The Effect of Brand Innovativeness on Product Attractiveness

(An empirical study on customers of luxury brands in Mansoura Sporting Clubs)

Prof.   **Dr.**

Ahmad Yahia Ebied   **Ahmed Mohamed Elsetouhi**

Vice dean for post graduate studies   **Lecturer of Business Administration**

Professor of Marketing   **Faculty of commerce- Mansoura University**

Faculty of commerce- Mansoura University

Mona Samir Sadek Abd El-Aziz

A Master Student

Faculty of commerce- Mansoura University

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Abstract

The purpose of this study is to examine the relationship between brand innovativeness and product attractiveness for luxury brands' customers in Mansoura sporting clubs. The questionnaire was distributed to sporting clubs' members. 479 out of 525 questionnaires were collected. 400 questionnaires were valid and free of missing data. Multiple regression analysis is employed to test the research hypotheses using Warp PLS 0.6. The research results revealed that brand innovativeness is positively associated with product attractiveness.

Keywords: (brand innovativeness, product attractiveness, luxury fashion brand).

ملخص البحث:

تهدف هذه الدراسة إلى اختبار العلاقة بين ابتكارية العلامة و جاذبية المنتج وقد تم تطبيقها على عملاء علامات سلع الرفاهية من اعضاء النوادي الرياضية بمدينة المنصورة ـ محافظة الدقهلية. وقد تم جمع البيانات الميدانية من خلال قائمة استقصاء تم توزيعها على هؤلاء الاعضاء . حيث تم جمع ٤٧٩ قائمة من عدد ٥٢٥ قائمة تم توزيعها، منها ٤٠٠ قائمة استقصاء صحيحة خالية من الاخطاء. استخدمت الدراسة تحليل الانحدار المتعدد باستخدام اسلوب WarpPLS 6.0 وذلك لاختبار صحة فروض الدراسة، وتوصلت نتائج الدراسة الى وجود علاقة إيجابية بين ابتكارية العلامة و جاذبية المنتج عن طريق الأبعاد الممثلة لهم.

الكلمات الرئيسية : ابتكارية العلامة، جاذبية المنتج، ماركات الأزياء الفاخرة

1) Introduction

Innovation and differentiation dominance are one of the most fundamental factors to success. In the markets where products and services are more implemented together, a strong brand may be the individual characteristic that makes a distinguished product or service from competitors (Kotler and Pfoertsch, 2006; Fazal-e-Hasan, S. M., Ahmadi, H., Kelly, L., and Lings, I. N., 2019).

Customers usually obtain their first impressions about a product from visual stimuli such as product form, color, and materials (Hsiao, Chiù, and Chen, 2008). Increasing responsiveness is paying more attention to the issue of product attractiveness because of product design concerns. For example, "attractiveness results from matching the user's need from the website and the design feature that they expect" (Junaini and Sidi, 2005, p. 24).

Luxury brands are high quality, expensive and extra products and services that are perceived by customers as rare, exclusive, prestigious, authentic and offers high levels of symbolic and emotional value (Tynan, McKechnie, and

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Chhuon, 2009). In marketing, luxury brands sector is one of the fastest growing sectors (Vigneron and Johnson, 1999).

Most of studies about brand innovativeness which was stated in literatures examine the impact of brand innovativeness on consumer attitude and how to use it to change his behavior (e.g., Foxall and Goldsmith, 1988, Foxall, 1995; Goldsmith, Freiden and Eastman, 1995; Hirschman, 1980; Manning, Bearden and Madden, 1995; Midgley and Dowling, 1993). Moreover, researchers examine the influence of brand innovativeness on new product adoption and how it affects the speed of this adoption, and address the relationship between less innovative brands and less innovative customers (Ouellet, 2006; De Brentani, 2001).

Some other studies' main concern was how to transfer the impact of innovativeness from product level to brand level and vice versa (Manning, Bearden and Madden, 1995; Robertson, Zielinkski and Ward, 1984; Gatignon and Robertson, 1985; Rogers, 1995; Parasuraman, 2000; Steenkamp, Hofstede and Wedel 1999).

