

The Impact of the Creativity of the Organization on the Purchasing Decision of the Consumer

Ilyes Slimani

Abdelhakim Bensalem

Souad Douli

Laboratory of Study

Economics & Development Local in South west of Algeria

Department of Management

University of Bechar

Algeria

Abstract:

This study aimed to know the effect of the creativity of organization on the consumer's purchasing decision in light of the intense competition, and the study found a relationship between the application of promotion strategies, advertising strategies from the marketing mix and the mental image that the consumer forms about the organization and its products and thus its good position in the market, multiplied The institution's creative strategies of all kinds, from advertising and advertising used in it to all heavy media, such as television, radio, billboards, and many others, Attempting to capture the consumer's interest and transforming it itself into a way to attract its surroundings.

Keywords: The Creativity Of The Organization, The Purchasing Decision, The Consumer.

Introduction:

Resorting to creativity has become an imperative, as institutions search for a place in the forefront always, and seek to achieve the greatest profits through expansion in the markets, by persuading their customers of the quality of their products, for the sake of renewal and continuous improvement so that they can invent new products and production methods. Or developing the current products and production methods, as well as expanding and controlling the domestic market as well as the external market by bringing in more knowledge. In this context, many international companies, especially the leading ones, adopted the innovation process, and saw in them a possible way to achieve their expansionary goals and contain their competitors, and a distinctive method to bring more It is a financial resource, and the process of adopting innovation has become a prominent and distinctive feature in the business world.

The main problem of the study:

From the above, the main problem of the study can be presented as follows:

How does creativity of the organization affect the purchasing decision of the consumer?

The concept of the Creativity of the Organization

It is helpful to describe creative organizations as complex, social, political and technical systems. In order to identify creative outlets and implementation a set of mechanisms, the leadership in organizations must have the skills to appreciate knowledge at the individual, team and organization levels simultaneously. The creative organization balances the integration of two central offerings: autonomy for entrepreneurship and individual creativity. Organizational creativity is linked to a risky balance between complexity, compromise and choices. The creative organization needs to be flexible while controlling entrepreneurial risk, but provide the freedom to search for new knowledge through learning and experimentation. The original output will be the outcome of internal processes of communication. The need to be a flexible organization rings true in that 'good practices' will promote creativity; 'best practices' may discourage them for optimum arrangements may change as circumstances change (Christina Patterson, 2020).

Theorizing about creativity and elements forming it by social scientists, goes back to more than a century ago, but the first major research spark was struck by Gilford. "Creativity is synonymous with divergent thinking (to find new approaches to solving problems) vs. convergent thinking (to obtain correct answers (Keyvan Gholami and Arman Karimi, 2014)).

The creativity has been defined as the generation of a product that is judged to be novel and also to be appropriate, useful, or valuable by a suitably knowledgeable social group (Abrar Alhajri, 2018).

The Purchasing Decision Of The Consumer

In the late 1960s, Howard together with Sheth presented Howard- Sheth Model, which divided the influence factors of consumer’s purchasing behavior into four major types, i.e., stimulation or input factors, external factors, internal factors, and reflection or output factors. The model holds that input factors arouse the motivation, which further influences the consumer’s psychological activities (internal factors). Under the action of shopping experience, consumers generate a range of reactions of buying tendency and attitude. Combined with other factors, the consumer’s buying behavior is formed, and it will have an important influence on the next purchase. Reynolds proposed S-O-R model which is ‘Stimulus-Organism- Response’ based on psychological concept in 1974. The model indicates that consumer’s buying behavior is caused by stimulus, which is from consumer’s physiological and psychological factors as well as the external environment. With the combined effect of all the stimuli, consumers are guided to make the purchasing decision and conduct purchase. In 2001, Philip Kotler gave a consumer purchase decision-making model, which claimed that culture, society, and individuality also have significant influence on the consumer. Culture, society, and individuality helps the consumer to understand products feature, brand, retailers, then decide purchase occasion, and purchase (Bing Xu and Jianhui Chen, 2017).

According to more recent studies, the consumer purchase decision-making process can be explained by an information processing approach. Consumers find the information, evaluate it and make a choice. Various models have been developed in order to describe this behaviour. The purchase decision-making process is constructive and is shaped by the consumer and the context of decision making. It therefore varies across individuals, decisions, and contexts. Exploring consumer information processing behaviour in traditional purchasing, which occurs though physical shops, has long attracted the attention of researchers, resulting in comprehensive knowledge of behaviour in this setting (Sahar Karimi, 2013).

