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# Product Creativity and Its Impact on Algerian Consumers' Preference for Local Products: An Applied Field Study

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## Abstract:

This paper examines how product creativity influences Algerian consumers' preference for local products in a competitive and changing market. Using a cross-sectional quantitative approach, the study analyzed 314 valid responses from consumers in Algiers, Oran, Constantine, Sétif, and Adrar. Product creativity was assessed through novelty and uniqueness, design and packaging, quality and functional performance, and market responsiveness and value. Consumer preference was measured through purchase intention, trust and perceived suitability, and recommendation and loyalty. The findings reveal a positive and statistically significant effect of product creativity on consumer preference for local products. Quality improvement, functional performance, and market responsiveness were the strongest drivers, showing that Algerian consumers value practical creativity, reliability, and value.).

**Keywords:** product creativity; consumer preference; local products; Algerian consumers; market value; purchase intention; product performance.

**Jel Classification Codes :** M31, O31.

## **1. Introduction**

The introduction to the article should contain a preface to the topic, and then introduce the research problem and make the appropriate assumptions, in addition to determining the research objectives and methodology of the study.

In a national market of nearly 47 million people, characterized by rapid urbanization and rising household consumption (World Bank, 2026), the competition for consumer preference in Algeria can no longer be understood as a purely patriotic matter. It has increasingly become a question of whether local producers are able to translate domestic origin into perceptions of modernity, functionality, trust, and value (Boisvert & Christodoulides, 2025, p.12; Lopez-Belbeze et al., 2025,p. 9265). This challenge is particularly pressing in light of the structural pressures facing Algerian manufacturing and domestic brands, which operate in an environment shaped by import competition, evolving consumer expectations, and policy ambitions aimed at diversifying national production (Lopez-Belbeze et al., 2025,p. 9267). In such a context, local products can no longer rely solely on availability or symbolic support; they must compete through visible and meaningful product creativity.

The Algerian market provides a particularly relevant context for examining this issue. Algerian consumers are increasingly exposed to diverse consumption patterns and to continuous comparisons between local and imported products. As they encounter more sophisticated packaging, improved design, stronger performance claims, and wider digital brand communication, they are likely to assess local products not solely on the basis of origin, but also on their capacity to keep pace with evolving market standards. In this context, product creativity emerges as a tangible market signal that may assure consumers that local firms are improving, adapting, and responding effectively to market needs rather than merely sustaining market presence.

The broader literature in marketing and product development supports the plausibility of such a relationship (Etikan et al., 2016; Feldmann & Hamm, 2015; Sabina del Castillo et al., 2024). Henard and Szymanski (2001), in their influential meta-analysis of new product performance, showed that product advantage is among the strongest predictors of marketplace success (Henard and Szymanski, 2001,p. 364). Their findings suggest that creativity in products matters not merely as a technical attribute, but as a source of consumer-recognized superiority. Likewise, Verlegh and Steenkamp (1999) demonstrated that country-of-origin cues shape product evaluations and purchase-related judgments (Verlegh and Steenkamp, 1999,p. 64). This implies that local origin may influence consumer preference, but not independently of other perceptions such as quality, creativity, relevance, and product fit.

Despite these insights, the Algerian context remains underexplored. Research on product creativity has mainly focused on firm-level capability and performance, whereas studies on local-product preference have

emphasized ethnocentrism and symbolic attachment. Little empirical attention has been paid to whether perceived product creativity shapes consumer preference for local products in Algeria. This study addresses that gap by examining the effect of perceived product creativity on Algerian consumers' preference for local products.

Accordingly, the research problem can be formulated around the following central question: To what extent does perceived product creativity contribute to shaping Algerian consumers' preference for local products? This question reflects the growing importance of strengthening the competitive position of domestic products in an increasingly demanding market environment. More specifically, the study seeks to determine whether product creativity functions not only as a strategic managerial choice, but also as an empirically significant driver of consumer preference in the Algerian market.

In response to this problem, two hypotheses are proposed. H1 states that product creativity has a statistically significant positive effect on Algerian consumers' preference for local products. H2 states that the dimensions of product creativity have statistically significant positive effects on Algerian consumers' preference for local products.

The main objective of this study is to examine, in a structured and measurable way, the effect of perceived product creativity on Algerian consumers' preference for local products. More specifically, the study aims to identify the relevant dimensions of product creativity reflected in the questionnaire, assess the psychometric adequacy of the measurement scales, estimate the strength of the relationship between product creativity and consumer preference, and determine which dimensions of creativity exert the strongest influence.

The significance of the study is threefold. Theoretically, it integrates product creativity and consumer preference for local products within a unified analytical framework. Empirically, it applies a multidimensional survey-based model using 314 valid responses. Practically, it provides useful implications for Algerian producers and policymakers by identifying the forms of product creativity most likely to enhance consumer preference for domestic products. Methodologically, the study adopts a quantitative, cross-sectional, questionnaire-based design. The analysis proceeds through descriptive statistics, validity and reliability testing, normality assessment, correlation analysis, and regression modeling.

The remainder of the paper is organized as follows: the next section reviews the relevant literature, followed by the methodology, model specification, results, discussion, and conclusion.

## **2. Literature Review**

### **2.1 Product Creativity**

Recent literature suggests that product creativity should be understood not merely as technical novelty, but as a market-perceived form of meaningful newness that combines distinctiveness, usability, quality enhancement, and responsiveness to consumer needs. In this sense, product creativity refers to those visible and

interpretable product attributes through which consumers infer that a product is new, improved, relevant, and superior to available alternatives.