1.1) Research Gap

After reviewing the literature review, some research gaps were found regarding brand innovativeness in field of luxury fashion brands innovativeness. However, brand goes beyond just a symbol or a logo used to recognize a product to be a character represents a product which is only in customers' minds. Furthermore, the importance of luxury fashion brands is enforced by the trend of customers' adoption of luxury. Therefore, luxury brands became the leaders of fashion industries according to

Carbon, C., & Leder, (2005) stated that the successful application of new products in market depends on innovative design and perceived attractiveness

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of this innovative design. The key aim of the current study is to figure out the effect of brand innovativeness through its two dimensions (degree of difference in brand's marketing mix and frequently of novel element introduction in brand's marketing mix) on product attractiveness including the two dimensions named product form attractiveness and product features attractiveness) for luxury fashion brands. Consequently,this study looks for answering the following questions:

1.2)   Research Questions

1. What is the effect of the two dimensions of brand innovativeness (degree of difference in brand's marketing mix and frequency of new element introduction in brand's marketing mix) on the product form attractiveness of luxury fashion brands?

2. What is the effect of the two dimensions of brand innovativeness (degree of difference in brand's marketing mix and frequency of new element introduction in brand's marketing mix) on the product features attractiveness of luxury fashion brands?

2) Literature Review and Hypotheses Development:

2.1) Brand Innovativeness

It is defined as "The extent to which customers perceive brands as being able to provide new and useful solutions to their needs" (Rubera , 2010, p. 66). Extending the meaning of innovativeness to the brand scope gives precious information on the effectiveness of the different strategies of branding (Pappu and Quester 2016). Shams et al. (2015) asserts that brand innovativeness is the customer's perception about a new offer, regarding the novelty compared to previous offers and concerning utility and creativity to satisfy customer needs.

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Also brand innovativeness is referred to as brand's tendency to support innovative elements in its marketing mix (e.g., products, pricing, advertising, distribution, process, etc.). Quellet (2006) developed brand innovativeness measurement scale that is divided into two dimensions which are used to measure the independent variable in the current study, and many researchers agreed with him (e.g., Fornell and Larcker, 1981; Anderson and Gerbing, 1988; Sanayei, Shahin, and Taherfar, 2013; Yoo, Donthu, and Lee, 2000; Pappu, and Quester, 2016).

2.1.1) Frequency of novel element introduction in brand's marketing mix

Brands are made of all marketing mix elements which carry out various roles for the brand such as awareness and shaping attractive image of the brand (Verma, 2002). Keller and Aaker (1992) assert that brand innovativeness the observed frequency of the introduction of novel elements in the brand's marketing mix. In consideration of that, the customer perceptions are influenced by the marketing mix strategy.

Furthermore, each element of the marketing mix should support the others to make the product attractive. The quality of marketing mix affects the creation of brand awareness and constructing positive brand image (Rajh, 2005).

2.1.2) Degree of difference in brand's marketing mix

The perceived degree of difference refers to the brand's marketing mix (products, price, place and promotion) which is different from competitor brands. Aaker (1997) conceders the brand is innovative when it is very different from another brand. However, it has one or more novel elements of its marketing mix, such as creative ads or products, promotions and other attributes that are totally different from its competitors. Hence brand is always somehow

unique and customers can't resist noticing this innovative brand. Customers often follow up what is new in the market. That difference leads to capture the customer's attention to try this brand (Höner, 2004). When this difference is more satisfying to the customer's needs, they may turn to use a new product of innovative brand.

