

The role of customer acumen in adopting new products

A survey of opinions of a sample of delegates of mobile phone sales in Iraq

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Abstract

The purpose of current study is to measure role of customer acumen in adopting new products represented by (emotional commitment, effort, product advantage, product novelty, personal standards, goal orientation, control system, and customer perceived participation) towards a group of sales delegates of mobile phone in Iraq, and study sample was represented by (175) delegates distributed over central Euphrates governorates, which stimulated study to adopt questionnaire tool in order to measure availability of customer acumen and adopt new products in studied sample, as well as strive to achieve results that study seeks answer is by adopting a set of statistical tools represented by normal distribution, structural modeling equation, Cronbach alpha coefficient, mean, standard deviation, Pearson correlation coefficient by (SPSS.V.25), and regression coefficients that were extracted by program (AMOS. V.24), thus study found a statistically significant correlation and impact relationship between customer acumen and adoption of new products, which contributed to reaching a set of important results for major companies Perhaps most prominent of these results will be aimed at studied companies, focus on achieving excellence in their products in order to improve customer acumen and attract largest possible number of customers, which contributes to improving customer acumen by Adoption a positive relationship with customers and ensuring maintenance of customer satisfaction and loyalty.

Keywords: Customer acumen & adoption new products.

I. Introduction

The turbulent environmental changes experienced by business organizations have had a direct impact on customer acumen. This has spurred companies to adopt new products in order to cope with economic and social changes resulting from challenges of globalization in today's world, openness of market and challenges of technological and information development. This gave rise to need to pay attention to customer acumen and customer acumen in product design, which lies in preserving product from any external marketing effects.

Enhancing company's ability to improve customer acumen contributes to design of new products that give customers great attention by creating positive Perceivedness of usefulness of products for their use. This creates a positive outlook for products offered by companies through a distinct customer acumen, which leads to companies being motivated to design new, aesthetic products that attract and satisfy customers by creating added acumen. (Emotional commitment, effort, product advantage, product novelty, personal standards, goal orientation, control system, customer Perceived participation).

It is in this spirit that current study has highlighted role of customer acumen in adopting new products by improving relationship between companies and customers and increasing confidence and credibility of prescriptions of company's products on market.

In order to facilitate research steps, study was divided into four researchers, first being research methodology, second being theoretical aspect of research, third being applied aspect of research, and fourth being reflection of research conclusions and recommendations.

II. First Part: Scientific methodology for research

First: Study problem

Mobile phone manufacturers are facing a very competitive wave as a result of high demand by customers for these products. This has prompted these companies to use more creative methods to achieve excellence in their products offered. as well as using customer acumen to build those products

they adopt, This has given rise to need to develop capacity of companies to create a competitive advantage through which to improve customer vision and acumen. problem of study could be reflected in fundamental question that "Are sample companies able to see impact of customer acumen on adoption of new products by customer?" Thus, in order to answer this question, following sub-questions must be answered:

- (1) What's level of interest in customer acumen provided by sample companies?
- (2) What is level of interest of companies in studying customer acumen to influence customers' tastes?
- (3) How well do customers know enough information to assess a customer's intelligence?
- (4) How well do companies have sample study of methods and methods necessary to develop customer acumen to guide customers to adopt new products?

Second: Objectives of study

The researcher in this study seeks to:

- 1) determine relationship between customer acumen and adoption of new products (Emotional commitment, effort, product advantage, product novelty, personal standards, goal orientation, control system, customer Perceived participation).
- 2) recognizing impact of customer acumen on adoption of new products in their dimensions (Emotional commitment, effort, product advantage, product novelty, personal standards, goal orientation, control system, customer Perceived participation).

Third: Importance of study

The scientific importance of this study stems from intellectual contribution such as distinct nature of future marketing management studies. as well as helping to determine nature and type of relationship between customer acumen and adoption of new products and their respective dimensions, In addition, it contributes to meeting needs of studied sample by creating added and necessary acumen in order to identify most important factors that limit development of considered companies. practical importance of this study is also highlighted by fact that results of study help considered companies to formulate a good strategy that will contribute to examination of realities of customer acumen and their relationship with adoption of new products in companies concerned, and make them focus of decision makers of these institutions, as they contribute significantly to development of company's potential and reputation in market.

