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The Impact of Adopting New Products on Consumer Purchasing Decisions: An Analytical Study of The Opinions of a Sample of Employees at The Karbala Dairy Factory

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Abstract

The research aims to identify the effect of adopting new products on the purchasing decision of consumers at the Karbala Dairy Factory. To achieve the research objectives, a questionnaire was designed and distributed to a randomly selected sample of 60 individuals. Fifty-five questionnaires were retrieved, of which 51 were valid for analysis. The data were processed using the SPSS statistical program, relying on descriptive statistical methods. The main findings of the study revealed a statistically significant correlation between the adoption of new products and the purchasing decision of consumers, as well as a statistically significant impact of adopting new products on the purchasing decision of consumers. The research ultimately recommends paying greater attention to marketing innovation, as it is one of the most effective means of generating new marketing ideas, which play a major role in influencing consumer behavior and encouraging them to adopt new products.

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Introduction

New products are among the most important outputs of the innovation process in general, as they constitute a large space in being a marketing innovation in themselves. They must be of the required quality and distinctive characteristics, so that the organization can add high value and gain a competitive advantage in light of the great technological development and the multitude of options and alternatives in the markets for products. It is not enough to innovate new products, but rather to be proactive and continuous in doing so and to be careful not to be imitated by competitors.

With the proliferation of products and the abundance of choices, the consumer has become more eager to obtain everything new and innovative, in order to satisfy his evolving and renewed needs and desires. Therefore, many researchers and those interested in the field of consumer behavior have devoted their efforts to clarifying the idea of the cognitive sequence through which the consumer goes in order to adopt new products. This process does not happen all

Research Methodology

First: The Research Problem

Given the significant interest of Iraqi consumers in new and advanced technologies, this research aims to examine the impact of adopting new products on consumer purchasing decisions. Therefore, the research question is: What is the impact of adopting new products on consumer purchasing decisions?

Second: Research Objectives

The main objective of this research is to determine the nature of the role that new products play in influencing consumer purchasing decisions. Several sub-objectives stem from this main objective:

1. To reveal the level of adoption of new products among the studied sample and their impact on consumer purchasing decisions.
2. To determine the extent to which the organization possesses the capabilities that enable it to develop its products.
3. To determine the nature and type of relationship between the research variables

Third: The Importance of the Research

The importance of this research can be highlighted in the following points:

1. It describes and analyzes the correlation and influence between two variables that have not received sufficient attention from researchers in both the Iraqi and Arab contexts.
2. It develops and reinforces the belief among the research sample regarding the importance of focusing on product development to influence consumer purchasing decisions.

Fourth: Research Hypotheses

The current research aims to measure two main hypotheses:

1. There is a statistically significant correlation between the adoption of new products and consumer purchasing decisions.
2. There is a statistically significant effect of the adoption of new products on consumer purchasing decisions.

Fifth: Data Collection Methods

The SPSS (version 25) statistical software package was used to extract the results that the study aimed to measure, namely:

- 1) Normal distribution
- 2) Arithmetic mean
- 3) Standard deviation
- 4) Cronbach's alpha coefficient
- 5) Simple correlation coefficient
- 6) Effect factor

First, new products: Adopting new products

1) The Concept of New Product Adoption

The process of adopting new products is crucial as it relies primarily on innovation and the characteristics and motivations of the customer (Eiamkanchanalai & Assarut, 2016:16) [7]. McAmis & Forbes (2017:539) [13] view new product adoption as a means employed by organizations to achieve profitability and a competitive advantage within the target market. Kelemen-Erdős (2018:1906) [11] defines new products as the development of products to achieve differentiation, meet customer requirements, achieve diversification, and enhance competitiveness.

The adoption of new products also represents the degree to which an individual embraces innovation earlier than other members of the organization's social system (Ansari, 2014:386) [6]. Gino & Pisano (2011:68) [8] argued that new products refer to the process by which an organization can keep pace with innovation in new products to ensure its prosperity and growth in the business world.

1. The Importance of Adopting New Products

The importance of new products can be highlighted in the following points:

1. Improving the organization's long-term performance
2. Increasing the likelihood of success for new products
3. Helping customers accept the new product
4. Differentiating the new product technologically
5. Securing management support and adapting the environment to the new product
6. Establishing an organizational unit for research, development, and innovation
7. Positive impact on existing production lines
8. Saving material, human, and technical resources (López & Sicilia, 2013:1089; Maazouz, 2015:74) [12, 3].

