



The Impact of Innovative Product Marketing on Oppo's Brand Image (Exploratory study of a sample of the company's customers in Algeria)

<i>Safi Fatiha*</i>	<i>Beldjilali Fatiha</i>
<i>Ibn Khaldoun University of Tiaret, Laboratory for the Development of the Algerian Economic Institution, Tiaret (Algeria).</i>	<i>Ibn Khaldoun University of Tiaret, Laboratory for the Strategy of Transition to a Green Economy, Mostaganem (Algeria)</i>
<i>Fatiha.safi@univ-tiaret.dz</i>	<i>Fatiha. beldjilali@univ-tiaret.dz</i>

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Abstract:

The purpose of the study is to determine how innovative product marketing affects Algerian consumers' perceptions of the Oppo brand. A questionnaire was used to gather information from 176 of the company's Algerian clients.

The study came to the conclusion that the income variable is responsible for the notable variations in how customers view the Oppo brand image. It also discovered that Oppo's brand image is significantly impacted by creative product marketing. Though crucial, creative product marketing is insufficient on its own for the business. Thus, the business should concentrate on other areas as well.

Keywords: *Innovative; Marketing; Brand; Image; Product; Oppo.*

ملخص:

تهدف الدراسة إلى تحديد مدى تأثير التسويق الابتكاري في المنتجات على تصورات المستهلكين الجزائريين لعلامة Oppo التجارية. تم استخدام استبيان لجمع المعلومات من 176 من عملاء الشركة الجزائريين. توصلت الدراسة إلى استنتاج مفاده أن متغير الدخل مسؤول عن الاختلافات الملحوظة في كيفية نظر العملاء إلى صورة العلامة التجارية Oppo، كما اكتشفت أن صورة العلامة التجارية لشركة Oppo تتأثر بشكل كبير بالتسويق الابتكاري للمنتج وعلى الرغم من أهميته، فإنه لوحده لا يكفي في الأعمال التي تقوم بها المؤسسة، وبالتالي يجب عليها تركيز أعمالها على جوانب أخرى غيره.

كلمات مفتاحية: تسويق. ابتكاري، صورة. العلامة. التجارية، منتجات، Oppo.

1. Introduction

With the increasing variety and diversity of products, it has become essential for organizations to differentiate their offerings by adopting and implementing innovative marketing strategies for their products. This can be achieved by increasing investment in research and development centers to embrace creative innovation and novel ideas. Consequently, organizations can develop new products that address the evolving needs of the market and consumer preferences, enabling them to stand out from competitors.

Innovative product marketing drives a revolutionary transformation in production by enhancing quality, ensuring stakeholder satisfaction, and fostering business growth. It also cultivates pride in the organization and its performance, making it a key factor in the institution's vitality, the dynamism of its markets, and its progress toward the future. As the cornerstone of any developmental process, it guides the organization in attracting more customers, decisively reflecting its capabilities and resilience in facing competition while achieving sustainable growth.

Based on the above, the following research question can be posed:

To what extent does innovative product marketing influence the brand image?

To address this question, it has been divided into the following sub-questions:

- Are there statistically significant differences at a significance level of 0.05 in the brand image attributable to demographic characteristics?
- Is there a statistically significant impact at a significance level of 0.05 of the organization's use of innovative product marketing on its brand image?

Accordingly, the following hypotheses have been formulated:

- Hypothesis 1: There are statistically significant differences at a significance level of 0.05 in the brand image attributable to demographic characteristics.
- Hypothesis 2: There is a statistically significant impact at a significance level of 0.05 of the organization's use of innovative product marketing on its brand image.

Given that Oppo, a leading Chinese company in the electronics and technology sector, began its journey in smartphone development with a primary focus on the product itself—alongside promotion, pricing, and other elements—this research paper aims to shed light on the brand's image among its customers in Algeria, taking into account their diverse demographic characteristics. Additionally, the study examines the impact of innovative product marketing on Oppo's brand image.



To achieve this, we adopted a descriptive and analytical methodology, which enables the study, analysis, and interpretation of qualitative phenomena through a set of integrated research procedures. This approach focuses on describing the phenomenon by collecting, classifying, and processing relevant facts and data. The data was gathered by distributing questionnaires to the company's customers across several provinces in Algeria, including Tiaret, Sidi Bel Abbes, Algiers, Naâma, Setif, and others, during the period from June 2023 to December 2023.

The study also reviewed the following prior research:

Study by (Ali & Salam, 2017), titled "The Role of Marketing Innovation in Improving the Corporate Image (Case Study of Condor Electronics)," published in the *Journal of Financial, Accounting, and Administrative Studies* (ISSN 2352-9962), Issue No. 7, June 2017. The study aimed to measure the role of innovation in the elements of the marketing mix in improving the corporate image of Condor. The research was conducted using a questionnaire.

The study concluded that there are significant differences in the evaluation of the mental image of Condor's consumers attributed to their demographic characteristics. Additionally, it found a significant impact of the overall innovation elements in the marketing mix on the scores for evaluating Condor's corporate image.

