The Effect of Product Innovation and Product Variations on Consumer Buying Interest

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Abstract: This study discusses the effect of product innovation and product variations on buying interest. The purpose of writing this article is to determine the influence of product innovation and product variations on consumer buying interest, within the scope of marketing management science. The method of writing articles is quantitative descriptive. The population in this study amounted to 147 people with a research sample of 50 respondents. The sampling technique used is accidental sampling. The tests carried out are t-tests, f-tests and determination coefficient tests. The results of this study include: 1) Product innovation affects consumer buying interest partially; 2) Product variations affect consumer buying interest partially; and 3) Product innovation and product variation affect consumer buying interest simultaneously. Apart from these 2 exogenous variables that affect endogenous variables of consumer buying interest, there are still other factors including price, product quality and service quality.

Keyword: Consumer Buying Interest, Product Innovation, Product Variations

INTRODUCTION
In selling a product and service, product innovation is one of the actions that need to be done, in order to develop and provide innovation in each product owned. With innovation, consumers do not easily get bored and forget a brand or product. Continuous innovation will give rise to product variations, where there will be many variations of products owned by companies or organizations, so that consumers can easily choose products or services according to their needs and desires. With so many product variations, it makes consumers easily recognize the products offered and brand awareness. In addition, product innovation is also shown to keep up with the times and the needs of the community. Some factors that support consumer buying interest are innovation and product variations. Product innovation is a new product development from an old product with improved quality. Innovation is based on consumer demand related to the products offered by sellers. Innovation is usually done by modifying existing products, or creating new products that are different from
previous products. Product variations are a set of products with various variants that can be chosen by buyers.

Based on the background, problems can be formulated that will be discussed in order to build hypotheses for further research, namely:
1. Does product innovation affect consumer buying interest partially?
2. Does product variation affect consumer buying interest partially?
3. Do innovations and product variations affect consumer buying interest simultaneously?

LITERATURE REVIEW

Consumer Buying Interest

Consumer buying is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. Purchase interest is the stage where consumers form their choice among several brands incorporated in the device of choice (Montjai, O., Tewal, B., & Lengkong, 2014). Then finally make a purchase on an alternative that is most preferred or the process that consumers go through to buy a good or service based on various considerations (Sutrisno & Haryani, 2017). Consumer buying interest is consumer behavior where consumers have the desire to choose 12 and consume a product with a different brand, then make a choice they like by paying money or by sacrifice (Erlyana, 2019).

The dimensions contained in consumer buying interest include: 1) Transactional interest: is a person's propensity to buy a product; 2) Referential interest: is a person's tendency to refer products to others; 3) Preferential interest: that is, showing the behavior of someone who has primary preferentiality on the product; 4) Exploratory interest: that is, showing the behavior of someone who is always looking for information about the product of interest and looking for other products that will support the positive properties of the product (Septyadi et al., 2022).

Product Innovation

Product innovation is a new product development from an old product with improved quality. Product innovation is any activity that cannot be produced with just one experiment, but a long and cumulative process. Product innovation refers to the development and introduction of new or successfully marketed products (Djodjobo & Tawas, 2021). Product innovation can be in the form of changes in product design, components and architecture. Product innovation is innovation used in the overall operation of the company where a new product is created and marketed, including innovation in all functional processes / uses (Sinurat et al., 2017).

The dimensions of product innovation include: 1) New products for consumers: meaning created or created new products that have never been offered to the public before; 2) New product line: is a group of products that want to be marketed under a certain brand; 3) Additions to existing product lines: meaning additional product variants to a group of products that have previously been on the market; and 4) Improvement of existing products: where it can be in the form of modifications and adjustments to market needs. Indicators contained in product innovation include: 1) Product quality; 2) Product variants; 3) Product style and design (Nadiya & Isaac, 2022).

Product Variations

Product variations are separate units within a brand or product line that can be distinguished by size, price, appearance or some other characteristic. Product variation is a collection of all products and goods offered by certain sales to consumers (Saputra et al., 2023). The product mix or product variations of an enterprise can be classified according to width, length, depth and consistency. Product variations as a product mix also called product
choice are a collection of all products and goods offered and sold by certain sellers (Afriyanti & Rahmidani, 2019).