2. Types of Customers Who Adopt New Products

The types of customers who adopt new products can be summarized as follows:

A. Innovators (Innovators - Adventurers)

They are characterized by adventure and a strong tendency to try new ideas, goods, and services. They are also social by nature and tend to interact with others to guide them and obtain new ideas from them about various life matters and issues. Innovators in any society do not constitute more than 2.5% of the total potential customers for a category of new goods or services.

B. Early Adopters

They are less adventurous than the adventurous ones, but they are not as quick to decide to buy new products. They are socially respected by the majority of the community in which they live. This group consists of opinion leaders who try to convey their advice to customers, and they constitute about 13.5% of potential customers.

The Early Majority

This group represents about 34% of the total potential consumers. They wait a short time before trying a new product. They are characterized by average demographic characteristics (average income, average education levels, etc.) and average psychological characteristics (average degree of creativity and risk-taking). Thus, they try the new product influenced by the previous group, the early adopters, and they view everything new with caution and prudence for reasons that are mainly economic, social, and psychological.

The Late Majority

This group represents the middle class and even the upper lower class. Their delay in joining the adoption program stems from several economic and social factors that make them more cautious about accepting new things until they have observed the experiences of others over a considerable period. This group represents 34% of the target customers.

Reactive Consumers

This group represents 16% of the total potential consumer base. They are considered to be from the lower class of society in terms of social status and income. They are characterized by their preference for familiar and conventional products and are the last to try new products due to their apprehension about anything new (Maryam, 2017: 14) [1].

Secondly: Consumer Purchasing Decisions

The Concept of Purchasing Decisions

The complex environment exerts a significant influence on

consumer reactions by affecting their purchasing decisions. Therefore, marketers must understand how consumers make different purchasing decisions in order to develop plans, strategies, and methods that contribute to meeting consumer tastes and preferences (Salih, 2015: 188) [14]. Alessa & Altmeemi (2019: 84) [5] stated that a purchasing decision refers to the processes associated with an individual or group selecting, purchasing, using, and disposing of a product or service to satisfy their needs and desires. Hammadi (2017:384) [9] stated that purchasing decisions vary according to the type and nature of the decisions that the end consumer makes to satisfy his needs and desires.

The Importance of the Purchasing Decision

The importance of the purchasing decision can be summarized in the following points:

A consumer's purchasing decision reflects their satisfaction with the products offered.

A purchasing decision expresses the consumer's mental image of the products on offer.

Consumers' interest in an organization's products is demonstrated through comparison between several products from different organizations (Al-Dulaimi, 2014:228) [4].

Factors Influencing the Purchasing Decision

A number of factors influence a consumer's purchasing decision and limit their expression of preferences. These factors are reflected in:

Psychological Factors: These are factors related to the consumer themselves and their desire to prefer one product over another. These factors are linked to:

Needs and Wants: These are the starting point for making a purchasing decision. Without needs and wants, a purchase cannot be made, as needs are linked to deprivation and a lack of a decent standard of living.

Motivation: This refers to the internal and external factors that motivate a consumer to purchase a specific product over others.

Environmental Factors: These refer to the environmental factors that prevent the purchase of a particular product. They include:

Reference Groups: These are the individuals whom the consumer considers a reference point in their decision-making and by whom they are influenced.

Culture: This represents the customs, values, and traditions prevalent in society, which influence consumer behavior and directly affect purchasing decisions.

Income: This refers to the quantity and type of goods that the consumer can afford to purchase (Jassim *et al.*, 2020:369) [10].