This perspective is consistent with recent work on consumer-perceived product innovativeness, which conceptualizes the construct as multidimensional rather than purely technological. Boisvert and Christodoulides (2025), using a five-phase qualitative and quantitative scale-development design across multiple consumer samples, showed that consumers assess product innovativeness through dimensions such as aesthetics, novelty, effectiveness, and usage friendliness. Likewise, Lee et al. (2024), through three experimental studies, found that consumer evaluations of new products depend not only on the degree of newness, but also on how that newness is communicated, with different communication appeals producing stronger responses depending on whether the product is incrementally or radically new. Recent evidence also highlights the role of design cues in shaping such perceptions.

Ding and Zhou (2025), based on four experiments, demonstrated that glossy product surfaces strengthen perceived innovativeness and improve product evaluation, while Liu et al. (2025) found that visual packaging elements such as colour, graphics, logo, and layout positively influence purchase intention through brand experience. At a broader level, Ye et al. (2024) further showed that product development becomes commercially effective when it reflects dynamic consumer attention and real market needs rather than novelty alone. Collectively, these studies suggest that product creativity becomes meaningful from the consumer's perspective when it is perceived in forms that enhance utility, credibility, and value.

## **2.2 Consumer Preference for Local Products**

The literature on consumer preference for local products similarly indicates that domestic origin, by itself, is rarely sufficient to secure sustained consumer preference. Rather, preference for local products is shaped by a broader evaluative process involving attitudes, trust, perceived suitability, recommendation, loyalty, and purchase intention. In recent research, Sabina del Castillo et al. (2024), using survey data from 1,325 consumers and PLS-SEM, found that attitude toward local products mediates the effects of ethnocentrism and place identity on consumption intention.

Thøgersen (2023), in a systematic literature review, concluded that origin labeling exerts a substantial effect on product evaluation and choice, but that this effect is contingent on other product cues and does not operate independently of perceived quality and value. More recent evidence by Lopez-Belbeze et al. (2025), based on a representative sample and structural modeling, showed that ethnocentrism and consumer responsibility significantly strengthen local brand preference, although these effects vary across contextual conditions.

In a related study of domestic brands, Liu et al. (2025) found that brand ethnicity increases purchase intention through the mediating roles of brand attachment and brand trust, confirming that trust-related mechanisms remain central to local-brand preference. Taken together, these findings imply that local origin may attract initial symbolic attention, but durable preference is more likely when local products are also perceived as creative, useful, reliable, and market-relevant. This is precisely the analytical space addressed by the present study, which examines whether perceived product creativity helps explain Algerian consumers' preference for local products.

The added value of this study lies in bridging two streams of research that are often treated separately, namely product creativity and consumer preference for local products. It contributes to the literature by providing empirical evidence from the Algerian market, a context that remains insufficiently explored, and by adopting a multidimensional perspective that captures both the complexity of product creativity and the broader nature of consumer preference. The study also offers practical value by identifying the dimensions of product creativity most capable of enhancing the attractiveness and competitiveness of local products.

### **3. Methodology**

#### **3.1 Research Design and Study Context**

This study adopts a quantitative, cross-sectional, questionnaire-based field design to examine the effect of product creativity on Algerian consumers' preference for local products. The study is explanatory rather than purely descriptive, since its primary objective is to test the relationship between the independent variable, product creativity, and the dependent variable, consumer preference for local products. A quantitative design is appropriate for this purpose because it allows for the systematic measurement of perceptions, the assessment of statistical associations, and the estimation of explanatory effects through inferential analysis.

The study was conducted in Algeria, which constitutes the general context of the research. More specifically, the sample was collected from selected Algerian locations, namely Algiers, Oran, Constantine, Setif, and Adrar, in order to ensure broader spatial coverage and to capture consumer responses from different market environments. Identifying the place of the sample is methodologically important because it clarifies the spatial scope of the data collection process and helps define the limits within which the findings may be interpreted. The Algerian market provides a relevant setting for this investigation, given the increasing exposure of consumers to both local and imported products and the growing importance of product-related attributes such as originality, design, quality, and value in shaping purchasing decisions.

The cross-sectional design was considered suitable because the two principal constructs under investigation—product creativity and consumer preference—are perceptual and attitudinal in nature and can

be measured effectively at a single point in time. The data were collected through a structured questionnaire designed to obtain both demographic information and evaluations of the substantive study variables.

### **3.2 Study Population, Sample, and Sampling Technique**

The study population consists of Algerian consumers, particularly those who are familiar with or purchase local products available in the domestic market. This population was selected because the study seeks to understand whether consumers' perceptions of product creativity influence their preference for Algerian local products.

The empirical analysis was based on a sample of 314 valid responses, all of which were retained for statistical analysis. The sample size is methodologically acceptable for the purposes of the study, as it is sufficient for descriptive analysis, reliability and validity assessment, correlation testing, and regression estimation. In addition, given that the questionnaire includes multiple substantive items measuring multidimensional constructs, the sample size provides an adequate basis for stable composite measurement and meaningful inferential analysis.

With regard to the sampling technique, the study relied on a non-probability convenience sample, supported by a purposive logic. This choice is justified by the absence of a comprehensive sampling frame covering all Algerian consumers, as well as by the practical difficulty of implementing probability sampling in a field study targeting consumers across different locations. Convenience sampling is widely used in applied consumer-behavior research when the purpose is to examine relationships between variables and generate explanatory insights rather than produce nationally representative estimates. Accordingly, the present study is primarily intended to provide analytical and empirical evidence on the relationship between product creativity and consumer preference, while the generalization of its findings to the wider Algerian population should be approached with appropriate caution.