Another study, titled "Innovation in Products and its Impact on Strengthening the Corporate Image of Economic Institutions" by the same authors (Ali & Salam, 2017), was published in *Al-Bashayer Economic Journal*, Vol. 3, Issue No. 2 (June 2017).

This study focused on measuring the role of marketing innovation in the product element (product mix) in reinforcing the corporate image of Condor Electronics, particularly the image perceived by consumers. The study was conducted using a questionnaire distributed to 400 individuals, employing one-way ANOVA analysis, simple regression, and multiple regression.

The results indicated statistically significant differences in the image scores of Condor's customers, attributed to their demographic characteristics. Furthermore, it showed a significant impact of the overall innovation elements in products on the evaluation scores of Condor's corporate image.

And according to the aforementioned earlier studies, disparities in the evaluation of corporate image are attributable to demographic variables, as demonstrated by both study endeavors. In the first study, the researcher found that all innovative aspects in the marketing mix have a substantial impact on the evaluation of Condor's corporate image. In contrast, the second study concentrated this effect explicitly on product innovation, which was one of the marketing mix aspects.

This study will concentrate on the influence of innovative marketing in products on the brand image of Oppo in Algeria, as creativity and innovation can be deemed two sides of the same coin, sharing the same essence.

2. Conceptual Framework of the Study

2.1 Concepts of Innovative Marketing

The terms "innovative marketing" and "innovation" do not differ fundamentally in essence, except that the former pertains to the marketing function, while the latter applies to various other fields. This distinction becomes evident through the following definitions.

2.1.1 Definition of Innovation

"Innovation" comes from the Latin word *innovare*, which means "to make new." Innovation is simply the act of doing something in a different way. This phrase, which is frequently used in the business and corporate world, typically connotes something costly, time-consuming, and risky (Costello & Prohaska, 2013, p. 62).

Innovation is the act that leads to presenting something new; it is both the result and the process that brings renewal or introduces new products (Assayag, Manceau, & Morin-Delerm, 2015, p. 03).

2.1.2 Definition of Innovative Marketing

The concept of innovative marketing is based on the genuine improvement of a product or service and the attempt to apply marketing principles in an innovative way (Al-Abdali, 2014, p. 161).

It is a set of new marketing methods that can be implemented to introduce changes in product design or packaging during storage, promotion, and pricing based on the market (Zair, Ghomari, & Khedim, 2020, p. 133).

With an emphasis on the components of the marketing mix (product, price, promotion, and distribution), innovative marketing also refers to the actual implementation of novel or unusual concepts in marketing strategies. It can also encompass the area of marketing research (Abu Jumaa, 2011, p. 04).

2.1.3 Characteristics of Innovative Marketing

Innovative marketing is characterized by several key features (Abu Jumaa, 2011, p. 05):

- It goes beyond merely generating or discovering a new idea; it extends to putting that idea into practical application.
- Innovative marketing must successfully leverage new ideas to be beneficial to the organization.
- It is not limited to a specific marketing field but extends to any area or practice within the marketing domain.

2.1.4 Innovative Marketing in Products and Its Importance



Innovative Product Marketing is the strategic process of promoting cutting-edge products that address unmet needs and leverage new technologies or methodologies (Mohr, Sengupta, & Slater, 2010)

The innovation involved in launching a new product or service is referred to as innovative product marketing (Zair, Ghomari, & Khedim, 2020, p. 133). This product or service might be completely new to the market, or it might have some of its features improved and changed.

Both the company and the consumer benefit greatly from creative product marketing. Among its advantages are (Abu Jumaa, 2011, p. 111):

- Confronting competition.
- Keeping up with changes in customer tastes and requirements.
- Satisfying customer needs.
- Reducing the impact of certain products reaching the decline stage on the organization's revenues and profits.

Based on the above, it can be said that innovative product marketing is a part of the whole, meaning that innovative marketing focuses on the development process that affects the entire marketing mix (product, pricing, distribution, promotion, etc.). In contrast, innovative marketing in products specifically concerns the development process that targets the product itself.

2.2 Brand Image

The concept of brand image emerged in 1950, proposed by the renowned advertising specialist Ogilvy, to express the feelings and emotions users associate with a product. It was later used in 1955 by Gardner and Levy, who attributed it to psychological variables describing consumer behavior.

2.2.1 Definition of Brand Image

The brand image can be defined as the main driver of brand equity, referring to the overall perception and sentiment that consumers have about the brand, which significantly influences their behavior (Zhang, 2015, p. 58).

A brand represents a unique blend of functional and emotional attributes that consumers perceive as added value, a distinctive experience, and a promise fulfilled. It holds a symbolic value that transcends tangible realities and has the ability to reflect interests beyond the brand itself. For the company, the brand is a fundamental strategic resource and its most valuable intangible asset (Grubor & Milovanov, 2017, p. 80).

2.2.2. Characteristics of Brand Image

The brand image is characterized by several features, including (Bouragaa, 2017, p. 56):

- The image consists of a set of mental representations.
- The image is subjective and biased; it can vary significantly from one person to another.
- The image is relatively stable, representing an expression of individuals' knowledge and attitudes at a certain time. These attitudes are inherently relatively stable.
- The image is selective and simplified; it serves as a summary of the organization or brand that the individual forms based on their perception of many brands, which are often similar to each other.