Fourth: Hypothetical Search Scheme

In light of methodology and objectives of study, hypothetical study Scheme was prepared, see figure 1, to reflect relationship between variables of study.

- 1) independent variable is customer acumen, a one-dimensional variable, and a scale has been adopted (Tractinsky et al., 2011).
- 2) dependent variable is reflected in adoption of new products, a variable with eight dimensions (emotional commitment, effort, product advantage, product novelty, personal standards, goal orientation, control system, and customer Perceived participation), A scale has been adopted (Janssens, 2015).

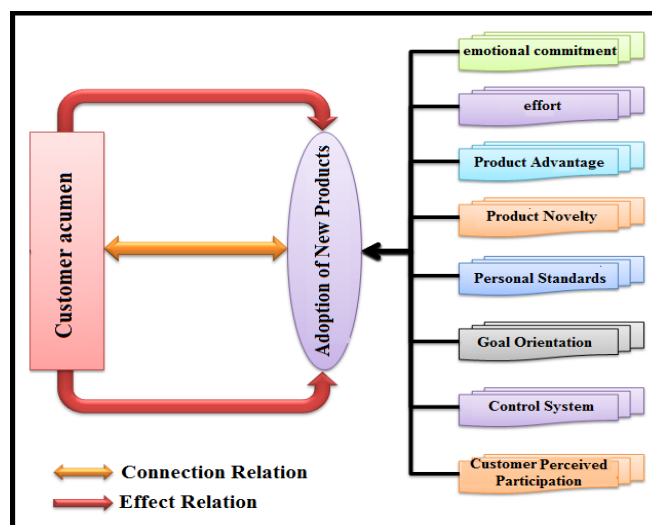


Figure 1 Hypothetical Search Scheme

Fifth: Study hypotheses

In order to achieve objectives of study, following hypotheses were formulated:

First key hypothesis: There is a positive moral correlation between customer acumen and adoption of new products (emotional commitment, effort, product advantage, product novelty, personal standards, goal orientation, control system, customer Perceived participation).

Second key hypothesis: There is a positive moral impact of customer acumen on adoption of new products in their dimensions (emotional commitment, effort, product advantage, product novelty, personal standards, goal orientation, control system, customer Perceived participation).

Sixth: - Procedural definitions

Through procedural definitions, it is possible to clarify a summary of different concepts, viewpoints and opinions of a group of researchers, academics and writers on topics (customer acumen, and adoption of new products), which are as follows:

- 1) Customer acumen: They represent a combination of abilities, experience and skills invested by customer to build a clear perception of products.
- 2) adoption new products: It is product of techniques, methods, experience, ideas, knowledge and skills used by a company to produce new products and to influence customer's Perceivedness, desire and interest in acquiring such products. It can be measured by:
 - A. Emotional commitment: resource is basis by which a company can influence customers and create an emotional positive relationship with them.
 - B. Effort: amount of physical, emotional and Perceived effort company is making to ensure that its long-term goals are met.
 - C. Product advantage: amount of characteristics and advantages that a company confers on its products compared to competitors.
 - D. Product novelty: extent to which company is constantly improving its products.
 - E. Personal criteria: degree to which customers' tastes and desires can be affected.
 - F. Goal orientation: amount of resources, effort and time company is making to achieve its objectives.
 - G. Control system: A set of ethical policies, standards and codes developed by a company to reduce unwanted behaviors.
 - H. Customer Perceived participation: amount of participation of customer in design of products provided by company.

Seventh: Description of study sample

study community was represented by a group of mobile phone company delegates in Middle Euphrates, sample of which was: (200) Delegate in Middle Euphrates (Diwani, Muthanna, Najaf, Babylon and Karbala) (193) forms with (18) questionnaires damaged, meaning that number of valid forms for analysis included 175 forms.

Eighth: Methods of data and information collection

current study used a resolution measurement tool to detect views of studied sample and to collect necessary data and information, see annex 1. resolution included two axes that could be shown in table 1.

