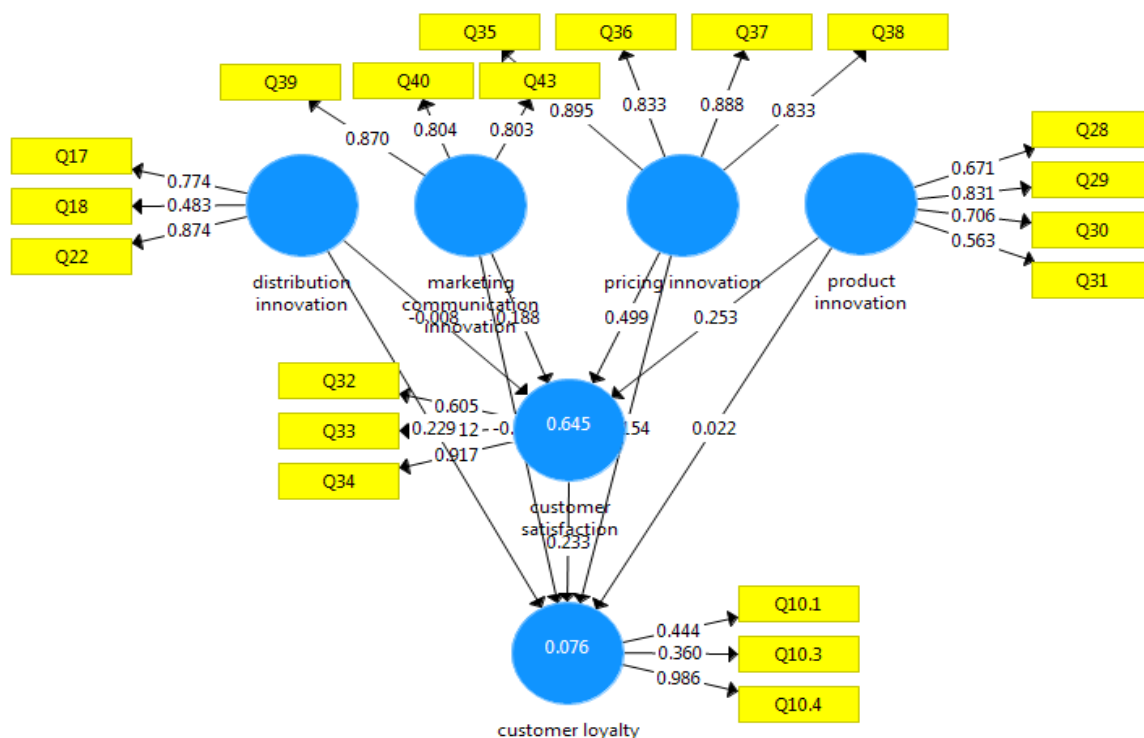
- **Study Instrument:** A questionnaire was developed to obtain the required data. This questionnaire included a set of statements regarding the role of marketing innovation in achieving loyalty among Algerian customers to the Samsung brand. A five-point Likert scale was used (strongly disagree, disagree, neutral, agree, strongly agree).

- **Statistical Processing:** The data were tabulated and entered into a computer for processing using SPSS and SmartPLS software.

3.4. Analysis and Discussion of Results

Principal Component Analysis (PCA) was used to filter the measurement model from dimensions that hindered the analysis. This allowed us to obtain the model that we will analyze below :