3. Practical Aspect of the Study

3.1 Description of the Sample and Questionnaire

The study population consisted of Oppo Algeria customers (users of Oppo mobile phones), with a sample of 176 customers selected. The questionnaire was structured into three main sections: the first focused on personal information, the second included questions about innovative product marketing, and the third addressed the brand's image. The questionnaire comprised 32 questions in total. A five-point Likert scale was used, where a score of 5 indicated "strongly agree," and a score of 1 indicated "strongly disagree."

3.2 Statistical Methods Used

After collecting the data, we sorted and processed it using SPSS Version 22, calculating various statistical indicators. These included reliability analysis using Cronbach's Alpha to determine the reliability coefficient of the study instrument, percentages, means, and standard deviations to summarize and interpret the data. Additionally, we conducted an F-test to evaluate the statistical significance of the overall regression model and a T-test to determine the significance of the independent variable's impact on the dependent variable. Correlation coefficients and simple regression analysis were also employed to verify the validity of the study's hypotheses.

3.3 Validity and Reliability of the Tool

To test the reliability of the study, Cronbach's Alpha was used, with the reliability coefficient for all questionnaire items estimated at 0.90. This is a reliability level that can be considered dependable for the practical application of the study, as the reliability coefficients for all items exceeded 0.6.

Table 1. Results of Cronbach's Alpha Reliability Coefficient for the Study Variables

Reliability Statistics	
Cronbach's Alpha	Number of Items
0.905	32



Source: Prepared by the researchers based on the outputs of SPSS Ver 22.

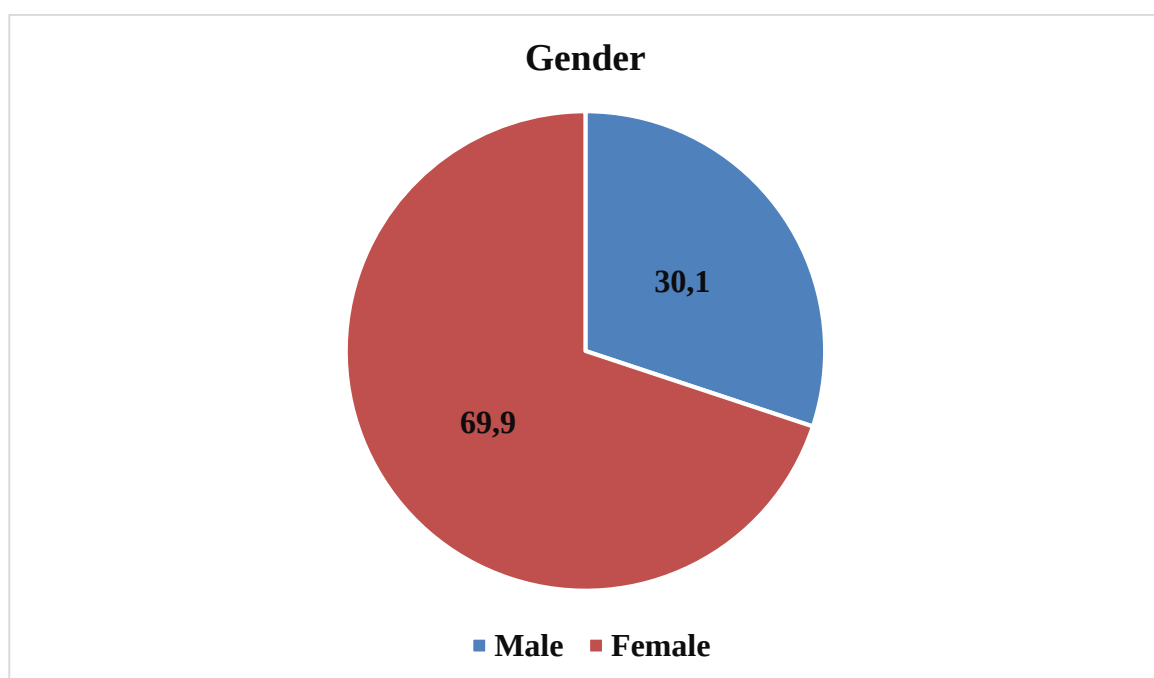
3.4 Analysis and Discussion of the Results

3.4.1 Analysis of the personal data of the sample members

Variables including gender, age, income, length of time spent with the Oppo company, and the series to which the customer's phone belongs were used to characterize the study sample. A thorough description of the sample under study can be found below.