Table 1. questionnaire form axes and measures

Variables	Dimensions	paragraphs	code	Sources
Customer acumen	One-dimensional	4	ECC	Tractinsky et al.,2011
Adoption of New Products	Emotional Commitment	5	AEC	Janssens,2015
	Effort	5	AFF	
	Product Advantage	5	APA	
	Product Novelty	5	ANP	
	Personal Standards	5	APC	
	Goal Orientation	7	AOG	
	Control System	6	ARS	
Customer Perceived Participation	5	AGG		

III. second part: Theoretical aspect of research

First: - Customer acumen

1) concept of customer acumen

Customer acumen refers to ability of organization to guide customers towards advantages that product design provides them (Park & Gunn, 2016:600; Cunha,2014:9). argued that ((McGregor, 2011: 344-353) customer acumen enables individuals to better interpret information obtained from

environmental surveys, helping them to establish richer links between their actions and results, and that level of acumen is enhanced by:

A. Human resources Competencies: which refers to potential internal organizational aspects consisting of knowledge, desire, behavior, performance, effective leadership and work capacity that affect individual achievement and increase opportunities for satisfactory organizational performance (Setyaningdyah et al., 2013:142).

B) Employee empowerment: Employee empowerment refers to internal motivations of emotion, competence and choice (Pelit et al., 2011: empowerment of workers is an effective method that contributes to increasing productivity of workers by investing and guiding skills and knowledge of which they are distinguished in interests and objectives of Organization (GanjiNia et al., 2013:38).

Thus, customer acumen can be said to represent a combination of abilities, experience and skills that customer invests to build a clear perception of products,

From above, it can be said that customer acumen is seen by most researchers as a one-dimensional variable and can be defined as a combination of abilities, experience and skills that customer invests to build a clear perception of products.

Second: - Adoption of new products

1) concept of adopting new products

process of adopting new products is important, being primarily based on creativity and customer characteristics and motivations (Eiamkanchanalai & Assarut, 2016:16), , in order to ensure adoption of new products, marketing managers seek to identify best persuasion strategies to stimulate attitudes and behaviour change among customers (Fu & Elliot, 2013:258), identify concept of adoption of new products, table 4 presents views of some researchers, writers and academics on this concept.

Table (4) Views of some researchers and writers towards concept of adopting new products

N	researcher	Concept
1	Rogers,2010:2	A way to maximize value of creativity in Organization
2	Lee et al.,2013:143	customer's intention to purchase and use new products provided by Organization.
3	Godoy,2014:111	A mechanism adopted by organization to create a competitive advantage over competitors
4	Janssens,2015:17	Amount of effort by sales delegates to improve customer Perceivedness and client understanding of advantages of new product
5	Shaari& Ahmad,2017:1	A process of mind through which a customer can embrace creativity in order to create new products.
6	Quelal,2019:1	An entry designed to successfully meet different customer requirements and tastes

From above, adoption of new products can be said to be product of techniques, methods, experiences, ideas, knowledge and skills used by Organization to produce new products and to influence Perceivedness, desire and interest of customer to acquire such products.

2)Dimensions of adoption of new products

There are a range of dimensions from which new product adoption can be measured (Janssens, 2015: 61-62):

A. Emotional commitment: Emotional commitment is one of key elements of organizational commitment (Qi et al., 2014:1629). Emotional commitment refers to emotional feeling where customer is affected by degree to which he or she understands characteristics that distinguish product from jealousy (Sadiq, 2018:155). That is, it can be said that emotional commitment refers to resource as basis on which a company can influence customers and create an emotional positive relationship with them.

B. Effort: Effort represents amount of mental and physical energy that marketers do to communicate idea of a product to customer (Monjo et al., 2018:1997; Peñailillo et al.,2018:517). It can be said that effort represents amount of physical, emotional and Perceived effort that company is making to ensure that its long-term objectives are achieved.

C. Product advantage: One of most important characteristics explains adoption and success of new products in Organization (Healthy et al., 2018: 1-2), as product advantage contributes to a strong positive contribution to success of product advanced by Organization (Li et al., 2015:2). That is, product advantage can be said to reflect amount of characteristics and advantages that a company confers on its products compared to competitors.

D. Product novelty: Product novelty contributes to understanding particular contexts of new product adoption by recognizing new design and relevance to customers' tastes (Marinakos et al., 2016:776).

That is, novelty of product can be said to indicate extent to which company is constantly improving its products.