2.2) Product Attractiveness

Product attractiveness refers to visual effects obtained from product design that arouses or evokes customer's cognition evaluation of a product (Chang et al., 2007). When customers are not provided with any information about a product and when customers have no prior experience in using the product, the product's visual appearance acts as an extrinsic sign that facilitates customers' decisions about product quality (Garber et al. 2000). Also product attractiveness is the degree to which the product meets the personal preferences on a set of predefined product attributes (shape, color, and price) (Heijden, 2006). Chen (2010) revealed that the concept of product attractiveness measurement included two parts: product form and features. Chang et al. (2007) developed the scale for the form part. The features part items selection was based on the January 2010 issue of ConsumerReports. The current study stated two dimensions for product attractiveness are as follows:

2.2.1) Product form attractiveness

Product design emphases on two elements: features and aesthetic form, and both are considered vital criteria or motivational aspects for customers in purchasing process (Isiklar and Büyüközkan, 2007; Karjaluoto et al., 2005; Van Biljon, Kotzé, and Renaud, 2008). The most fundamental characteristic of a product is its exterior form or design (Berkowitz 1987; Nussbaum 1988).

A product's form represents a number of elements chosen and blended into a whole by the design team to achieve a particular sensory effect (Hollins and Pugh 1990; Lewalski 1988). Product form not only stands for perceived quality (Baker, Parasuraman, Grewal, and Voss, 2002), but also has been considered as an effective medium for communicating messages to customers that increases their attention, recognition and willingness to buy (Chang et al., 2007; Kaplan, 2009).

2.2.2) Product Feature Attractiveness:

Product features are characteristics of a product that describe its appearance, components, and capabilities (Chen,2010). A product feature is a slice of business functionality that has a corresponding benefit or a set of benefits for that product's end user. This characteristic is considered an attractive factor for customers. Product feature includes ease of use and quality of product materials. Chang et al. (2007) revealed that apparent functional attraction is an imagery attraction generated by individual's speculation to the product's functionality. The individual's conjectural interpretations of product's features are based on the information embodied on the exterior product-relevant factors.

2.2.3) Research objectives

The researcher developed the research model to examine the relations between variables and get results, which associated to the Egyptian market and customers. This research want to achieve the following objectives:

1) Investigate the effect of brand innovativeness on product attractiveness by examine the effect of its dimensions.

2) Determine the direct effect of frequency of novel element introduction in brand's marketing mix on product form attractiveness

3) Determine the indirect effect of frequency of novel element introduction in brand's marketing mix on product features attractiveness

4) Determine the indirect effect of degree of difference in brand's marketing mix on product form attractiveness

5) Determine the indirect effect of degree of difference in brand's marketing mix on product form attractiveness

2.3) Research hypotheses Development:

2.3.1) Degree of Difference In Brand's Marketing Mix and product form attractiveness

The first visual contact for the product's exterior form can be considered as the first and greatest important step in generating attractiveness (Schiffman, 2000). Likewise, Husien (2018) confirmed that product innovativeness which is one of brand's marketing mix elements has a significant positive effect on product attractiveness. Based on the study of Sulistiyani (2012), in order to improve the attractiveness of luxury fashion products to be presented in the marketplace, an innovative product should be developed with a blend of elements from several cultures that are melted together in a product known as a acculturative product.

Hence, Crozier (1994), Cupchik (1999) , Norman (2004), Crilly et al. (2004), Lewalski (1988) and Baxter (1995) asserted that customer responses to the product by aesthetic impression which is the sensation that results from the perception of attractiveness (or unattractiveness) in products. Chang et al. (2007) stated that one of clothes form attractiveness dimensions is novelty-and-fashion. New fashion form should be distinctive styling and latest fashion. In addition, Sproles (1985) revealed that the novelty-and-fashion dimension suggests that product forms targeted at young customers must have an

appearance which is clearly different from similar products launched previously, or should conform to the latest fashion, if the customers' needs from this product are to be satisfied.

Crilly et al. (2004) defined symbolic association as it is what a product says about its owner or customer regarding his/her personal and social significance involved and insight about the design of the product. Recent studies indicate that product innovativeness, enhances customers' perception of fashion brand innovativeness (e.g. Boisvert and Ashill, 2011; Schreir et al., 2012; Rubera and Kirca, 2012).