A. Gender

Fig.1. Representation of the sample by gender

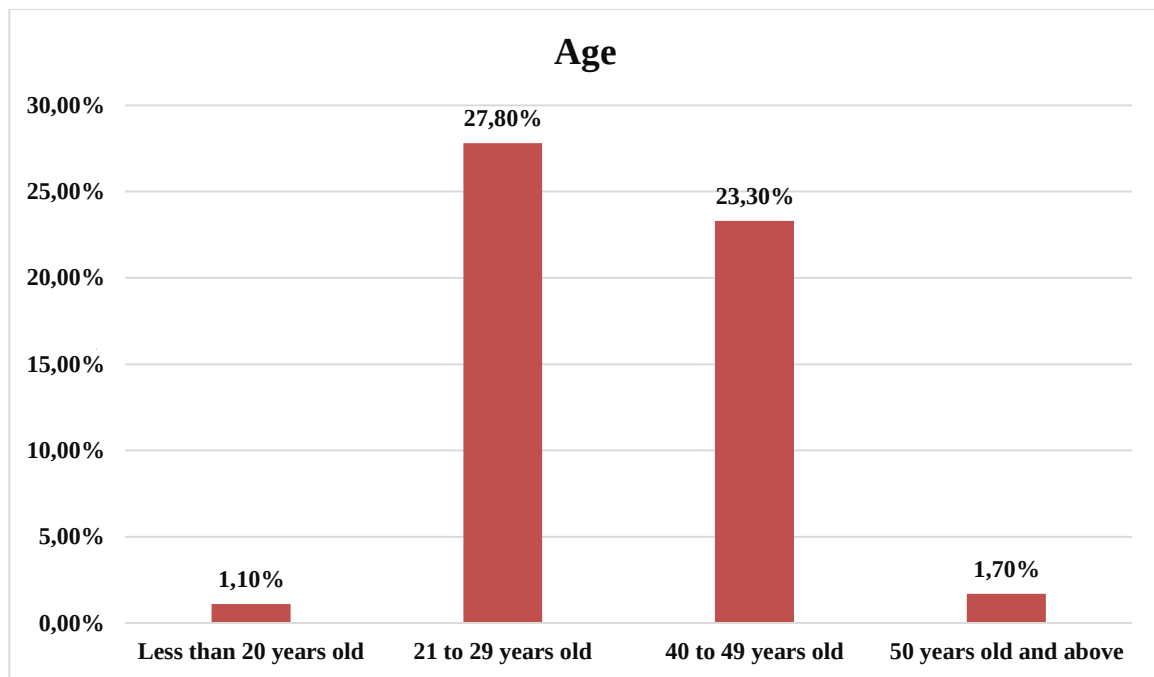


Source: Prepared by the researchers based on the outputs of SPSS Ver 22.

It is evident from the figure above that 30.1% of the studied sample are males, while 69.9% are females. This can be attributed to the nature of the locations where the questionnaire was distributed, as well as the engagement of women with technology, particularly with regard to smartphones.

B. Age

Fig.2. Representation of the sample members by age



Source: Prepared by the researchers based on the outputs of SPSS Ver 22.

It is clear from Figure No. (02) that 46% of the sample are between the ages of 30 and 39, and 27.8% are between 21 and 29 years old, indicating that the majority of the respondents are from the youth category. This can be attributed to the high proportion of young people in society and the widespread use of smartphones among this age group.

C. Income

Table 2. Representation of the sample members by income

Income	Frequency	Percentage
Less than 13,000 DZD	48	27.30%
From 13,001 to 25,000 DZD	11	6.30%
From 25,001 to 35,000 DZD	24	13.60%
From 35,001 to 50,000 DZD	34	19.30%
More than 50,000 DZD	59	33.50%
Total	176	100%

Source: Prepared by the researchers based on the outputs of SPSS Ver 22.

According to the table above, the group with an income exceeding 50,000 DZD was the largest, representing 33.5%. This indicates that Oppo phones have succeeded in attracting the higher-income segment to purchase the brand, likely due to its features and advantages. Following closely is the lower-income group, with an income not exceeding 13,000 DZD, representing 27.3%, and then the middle-income group, with percentages of 19.3% and 13.6%. From this, we can infer that despite the decline in purchasing power, owning a smartphone has become an essential necessity.

D. Duration of engagement with the company and the phone series owned



Table 3. Representation of the sample members by duration of engagement and phone series owned

Duration of engagement with the company	Frequency	Percentage	Phone series owned	Frequency	Percentage
Less than 2 years	63	35.80%	Find	6	3.40%
2 to 4 years	72	40.90%	Reno	34	19.30%
5 to 8 years	37	21.00%	A	108	61.40%
More than 8 years	4	2.30%	F	23	13.10%
			K	0	0%
			R	5	2.80%
Total	176	100%	Total	176	100%

Source: Prepared by the researchers based on the outputs of SPSS Ver 22.

According to Table No. (03), regarding the duration of engagement with Oppo, we find that the majority (40.9%) have been dealing with the company for a period of 2 to 4 years. Additionally, 35.8% have been with the company for less than 2 years, while only 2.3% have been customers for more than 8 years. This indicates that the company is relatively young in the Algerian market, and Algerian consumers have started to trust this brand more over the past four years. As for the phone series owned by customers of the brand, the majority (61.4%) own phones from the A series, followed by 19.3% who own phones from the Reno series, and 13.1% from the F series. Meanwhile, only 3.4% and 2.8% of the sample own phones from the Find and R series, respectively. The reason for the majority's preference for the Oppo A series is likely due to its affordability compared to its features and characteristics.

E. Analysis of the sample members' responses regarding innovative marketing in products

The following table represents the responses of the studied sample regarding the statements related to the independent variable, which is innovative marketing in products.