E. Personal criteria: new product alert is main entry point through which views of others can be influenced in development of new products with which to compete (Zhang et al., 2018:160). It can be said that personal standards show degree to which customers' tastes and desires can be influenced.

H. Goal orientation: drive towards marketing objectives concerns Organization's culture more effectively and efficiently of behaviors needed to create superior acumen for buyers, where drive towards achieving Organization's marketing goals is important, including effective and efficient access to and use of market information (Ibrahim et al., 2018:1222). That is, it can be said that goal orientation indicates amount of resources, effort and time company is making to achieve its objectives.

H.) Control system: control system represents plans and operations of organization that it uses to protect its assets from waste and loss (Phomlaphatrachakom, 2020:159). That is, regulatory system can be said to represent a set of ethical policies, standards and codes developed by company to reduce unwanted behaviours.

F. Customer perceived participation: customer's participation in design of organization is an important action that organization must undertake in order to understand and meet requirements of customer and market simultaneously (Li et al., 2015:2). That is, customer's Perceived participation can be said to indicate amount of customer participation in design of products provided by company.

IV. Third Part: Application aspect of research

First: - Natural distribution of variables

natural distribution test is one of most important tests that contribute to acceptance or refusal to disseminate results of study to studied community. natural distribution test contributes to raising uncertainty about data involved in analysis by contributing to answer of a fundamental question: (Is data included in analysis subject to natural distribution test), answer to this question lies in use of two important tests, Clomgrove-Seminroff. (Kolmogorov-Smirnov) and Shapiro-Wilek (Shapiro-Wilk) ensure that this question is lifted and provide an opportunity to disseminate study's findings to society by comparing apparent results with moral value of natural distribution test of 0.05.

Table (2) Natural distribution of search variables and dimensions

	Kolmogorov-Smirnov	Shapiro-Wilk	df	Sig
Customer acumen	0.189	0.921	350	P > 0.05
Emotional commitment	0.146	0.935	175	P > 0.05
Effort	0.141	0.959	175	P > 0.05
Product Advantage	0.159	0.922	175	P > 0.05
Product Novelty	0.170	0.906	175	P > 0.05
Personal criteria	0.170	0.948	175	P > 0.05
Goal Orientation	0.103	0.946	175	P > 0.05
Control System	0.134	0.942	175	P > 0.05
Customer Perceived Participation	0.125	0.946	175	P > 0.05
Adoption of New Products	0.100	0.967	175	P > 0.05

Table 2 results indicate that moral value of natural distribution test for research variables is higher than (0.05) This indicates that findings of study can be disseminated to studied society, so this means accepting alternative hypothesis that (data involved in analysis are subject to natural distribution test) and zero hypothesis that (data involved in analysis are not subject to natural distribution test) was rejected.

Second:- Stability of measuring instrument

Constancy represents consistency of measurement tool with studied sample, and whether paragraphs of measurement tool fit requirements and criteria of sample, thus measuring internal persistence of study paragraphs and dimensions, which prompted study to adopt Cronbach Alpha parameter for statistical package of programme. (SPSS.V.25), which contributes to measuring degree of persistence of study dimensions, dictates that moral value of study dimensions must be higher than that of study dimensions. (0.60) In order for measurement instrument to be consistent with study requirements and criteria, table (3) shows Cronbach alpha coefficients for dimensions of study variables.

Table (3) Cronbach alpha coefficients for dimensions of study variables

Variable	Dimension	N	Cronbach alpha per dimension	Cronbach alpha for variable as a whole	Cronbach alpha for study as a whole

Customer acumen	one-dimensional	4	0.853	0.853	0.855
Adoption of New Products	Emotional commitment	5	0.841	0.829	
	Effort	5	0.848		
	Product Advantage	5	0.837		
	Product Novelty	5	0.838		
	Personal criteria	5	0.837		
	Goal Orientation	7	0.836		
	Control System	6	0.837		
Customer Perceived Participation	5	0.841			

results of table (3) show that measurement tool is relatively constant in accordance with requirements and criteria of studied sample, with Cronbach Alpha constant (0.855). This was contributed by independent variable (0.853) and dependent variable (0.829).