### **3.3 Questionnaire Design, Variable Dimensions, and Data Analysis**

The questionnaire was structured into two main sections. The first section collected respondents' demographic and background characteristics, including gender, age group, education level, monthly income, region, and frequency of purchasing Algerian local products. These variables were used to describe the sample profile and were also incorporated as control variables in the extended regression model in order to account for observable differences among respondents.

The second section measured the substantive variables of the study. Product creativity, as the independent variable, was measured through 18 items distributed across four dimensions: novelty and uniqueness, design and packaging, quality and functional improvement, and market responsiveness and value. These dimensions

reflect the degree to which consumers perceive local products as original, visually attractive, functionally improved, and responsive to their needs and expectations. The dependent variable, consumer preference for local products, was also measured through 18 items grouped into three dimensions: preference and purchase intention, trust and perceived suitability, and recommendation and loyalty. These dimensions' capture both the attitudinal and behavioral aspects of consumer preference.

All substantive items were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Composite scores for each dimension and for each major construct were computed using arithmetic means in order to preserve the original metric and facilitate interpretation of the results.

The data analysis was conducted in several stages. First, descriptive statistics were used to present the demographic characteristics of the respondents and summarize the main study variables. Second, validity and reliability were assessed through corrected item-total correlations and Cronbach's alpha coefficients. Third, the distributional properties of the data were examined through skewness, kurtosis, and normality tests. Finally, the hypotheses were tested using Pearson correlation analysis and ordinary least squares regression. The first regression model examined the overall effect of product creativity on consumer preference for local products, the second assessed the effects of the four dimensions of product creativity, and the third introduced demographic and behavioral control variables to evaluate the robustness of the main relationship. This analytical approach made it possible not only to determine whether product creativity affects consumer preference, but also to identify which dimensions of product creativity are most influential in shaping Algerian consumers' preference for local products.

#### 4. Results

**Table N°1: Demographic Profile of the Respondents (N = 314)**

| Variable               | Category          | Frequency | Percentage |
|------------------------|-------------------|-----------|------------|
| <b>Gender</b>          | Male              | 148       | 47.1%      |
|                        | Female            | 166       | 52.9%      |
| <b>Age Group</b>       | 18–24             | 79        | 25.2%      |
|                        | 25–34             | 104       | 33.1%      |
|                        | 35–44             | 73        | 23.2%      |
|                        | 45+               | 58        | 18.5%      |
| <b>Education Level</b> | Secondary or less | 66        | 21.0%      |
|                        | Diploma           | 83        | 26.4%      |
|                        | Bachelor          | 114       | 36.3%      |
|                        | Master or above   | 51        | 16.2%      |
| <b>Monthly Income</b>  | < 40,000 DZD      | 87        | 27.7%      |
|                        | 40,000–60,000 DZD | 95        | 30.3%      |
|                        | 60,001–80,000 DZD | 76        | 24.2%      |
|                        | > 80,000 DZD      | 56        | 17.8%      |

|                                             |             |     |       |
|---------------------------------------------|-------------|-----|-------|
| <b>Purchase Frequency of Local Products</b> | Rarely      | 57  | 18.2% |
|                                             | Sometimes   | 102 | 32.5% |
|                                             | Often       | 111 | 35.4% |
|                                             | Very Often  | 44  | 14.0% |
| <b>Wilaya of Residence</b>                  | Algiers     | 95  | 30.3% |
|                                             | Oran        | 70  | 22.3% |
|                                             | Setif       | 60  | 19.1% |
|                                             | Constantine | 54  | 17.2% |
|                                             | Adrar       | 35  | 11.1% |

Source: Author's research using SPSS 27.

The descriptive statistics in Table 1 indicate that the sample consisted of 314 valid respondents, with no missing values recorded across the demographic variables. This complete response rate enhances the consistency of the dataset and supports the reliability of the descriptive analysis. In terms of gender, the sample was relatively balanced, with 52.9% female respondents and 47.1% male respondents. This distribution suggests that the study captured perceptions from both genders in a reasonably comparable manner, thereby reducing the risk of an excessively gender-skewed respondent profile.

With regard to age, the findings show that the largest proportion of respondents belonged to the 25–34 years category (33.1%), followed by those aged 18–24 years (25.2%), 35–44 years (23.2%), and 45 years and above (18.5%). This pattern indicates that the sample was dominated by young and middle-aged consumers, who are generally more active in the marketplace and more exposed to changing product offerings, branding strategies, and consumption trends. Such a distribution is particularly relevant for the present study, as these age groups are more likely to evaluate local products on the basis of creativity, design, usefulness, and market responsiveness.

The educational profile of the respondents further indicates a relatively informed sample. The largest group held a bachelor's degree (36.3%), followed by respondents with a diploma (26.4%), those with secondary education or less (21.0%), and those with a master's degree or above (16.2%). This suggests that a substantial proportion of the sample possessed moderate to high educational attainment, which may enhance respondents' ability to make more differentiated judgments regarding product attributes, perceived creativity, and purchase-related evaluations.

In terms of monthly income, the most represented category was 40,000–60,000 DZD (30.3%), followed by less than 40,000 DZD (27.7%), 60,001–80,000 DZD (24.2%), and above 80,000 DZD (17.8%). This distribution suggests that the sample was largely composed of low- to middle-income consumers, which is important in the Algerian market context, where value for money, affordability, and practical product benefits are likely to play a central role in shaping consumer preference for local products.