Table 4. Responses of the sample members regarding innovative marketing in products

Statements	Mean	Standard Deviation	Approval Degree	Ranking
The distinctive design of my Oppo phone makes it attractive	4.09	0.747	High	2
My Oppo phone has an operating system that is continuously updatable	4.11	0.785	High	1
My Oppo phone has a strong battery that provides long usage	3.89	1.013	High	8
My Oppo phone has a camera that allows me to capture beautiful photos	4.03	0.925	High	3
There are many accessories available in the market compatible with my Oppo phone	3.85	0.858	High	9
The price of my Oppo phone matches its quality	3.93	0.907	High	7
I perceive that my Oppo phone is well-priced compared to other phones.	3.78	0.945	High	12

The benefit I find in my Oppo phone exceeds the price I paid for it.	3.47	1.036	High	14
The design of my Oppo phone makes me feel comfortable while using it.	3.95	0.762	High	5
The innovation and renewal in my Oppo phone meet my expectations.	3.8	0.882	High	11
I find no difference between my Oppo phone and more expensive phones.	3.25	1.108	Medium	15
The features of my Oppo phone reflect the manufacturer's attention to customer desires.	3.84	0.754	High	10
Oppo phone is designed to be better than its competitors.	3.66	0.898	High	13
I believe that continuous research and sufficient expertise led to the design of such a high-quality phone.	3.8	0.807	High	11
The features available in my Oppo phone reflect the manufacturer's drive for progress.	3.94	0.702	High	6
I see that the technology used in my Oppo phone continues to improve over time.	4.02	0.796	High	4
Overall score	3.8381	0.54027	High	/

Source: Prepared by the researchers based on the outputs of SPSS Ver 22.

Table No. (04) indicates that the overall response level is high, reflecting the importance of innovative marketing in products. However, the values were somewhat varied but not significantly distant from one another. The highest value and approval rating (4.11) was recorded for the continuously updatable operating system, which demonstrates the company's success in providing phones with high-performance systems. Following in second place is the distinctive design and attractive appearance, with an approval rating of (4.09), showing that Oppo has achieved its goal and garnered the admiration of the sample members. This has resulted in their acceptance of the design of their phones and their perception of its appearance as appealing.

In third place is the camera quality, with an approval rating of (4.03), which explains the company's ability to meet the expectations of the sample members. It is also noteworthy that Oppo was the first company to introduce periscope technology in its phone cameras, allowing for five times zoom while taking photos.

In fourth place is the technology used by the company, perceived as consistently improving. This reflects the company's leadership in the field of technology and its ability to satisfy its customers in this regard.

In fifth place is the phone's design and the comfort experienced during its use, with a response rate of (3.95), which confirms customer satisfaction with the company's products.

Closely following in sixth place are the phone's features and the company's ongoing development efforts, with an approval rating of (3.94). This shows that Oppo is continuously striving to improve itself by regularly updating the features of its phones, and its customers are fully satisfied with this progress.



In seventh place is the phone's price in relation to its quality, with an approval rating of (3.93), indicating that a large portion of Oppo's customers find that the price of the phone is consistent with its quality.

On the other hand, approval regarding the battery was also high, with a response rate of (3.89), placing it in eighth position. This emphasizes the importance of this component in the phone and shows that the company has reached the level desired by the sample members. In ninth and tenth positions, respectively, are the accessories needed by phone users, such as earphones and chargers, and the phone's features aligned with customer desires, with response rates of (3.85) and (3.84).

In the eleventh position, we find both continuous research and expertise, as well as innovation and meeting customer expectations, with equal response rates of (3.80). From this, it is clear that the company's customers, as represented by the sample, value the research conducted by the company in the areas of innovation and continuous renewal, aimed at fulfilling their needs and desires.

As for the twelfth, thirteenth, and fourteenth positions, we have the phone's price relative to competitors, the phone's design and its competitiveness, and the perceived benefit compared to the price, with response rates of (3.78), (3.66), and (3.47), respectively. While these are still high responses, they lean closer to the medium range. Customers feel that the price of their Oppo phone is somewhat high compared to competitors and that it does not fully meet the expected benefits. Additionally, the design of Oppo phones, when compared to competitor models, is not entirely satisfactory. This suggests that the company should make further efforts to raise approval ratings in these areas.

In the last position, with a medium approval rating, we find the perceived difference between the customer's phone and more expensive phones, with a response rate of (3.25). This indicates that half of the sample perceives a difference between their Oppo phones and higher-priced phones from other brands, which is expected.

F. Analysis of the sample members' responses regarding the brand image

The table below represents the responses of the studied sample regarding the statements related to the dependent variable, which is the brand image.