Moreover, when luxury fashion brands add new elements in their marketing mix, it would reflect the clothes attractiveness of their own. Innovativeness is related to creating something novel, attractive, first introduced to the market and holding an advantage or potential to attract customers in the marketplace. Based on previous studies, this research suggests the following hypothesis:

H1: Degree of difference in brand's marketing mix has a significant positive effect on product form attractiveness

2.3.2) Degree of difference in brand's marketing mix and product features attractiveness

New features are considered the reason for customers' product preference and the factor affecting customer choice (Karjaluoto et al., 2005). According to Bloch (1995), there are four main factors that explain why the product form or its design may add to the success of its launch:

1) It is one way of gaining the customer's notice and could differentiate the product from its competition and increase recognition (Berkowitz, 1987).

2) The product form or appearance represents a mean of communicating information to customers which is so important (Nussbaum, 1993; Oppenheimer, 2005).

3) Product appearance affects the quality of customers' lives by providing sensory pleasure and stimulation (Jones, 1991; Pye, 1978).

4) Form could create long term effects as the product converts to a part of sensual environment (Jones, 1991; Pye, 1978).

Also, Crozier (1994), Cupchik (1999) ,Norman (2004), Crilly et al. (2004), Lewalski (1988) and Baxter (1995) stated that Semantic understanding is how a product is perceived by customers concerning its function, uses and qualities, which is considered an aspect of product attraction for the customer.

The initiatives are able and success in being the first to market new product which perceived as very novel by customers, introducing more innovative product, and being faster in bringing new product into the market (Akgün, Keskin, and Byrne, 2014; Avlonitis and Salavou, 2007; Banerjee, 2003; Bayhan, Serinkan, and Arat, 2013; Bicen, Kamarudin, and Johnson, 2014; Boso, Story, and Cadogan, 2013; Molina-Castillo et al., 2011; Rhee et al., 2010; Teece, 2010). Based on previous studies, this research suggests the following hypothesis:

H2: Degree of difference in brand's marketing mix has a significant positive effect on product features attractiveness

2.3.3) Frequency of novel element introduction in brand's marketing mix and product form attractiveness

Kapferer and Bastien (2009) revealed that when luxury brands differentiate their marketing mix elements from the competitors, that will certainly reflect on the attractiveness of their clothes. However, luxury fashion brands are

nowadays related in many ways to customers lifestyle. These brands keep their clothes remarkable among the wide competitions by introducing new and innovative ideas in marketing, distribution and places, new designs and style, or maybe change the pricing policy to lead the market continuously. There is a lot of ways for using brand innovativeness to keep the luxury fashion brands customer's willingness to pay for their favorite fashion brand.

Hence, frequency in introducing innovative marketing mix, such as price, advertising and product is going to increase the brand innovativeness (Quellet, 2006). It may also make the product more attractive on the long run by continuing the innovative idea introduction.

Based on previous studies this study addresses that frequency of novel element introduction in brand's marketing mix is related to the product form attractiveness. Therefore, this research suggests the following hypothesis:

H3: Frequency of novel element introduction in brand's marketing mix has a significant positive effect on product form attractiveness

2.3.4) Frequency of novel element introduction in brand's marketing mix and product features attractiveness

According to previous studies, a company can make changes in the product features, such as adding new characteristic to the product, pricing characteristic of the product (e.g., Jain and Rao, 1990; Kalish and Lilien, 1986) or changes in characteristics such as technology and physical characteristics of the product (Myers and Shocker, 1981). This may lead to create innovative brand, by attractive product design or form (one of the product attractiveness dimensions) which is considered important criteria and motivational factor for customers purchase behavior (Isiklar and Büyüközkan, 2007; Van Biljon, Kotzé, and Renaud, 2008; Karjaluoto et al., 2005).