Third: - Descriptive statistics of study variables

1) Description of customer acumen

Table 4 results show that average arithmetic of customer acumen is With a standard deviation of 0.503 and a relative importance equal to 86%, paragraph that contributed to this dimension is probably first. Ecc1 with an arithmetic mean of 4.39, a standard deviation of 0.700 and a relative importance of about. (88%), while second paragraph (Ecc2) ranked last with an arithmetic mean of 4.09, a standard deviation equal to 0.776 and an estimated relative importance (82%). This means that considered companies are keeping pace with environmental developments in order to build a clearly defined marketing vision of which products will be goal.

Table 4 Descriptive Statistics of Customer Acumen

N	mean	standard deviation	Relative importance%	Order of Importance
Ecc1	4.39	0.700	88%	1
Ecc2	4.09	0.776	82%	4
Ecc3	4.39	0.777	88%	2
Ecc4	4.30	0.822	86%	3
ECC	4.29	0.503	86%	****

2) Descriptive Statistics of New Product Adoption Variable

Note from results of table 8 that rate of agreement on new product adoption variable was (77%) with an average arithmetic of 3.85, and reasons for this are due to interest of sample studied in novelty of product. ANP, 4.03 arithmetic and 0.722 arithmetic, while after effort it came last with an arithmetic. (3.61) with a standard deviation of 0.742 and a relative importance equal to 72%, indicating that companies considered to develop efforts and midwives of service providers persuade customers to buy products.

Table 5 Descriptive Statistics of New Product Adoption Variable

N	Mean	standard deviation	Relative importance%	Order of Importance	N	mean	standard deviation	Relative importance%	Order of Importance
Aec1	3.62	1.152	72%	5	Apc1	3.95	0.934	79%	1
Aec2	3.90	0.926	78%	4	Apc2	3.86	0.698	77%	4
Aec3	4.15	0.819	83%	2	Apc3	3.89	0.806	78%	2
Aec4	4.11	0.982	82%	3	Apc4	3.76	0.844	75%	5
Aec5	4.25	0.825	85%	1	Apc5	3.87	0.922	77%	3
AEC	4.01	0.703	80%	Second	APC	3.87	0.693	77%	Fourth
Aff1	3.78	0.976	76%	2	Aog1	4.14	1.013	83%	1
Aff2	3.57	1.003	71%	4	Aog2	4.13	0.957	83%	2
Aff3	2.93	1.194	59%	5	Aog3	3.98	0.894	80%	5
Aff4	3.65	1.165	73%	3	Aog4	4.12	0.866	82%	3
Aff5	4.13	0.748	83%	1	Aog5	4.01	1.056	80%	4
AFf	3.61	0.742	72%	Eighth	Aog6	3.97	0.88	79%	6
Apa1	3.85	1.031	77%	3	Apc5	3.83	0.96	77%	7
Apa2	3.63	1.019	73%	5	APC	4.03	0.722	81%	first
Apa3	3.90	1.01	78%	2	Ars1	3.97	0.857	79%	1
Apa4	3.67	1.12	73%	4	Ars2	3.69	1.028	74%	6

Apa5	3.99	0.977	80%	1	Ars3	3.71	0.851	74%	5
APA	3.81	0.843	76%	Fifth	Ars4	3.83	0.925	77%	4
Anp1	4.07	0.913	81%	2	Ars5	3.85	0.925	77%	2
Anp2	4.04	1.013	81%	3	Ars6	3.85	1.104	77%	3
Anp3	4.17	0.904	83%	1	ARS	3.81	0.665	76%	Sixth
Anp4	3.69	1.016	74%	4	Agg1	3.73	0.948	75%	3
Anp5	3.65	1.061	73%	5	Agg2	3.67	0.995	73%	4
ANP	3.92	0.783	78%	Third	Agg3	3.58	1.052	72%	5
					Agg4	3.83	1.018	77%	2
					Agg5	3.99	1.028	80%	1
					AGG	3.76	0.784	75%	Seventh
					ADNP	3.85	--	%77	****

Fourth:- Research hypotheses

1)Connection hypothesis

This hypothesis contributes by measuring correlation hypothesis between customer acumen as (independent variable), adoption of new products as (dependent variable), and table (6) showing correlation matrix.