Table 5. Responses of the sample members regarding the brand image

Statements	Mean	Standard Deviation	Approval Degree	Ranking
I have a good image of the Oppo brand in my mind.	4.2	0.676	High	2
I can distinguish the Oppo brand from competing brands.	3.94	0.883	High	9
I can easily remember the logo of this brand.	4.01	0.923	High	6
I am convinced that Oppo is the best mobile phone brand to deal with.	3.57	0.977	High	11

The Oppo brand is characterized by the quality of its products.	3.97	0.755	High	7
If given the opportunity, I would repurchase an Oppo phone.	3.9	0.992	High	10
I recommend my friends and family to buy a phone from Oppo series.	4.04	0.844	High	5
I do not regret purchasing an Oppo phone.	4.19	0.728	High	3
I believe that the Oppo brand has a good reputation among its customers.	4.05	0.687	High	4
I believe that Oppo cares about the desires of its customers.	3.96	0.743	High	8
I believe that the Oppo brand is successful.	4.22	0.669	Very High	1
Overall score	4.003	0.57953	High	/

Source: Prepared by the researchers based on the outputs of SPSS Ver 22.

From Table No. (05), it is evident that the brand image of Oppo, as perceived by its customers in the sample, is at a good level, with an overall high response and a mean score of (4.0031). The response values for the statements regarding this variable were relatively close. In first place, with a very high approval rating of (4.22), is the success of the brand. This means that the majority of the sample members view the Oppo brand as successful, which can be attributed to the company's achievements in satisfying its customers so far.

In second place, with a mean response of (4.20), is the positive image that the sample members have of the brand. This is the result of the company's efforts to build a strong mental image of its brand, indicating that Oppo has successfully achieved its goal of creating a good brand image among its customers.

In third place, it is noted that most of the sample members do not regret purchasing a phone from this brand, as it has fulfilled their needs.

In fourth and fifth places, with response rates of (4.05) and (4.04) respectively, are the good impression of the brand and the recommendation to friends and family to purchase Oppo phones. From this, we can conclude that due to the positive impression that the brand holds among its customers, they are willing to recommend it to those around them.

Following this, in sixth and seventh places respectively, are the ability to recall the brand's logo and the quality of its products, with approval ratings of (4.01) and (3.97). This indicates that most of the sample members agree that they can easily remember the Oppo brand logo and that Oppo products are of high quality.

In eighth, ninth, and tenth places, we find responses regarding the company's attention to customer desires, the distinctiveness of the brand compared to competitors, and the likelihood of repurchase, with scores of (3.96), (3.94), and (3.90), respectively. Therefore, customers, as represented by the sample, perceive that the company pays attention to their desires. This is evidenced by the continual improvements the company makes to different series of its brand. As a result, customers are able to distinguish Oppo from its competitors, and if given the chance, they would repurchase a phone



from the same brand. This indicates that the Oppo brand has managed to achieve a certain level of satisfaction and loyalty among its customers through its offerings.

However, in the last position, we find the customers' belief that Oppo is the best brand, with a high but slightly moderate response rate of (3.57). This suggests that there are other competing brands that customers also consider as viable alternatives.

G. Testing and Discussion of the Study Hypotheses

The hypotheses were tested after analyzing the results obtained using the SPSS Ver 22 program, and they are as follows:

Hypothesis 1: At a significance level of 0.05, there are statistically significant differences in the brand image that can be attributed to demographic traits. The hypothesis was tested using a one-way ANOVA (Analysis of Variance).

Table .06 Results of the one-way ANOVA to evaluate brand image based on demographic characteristics

Variables	Sources of Variation	Mean Sum of Squares	Degrees of Freedom (ddl)	Calculated F	Tabulated F	Significance Level (α)
Gender	Between genders	0.056	1	0.165	3.94	0.685
	Within same gender	0.337	175			
Age	Between age groups	0.485	4	1.459	2.46	0.217
	Within same age group	0.332	171			
Income	Between income levels	0.81	4	2.493	2.46	0.045
	Within same income level	0.325	171			

Source: Prepared by the researchers based on the outputs of SPSS Ver 22.

The results of the one-way ANOVA analysis are shown in Table .06.

- Gender: It is evident from the above table that the computed F value is less than the tabulated F value and that the significance level (α) for gender is higher than the significance level of 0.05. This indicates that the existence hypothesis is disproved, meaning that the gender variable does not account for any statistically significant differences in brand image at the 0.05 significance level.

- Age: The aforementioned table indicates that the computed F value is less than the tabulated F value and that the significance level (α) for age is higher than the significance level of 0.05. This also indicates that the existence hypothesis is disproved, meaning that the age variable does not contribute to any statistically significant differences in brand image at the 0.05 significance level.
- Income: The aforementioned table indicates that the computed F value is higher than the tabulated F value and that the significance level (α) for income is lower than the significance level of 0.05. This indicates that the existence hypothesis is supported, i.e., that the income variable is responsible for statistically significant differences in brand image at the 0.05 significance level.

Hypothesis 2: The company's use of creative marketing in its products has a statistically significant impact on the brand image at the 0.05 significance level. The validity of this hypothesis was examined using basic regression analysis.

Table No. (07): Summary of regression analysis results and one-way ANOVA to test the second hypothesis.

Innovative Marketing in Products / Brand Image	Pearson Correlation Coefficient	Coefficient of Determination	Independent Variable Coefficient	Constant	Analysis ANOVA			
		2R	B	A	Variance Coefficient F		t-Test for Model	
					F-Test for Model	Significance Level	t Coefficient Value	Significance Level
Results	0.717	0.514	0.769	1.053	183.667	0	4.789	0
							13.552	0

Source: Prepared by the researchers based on the outputs of SPSS Ver 22.