The results also show that local products occupy a meaningful place in respondents' purchasing behavior. The largest proportion of respondents reported buying Algerian local products often (35.4%), followed by sometimes (32.5%), rarely (18.2%), and very often (14.0%). This pattern indicates that most participants had at least some degree of regular exposure to local products, which strengthens the relevance of their evaluations. In other words, respondents were not detached observers, but actual or potential consumers with purchasing experience that could inform their perceptions of product creativity and their preference for local products.

Finally, the geographical distribution of the sample shows that respondents were drawn from several Algerian wilayas, with the highest proportion coming from Algiers (30.3%), followed by Oran (22.3%), Setif (19.1%), Constantine (17.2%), and Adrar (11.1%). Although the sample was not evenly distributed across locations, it nevertheless reflects a degree of spatial diversity that strengthens the empirical relevance of the study. The concentration of respondents in major urban areas is also consistent with the logic of consumer research, since such environments typically expose consumers to a wider range of local and imported products and thus provide a suitable context for evaluating the effect of product creativity on consumer preference.

Overall, the descriptive profile suggests that the sample is sufficiently diverse in terms of gender, age, education, income, purchasing frequency, and place of residence. This diversity provides a reasonable basis for proceeding to the subsequent analyses of reliability, correlation, and regression in order to examine the relationship between product creativity and Algerian consumers' preference for local products.

**Table 2. Descriptive Statistics for the Dimensions of Product Creativity (N = 314)**

| Dimension                          | N          | Minimum  | Maximum  | Mean        | Std. Deviation | Relative Weight (%) |
|------------------------------------|------------|----------|----------|-------------|----------------|---------------------|
| Novelty and Uniqueness             | 314        | 1        | 5        | 2.97        | 1.26           | 59.3                |
| Design and Packaging               | 314        | 1        | 5        | 2.95        | 1.31           | 59.0                |
| Quality and Functional Improvement | 314        | 1        | 5        | 2.99        | 1.27           | 59.7                |
| Market Responsiveness and Value    | 314        | 1        | 5        | 2.93        | 1.26           | 58.6                |
| <b>Overall Product Creativity</b>  | <b>314</b> | <b>1</b> | <b>5</b> | <b>2.96</b> | <b>1.27</b>    | <b>59.2</b>         |

Source: Author's research using SPSS 27.

The descriptive statistics showed in Table 2 indicate that the dimensions of product creativity were all evaluated at a moderate level, with mean scores ranging from 2.93 to 2.99 and relative weights ranging from 58.6% to 59.8%. Among these dimensions, quality and functional improvement ranked first, with a mean of 2.99, a standard deviation of 1.27, and a relative weight of 59.8%, suggesting that respondents were more inclined to associate product creativity with practical improvements in quality, reliability, and functional performance. In contrast, market responsiveness and value recorded the lowest mean (2.93) and the lowest

relative weight (58.6%), indicating that consumers were comparatively less convinced that local products strongly reflect market understanding and responsiveness to consumer needs. Overall, the aggregate mean for product creativity was 2.96, with a standard deviation of 1.28 and a relative weight of 59.2%, reflecting a generally moderate perception of creativity in local products.

**Table N°3: Descriptive Statistics for the Dimensions of Consumer Preference for Local Products (N = 314)**

| Dimension                          | N          | Minimum  | Maximum  | Mean        | Std. Deviation | Relative Weight (%) |
|------------------------------------|------------|----------|----------|-------------|----------------|---------------------|
| Preference and Purchase Intention  | 314        | 1        | 5        | 2.98        | 1.29           | 59.6                |
| Trust and Perceived Suitability    | 314        | 1        | 5        | 3.01        | 1.27           | 60.1                |
| Recommendation and Loyalty         | 314        | 1        | 5        | 2.99        | 1.30           | 59.8                |
| <b>Overall Consumer Preference</b> | <b>314</b> | <b>1</b> | <b>5</b> | <b>2.99</b> | <b>1.29</b>    | <b>59.8</b>         |

Source: Author's research using SPSS 27.

With regard to consumer preference for local products, the findings in Table 3 also reveal a moderate tendency, with dimension means ranging from 2.98 to 3.01 and relative weights between 59.6% and 60.2%. The highest-ranking dimension was trust and perceived suitability, with a mean of 3.01, a standard deviation of 1.27, and a relative weight of 60.2%, indicating that respondents tended to associate local products more strongly with credibility, appropriateness, and confidence when product creativity was perceived. By contrast, preference and purchase intention recorded the lowest mean (2.98) and relative weight (59.6%), although it still remained within the moderate range. The overall mean of consumer preference reached 2.99, with a standard deviation of 1.29 and a relative weight of 59.8%, suggesting a moderately positive orientation toward local products among Algerian consumers.

**Table N°4: Reliability Statistics for the Product Creativity Scale (N = 314)**

| Dimension                          | Number of Items | Cronbach's Alpha | Standardized Alpha | Reliability Level |
|------------------------------------|-----------------|------------------|--------------------|-------------------|
| Novelty and Uniqueness             | 5               | 0.907            | 0.907              | Excellent         |
| Design and Packaging               | 4               | 0.852            | 0.852              | Very good         |
| Quality and Functional Improvement | 5               | 0.914            | 0.915              | Excellent         |
| Market Responsiveness and Value    | 4               | 0.861            | 0.861              | Very good         |
| <b>Overall Product Creativity</b>  | <b>18</b>       | <b>0.961</b>     | <b>0.961</b>       | <b>Excellent</b>  |

Source: Author's research using SPSS 27.

The internal consistency of the product creativity scale was assessed using Cronbach's alpha, and the results indicate a high level of reliability across all dimensions. As shown in Table 4, the alpha coefficients ranged from 0.852 to 0.914 for the sub-dimensions, while the overall scale achieved an alpha coefficient of 0.961. These

values are well above the commonly accepted minimum threshold of 0.70, confirming that the scale exhibits strong internal consistency and is suitable for subsequent statistical analysis.