Table 6 Correlation Matrix

	Customer acumen	Emotional commitment	Effort	Product Advantage	Product Novelty	Personal criteria	Goal Orientation	Control System	Customer Perceived Participation	Adoption of New Products
Customer acumen	1									
Emotional commitment	.593**	1								
Effort	.471**	.697**	1							
Product Advantage	.849**	.637**	.417**	1						
Product Novelty	.707**	.770**	.516**	.890**	1					
Personal criteria	.635**	.409**	.326**	.790**	.696**	1				
Goal Orientation	.707**	.711**	.521**	.868**	.873**	.755**	1			
Control System	.525**	.742**	.825**	.533**	.575**	.454**	.592**	1		
Customer Perceived Participation	.736**	.698**	.579**	.776**	.772**	.684**	.806**	.653**	1	
Adoption of New Products	.782**	.851**	.726**	.885**	.915**	.748**	.909**	.796**	.884**	1
**. Correlation is significant at 0.01 level (2-tailed).						Sig. (2-tailed)=0.000			N=175	

First key hypothesis: There is a positive moral correlation between customer acumen and adoption of new products (emotional commitment, effort, product advantage, product novelty, personal criteria, goal orientation, control system, customer Perceived participation) of 0.782. correlation between customer acumen dimension and new product adoption dimensions ranged from (0.741) for dimension Effort to (0.849) for dimension Product Advantage.

2)Effect hypothesis

Second key hypothesis: There is a statistically significant positive moral impact of customer acumen in adopting new products in their dimensions (emotional commitment, effort, product advantage, product novelty, personal standards, goal orientation, control system, customer Perceived participation).

It should be noted from results of table 10, shown in figure 2, that increasing customer acumen by one standard weight improves ability of considered companies to adopt new products by one. 0.782 with a standard error equal to 0.041 and a critical acumen of 16.524, as well as contribution of customer acumen to an interpretation 0.611 from adoption of new products, indicating that companies considered will develop their potential by amount of 0.389, which represents amount of customer acumen in interpreting adoption of new products.

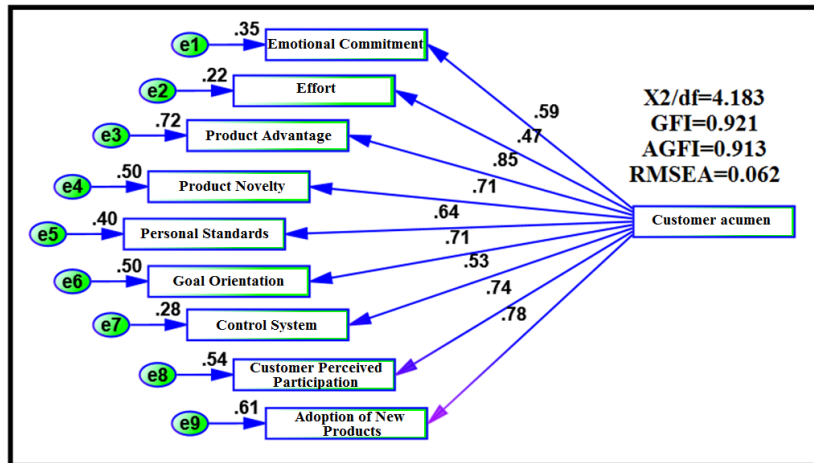


Figure 2. Standard model of effect of customer acumen on adoption of new products
 Several sub-hypotheses emerge from this hypothesis:

1) Increasing customer acumen by one standard weight improves ability of considered companies to be emotionally committed to a value 0.593 with a standard error of 0.064 and critical acumen equal to 9.266, as well as contribution of customer acumen to an interpretation 0.352 of emotional commitment, indicating that considered companies develop their potential at value (0.648), which represents amount of customer's impotence in explaining emotional obligation.

2) Increasing customer acumen by one standard weight improves effort capacity of studied companies by 0.471, a standard error equal to 0.070 and a critical acumen of 6.729, as well as contribution of customer acumen by an explanation (0.222) of effort, indicating that considered companies develop their potential by 0.611, which is amount of acumen deficit.

3) Increasing customer acumen by one standard weight improves ability of considered companies to value a product (0.849) With a standard error of 0.051 and critical acumen equal to 16.647, as well as contribution of customer acumen to an interpretation (0.721) product advantage, indicating that considered companies develop their potential at value (0.279), which represents amount of customer's acumen to explain product advantage.