Sproles (1985) declared that sources of clothes attractiveness are these peculiar concepts such as ''novelty and fashion'' and ''suitability of identity'', which emphasize the distinguishing characteristics of the customers' subculture. Garcia and Calantone (2002) found that firms can either devote themselves to innovations by integrating their resources or implementing a distinctive marketing mix strategy to enhance or increase product performance. Quality in order creates competitive advantage and evidence shows that design attractiveness can influence customers' product evaluation such as its quality or perceived quality (Baker et al., 2002; Singh, 2006; Everard and Galletta, 2006).

Based on previous studies, this study addresses that frequency of novel element introduction in brand's marketing mix is related to the product features attractiveness. Therefore, this research suggests the following hypothesis:

H4: Frequency of novel element introduction in brand's marketing mix has a significant positive effect on product features attractiveness

Depending on the previous hypotheses, the study developed the conceptual framework that presents in the following figure (1)
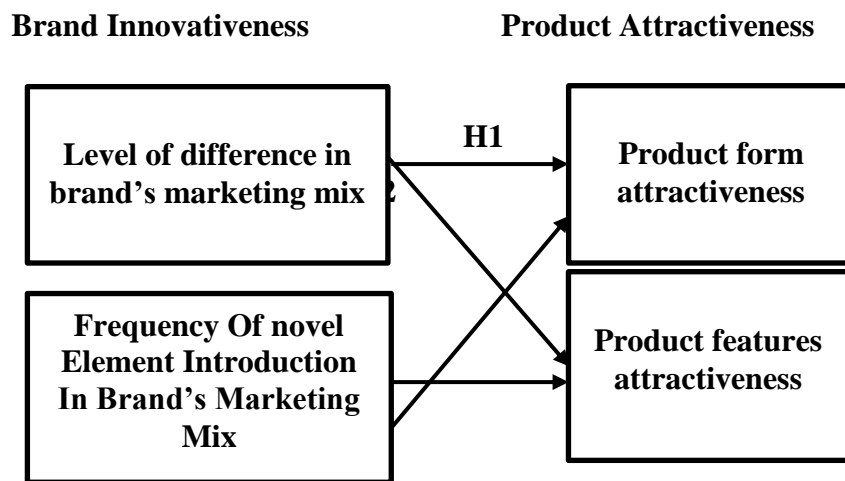
Brand Innovativeness   **Product Attractiveness**

Figure 1: The Research Conceptual Framework

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2.3.5) Research importance

1) The main purpose of the current study is to examine the influence of brand innovativeness on product attractiveness, which considered nowadays the core of new marketing tactics in, however with the current trend passion of luxury brands between consumers.

2) The current study aims to add value to the marketing domain by fill this gap and confirm on the significance of brand innovativeness influence on consumer product attractiveness, and is looking forward to guide the future research in this field, through recommendations to new researchers.

3) The current study provides important implications for the marketers in Egyptian market by clarifying the role of brand novelty to attract new consumers and facilitate their work by understanding how to use both brand innovativeness and product attractiveness tactics to enter new markets, increase their market segments, enhance the brand image and enlarge the company profitability.

3) Research Method

3.1) Population and Sampling

In order to identify the sample for the current study, two lists were prepared using the information obtained from the directory of Youth and Sports Directorate. The first list is related to the number of sporting clubs located in Mansoura city and showed that there are 7 clubs actually operating in this area. The second list is concerning the number of club members in those clubs located inside Mansoura city and they are represented by approximately 400,000 members as a total count of club members. The population of this study is luxury brands customers in Mansoura sporting clubs using convenience sampling. The researcher collected data through questionnaire by using two

methods. First, the questionnaire was distributed online and it was restricted to Mansoura only. Then, the researcher decided to collect more data from clubs by distributing questionnaire face to face because the online responses were fewer than the needed number. Because not all the customers of luxury brands are internet users, some responses were collected based on self-administrated questionnaires using a convenience sampling.

The next step in identifying the research population is to identify the most appropriate sample size. Saunders et al. (2009) stated that the suitable sample size depends on the type of statistical analysis used in the study, the confidence level, the margin of error, and the population size. Therefore, the sample size is 400 at a confidence level of 95% and margin error equals 5%.