METHODOLOGY OF THE STUDY

Research Hypotheses

The study is based on the following hypotheses:

The main hypothesis:

The creativity of Algeria Telecom affects the purchasing decision of the consumer

The secondary hypotheses:

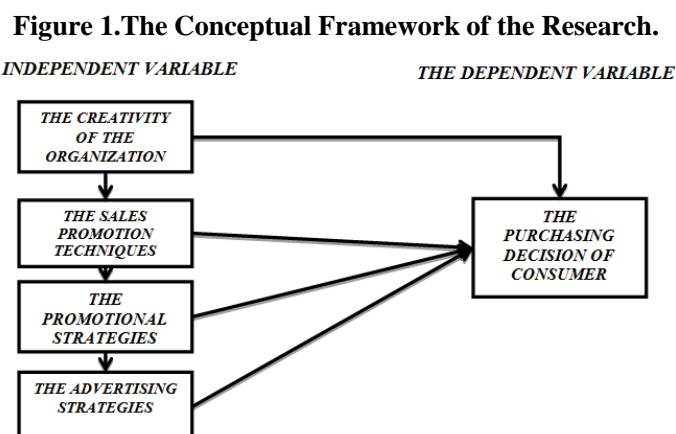
- ❖ Sales promotion methods influence the purchasing decision of the consumer.
- ❖ Promotional strategies affect the consumer’s purchasing decision.
- ❖ Advertising strategies affect the consumer’s purchasing decision.

The study population and Methodology :

The study population consisted of the consumers of the Algerie Telecom Company Foundation Bechar, where 100 questionnaires were distributed to different consumers without targeting a specific category. All of them were retrieved on the basis of this study.

Data Analysis Methods:

- Descriptive statistical techniques to describe the characteristics of the study sample using percentages and frequencies.
- "Five - Point-Likert Scale".
- The statistical package (SPSS) is used for analyzing data and general information.
- Simple linear regression, and multiple regression, and correlation coefficient and interpretation.



Results of the study data analysis and hypothesis testing

1-data analysis

Table (1) Demographic Data of Samples

Variables	Levels	N	%
Gender	Male	45	45
	Female	55	55
Age	20- 30 year	49	49
	31- 40 year	29	29
	41years and over	22	22
Qualifications	Bachelor Degree	58	58
	Graduate Studies	26	26
	Post Graduate Studies	16	16
Function	Employee	75	75
	Freelancers	13	13
	Retired	12	12

Source: Preparation researchers relying on spss output

Reliability

Table (2). Reliability

Alpha de Cronbach	Nombred'éléments
0,814	49

Source: Preparation researchers relying on spss output

- ✓ Hypothesis testing:
- ❖ Test secondary hypotheses

Table (3): test result and the first hypothesis

Test	A	B	Sig	R ²	R	Result
ANOVA	0,24	1,98	0,06	0,051	0,226	Rejected

Source: Preparation researchers relying on spss output

Analysis:

We conclude from the results in the table that:

R: Correlation coefficient = 0.226, a rate of 22.6%, so the correlation is weak between sales activation methods and the purchasing decision of the consumer R2: The coefficient of determination 0.051 is 5.1% of the changes that occur in the purchasing decision of the consumer due to the change in sales activation methods and the rest Due to other factors, then there is no statistically significant correlation relationship at the level of significance (5%) between sales activation and the purchasing decision of the consumer, and what supports this is a level value of an indication equal to 0.06 which is greater than 0.05 which leads to acceptance of the hypothesis H₀and rejection The hypothesis H₁.

Table (4): a test result and the second hypothesis

Test	A	B	Sig	R ²	R	Result
ANOVA	0,24	1,76	0,02	0,092	0,303	Accepted

Source: Preparation researchers relying on spss output

Analysis:

It is clear from the final results presented in the table that:

R: Correlation coefficient = 0.303, or 30.3%, so the correlation is relatively weak between promotional strategies and the consumer's purchasing decision.

R2: The determination coefficient is 0,092 meaning that 9.2% of the changes that occur in the consumer's purchasing decision are due to promotional strategies, and the rest is due to other factors, the value of sig = 0.02 which is less than the level of significance $\alpha = 0,05$, and this indicates the presence of significance Statistics between promotional strategies and consumer purchasing decision. This leads to rejecting the hypothesis H_0 and accepting the hypothesis H_1 .