Table No. (07) shows that the Pearson correlation coefficient was comparatively high, estimated at (0.717), suggesting a positive relationship between the brand image as viewed by the sample members, who are the company's customers, and Oppo's creative product marketing. This illustrates how the business's reliance on innovative product development and the advancement of smartphones in a number of fields, most notably fast charging (Flash), artificial intelligence, and imaging technologies, has greatly benefited its clients and Algerian consumers in general.

The F value is 183.667 at a significance level of 0.05, according to the ANOVA analysis used to determine the regression model's statistical significance for hypothesis testing. The impact of



creative product marketing on Oppo's brand image is thus confirmed by the regression model's statistical significance at the 0.05 significance level.

Furthermore, according to the coefficient of determination R^2 (0.514), 51.4% of the variation in the brand image can be explained by creative product marketing. This is a comparatively high percentage, indicating that creative product marketing greatly enhances Oppo's reputation. Accordingly, the hypothesis, which states that the company's use of creative product marketing has a statistically significant impact on its brand image at the 0.05 significance level, is accepted.

4. CONCLUSION:

In conclusion, we can state that the sample members in this study are well aware that Oppo is continuously striving to develop its products, which positively impacts its brand image among its customers and consumers as a whole. However, relying solely on innovative marketing in products is not sufficient. There are other aspects that the company must consider when launching new products, particularly pricing, as this is a sensitive element for Algerian consumers. Additionally, the company must be mindful of its competitors.

As well as introducing consumers to the innovations it continually incorporates into its products through conferences and exhibitions, enabling the company to strengthen its position as a distinguished brand.

Through this study, we arrived at several key findings, including:

- The positive image formed by the studied sample about the Oppo brand reflects their awareness of the marketing innovations in the company's products and the extent of the company's focus on research and development.
- Oppo's reliance on creative innovation and its development of smartphones in various areas is a result of the company's strategy aimed at improving its overall brand image and particularly its brand image in the minds of consumers.
- There are statistically significant differences in the brand image attributable to the income variable, but no statistically significant differences related to age or gender.
- The clear impact of innovative marketing in products on the perceived brand image of Oppo.

Based on the above, we can offer the following recommendations:

- The features of creativity and innovation are clearly evident in Oppo's products, but the company is not the only one focused on this in its field. Therefore, it must also consider competition in this regard.

- While the company's attention to product quality is commendable, it is equally important to focus on pricing that aligns with the benefits these products provide, especially given that differences in brand image perceptions can be attributed to income levels.
- The company must maintain its mental image and brand image, and this should be a priority when launching new products.
- The company maintains communication with its customers to listen to their opinions about the product, shows interest in their ideas, and considers them in new releases.
- It informs customers about all its latest developments through exhibitions and conferences to strengthen its brand positioning.

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5. Appendices:

Appendix (01): Characteristics of the Study Sample

The gender of the phone owner

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	ذكر	53	30,1	30,1	30,1
	أنثى	123	69,9	69,9	100,0
	Total	176	100,0	100,0	

The age of the phone owner

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	أقل من 20	2	1,1	1,1	1,1
	من 21 إلى 29	49	27,8	27,8	29,0
	من 30 إلى 39	81	46,0	46,0	75,0
	من 40 إلى 49	41	23,3	23,3	98,3
	أكثر من 50	3	1,7	1,7	100,0
	Total	176	100,0	100,0	

The income of the phone owner

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	أقل من 13000	48	27,3	27,3	27,3
	من 13000 إلى 25000	11	6,3	6,3	33,5
	من 26000 إلى 35000	24	13,6	13,6	47,2
	من 36000 إلى 50000	34	19,3	19,3	66,5
	أكثر من 50000	59	33,5	33,5	100,0
	Total	176	100,0	100,0	

Duration of engagement with Oppo company

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
Valide	أقل من سنتين	63	35,8	35,8	35,8



من سنتين إلى 04 سنوات	72	40,9	40,9	76,7
من 05 إلى 08 سنوات	37	21,0	21,0	97,7
أكثر من 09 سنوات	4	2,3	2,3	100,0
Total	176	100,0	100,0	

The Oppo phone I own is from the series

		Fréquence	Pourcentage	Pourcentage valide	Pourcentage cumulé
V ali de	Find	6	3,4	3,4	3,4
	Reno	34	19,3	19,3	22,7
	A	108	61,4	61,4	84,1
	F	23	13,1	13,1	97,2
	R	5	2,8	2,8	100,0
	Total	176	100,0	100,0	

Appendix (02): Responses of the Sample Participants on Innovative Marketing in Products