This study collected only 479 out of 525 distributed questionnaires (response rate %91); 200 questionnaire were self-administrated which were collected from clubs' members face to face and the other 279 were collected online through questionnaire link using convenience sampling. Both are nonprobability sampling methods. The research followed this technique because it is more suitable for the context to use both together, as internet or electronic e-mail designed questionnaire is suitable for those who are shopping online usually and using the internet specially social media websites frequently. Finally 400 questionnaire were valid and free of missing data.

3.2) Variables Measurement

In this section, this study will present the measures of constructs utilized in this study. The independent variable which is brand innovativeness includes two dimensions namely (frequency of new element introduction in marketing mix and Degree of difference in marketing mix). Degree of difference in brand's marketing mix is measured by a construct which involves 4 items

proposed by (Ouellet, 2006). Furthermore, frequency of novel element introduction in brand's marketing mix is measured by a construct involving 4 items proposed by (Ouellet, 2006). The dependent variable is product attractiveness which is classified into two dimensions namely (product form attractiveness and product feature attractiveness).

Product form attractiveness is measured by a construct which involves 12 items proposed by (Chang et al. 2007). Finally, product features attractiveness is measured by a construct containing 12 items modified from Customer Reports (2010). The constructs employed in this study are measured by five-point Likert scale with choices ranging from "1=strongly disagree" to "5=strongly agree".

3.3) Data analysis

The study adopted multi regression analysis using Warp PLS version 6.0 including two parts, named measurement model and structural model.

3.3.1) Measurement Model:

Face validity is correlated to particular qualities, such as completeness of the questionnaire's items, transparency, and clarity (Colton & Covert, 2007). Moreover, Salkind (2010) claimed that in order to verify the questionnaire's content validity, the initial questionnaire was directed to academic experts. The group comprises five assistant professors and professors[1] from different universities who are specialized in business management.

The validity and reliability of the measurement model should be investigated, before examining the relationships between the research variables (Fornell and Lacker, 1981). In order to assess the value of construct validity, the value of convergent and discriminant validity should be examined. Firstly, the convergent validity was tested by using the factor loadings. Fornell and

Larcker (1981) proposed that average variance extracted (AVE) values of loadings that are equal or greater than 0.5 are considered to be significant (Hair et al., 2010).

Furthermore, Cronbach's alpha (α) and composite reliability (CR) for each of the constructs are greater than the suggested beginning of 0.70. This reveals that the measures were reliable (Hair et al., 2010). Table (1) shows that AVE is above 0.50 for all constructs. So, this indicates an adequate convergent validity.

[1]Prof. Talaat Asaad, Mansoura University
Prof. Abd El Aziz Ali Hassan, Mansoura University
Prof. Mona Ibrahim El Dakrory, Mansoura University
Prof. Ahmed Yahia Ebied, Mansoura University
Dr. Ahmed Elsetouhi, Mansoura University

Table (1)
Loading, Cronbach's Alpha, Composite reliability and Average Variance Extracted

Code	Constructs, dimensions, and indicators	Loading	α	CR	AVE
BID	Degree of difference in in brand marketing mix		0.831	0.922	0.855
	D11	0.925			
	D12	0.925			
BIF	Frequency of novel element introduction in brand's marketing mix		0.733	0.882	0.789
	F21	0.888			
	F23	0.888			
PAFo	product form attractiveness		0.809	0.867	0.567
	Fo17	0.718			
	Fo19	0.758			
	Fo110	0.790			
	Fo111	0.744			

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Fo16		0.753			
PAFe	**product features attractiveness**		0.838	0.881	0.553
	Fe25	0.753			
	Fe26	0.761			
	Fe27	0.781			
	Fe21	0.759			
	Fe22	0.726			
	Fe29	0.678			

According to table (1), the values of cronbach's alpha are accepted because they are higher than 0.7. As well, the values of AVE range between 0.4 and 0.5 and composite reliability values are higher than 0.6 which can be accepted according to Fornell and Larcker (1981).