Figure (2): study model



Source : Prepared by the researcher based on Smart PLS software

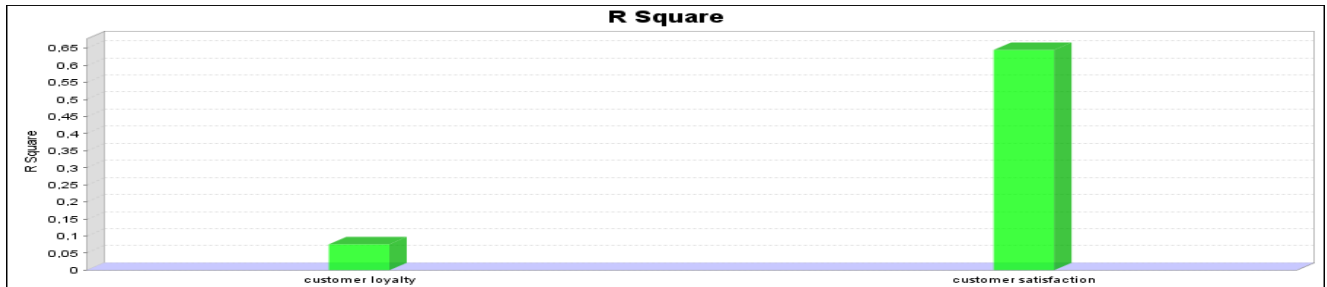
We observe from the figure that there are six latent variables: product innovation, pricing innovation, marketing communication innovation, distribution innovation, customer satisfaction, and customer loyalty. Each variable is linked to its explicit variables and is distributed as follows: four for product innovation, four for pricing innovation, three for marketing communication innovation, three for distribution innovation, three for customer

satisfaction, and three for customer loyalty. This distribution is after the filtering and purification process we adopted using ACP.

Model Quality Criteria

- R Square

Figure (3): R Square



Source : Developed by the researcher using SmartPLS software

Table (1): R Square

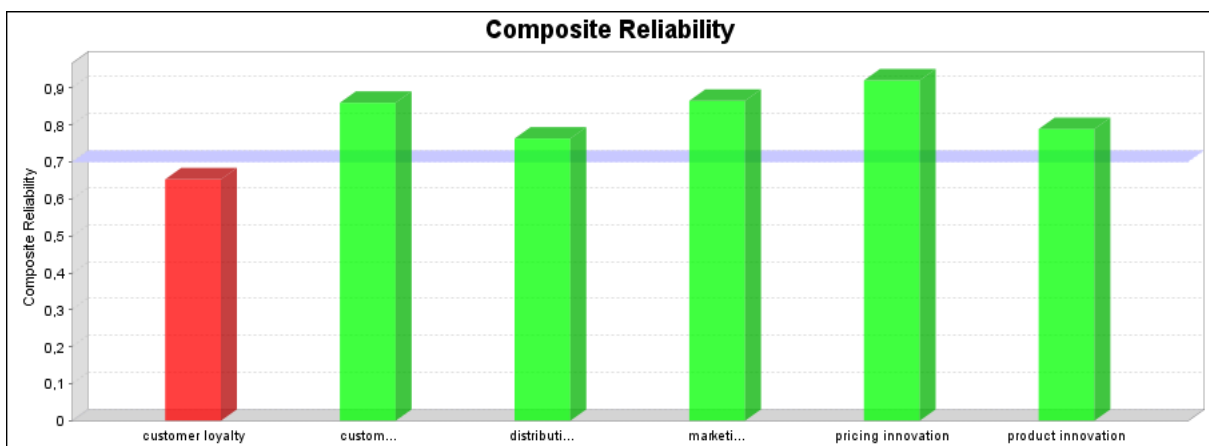
	R Square
Customer loyalty	0.076
Customer satisfaction	0.645

Source : Developed by the researcher using SmartPLS software

We observe from the figure and table above that all determination coefficients are significant, with the loyalty coefficient being 0.076 and the satisfaction coefficient being 0.645