From the table, we conclude the following regression equation:

$$Y = 0,24 X_2 + 1,76 + \epsilon$$

Table (5): a test result and the third hypothesis,

Test	A	B	sig	R ²	R	Result
ANOVA	0,34	1,67	0,01	0,105	0,324	Accepted

Source: Preparation researchers relying on spss output

Analysis:

It is clear from the final results mentioned in the tableR: Correlation coefficient = 0.324, or 32.4%, so the correlation is relatively weak between advertising strategies and the consumer's buying decision. R2: The determination coefficient is 0,105 meaning that 10.5% of the changes that occur in the consumer's purchasing decision are due to advertising strategies, and the rest is due to other factors, the value of sig= 0.01 which is less than the level of significance $\alpha = 0,05$, and this indicates that there is an indication Statistics between advertising strategies and consumer buying decisions. This leads to rejecting the hypothesis H_0 and accepting the hypothesis of H_1

From the table, we conclude the following regression equation:

$$Y = 0,34 X_3 + 1,67 + \epsilon$$

Test the main hypothesis

Table (6): test result and the first hypothesis

Test	a	B	Sig	R ²	R	Result
ANOVA	0,29	1,35	0,04	0,083	0,287	Accepted

Source: Preparation researchers relying on spss output

Analysis:

It is clear from the final results mentioned in the tableR: Correlation factor = 0.287, with a ratio of 28.7%. Therefore, the correlation is weak between Algeria Telecom creativity and the consumer's purchasing decision. R2:

The coefficient of determination is 0.083, meaning that 8,3% of the changes that occur in the consumer's purchasing decision are due to the creativity of Algeria Telecom, and the rest is due to other factors, the value of sig = 0.04, which is less than the level of significance $\alpha = 0.05$, and this indicates creativity Algeria Telecom affects the consumer's buying decision. This leads to rejecting the hypothesis H_0 and accepting the hypothesis H_1 From the table, we conclude the following regression equation

$$Y = 0,29 X + 1,35 + \epsilon$$

Results of the Study:

- The study reached results related to the theoretical and practical aspects, the most important of which are:
- The promotional and advertising policies pursued by the organization play a fundamental and effective role in achieving its goals through adopting the scientific foundations and rules and realizing the importance of each of them.
- The consumer is the owner of the last word in the success of the promotion process. To achieve this success, the most important determinants that define the consumer behavior represented in the purchasing decision should be clarified. These determinants may be internal, such as motivation and perception, or external, such as family and social class.
- AlgerieTelecom is concerned with creativity in its products and services to some extent, so that it acquired the local market, not only attracting an important number of consumers to influence their purchasing tastes, but they themselves became known to the rest of the consumers, who are potential consumers of AlgerieTelecom products and services, and by calling them and sometimes even convincing them of the extent The quality of this product or service.

1) Recommendations of the study:

The study recommends the following:

- The necessity of creating a new department or department concerned with creativity and creators within the Algeria Telecom.
- See the most important motivations of the consumer and the most important determinants of his behaviour
- Study and analyze the trends of the target group
- Pay more attention to marketing research
- Study and tackle the problem of network and internet vulnerabilities
- Paying attention to the creative path because it is the nucleus of every change
- Carry out a study or analysis in order to know the weakness of the methods of promoting sales

References

- Abrar Alhajri. (2018). Creativity and Innovation in Google, Volume 7 Issue 2. *International Journal of Science and Research (IJSR)*, P438.
- Bing Xu and Jianhui Chen. (2017). Consumer Purchase Decision- Making Process Based on the Traditional Clothing Shopping Form. *Journal of Fashion Technology & Textile Engineering*.
- Christina Patterson. (n.d.). INDIVIDUAL AND ORGANIZATIONAL CREATIVITY. Retrieved JANVIER 28, 2020, from <http://www.innovation.cc/news/innovation-conference/patterson.pdf>
- Keyvan Gholami and Arman Karimi. (2014). The role of creativity, innovation and entrepreneurship in the organization. *Bulletin of Environment, Pharmacology and Life Sciences*, Vol 3 (Spl issue II), P73.
- Sahar Karimi. (2013). A purchase decision-making process model of online consumers and its influential factor a cross sector analysis. In A Thesis submitted to the University of Manchester for the degree of PhD (p. P31). University of Manchester: Manchester Business School.