Likewise, discriminant validity is evaluated in table (2). This table shows the correlations between the factors and the square roots of AVEs. It also presents that the values of the square root of AVE should be higher than the inter-constructs correlations (Fornell and Larcker, 1981). Thus, the discriminant validity is accomplished. Lastly, the measurement model has satisfied all the factors utilized to measure validity and reliability.

Table (2) Construct Correlations and Square Root of Average Variance Extracted

Construct	Mean	SD	BID	PAFo	BIN	PAFe
BID	2.233	1.148	0.925	0.068	0.566	0.118
PAFo	2.372	1.151	0.068	0.753	0.06	0.740
BIN	2.048	0.970	0.566	0.060	0.888	0.071
PAFe	2.030	0.958	0.118	0.744	0.071	0.744

Note: Square roots of average variances extracted (AVE's) shown on diagonal * P value < 0.001

3.3.2) Structural model and hypotheses testing:

Byrne (2010) revealed that structural model is not only utilized to test the hypothesized research model, but also to present the causal relationships between research constructs. Causal relationships between latent variables are the definition of a structural model. The goal of a structural model is examining the analyzed research model. Three subsequent measures, namely Average Path Coefficient (APC), Average R-squared (ARS), and Average Variance Inflation Factor (AVIF) are applied to estimate the comprehensive fit of the model fit indices. Kock (2013) suggested that APC and ARS were significant if (P < 0.05), while the value of AVIF must be lower than 5. According to this study results, APC is 0.158 and p-value < 0.001, ARS is 0.072 and p-value <0.001, both values are significant. Also AVIF is 1.202 and it is significant because it is <5. Table (3) presents the indices utilized to test the fit structural model and the findings related to the study's hypotheses. Effect sizes (f^2) were used to evaluate the extent to which the predictor latent variables affect the dependent variable.

Table (3): The results of testing the research relationships

H	Exogenous variables	Endogenous variables	Path coefficient	Effect size f^2	results
H1	BID	PAFo	0.112	0.021	Supported
H2	BID	PAFe	0.173	0.042	Supported
H3	BIN	PAFo	0.177	0.039	Supported
H4	BIN	PAFe	0.170	0.041	Supported
Note: P value < 0.001					

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According to table (3), it is clear that degree of difference in brand's marketing mix has an effect on product form attractiveness (β =0.112, P = 0.001)with above effect size ($f\ 2$ = 0.021) supporting H1. Degree of difference in brand marketing mix has an effect on product features attractiveness (β =0.173, P < 0.001) with above effect size ($f\ 2$ = 0.042) supporting H2. Frequency of novel element introduction in brand's marketing mix has a significant positive effect on product form attractiveness (β =0.177, P < 0.001)) with effect size ($f\ 2$ = 0.039) supporting H3. Frequency of novel element introduction in brand's marketing mix has a significant positive effect on product features attractiveness (β =0.170, P < 0.001) with above effect size ($f\ 2$ = 0.041) supporting H4.

4) Discussion

The current study investigate the direct effect of brand innovativeness on product attractiveness. Furthermore, this effect includes two parts. The first part estimates the effect of degree of difference in marketing mix on product form and the effect of degree of difference in marketing mix on product features (H1,H2). The second part estimates the effect of frequency of new element introduction in marketing mix on product form attractiveness and the effect of frequency of new element introduction in marketing mix on product features attractiveness (H3,H4).

Results revealed that brand innovativeness including both degree of difference in brand marketing mix and frequency of new element introduction in brand's marketing mix is significantly and positively related to product attractiveness including both product form attractiveness and product features attractiveness. Notably, achieving high satisfaction level more than the competitors do, considered attraction factor for the product, this difference

maybe new technology or characteristic associated with the innovative brand, because the information provided by company's marketing-mix strategy or activities build brand innovativeness (Page and Herr 2002).