- Composite Reliability

Figure (4): Composite Reliability



Source : Developed by the researcher using SmartPLS software

Table (2): Composite Reliability

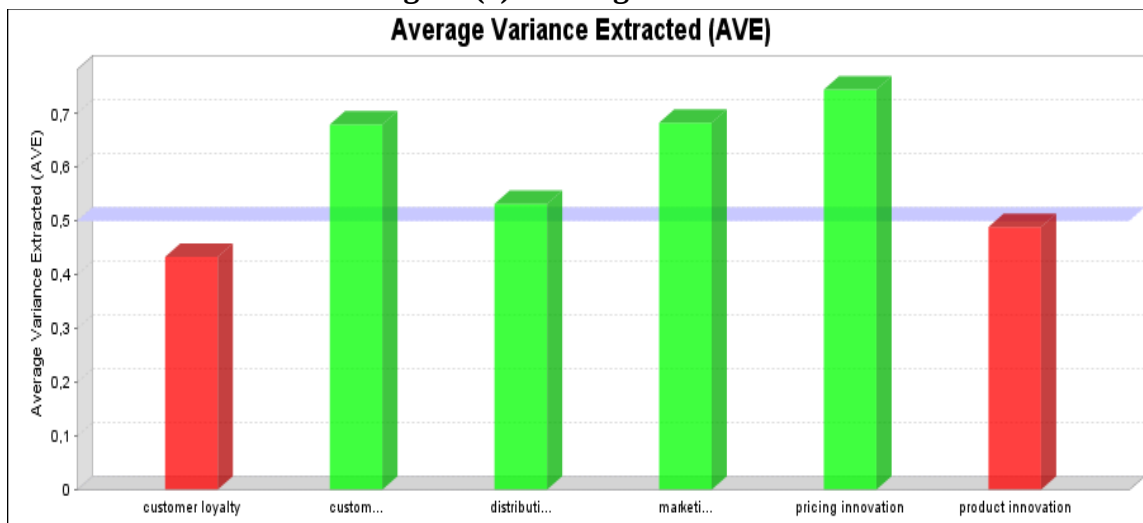
	composite reliability
Customer loyalty	0.653
Customer satisfaction	0.860
Distribution innovation	0.764
Marketing communication innovation	0.866
Pricing innovation	0.921
Product innovation	0.790

Source : Developed by the researcher using SmartPLS software

The preceding figure and table show that all composite reliability coefficients are significant except for the loyalty coefficient. The product innovation coefficient was 0.790, the pricing innovation coefficient was 0.921, the distribution innovation coefficient was 0.764, the marketing communication innovation coefficient was 0.866, the customer satisfaction coefficient was 0.860, and the customer loyalty coefficient was also significant 0.653.

- **Average variance extracted**

Figure (5): Average variance extracted



Source : Developed by the researcher using SmartPLS software

Table (3): Average variance extracted

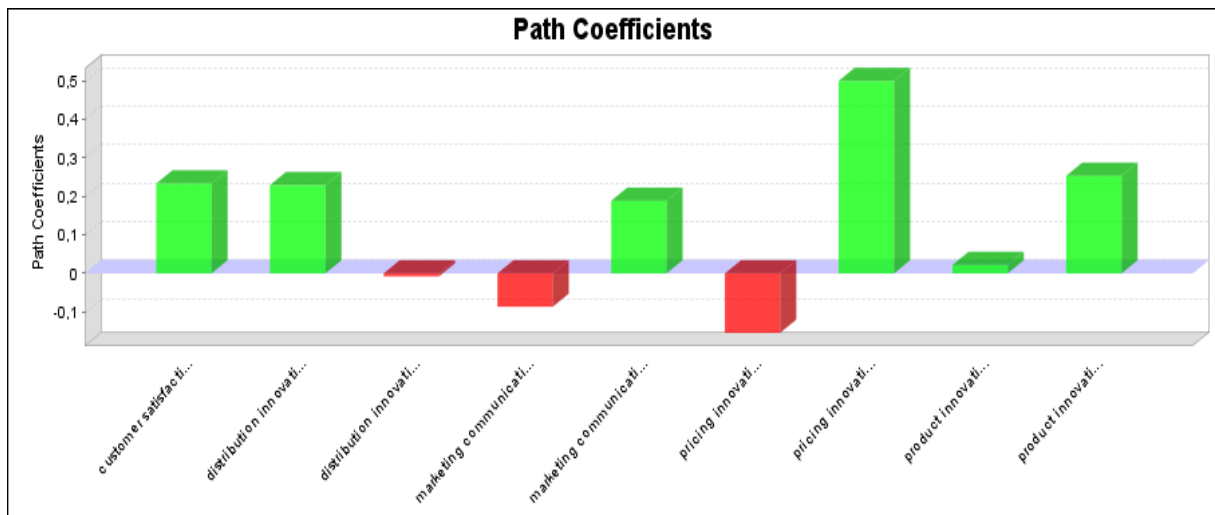
	AVE
Customer loyalty	0.433
Customer satisfaction	0.679
Distribution innovation	0.532
Mareketing communication innovation	0.683
Pricing innovation	0.744
Product innovation	0.489