Indicators of product variation include: 1) Size: as the shape, model and physical structure of a product that is seen in a tangible and measurable way; 2) Price: is an amount of money that has an exchange rate to benefit from owning or using a product or service; 3) Display: is everything displayed by the product, display is the attractiveness of the product seen directly by consumers; 4) Product availability: namely the large number of goods available in the store makes consumers more interested in making purchasing decisions in the store has been sold out of shelves so that it can be filled again (Saribu & Maranatha, 2020).

<table>
<thead>
<tr>
<th>Table 1: Relevant Previous Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
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<td>---</td>
</tr>
<tr>
<td>1</td>
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<td>5</td>
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METHOD
This study used the descriptive quantitative method. By reviewing previous articles relevant to this study. The purpose of writing this article is to determine the influence of product innovation and product variations on consumer buying interest, within the scope of marketing management science. The method of writing articles is quantitative descriptive. The population in this study amounted to 147 people with a research sample of 50 respondents. The sampling technique used is accidental sampling. Data was obtained from questionnaires submitted to respondents through google form with a likert scale of one to five (1-5). The tests carried out were t-tests, f-tests, and determination coefficient tests (Ali, H., &; Limakrisna, 2013).

RESULTS AND DISCUSSION

Results
T Test

<table>
<thead>
<tr>
<th>Type</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>11.999</td>
<td>2.977</td>
<td>3.958</td>
<td>.000</td>
</tr>
<tr>
<td>P.I</td>
<td>.201</td>
<td>.085</td>
<td>2.394</td>
<td>.025</td>
</tr>
<tr>
<td>P.V</td>
<td>.567</td>
<td>.074</td>
<td>7.302</td>
<td>.000</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Buying Interest
b. Source: SPSS 27 Output

The T test uses a significance value of alpha (α) = 5%. The measurement results are based on the output of SPSS version 27, obtained the value of t-table = (0.05/2) = 0.025 and df = n-k-1 = (n-2-1) = (50-2-1), so the result of t-table is 2.011. The t-count result > t-table (2.394 > 2.011) and the alpha significance value (α) is 0.025 (<) 0.05. So product innovation affects consumer buying interest partially (H1 Received). The result of t-count > t-table (7.302 > 2.011) and the alpha significance value (α) is 0.000 (<) 0.05. So product variations affect consumer buying interest partially (H2 Received).

F-Test

<table>
<thead>
<tr>
<th>Type</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>421.229</td>
<td>2</td>
<td>21.2113</td>
<td>29.701</td>
<td>.000</td>
</tr>
<tr>
<td>Residuals</td>
<td>334.795</td>
<td>47</td>
<td>7.233</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>757.039</td>
<td>49</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
a. Dependent Variable: Consumer Buying Interest  
b. Predictors: (Constant), Product Innovation, Product Variations

If the significant value < 0.05, the independent variable has a significant effect on the dependent variable. Based on the results of the table above, the significance value is obtained at 0.000 < 0.05. So the independent variable has a significant effect on the dependent variable simultaneously. This means that product innovation and product variations affect consumer buying interest simultaneously (H3 received). Based on the results of SPSS 27 output above, an F value of 29.701 > 10.00 was obtained. So product innovation and product variations have a positive and significant effect on consumer buying interest simultaneously.

**Coefficient of Determination**

<table>
<thead>
<tr>
<th>Type</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.767a</td>
<td>.581</td>
<td>.597</td>
<td>2.675</td>
</tr>
</tbody>
</table>

Based on the model summary table above, an r-square value of 0.581 or (58.1%) was obtained. This shows the percentage of influence of independent variables, namely product innovation and product variations on dependent variables, namely consumer buying interest of 58.1%. This means $1 - 0.581 = 0.419$ or 41.9% were influenced by other variables not studied in this study.