However, it was presented in previous studies that there is a relationship between a subset of the elements of the marketing mix such as product (e.g., Roth, 1995), price (e.g., Erdem, Zhao, 3 & Valenzuela, 2004), or promotion (e.g., Farley et al., 2004) and brand performance. Obviously, innovative element in marketing mix enhance the brand performance by adding attractiveness for the signed product and improve its image in customer's mind.

Furthermore, Chen, (2010) declared that form innovations involve primary innovations in style or shape, design and products' aesthetic elements. Features attractiveness were on the refinement of customers' product perception of innovation through product material and design. Very often, luxury brands feel obliged to introduce new innovations or match innovations that are offered by competitors. Bloch's (1995) declared in his theoretical propositions that customers' responses to a product's appearance are influenced by features and attributes of this product. In luxury fashion brands, innovativeness is associated with high interest in new fashion styles (Beaudoin and Lachance, 2006; Workman and Cho, 2012). Therefore, product attractiveness in luxury brands mainly affected by the brand innovativeness and novel elements which this brand introduces frequently.

Finally, brand innovativeness is represented by any innovative idea or element that considered novel and satisfy different needs from those which the competitors do, and the degree of creativity that attached to the brand image in the customers' minds, this process includes newness in one or more element of

the brand's marketing mix, which is connected directly to the product attractiveness.

5) Implications

This research findings revealed that innovation was not among the highly important customer buying criteria. Instead, trust and reputation of the innovation provider, way of launching, attractiveness of innovations and innovation introduction were much more critical from the customers' point of view. This study also revealed the misalignment gap of innovation expectations among customers. Moreover, key concerns of innovation and demands for innovation were much different among the luxury fashion brand customers. Luxury brand innovators rely heavily on their sellers and ignore knowledge transfer and convince customers on new products.

This research revealed that the process of convincing brand-customers to try out new product innovations is a must because the luxury brand clothes imitation is one of the booming industries recently. However, the most successful luxury clothes brand in the market has a lot of copies in the market, in different levels of quality.

This study also presents substantial practical implications for marketers, brand managers and researchers who want to add value to future luxury fashion brands' research. Luxury brands innovators often offer novel product without assessing the impact of customers. Innovations should, at least, bring benefits customers of luxury clothes as generally categorized in the areas of sales and marketing, competitive advantage, and cost advantage as well.

The current study also revealed that the process of brand innovativeness introduction in the luxury fashion industry was normally a one-way approach, where there was a limited feedback from customers toward customers'

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requirements on new innovations in their clothes. Therefore, luxury fashion brand innovation introduction was more of a hit-and-miss practice, which affected how those customers will perceive the novel brand element.

6) Limitations and Future Research

This study provides insights into the particular issues on brand innovativeness and maximizing attractiveness of luxury fashion clothes, presented useful theoretical and practical implications, but it still holds certain limitations.

Firstly, the findings of this empirical study are enriched with evidence mainly from only seven sporting clubs. The geographical sampling frame is the main reason for selecting cases in those sporting clubs in which they contain the largest pool of customers of luxury fashion brands in Mansoura. Future research may be applied on customers of luxury brands in different area or wider geographical sampling frame.

Secondly, given limitations of time and resources, the current study tested research hypotheses via questionnaire that provides cross-sectional data. Therefore, the study results do not give any indications about the changes in the research variables over time. Thus, future studies may benefit from a longitudinal or time series study to observe the changes in product attractiveness as a result from the changes in brand innovativeness.

Moreover, the purpose of this research is not intended to offer a general explanation to other drivers. Instead, it provides an in-depth analysis to the role of brand innovativeness to maximize product attractiveness which can be a rich scope for future researchers.

Finally, researchers who could focus on Middle East countries will make great contributions. Furthermore, future studies may use social media bloggers

as a sampling unit rather than ordinary customers for luxury clothes for evaluating their responses to innovativeness among their favorite luxury brands.

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