Source : Developed by the researcher using SmartPLS software

We observe from the table and figure that most of the interpreted mean variances are significant (greater than 0.50), except for the customer loyalty coefficient and the product innovation coefficient. This leads us to conclude that the measurement model achieves an acceptable level of concurrent validity.

- Path Coefficients

Figure (6): Path Coefficients



Source : Developed by the researcher using SmartPLS software

Table (4): Path Coefficients

	Customer loyalty	Customer satisfaction
Customer satisfaction	0.233	
Distribution innovation	0.229	-0.008
Mareketing communication innovation	-0.087	0.188
Pricing innovation	-0.154	0.499
Product innovation	0.022	0.253

Source : Developed by the researcher using SmartPLS software

The figure and table illustrate the path coefficients obtained through statistical analysis. These coefficients express the strength and direction of the relationships between the marketing innovation and customer loyalty variables. These coefficients are a key indicator for estimating the direct effect between the variables in the model.

We note that the direct effect of customer satisfaction on loyalty was 0.233, a significant effect that leads us to accept the fifth main hypothesis 5, namely that a high level of customer satisfaction with the Samsung brand leads to increased engagement and continued loyalty. We also see that the direct effect of distribution innovation on consumer loyalty

was 0.229, a significant effect that leads us to accept the fourth main hypothesis **4**, meaning that developing distribution channels and adopting modern methods for delivering Samsung products contributes to enhancing the customer experience and increasing loyalty. For the brand, innovation in distribution contributes to making Samsung products more accessible and available at the right place and time, while the direct impact of innovation in distribution on consumer satisfaction was negative, which leads us to reject hypothesis **4.1**, the modifications or changes made by Samsung in distribution channels negatively affected customer satisfaction, and this may be due to their incompatibility with customer preferences, local market conditions, or increased reliance on electronic distribution, which led to a reduction in the personal interaction that the Algerian consumer generally prefers.

We note that the direct impact of innovation in marketing communication on customer loyalty is not statistically significant, leading us to reject hypothesis **3**, i.e., that innovation in methods of communicating with customers did not directly affect their loyalty to the brand. This may be due to several reasons, including the multitude of choices available to the consumer and the multitude of communication messages to which the consumer is exposed, especially in the digital world, which reduces the likelihood of them noticing Samsung's messages, or that the loyalty of the Algerian customer is affected by other factors such as product quality and after-sales services, for example. On the other hand, the direct impact of innovation in marketing communication on customer satisfaction is statistically significant, leading us to accept hypothesis **3.1**, i.e., that the communication efforts undertaken by Samsung through reliance on innovative advertising campaigns and reliance on digital means, especially social media, have had a positive impact on customer satisfaction, as the latter feels that the institution is targeting them precisely through its communication messages, which enhances their satisfaction with the brand and its products.