Descriptive Statistics

	N	Minimum	Maximum	Moyenne	Ecart type	Skewness	
						Statistiques	Erreur std.
التصميم المتميز لهاتفى oppo يجعل من شكله جذابا	176	2	5	4,09	,747	-,971	,183
يتوفر هاتفى oppo على نظام تشغيل قابل للتحديث بشكل مستمر	176	2	5	4,11	,785	-,921	,183
يتوفر هاتفى oppo على بطارية قوية تتيح لي مدة استخدام طويلة	176	1	5	3,89	1,013	-1,102	,183
يتوفر هاتفى oppo على كميرا تمكني من التقاط أجمل الصور	176	1	5	4,03	,925	-1,250	,183
يوجد العديد من الملحقات تتوافق مع هاتفى oppo في السوق	176	1	5	3,85	,858	-,742	,183
سعر الهاتفى oppo يوافق جودته	176	1	5	3,93	,907	-,875	,183
أدرك أن هاتفى oppo جيد سعره احسن من الهواتف الأخرى.	176	1	5	3,78	,945	-,487	,183
المنفعة التي أجدتها في عاتفى oppo تفوق الثمن الذي دفعته من أجل اقتنائه	176	1	5	3,47	1,036	-,204	,183
تصميم هاتف oppo يشعري بالراحة أثناء استخدامه	176	1	5	3,95	,762	-1,020	,183
الابتكار وتحديد في هاتف oppo يوافق تطلعاتي	176	1	5	3,80	,882	-,510	,183

لا أجد فرقا بين هاتف oppo والهواتف الأعلى منه سعرا	176	1	5	3,25	1,108	-,076	,183
خصائص هاتف oppo تظهر اهتمام مصنعه برغبات الزبائن	176	2	5	3,84	,754	-,374	,183
تم تصميم هاتف oppo ليكون أفضل من منافسه	176	1	5	3,66	,898	-,481	,183
أعتقد أن البحث الدائم والخبرة الكافية أدت إلى تصميم هاتف بهذه الجودة	176	1	5	3,80	,807	-,611	,183
المزايا المتوفرة في هاتف oppo تفسر مدى سعي مصنعه للتطور	176	2	5	3,94	,702	-,714	,183
أرى أن التكنولوجيا المستخدمة في هاتف oppo تنمو لتصبح أفضل مع الوقت	176	1	5	4,02	,796	-1,061	,183
N valide (liste)	176						

Descriptive Statistics

	N	Minimum	Maximum	Moyenne	Ecart type	Skewness	
	Statistiques	Statistiques	Statistiques	Statistiques	Statistiques	Statistiques	Erreur std.
التسويق_الابتكاري	176	2,44	5,00	3,8381	,54027	-,038	,183
N valide (liste)	176						

Appendix (03): Responses of the Sample Participants on Brand Image

Descriptive Statistics

	N	Minimum	Maximum	Moyenne	Ecart type	Skewness	
	Statistiques	Statistiques	Statistiques	Statistiques	Statistiques	Statistiques	Erreur std.
أحمل في ذهني صورة جيدة عن العلامة التجارية oppo	176	2	5	4,20	,676	-,825	,183
أستطيع تميز العلامة التجارية oppo من بين العلامات التجارية المنافسة	176	1	5	3,94	,883	-,684	,183
أستطيع تذكر رمز (logo) لهذه العلامة التجارية بسهولة	176	1	5	4,01	,923	-1,071	,183
لدي قناعة أن oppo هي أنسب علامة تجارية للهواتف النقال يمكن التعامل معها	176	1	5	3,57	,977	-,416	,183
تتميز العلامة التجارية oppo بجودة منتجاتها	176	2	5	3,97	,755	-,507	,183
لو سمحت لي الفرصة أعيد شراء هاتف oppo	176	1	5	3,90	,992	-,823	,183



أنتصح زملائي وأقاربي بشراء هاتف من سلاسل oppo	176	2	5	4,04	,844	-,710	,183
لست نادما على اقتنائي هاتف oppo	176	2	5	4,19	,728	-,933	,183
أعتقد أن العلامة التجارية oppo لديها انطباع جيد لدى زبائنها	176	2	5	4,05	,687	-,387	,183
أعتقد شركة oppo تهم برغبات زبائنها	176	2	5	3,96	,743	-,442	,183
أرى أن العلامة التجارية oppo ناجحة	176	2	5	4,22	,669	-,868	,183
N valide (liste)	176						

Descriptive Statistics

	N	Minimum	Maximum	Moyenne	Ecart type	Skewness	
	Statistiques	Statistiques	Statistiques	Statistiques	Statistiques	Statistiques	Erreur std.
الصورة_الذهنية	176	2,00	5,00	4,0031	,57953	-,230	,183
N valide (liste)	176						

Appendix (04): One-Way ANOVA Test

ANOVA
Brand Image

	Somme des carrés	ddl	Carré moyen	F	Sig.
Intergruppes	1,940	4	,485	1,459	,217
Intragruppes	56,835	17	,332		
Total	58,775	17			
		5			

ANOVA
Mental Image

	Somme des carrés	ddl	Carré moyen	F	Sig.
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Intergroupes	3,238	4	,810	2,493	,045
Intragroupes	55,537	171	,325		
Total	58,775	175			

**Appendix (05): Regression Test and One-Way ANOVA Analysis
Summary of the Models^b**

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Modifier les statistiques					Durbin-Watson
					Variation de R-deux	Variation de F	ddl1	ddl2	Sig. Variation de F	
1	,717 ^a	,514	,511	,40538	,514	183,667	1	174	,000	1,887

a. Predictors: (Constant), Innovative_Marketing

b. Dependent Variable: Brand_Image