

The Impact of Innovation Catalog of Products to Achieve the Fulfillment of Customers

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Abstract : The study aimed to measure the impact of the product for its size marketing innovation (the development of existing products, innovation of new products) in achieving customer loyalty from the perspective of a sample of consumers brand (Omar Ben Omar) food in the state of Biskra, and also measure the degree of customer loyalty to the brand. To achieve the objectives of the study, designed a form and distributed to a random sample of 280 consumers of the brand, has been relying on SPSS to analyze the results, the study revealed several findings; There is a strong customer loyalty to Omar bin Omar products. The presence of the impact of product innovation (development of existing products, the innovation of new products) on customer loyalty, with a Pearson correlation coefficient of 0.74 is a strong relationship. The presence of a statistically significant effect for the development of existing products in customer loyalty. The presence of a statistically significant effect for the innovation of new products to customer loyalty.

Keywords : marketing innovation, product innovation, customer loyalty, products

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