Section Three/ Practical Framework: The Applied Aspect of the Research

First: Describing and Identifying the Research Variables
This section focuses on discussing and identifying the responses of the research sample regarding the studied variables using statistical methods such as the weighted arithmetic mean, standard deviation, and response intensity, as follows:

1: Description and Analysis of the Independent Variable (New Products):

This section includes a description of the dimensions of the study's independent variable (new products). The frequencies and percentages for each questionnaire item were determined, along with the calculation of the weighted arithmetic mean and standard deviation for all items of this variable. Furthermore, a hypothetical mean of (3) on a five-point Likert scale was used as a criterion for measuring the sample's response level within the verbal assessment of the questionnaire weights. The hypothetical mean of (3) is calculated by summing the 15 percentage points on the five-point scale and dividing by the 5 number of ranks.

$$\text{Hypothetical Mean} = \frac{\text{Sum of Weighted Percentages}}{\text{Number of Ranks}} = \frac{1+2+3+4+5}{5} = 3$$

$$\text{Response Intensity} = \frac{\text{Weighted Mean}}{5} * 100$$

Table 1: Descriptive Statistics for the New Products Variable

Percentage %	standard deviation	Weighted arithmetic mean	I completely disagree	I disagree	neutral	I agree	I completely agree	Paragraph sequence	
%69	1.15	3.45	2	5	11	9	8	1	
%68	1.24	3.42	4	3	10	10	8	2	
%71	1.04	3.57	1	4	12	10	8	3	
%67	1.01	3.37	0	8	12	9	6	4	
%70	1.13	3.51	2	3	14	7	9	5	
%72	1.01	3.60	1	3	13	10	8	6	
%74	0.97	3.71	1	2	11	13	8	7	
%69	1.10	3.45	2	4	12	10	7	8	
%69	1.10	3.49	<i>المنتجات الجديدة</i>						

Source: Prepared by the researcher based on computer results using SPSS.V.27 n=35

The sample group's opinions indicate a considerable interest in new products, which was positively reflected in the research sample's responses. The mean score was 3.49, with a standard deviation of 1.10 and a strong response rate of 69%. Adopting new products is a fundamental element in achieving economic and social development and enhancing the competitiveness of institutions. When institutions strive to adopt innovations and modern products, they position themselves as market leaders, contributing to improved performance and increasing their ability to cope with rapid changes in the business environment. Adopting new products is not limited to simply using innovative technologies or

goods; it also involves embracing a culture of change and organizational flexibility, two crucial factors in building a sustainable competitive advantage.

On the other hand, adopting new products helps meet evolving consumer needs, as customer expectations are closely linked to technological advancements and innovation. Therefore, organizations that keep pace with these expectations and invest in new products are able to enhance customer loyalty and increase their market share. Furthermore, the speed of innovation adoption is positively correlated with consumer satisfaction, which directly impacts profitability and growth rates.

At the national level, the adoption of new products stimulates the economy by boosting production and encouraging investment in research and development. This, in turn, leads to the creation of new jobs, knowledge transfer, and increased societal innovation. From a strategic perspective, the adoption of new products is essential for countries seeking to solidify their position in the global economy and enhance their competitiveness against emerging economies.

Overall, adopting new products is not only a strategic choice for organizations and individuals, but has become an imperative for survival and continuity in a rapidly changing world. Therefore, building a corporate culture that supports innovation and fosters an environment that encourages experimentation and calculated risk-taking are fundamental to maximizing the opportunities offered by new products.

The following is an explanation of the study sample's opinions regarding the highest and lowest scores among the variable items. Table (1) shows that the results achieved at the level of the variable items were as follows:

Item (6), which measures (I tend to buy new products based on the recommendations of friends or family), achieved the highest arithmetic mean of (3.60) and a standard deviation of (1.01), which is greater than the hypothetical mean of (3). This indicates the strong adoption of this item by the members of the research sample.

This is further supported by the fact that the intensity of the response reached (72%), which is the highest among the items of the dimension. Meanwhile, item (4), which measures (I believe that new products often meet my needs better), achieved the lowest weighted arithmetic mean compared to the rest of the items of the dimension, as it reached (3.37) and a standard deviation of (1.01). Although the mean was higher than the hypothetical, it was lower in proportion to the rest of the items. This indicates the weakness of measuring this item by the members of the research sample in the directorate. This is further supported by the fact that the intensity of the responses of the members of the sample reached (67%), which is the lowest among the rest of the items.

2: Description and Analysis of the (Dependent) Variable: Purchasing Decision (Y):

This section includes a description of the dimensions of the study's dependent variable (purchasing decision). The frequencies and percentages for each questionnaire item were determined, along with the calculation of the weighted arithmetic mean and standard deviation for all items of this variable. Furthermore, the hypothetical arithmetic mean of (3) on a five-point Likert scale was used as a criterion for measuring the sample's response within the verbal assessment of the questionnaire's weights.