4) Increasing customer acumen by one standard weight improves ability of studied companies to update a product by one. and critical acumen (10.552), as well as contribution of customer acumen to interpretation (0.500) of product novelty, indicating that studied companies develop their potential by amount of (0.500), which represents amount of customer's acumen in explaining novelty of product.

5) Increasing customer acumen by one standard weight improves corporate capacity to value personal standards (0.635) With a standard error of 0.045 and critical acumen equal to 14.111, as well as contribution of customer acumen to an interpretation (0.404) of personal criteria, indicating that companies considered should develop their potential at value (0.596), which represents amount of customer's impotence in interpreting personal criteria.

6) Increasing customer acumen by one standard weight improves ability of considered companies to move towards a goal by one. and critical acumen (15.711), as well as contribution of customer acumen to interpretation 0.500 of Goal orientation, indicating that considered companies will develop their potential by (0.500), which represents amount of customer's acumen to explain goal orientation.

7) Increasing customer acumen by one standard weight improves ability of considered companies to control at value 0.525 with a standard error of 0.062 and critical acumen equal to 8.468, as well as contribution of customer acumen to an interpretation (0.276) of regulatory system, indicating that companies considered will develop their potential at value (0.724), which represents amount of customer's acumen in interpreting control system.

8) Increasing customer acumen by one standard weight improves ability of considered companies to participate in a customer's knowledge by one. and critical acumen (15.333), as well as contribution of customer acumen to interpretation 0.541 of customer-conscious participation, indicating that companies considered will develop their potential by amount of (0.459), which represents amount of failure of customer's acumen to explain customer's Perceived participation.

Table 10 Results of analysis of impact of customer acumen on adoption of new products

Path	Standard weights	S.E	C.R	R ²	P-Value	Effect
Customer acumen ---> Adoption of New Products	0.782	0.041	19.073	0.611	***	moral

Customer acumen	--->	Emotional commitment	0.593	0.064	9.266	0.352	***	moral
Customer acumen	--->	Effort	0.471	0.070	6.729	0.222	***	moral
Customer acumen	--->	Product Advantage	0.849	0.051	16.647	0.721	***	moral
Customer acumen	--->	Product Novelty	0.707	0.067	10.552	0.500	***	moral
Customer acumen	--->	Personal criteria	0.635	0.045	14.111	0.404	***	moral
Customer acumen	--->	Goal Orientation	0.707	0.045	15.711	0.500	***	moral
Customer acumen	--->	Control System	0.525	0.062	8.468	0.276	***	moral
Customer acumen	--->	Customer Perceived Participation	0.736	0.048	15.333	0.541	***	moral

V. Fourth Part: Conclusions & Recommendations

First:- Conclusions

- 1) study found a statistically positive correlation between customer acumen and adoption of new products that contributes to improving abilities, experience and skills of considered companies in order to anticipate and satisfy as much as possible behaviors, preferences and tastes preferred by customers.
- 2) From study's findings, it emerged that customers have a clear understanding of importance of customer acumen, which has increased number of purchases and enhanced ability of companies to adopt new products.
- 3) study found a relationship of influence of customer acumen in dimensions of adoption of new products (emotional commitment, effort, product advantage, product novelty, personal criteria, goal orientation, control system, Perceived participation of customer), which validates hypothesis of second study.
- 5) Considered companies seek to periodically improve their products by understanding and, to extent possible, meeting customer requirements and tastes.
- 6) Considered companies are interested in building positive reputations by adopting products with better characteristics and advantages than competitors.

Second:- Recommendations

- 1) companies considered need to stimulate sales delegates to make increased efforts to understand specific contexts of customer preferences in order to ensure customer satisfaction.
- 2) need for considered companies to achieve positive results that improve their reputation in market, thereby contributing to better performance vis-à-vis competitors.
- 3) Sales delegates need to ensure that services are provided to customers quickly to avoid delays, thereby responding to customer requirements in right place and in right time.
- 5) Ensure that sales delegates provide high-quality phones, thereby improving customer procurement decisions in order to make best choice about procurement process.
- 6) need to provide online client questionnaires on satisfaction with services provided to clients in order to provide attractive, diverse and student-friendly clients.

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