At the dimensional level, quality and functional improvement recorded the highest reliability coefficient ( $\alpha = 0.914$ ), followed by novelty and uniqueness ( $\alpha = 0.907$ ). This indicates that the items measuring these two dimensions are highly consistent in capturing the intended construct. The dimensions of market responsiveness and value ( $\alpha = 0.861$ ) and design and packaging ( $\alpha = 0.852$ ) also demonstrated very good reliability, suggesting that their items are sufficiently homogeneous and conceptually coherent.

The overall product creativity construct achieved an alpha of 0.961, which reflects an excellent degree of internal consistency across the 18 items. This result indicates that the full set of items operates as a highly reliable scale for measuring respondents' perceptions of product creativity. Overall, the reliability findings confirm that the measurement instrument is robust and that the items can be retained for further descriptive, correlational, and regression analyses.

**Table N°5: Exploratory Factor Analysis Results for the Product Creativity Scale**

| Indicator                           | Result                                         |
|-------------------------------------|------------------------------------------------|
| Number of items                     | 18                                             |
| Kaiser–Meyer–Olkin (KMO)            | 0.971                                          |
| Bartlett's Test of Sphericity       | $\chi^2 = 4174.106$ , $df = 153$ , $p < 0.001$ |
| Extraction method                   | Principal Axis Factoring                       |
| Rotation method                     | Promax with Kaiser Normalization               |
| Number of extracted factors         | 4                                              |
| Cumulative variance explained       | 64.629%                                        |
| Range of communalities (extraction) | 0.566 – 0.737                                  |

Source: Author's research using SPSS 27.

**Table N°6: Rotated Factor Structure of the Product Creativity Scale**

| Factor   | Items                        | Interpretation                     |
|----------|------------------------------|------------------------------------|
| Factor 1 | PI1, PI2, PI3, PI4, PI5      | Novelty and Uniqueness             |
| Factor 2 | PI15, PI16, PI17, PI18       | Market Responsiveness and Value    |
| Factor 3 | PI6, PI7, PI8, PI9           | Design and Packaging               |
| Factor 4 | PI10, PI11, PI12, PI13, PI14 | Quality and Functional Improvement |

Source: Author's research using SPSS 27.

**Table N°7: Exploratory Factor Analysis Results for the Consumer Preference Scale**

| Indicator                | Result |
|--------------------------|--------|
| Number of items          | 18     |
| Kaiser–Meyer–Olkin (KMO) | 0.970  |

|                                     |                                                |
|-------------------------------------|------------------------------------------------|
| Bartlett's Test of Sphericity       | $\chi^2 = 4126.114$ , $df = 153$ , $p < 0.001$ |
| Extraction method                   | Principal Axis Factoring                       |
| Rotation method                     | Promax with Kaiser Normalization               |
| Number of extracted factors         | 3                                              |
| Cumulative variance explained       | 63.829%                                        |
| Range of communalities (extraction) | 0.549 – 0.727                                  |

Source: Author's research using SPSS 27.

**Table N° 8: Rotated Factor Structure of the Consumer Preference Scale**

| Factor   | Items                              | Interpretation                    |
|----------|------------------------------------|-----------------------------------|
| Factor 1 | CP7, CP8, CP9, CP10, CP11, CP12    | Trust and Perceived Suitability   |
| Factor 2 | CP13, CP14, CP15, CP16, CP17, CP18 | Recommendation and Loyalty        |
| Factor 3 | CP1, CP2, CP3, CP4, CP5, CP6       | Preference and Purchase Intention |

Source: Author's research using SPSS 27.

As shown in Table 5, the product creativity scale demonstrated excellent sampling adequacy for exploratory factor analysis, with a Kaiser–Meyer–Olkin (KMO) value of 0.971. In addition, Bartlett's test of sphericity was statistically significant ( $\chi^2 = 4174.106$ ,  $df = 153$ ,  $p < 0.001$ ), confirming that the inter-item correlation matrix was suitable for factor extraction. The same pattern was observed for the consumer preference for local products scale. As reported in Table 7, the scale achieved a KMO value of 0.970, while Bartlett's test was also significant ( $\chi^2 = 4126.114$ ,  $df = 153$ ,  $p < 0.001$ ). These findings indicate that the dataset was highly appropriate for factor analysis and that the items shared sufficient common variance.

With regard to the extracted structure, Table 5 indicates that the exploratory factor analysis of the product creativity scale yielded a four-factor solution explaining 64.629% of the total variance, with extracted communalities ranging from 0.566 to 0.737. As detailed in Table 6, the rotated factor structure was theoretically coherent, with the first factor representing novelty and uniqueness, the second representing market responsiveness and value, the third representing design and packaging, and the fourth representing quality and functional improvement. Similarly, Table 7 shows that the consumer preference scale produced a three-factor solution explaining 63.829% of the total variance, with communalities ranging from 0.549 to 0.727. As presented in Table 8, the extracted factors corresponded clearly to trust and perceived suitability, recommendation and loyalty, and preference and purchase intention. Taken together, these results provide strong evidence of factorial validity and confirm that the measurement instrument retained a clear and interpretable multidimensional structure.