Table 2: Descriptive statistics for the purchasing decision variable

Percentage %	standard deviation	Weighted arithmetic mean	I completely disagree	I disagree	neutral	I agree	I completely agree	Paragraph sequence	
%70	1.13	3.51	2	4	11	10	8	1	
%76	1.01	3.80	1	1	13	9	11	2	
%75	1.07	3.77	1	3	10	10	11	3	
%75	0.98	3.77	1	2	10	13	9	4	
%72	1.10	3.60	3	0	13	11	8	5	
%70	0.96	3.54	1	3	13	12	6	6	
%69	1.27	3.45	4	3	10	9	9	7	
%72	0.96	3.60	1	2	14	11	7		
%73	1.08	3.63	القرار الشرائي						

Source: Prepared by the researcher based on computer results using SPSS.V.27 n=35

The sample group's opinions indicate a considerable degree of importance placed on purchasing decisions, which was reflected positively in the research sample's responses. The mean score was 3.63, the standard deviation was 1.08, and the intensity of the response was 73%. Purchasing decisions are a fundamental process in consumer behavior, reflecting the complex interaction between individual needs, psychological motivations, and social and cultural influences. The importance of this process stems from its being a crucial moment that directly impacts consumer satisfaction on the one hand, and the success of marketing institutions on the other. Rational purchasing decisions contribute to the optimal use of financial resources, thus enhancing individuals' economic efficiency and reducing unconscious consumerism. Furthermore, purchasing decisions are closely linked to perceptions of quality and value of a product or service. Consumers become more aware of product specifications, compare alternatives, and analyze benefits and costs before making a purchase. From an organizational perspective, understanding the nature of these decisions enables companies to develop more effective marketing strategies based on understanding customer behavior and expectations. The importance of purchasing decisions is further amplified

by rapid digital transformation, where the abundance of information and the proliferation of marketing channels have become influential factors in shaping consumer convictions. Therefore, developing informed decision-making skills, based on critical thinking and objective analysis, has become essential to meet the challenges of the modern market and avoid falling prey to misleading advertising or temporary offers.

Based on the above, it is clear that making a purchasing decision is not just an automatic behavior, but a complex cognitive process that requires a high degree of awareness and planning, due to its significant impact on achieving financial balance, enhancing quality of life, and supporting economic sustainability at the level of individuals and societies.

The following is an explanation of the opinions of the study sample regarding the items of the purchasing decision: Item (2), which measures (I prefer to buy products that offer higher value for money), achieved the highest arithmetic mean of (3.80) and a standard deviation of (1.01), which is greater than the hypothetical mean of (3). This indicates the strong adoption of this item by the members of the research sample. This is further supported by the fact that the intensity of the

response reached (76%), which is the highest among the items of the dimension. In contrast, item (7), which measures (Promotional offers and discounts affect my purchasing decision), achieved the lowest weighted arithmetic mean compared to the rest of the items of the dimension, as it reached (3.45) and a standard deviation of (1.27). Although the mean was higher than the hypothetical, it was lower in percentage compared to the rest of the items. This indicates the weakness of measuring this item by the members of the research sample in the directorate. This is further supported by the percentage of the intensity of the responses of the members of the sample, which reached (69%), which is the lowest among the rest of the items.

Second: Analyzing and testing the correlation and influence relationships between the research variables
This aims to test the correlation between the variables by testing the influence relationship between new products and

the purchasing decision by calculating the simple linear regression coefficient (β).

a) Testing the first main hypothesis: (There is a statistically significant correlation between new products and the purchasing decision)

Table (3) shows the simple correlation coefficient matrix (Pearson) between these variables and their dimensions. Before proceeding to test this hypothesis, Table (3) also indicates the sample size (35) and the test type (2-tailed). The abbreviation (Sig.) in the table indicates the significance test of the correlation coefficient. If a mark (*) appears on the correlation coefficient, this means that the correlation is significant at the (5%) level. If a mark (**) appears on the correlation coefficient, this means that the correlation is significant at the (1%) level. The strength of the correlation coefficient is judged according to Cohen's (1977:79-81) [16] rule, as follows:

✓ The correlation is low: if the value of the correlation coefficient is between (0.10 and 0.29).
✓ The correlation relationship is moderate: if the value of the correlation coefficient ranges between (0.30 to 0.49).
✓ The correlation is strong: if the value of the correlation coefficient ranges between (0.5 to 1).

