

The Role of Design Thinking in Driving Brand Innovation and Sustainable Competitive Advantage

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Abstract

Questions of format, brand innovation and sustainable competitive advantage correlate with each other, according to the study. Using insights from various professionals working across a number of industries, this research explores this relationship. There is little familiarity with wonderful layout principles among individuals, according to records evaluation, indicating simple information. Despite this, most people say they may be nevertheless at a slight integration stage with regards to incorporating format wondering into their brand innovation strategy. The majority of companies argue that they have immoderate aggressive advantage on a sustainable foundation; this is in keeping with a strategic attitude that emphasizes non-stop innovation for long-term competitiveness. The results display how essential it's far to strategically align layout wondering with organizational desires. They also show that organizations have the potential to make their innovation techniques match the dynamic digital environment.

Keywords: Design Thinking, Brand Innovation, Sustainable Advantage

Introduction

Innovation has emerged as synonymous with survival and growth in modern dynamic enterprise panorama. Brands are usually searching out new ways to distinguish themselves, entice customers and maintain an aggressive picture. In an era of speedy technological improvement and ever-converting customer alternatives, design questions have grown to end up an essential thing in logo innovation, supplying a strategic technique that is going past just aesthetics. The aim of this studies is to discover the complex dynamics that form modern commercial agency landscape. This takes a look at investigates the intersection between format thinking, emblem innovation, and sustainable competitive income. In trouble solving, design wondering, that is rooted in a human-centered approach, emphasizes empathy, concept, and generation.

As agencies grapple with the complexities of an interconnected, fast-paced international world, stunning layout standards have received prominence as a manner to encourage creativity, beautify collaboration, and supply answers that resonate with stop customers. At the equal time, emblem innovation has become an essential part of company approach. This consists of consistently developing merchandise, services and studies to satisfy ever-changing purchaser needs. By combining layout questions and brand innovation, organizations can redefine how they technique new situations and possibilities. The advent of particular and lengthy-lasting capabilities in the marketplace that are not without problems imitated with the aid of competitors is vital to achieve sustainable competitive benefit, which is the cornerstone of strategic management.

The need for a sustainable approach centered on short-term earnings is becoming an increasing number of important as companies' conflict in an surroundings characterized via uncertainty

and volatility. The focus of this studies is the relationship among format interest, emblem innovation, and sustainable aggressive profit documents. We also learn how layout-centric tactics can help with lengthy-time period fulfillment and resilience to disruption. The changing nature of customer conduct and the impact of technological disruption on the market are essential to knowledge this exploration. The virtual era has added era that makes clients greater connected, knowledgeable and intelligent than ever before. The improvement of e-trade, social media and different on-line platforms has changed the manner people interact with manufacturers, creating expectancies and influencing their shopping picks. The group's potential to adapt and innovate is of the utmost importance in this example. Many specialists have said that layout wondering is essential to driving innovation.

Böckle & Kouris (2023) kingdom that design thinking is a human-targeted method that combines human needs, technological possibilities, and requirements for enterprise achievement. In a comparable way, