

# The Influence of Product Innovation on Customer Satisfaction in the Pharmaceutical Sector in Jordan

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## ABSTRACT

This study aims at examining the influence of product innovation on customer satisfaction in the pharmaceutical sector in Jordan. The researcher developed a questionnaire consisting of 54 items distributed over the independent and dependent variables of this study. The questionnaire was distributed manually over the study's sample which consists of 90 male and female oncologists and cancer specialists in Jordan from a total of 123 oncologists registered in the Jordanian Physicians Association. Simple and multiple linear regressions had been used in analyzing the data. Results revealed that participants are in full agreement in gaining customer satisfaction through product innovation and providing quality services supported by research and development of new products, using the latest technology in production, good branding and improving the quality of packaging, in addition to the effect of engagement of the senior management support (SMS).

## KEYWORDS

Customer Satisfaction, Jordanian Pharmaceutical Sector, Product Innovation

## 1. INTRODUCTION

Product Innovation is “application of better solutions that meet new requirements, unarticulated needs, or existing market needs relevant to product” (Schuhmacher, Germann, Trill & Gassmann, 2013). This can be achieved through more effective products, procedures, techniques, updated technologies that are readily accessible to business sectors, governments and society (Danneels, 2002).

Nowadays, Customer Satisfaction is crucial for the success of any business (Bastos, Augusto & Gallego, 2008). Customer satisfaction can be defined by how the needs of a customer have been met by the provided product or service, how the value perceived or exceeded their expectations (Sambandan and Raja, 2015). Thus, the current study examines the problem of the study from two dimensions: production Innovation and customers' satisfaction in the pharmaceutical sector in Jordan and the influence of the first on the latter.

## 2. PROBLEM STATEMENT

While performing the firm's duties in which this researcher works for as pharmaceutical product marketing assistant manager; customer satisfaction has always been at the heart of the firm's strategy. Customers are very sophisticated individuals; the advent of information technology enables them to

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have freedom of choice. With a click on the computer keyboard, a customer can find other competitors; compare prices, product quality, and a host of other relevant elements. Consequently, firms use their expertise, durable facts concerning product, service and advice in order to gain their satisfaction and eventually their loyalty (Kunal, Akhilesh & Kumar, 2012).

Companies cannot afford to stay stagnant and passive in an environment where cutthroat competition is the name of the game. Rather, companies must adopt continually what called evolutionarily, updated innovations that carried out about by implementing development plans in technology and business models. Therefore, this study concentrates on the influence of product innovation on customer satisfaction in the pharmaceutical sector in Jordan. Consequently, this study also seeks to answer the following question:

*What is the influence of product innovation (R&D, packaging quality, branding, technology, senior management support) on customer satisfaction in the pharmaceutical sector in Jordan?*

### 3. OBJECTIVES

1. To examine the influence of product innovation (R&D, packaging quality, branding, technology, and senior management support) on customer satisfaction in the pharmaceutical sector in Jordan.
2. To arrange factors of product innovation according to its influence on customer satisfaction.
3. To investigate the level of customer (physicians) satisfaction in product innovation in the pharmaceutical sector in Jordan.
4. To contribute to the database of the influence of product innovation on customer satisfaction in the pharmaceutical sector in Jordan.

### 4. PHARMACEUTICAL INNOVATION

Pharmaceuticals are one sector where innovation dramatically affects the wellbeing and health of a huge number of individuals and it is the primary concern in their strategy. For the majority of pharmaceuticals, innovation is the focal component of their corporate's mission and they seek to construct an inside culture that can convey it to the market (Adat, 2014).

The rewards for progress are high and the risks of failure can undermine an organization's survival. Now the pharmaceutical sector is having trouble in keeping up the pace of innovation that patients need and speculators anticipate (DiMasi, 2013).

Innovation is the life power of the pharmaceutical industry and is the main driving force in the growth of the global pharmaceutical from every aspect, especially in making new medicines and packaging. The pharmaceutical industry is recognized as one of the most important and biggest industries in the world and has always been considered as a source of interest to economists and policymakers (Schmid and Smith, 2005).

Innovation in the pharmaceutical industry in general and in the development of the new product, in particular, is a powerful tool for advancements in health care. New science and competition empowered the involvement of innovation and technologies in their strategies. That illustrated by introducing new drugs designs, devices and techniques that can be beneficial to different categories of patients (Moss, 2016).

Pharmaceutical innovation has been a critical factor in helping governments accomplishes their general healthcare and medicinal services strategy objectives. The role that health innovation plays in moving the patient step forward in fighting the diseases, focusing on the elderly that innovation in the pharmaceuticals decreased the burden in taking specific medications and lowered the resistance to other therapy (Alhosseini et al, 2015).

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