Cohen, J., (1977) [16], "Statistical power analysis for the behavioral sciences", New York: Academic Press.

Table 3: Testing the first main hypothesis (correlation hypothesis)

Tests		New products
Purchase decision	Pearson Correlation	**0.96
	Sig. (2-tailed)	0.007
	N	35

Correlation is significant at the 0.01 level (2-tailed).

Source: Prepared by the researcher based on the results of the electronic calculator using the SPSS V.27 program

Table (3) shows the correlation matrix that tested the first main hypothesis and its sub-hypotheses, showing that there are strong positive correlations (because its value is greater than 0.50) and are statistically significant at a significance level of (1%) between new products and the purchasing decision, where the value of the correlation coefficient reached (0.967) at a significance level of (1%).
The researcher concludes from the results extracted from

Table (3) that the main alternative hypothesis and its sub-hypotheses, which state (there is a statistically significant correlation between new products and the purchasing decision), are acceptable.

- Testing the second main hypothesis: (there is a statistically significant effect of new products on the purchasing decision), as shown in Table (4):

Table 4: Analysis of regression relationships between new products and the purchasing decision

Independent Variable	Dependent Variable	β	R^2	t (Calculated)	t (Table 1%)	F (Calculated)	F (Table 1%)
New Products	Purchase Decision	0.95	0.91	5.70	2.46	32.59	7.56

Source: Prepared by the researcher based on the results of the electronic calculator using the SPSS V.27 program.

Table (4) shows the following:

- A. The regression coefficient for new products on the purchasing decision was (0.95). This means that if this variable changes by one unit, the purchasing decision variable will increase by (0.95). The effect was significant because the calculated (t) value of (5.70) is higher than its tabulated counterpart at a significance level of (1%), which is (2.46).
- b. The coefficient of determination (R^2) was approximately (0.91). This means that new products explain (91%) of the changes in the purchasing decision variable. The remaining percentage is attributed to other factors not included in the
- c. The calculated (F) value of (32.59) is higher than its tabulated counterpart of (7.56) at a significance level of (1%). Therefore, we observe that the estimated model is significant

overall. Therefore, the researcher concludes from the analysis of the results in Table (4) the acceptance of the alternative hypothesis which states (there is a statistically significant relationship of influence of new products on the purchasing decision)).

Conclusions and Recommendations

First: Conclusions:

- 1. New products stimulate purchasing curiosity: Studies have shown that consumers are often drawn to new products out of curiosity and a desire to try something different.
- 2. The role of innovation in purchasing decisions: The more added value a new product offers or the more it solves an existing problem, the more likely consumers are to adopt it.
- 3. The importance of reputation and trust: Brands with a good

reputation are more successful in introducing new products, as consumers are more willing to try their products without hesitation.

4. The impact of promotional and marketing campaigns: The success of new product adoption is directly related to the effectiveness of marketing campaigns that highlight its advantages compared to traditional products.

5. The influence of reference groups: The opinions of friends and family, as well as consumer reviews, play a significant role in promoting or hindering the adoption of new products.

6. Gradual adoption: New products are not adopted instantly; rather, they progress through stages, starting with innovators, then early adopters, then the early and late majorities, and finally, those who are hesitant.

Second: Recommendations:

1. Focus on education and awareness: Companies should provide clear and simplified information about the benefits of the new product and how to use it to minimize resistance to change.

2. Adopt well-thought-out launch strategies: Such as a soft launch to gather feedback and improve the product before wider release.

3. Rely on trusted influencers: Utilize opinion leaders and trusted reviewers to build trust in the product and encourage faster adoption.

4. Incentivize consumers with free trials or discounts: Offer free samples or special promotions to reduce the risk for consumers.

5. Continuously analyze purchasing behavior: Study market reactions and update marketing strategies based on real data to ensure continued product adoption.

6. Design products based on genuine needs: Innovations should be based on in-depth research into consumer needs and desires, not just superficial improvements.

7. Foster customer loyalty after purchase: Provide strong support and excellent customer service to ensure customer satisfaction and increase the likelihood of repeat purchases.

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