The direct effect of pricing innovation on customer loyalty was not statistically significant, meaning we reject hypothesis **2**. As we previously indicated, loyalty depends on deeper factors such as product quality, after-sales services, brand trust, and others. A customer may sometimes benefit from an innovative price, but this does not necessarily increase their loyalty. Moreover, price competition in the market makes the customer switch from one brand to another based on the offers provided by each brand. However, the effect of pricing innovation on customer satisfaction was statistically significant, leading us to accept hypothesis **2.1**. That is, Samsung's pricing innovations, such as discounts or flexible pricing offers, make customers feel that they are getting more value for their money, thus increasing their satisfaction with the brand.

We note that the direct impact of product innovation on customer loyalty is statistically significant, which leads us to accept hypothesis **1**, The modifications and developments that Samsung makes to its products in terms of attractive design and appropriate quality enhance consumer confidence in them and thus their attachment to them, which increases their loyalty in the long run. Product innovation also has a direct and significant impact on customer satisfaction, which also leads us to accept hypothesis **1.1**. The continuous modifications that Samsung makes to its products in terms of quality, performance, and design make them meet customer expectations, and this increases their sense of comfort and satisfaction with them, which strengthens their conviction in their purchasing choices.

- Indirect Effects

Table (5): Indirect Effects

	Product innovation	Pricing innovation	Marketing communication innovation	Distribution innovation
Customer loyalty	0.059	0.116	0.044	-0.002

Source : Developed by the researcher using SmartPLS software

The table above shows the indirect effects of innovation in marketing mix elements on customer loyalty to the Samsung brand, with satisfaction as a mediating variable. We observe that the indirect effect of product innovation on customer loyalty, with satisfaction as the mediating variable, is a significant effect (path coefficient greater than 0.015), leading us to accept hypothesis **1.2**. This means that innovation in Samsung products increases customer satisfaction, which positively impacts brand loyalty. Customers don't become loyal simply because of an innovative product, but because product innovation makes them more satisfied with their experience, generating an emotional and behavioral connection to the Samsung brand. Similarly, pricing innovation has an indirect effect on customer loyalty to the Samsung brand, with satisfaction acting as a mediator, as innovative pricing policies such as price flexibility and special offers increase consumer satisfaction, thus strengthening their loyalty to the Samsung brand. Therefore, we accept hypothesis **2.2**. The indirect impact of innovation in marketing communication on customer loyalty to the brand, with satisfaction acting as a mediating variable, is a significant effect that leads us to accept hypothesis **3.2**. The innovations undertaken by Samsung in its communication campaigns increase customer satisfaction with the brand and its products, and this is reflected positively in their loyalty.

The indirect impact of innovation in distribution on customer loyalty, with satisfaction acting as a mediating variable, is an insignificant effect that leads us to reject hypothesis **4.2**. The innovations undertaken by Samsung in its distribution channels and policies did not increase consumer satisfaction with the brand and its products; in fact, they may have caused them annoyance and did not increase their loyalty either, due to the customer's lack of adaptation to these new methods.

4. Conclusion

In conclusion, this study demonstrates that marketing innovation is a fundamental factor in building the relationship between an organization and its target audiences. It enhances their experiences with the products, leading to increased brand satisfaction. The study showed that innovation in product, pricing, marketing communication, and distribution plays a significant role in influencing consumer satisfaction, which is reflected positively in brand loyalty. In general, the study reached a number of conclusions, the most important of which are:

- Customer satisfaction with the Samsung brand has a direct positive impact on their loyalty to it.
- Innovation in the product, pricing, and marketing communication of the Samsung brand has a direct significant impact on customer satisfaction with the brand.
- Innovation in distribution had a non-significant impact on consumer satisfaction with the Samsung brand.
- Innovation in the product and marketing communication had a significant impact on customer loyalty to the Samsung brand, while innovation in pricing and distribution had a non-significant impact on loyalty.
- Innovation in the product, pricing, and marketing communication indirectly affects customer loyalty to the Samsung brand by using satisfaction as a mediating variable.
- Innovation in distribution does not affect customer loyalty to the Samsung brand, based on satisfaction as an intervening variable.

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