**Table N°9: Normality Assessment of the Study Variables (N = 314)**

| Variable                           | Mean   | Std. Deviation | Skewness | Kurtosis | Kolmogorov–Smirnov Sig. | Shapiro–Wilk Sig. |
|------------------------------------|--------|----------------|----------|----------|-------------------------|-------------------|
| Novelty and Uniqueness             | 2.9656 | 1.07488        | -0.054   | -0.880   | 0.001                   | 0.000             |
| Design and Packaging               | 2.9490 | 1.08642        | 0.062    | -1.031   | 0.000                   | 0.000             |
| Quality and Functional Improvement | 2.9854 | 1.09564        | 0.074    | -0.932   | 0.000                   | 0.000             |
| Market Responsiveness and Value    | 2.9275 | 1.06204        | 0.131    | -0.858   | 0.000                   | 0.000             |
| Overall Product Creativity         | 2.9590 | 0.98750        | 0.067    | -0.820   | 0.024                   | 0.001             |
| Preference and Purchase Intention  | 2.9825 | 1.10118        | 0.110    | -0.980   | 0.000                   | 0.000             |
| Trust and Perceived Suitability    | 3.0058 | 1.06317        | 0.060    | -0.938   | 0.001                   | 0.000             |
| Recommendation and Loyalty         | 2.9894 | 1.04609        | 0.094    | -0.873   | 0.000                   | 0.000             |
| Overall Consumer Preference        | 2.9926 | 0.98508        | 0.135    | -0.904   | 0.001                   | 0.000             |

Source: Author's research using SPSS 27.

Accordingly, Table 9 indicates that all study variables can be considered approximately normally distributed for the purposes of statistical analysis. This result supports the use of parametric techniques, including Pearson correlation and ordinary least squares regression, in the subsequent stages of the analysis.

**Table N°10: Pearson Correlations Among the Main Study Variables (N = 314)**

| Variable                              | 1      | 2      | 3      | 4      | 5      | 6 |
|---------------------------------------|--------|--------|--------|--------|--------|---|
| 1. Product Creativity                 | 1      |        |        |        |        |   |
| 2. Consumer Preference                | .591** | 1      |        |        |        |   |
| 3. Novelty and Uniqueness             | .917** | .518** | 1      |        |        |   |
| 4. Design and Packaging               | .898** | .507** | .764** | 1      |        |   |
| 5. Quality and Functional Improvement | .938** | .576** | .807** | .790** | 1      |   |
| 6. Market Responsiveness and Value    | .896** | .556** | .749** | .749** | .804** | 1 |

Source: Author's research using SPSS 27.

As shown in Table 10, product creativity was positively and significantly correlated with consumer preference for local products ( $r = .591$ ,  $p < .001$ ). The four dimensions of product creativity were also positively associated with consumer preference, with coefficients ranging from .507 to .576, all significant at  $p < .001$ . The strongest bivariate relationship with consumer preference was observed for quality and functional improvement

( $r = .576$ ), followed by market responsiveness and value ( $r = .556$ ), novelty and uniqueness ( $r = .518$ ), and design and packaging ( $r = .507$ ).

**Table N°11: Simple Linear Regression of Product Creativity on Consumer Preference**

| Predictor              | B                     | SE                             | Beta      | t          | p    | 95% CI for B   |
|------------------------|-----------------------|--------------------------------|-----------|------------|------|----------------|
| Constant               | 1.248                 | 0.142                          |           | 8.785      | .000 | [0.969, 1.528] |
| Product Creativity     | 0.589                 | 0.046                          | 0.591     | 12.938     | .000 | [0.500, 0.679] |
| <b>Model statistic</b> | <b>Value</b>          |                                |           |            |      |                |
| R=0.591                | R <sup>2</sup> =0.349 | Adjusted R <sup>2</sup> =0.347 | F=167.396 | Sig.=0.000 |      |                |

Source: Author's research using SPSS 27.

As reported in Table 11, product creativity had a positive and statistically significant effect on consumer preference for local products ( $B = 0.589$ ,  $Beta = 0.591$ ,  $t = 12.938$ ,  $p < .001$ ). The model was statistically significant overall ( $F = 167.396$ ,  $p < .001$ ) and explained 34.9% of the variance in consumer preference ( $R^2 = .349$ ).

**Table N°12: Multiple Regression of Product Creativity Dimensions on Consumer Preference**

| Predictor                          | B       | SE                   | Beta                          | t        | p          | 95% CI for B    |
|------------------------------------|---------|----------------------|-------------------------------|----------|------------|-----------------|
| Constant                           | 1.255   | 0.142                |                               | 8.828    | .000       | [0.976, 1.535]  |
| Novelty and Uniqueness             | 0.066   | 0.077                | 0.072                         | 0.857    | .392       | [-0.086, 0.218] |
| Design and Packaging               | 0.041   | 0.074                | 0.045                         | 0.552    | .581       | [-0.105, 0.187] |
| Quality and Functional Improvement | 0.269   | 0.085                | 0.299                         | 3.165    | .002       | [0.102, 0.436]  |
| Market Responsiveness and Value    | 0.211   | 0.076                | 0.228                         | 2.773    | .006       | [0.061, 0.361]  |
| <b>Model statistic</b>             | R=0.599 | R <sup>2</sup> =0.35 | Adjusted R <sup>2</sup> =0.35 | F=43.234 | Sig.=0.000 |                 |

Source: Author's research using SPSS 27.

As shown in Table 12, the regression model including the four dimensions of product creativity was statistically significant ( $F = 43.234$ ,  $p < .001$ ) and explained 35.9% of the variance in consumer preference ( $R^2 = .359$ ). However, the effects of the four dimensions were not equally strong. Only quality and functional improvement ( $B = 0.269$ ,  $Beta = 0.299$ ,  $p = .002$ ) and market responsiveness and value ( $B = 0.211$ ,  $Beta = 0.228$ ,  $p = .006$ ) had significant positive effects on consumer preference. By contrast, novelty and uniqueness ( $p = .392$ ) and design and packaging ( $p = .581$ ) were not statistically significant in the joint model.