**Discussion**

Based on the relevant literature review and previous research, the results and discussion of this literature review article are as follows:

1. **The effect of product innovation on consumer buying interest partially.**

   Product innovation is a new product development from an old product with improved quality. Product innovation is any activity that cannot be produced with just one experiment, but a long and cumulative process. Product innovation refers to the development and introduction of new or successfully marketed products. If in innovating products, companies or sellers do: 1) Creating new products for consumers: meaning that sellers, companies or producers make a new product that was not previously on the market; 2) Creating new product lines: with the aim of creating product variations; 3) Additions to existing product lines: meaning adding products to a particular catalog; and 4) Improvement of existing products: meaning evaluating existing products, it will have an impact on consumer buying interest which includes: 1) Transactional interest: meaning that consumers will not hesitate to make purchases of the products offered; 2) Referential interest: meaning the consumer will refer the product to others; and 3) Preferential interest: the product will be a top priority for the consumer.

   Based on the results of $t$-calculate > $t$-table (2.394 > 2.011) and the significance value of alpha ($\alpha$) is 0.02 5 (<) 0.05. So product innovation affects consumer buying interest partially (H1 Received).

   Product innovation affects consumer buying interest, this is in line with research conducted by: (Afriyanti &; Rahmidani, 2019), (Djodjobo &; Tawas, 2021), (Sinurat et al., 2017).
2. The effect of product variations on consumer buying interest partially.
   Product variations are separate units within a brand or product line that can be distinguished by size, price, appearance or some other characteristic. Product variation is a collection of all products and goods that a particular sale offers to consumers. The product mix or product variations of an enterprise can be classified according to width, length, depth and consistency. Product variation as a product mix also called product selection is a collection of all products and goods offered and sold by a particular seller. If the company has variations in its products which include: 1) Display: where the display can be on the packaging or product display; 2) Price: has various price variants of course the product is adjusted to the price range; and 3) Product availability: this means that the stock on the product is more varied and easy to find.
   Based on hasil t-calculate > t-table (7.302 > 2.011) and the alpha significance value (α) is 0.000 (<) 0.05. So product variations affect consumer buying interest partially (H2 Received).
   Product variations affect consumer buying interest, this is in line with research conducted by: (Saputra et al., 2023), (Faradisa et al., 2016), (Saribu &; Maranatha, 2020).

3. The influence of product innovation and product variations on consumer buying interest simultaneously.
   Product innovation is innovation used in the overall operation of the company where a new product is created and marketed, including innovation in all functional processes / uses. Product variation is a product mix also called product selection is a collection of all products and goods offered and sold by certain sellers.
   If the significant value < 0.05, the independent variable has a significant effect on the dependent variable. Based on the results of the table above, the significance value is obtained at 0.000 < 0.05. So the independent variable has a significant effect on the dependent variable simultaneously. This means that product innovation and product variations affect consumer buying interest simultaneously. Based on the results of SPSS 27 output above, an F value of 29.701 > 10.00 was obtained. So product innovation and product variations have a positive and significant effect on consumer buying interest simultaneously (H3 received).
   Product innovation and product variations affect consumer buying interest, this is in line with research conducted by: (Sinurat et al., 2017), (Lestari, 2019), (Afriyanti &; Rahmidani, 2019).

Thinking Framework
Based on the literature review and discussion above, the researcher determines the following frame of mind:

![Picture 3. Conceptual framework](https://review.e-siber.org/SIJDB)
This study discusses the influence of product innovation and product variations on consumer buying interest. There are other factors that influence consumer buying interest, including:

1) Price: (Saputra, 2022), (Mahaputra & Saputra, 2021), (Ismail et al., 2022), (Widjanarko et al., 2023), (Khaira et al., 2022).
3) Service quality: (Hasyim & Ali, 2022), (Ricardo, 2021), (Munawar & Mahaputra, 2022), (Sudiantini et al., 2023).

CONCLUSION

Based on the literature review and discussion above, the researcher determined the following conclusions:

1. Product innovation affects consumer buying interest partially.
2. Product variations affect consumer buying interest partially.
3. Product innovation and product variations affect consumer buying interest simultaneously.

REFERENCE


440–452.