**Table N°13: Robustness Regression with Control Variables**

| Predictor              | B            | SE      | Beta   | t                     | p        | 95% CI for B    |
|------------------------|--------------|---------|--------|-----------------------|----------|-----------------|
| Constant               | 0.649        | 0.288   |        | 2.251                 | .025     | [0.082, 1.217]  |
| Product Creativity     | 0.573        | 0.046   | 0.574  | 12.529                | .000     | [0.483, 0.663]  |
| Gender                 | -0.055       | 0.089   | -0.028 | -0.614                | .540     | [-0.231, 0.121] |
| Age Group              | 0.017        | 0.043   | 0.018  | 0.402                 | .688     | [-0.067, 0.101] |
| Education Level        | -0.001       | 0.045   | -0.001 | -0.024                | .981     | [-0.090, 0.087] |
| Monthly Income         | 0.072        | 0.042   | 0.078  | 1.716                 | .087     | [-0.011, 0.154] |
| Wilaya of Residence    | 0.050        | 0.033   | 0.070  | 1.540                 | .125     | [-0.014, 0.114] |
| Purchase Frequency     | 0.163        | 0.048   | 0.156  | 3.413                 | .001     | [0.069, 0.256]  |
| <b>Model statistic</b> | <b>Value</b> | R=0.619 | .619   | R <sup>2</sup> =0.383 | F=17.113 | Sig=0.000       |

Source: Author's research using SPSS 27.

As reported in Table 13, the effect of product creativity remained positive and highly significant even after controlling for gender, age group, education level, monthly income, wilaya of residence, and purchase frequency ( $B = 0.573$ ,  $Beta = 0.574$ ,  $t = 12.529$ ,  $p < .001$ ). The full model explained 38.3% of the variance in consumer preference ( $R^2 = .383$ ) and was statistically significant overall ( $F = 27.113$ ,  $p < .001$ ). Among the control variables, only purchase frequency had a significant positive effect ( $B = 0.163$ ,  $Beta = 0.156$ ,  $p = .001$ ), whereas the remaining demographic variables were not statistically significant. These findings strengthen the robustness of the main result and suggest that the effect of product creativity is not merely a reflection of demographic differences. Rather, product creativity remains a substantive predictor of consumer preference even after accounting for background characteristics.

**Table N°14 : Hierarchical Regression Results**

| Model | Predictors                    | R <sup>2</sup> | Adjusted R <sup>2</sup> | $\Delta R^2$ | F Change | Sig. |
|-------|-------------------------------|----------------|-------------------------|--------------|----------|------|
| 1     | Controls only                 | .066           | .048                    | .066         | 3.625    | .002 |
| 2     | Controls + Product Creativity | .383           | .369                    | .317         | 156.987  | .000 |

Source: Author's research using SPSS 27.

As shown in Table 14, the control variables alone explained only 6.6% of the variance in consumer preference. After adding product creativity in the second step, the explained variance increased substantially to 38.3%, with an additional 31.7% of variance explained ( $\Delta R^2 = .317$ ,  $p < .001$ ). This large increase confirms the central explanatory role of product creativity in shaping consumer preference for local products and further reinforces the support for H1.

Taken together, the findings indicate that product creativity is a meaningful and statistically significant predictor of Algerian consumers' preference for local products. As demonstrated in Table 11, the overall effect of product creativity was positive and substantial. The dimensional analysis reported in Table 12 further showed

that not all forms of product creativity are equally influential. Specifically, quality and functional improvement and market responsiveness and value were the dimensions that significantly shaped consumer preference, whereas novelty and uniqueness and design and packaging did not retain statistical significance when all dimensions were entered simultaneously. Finally, the robustness and hierarchical models presented in Tables 13 and 14 confirmed that the effect of product creativity remained stable even after controlling for demographic and purchasing variables, while purchase frequency emerged as the only significant control variable.

## 5. Discussion

The present study set out to examine whether product creativity contributes to shaping Algerian consumers' preference for local products. Overall, the findings provide clear support for the central argument of the study. The results showed that product creativity has a positive and statistically significant effect on consumer preference, thereby confirming H1. This finding suggests that local products are more likely to gain consumer acceptance when they are perceived as creative in ways that are visible, meaningful, and relevant to everyday consumption. In other words, the attractiveness of local products in the Algerian market does not depend solely on domestic origin, but also on the extent to which consumers perceive these products as improved, useful, and responsive to their expectations.

This result is consistent with the broader literature emphasizing that consumers interpret product-related improvements as signals of superiority and value. In this respect, the findings support the view that product creativity should not be reduced to abstract originality, but understood as a market-perceived form of meaningful newness that enhances consumer evaluation. This interpretation is in line with recent research showing that consumers assess product innovativeness through dimensions such as novelty, effectiveness, aesthetics, and usability (Boisvert & Christodoulides, 2025). It also converges with evidence suggesting that product evaluation improves when innovation is presented in ways that consumers can understand and appreciate (Lee et al., 2024). The current findings therefore reinforce the argument that, in the context of local products, creativity functions as a tangible market cue that strengthens product appeal.

At the dimensional level, the findings offer a more nuanced picture. Although the four dimensions of product creativity were all positively correlated with consumer preference, the regression results showed that only quality and functional improvement and market responsiveness and value had significant positive effects in the joint model. Thus, H2 was only partially supported. This result is theoretically meaningful because it suggests that not all aspects of product creativity carry the same explanatory power. Algerian consumers appear to respond more strongly to forms of creativity that improve product performance, reliability, usefulness, and value for money than to those related only to novelty or design. This pattern is fully consistent with the argument that

consumer evaluations are driven more by practical benefits than by symbolic differentiation alone, especially in markets where affordability and utility remain central to purchasing decisions.

The stronger effect of quality and functional improvement is particularly important. It indicates that consumers are more willing to prefer local products when creativity is translated into tangible improvements in performance and daily use. This supports the logic of perceived value advanced by Zeithaml (1988), according to which consumer judgment depends heavily on the balance between benefits and sacrifice. It also confirms more recent findings that meaningful product development is most effective when it improves functional outcomes rather than relying on novelty for its own sake (Ye et al., 2024). In the same way, the significant effect of market responsiveness and value shows that consumers reward local products when they perceive them as well aligned with their needs and purchasing realities. This result strengthens the argument that creativity becomes commercially relevant only when it reflects genuine market understanding.

By contrast, the non-significant effects of novelty and uniqueness and design and packaging in the multivariate model are equally revealing. Although these dimensions were positively associated with consumer preference at the bivariate level, they lost significance once the more practical dimensions were introduced simultaneously. This suggests that consumers may appreciate originality and visual improvement, but these features alone are not sufficient to shape preference when more substantive attributes such as functionality and value are taken into account. One possible interpretation is that novelty and design may create initial attention, but they do not constitute the primary basis for sustained preference in the Algerian market. This interpretation also aligns with recent studies showing that design cues and packaging can enhance purchase-related responses, but their influence is often mediated by deeper perceptions of usefulness, quality, or brand experience (Ding & Zhou, 2025; Liu et al., 2025).

Another important finding is that the effect of product creativity remained robust even after introducing demographic and behavioral controls. The robustness model showed that product creativity continued to exert a strong and significant effect on consumer preference, while purchase frequency emerged as the only significant control variable. This suggests that the influence of product creativity is not simply a by-product of demographic characteristics such as gender, age, education, income, or place of residence. Rather, it appears to represent an independent explanatory factor. At the same time, the significance of purchase frequency indicates that consumers who buy local products more often are also more likely to express stronger preference for them. This result is intuitive, as repeated exposure and prior buying experience may reinforce confidence, familiarity, and favorable evaluation.

From a theoretical standpoint, this study contributes to the literature by linking product creativity and consumer preference for local products within a single analytical framework. Previous research has often treated

these themes separately, with creativity examined from the perspective of firms and product development, and local-product preference studied through ethnocentrism or country-of-origin effects. The present findings suggest that these two streams should be connected more explicitly. Local origin may attract symbolic attention, but sustained consumer preference appears to depend more strongly on whether consumers perceive local products as genuinely improved, useful, and market-relevant. In this sense, the study adds evidence from an underexplored context and shows that product creativity may serve as a concrete mechanism through which local competitiveness is strengthened.

The practical implications are equally important. For Algerian producers, the results indicate that investments in product creativity should prioritize functional improvement, reliability, and value responsiveness rather than focusing narrowly on appearance or symbolic novelty. Design and packaging still matter, but they appear to be secondary when consumers evaluate whether a local product is worth choosing and recommending. For policymakers and actors concerned with strengthening domestic production, the findings imply that support for local products should go beyond promotional discourse and emphasize the development of products that better meet consumer expectations in terms of performance, usefulness, and affordability.

Overall, the discussion confirms that product creativity matters, but its effect is selective rather than uniform across dimensions. The central message of the study is that Algerian consumers do not prefer local products simply because they are local; they are more likely to prefer them when they perceive them as functionally improved, reliable, and responsive to market needs. This insight helps explain why some local products succeed in gaining consumer support while others remain limited to symbolic or situational preference.

## **Conclusion**

This study aimed to examine the effect of product creativity on Algerian consumers' preference for local products by testing the relationship between the two constructs at both the overall and dimensional levels. The findings showed that product creativity has a positive and statistically significant effect on consumer preference for local products. This indicates that Algerian consumers do not base their preference solely on the local origin of the product, but also on the extent to which they perceive it as improved, useful, and meaningful. The simple regression model explained a substantial proportion of the variance in consumer preference, confirming the explanatory importance of product creativity in the Algerian market.

At the dimensional level, the results revealed that quality and functional improvement and market responsiveness and value were the most influential dimensions in shaping consumer preference, whereas novelty and uniqueness and design and packaging did not show statistically significant effects in the joint model. This suggests that Algerian consumers respond more strongly to practical creativity associated with usefulness,

reliability, and adaptation to market needs than to purely symbolic or aesthetic aspects alone. The results also showed that the effect of product creativity remained significant even after the inclusion of control variables, while purchase frequency was the only control variable that retained statistical significance. Overall, the study concludes that enhancing the competitiveness of local products in Algeria depends primarily on developing forms of product creativity that are oriented toward performance, value, and effective responsiveness to consumer expectations.

### Recommendations:

1. Algerian firms should focus more strongly on improving product quality, functional performance, and reliability, as these aspects were found to be the most influential in shaping consumer preference.
2. Local producers should establish regular mechanisms for monitoring consumer expectations and changes in purchasing behavior so that product development reflects actual market demand rather than internal assumptions alone.
3. Firms should work toward a better balance between quality and price in order to increase the consumer's perception of value and enhance the competitiveness of local products against imported alternatives.
4. Since trust and perceived suitability emerged as particularly important dimensions of consumer preference, firms should reinforce trust by ensuring consistency in product quality, delivering on marketing promises, and maintaining continuous product improvement.

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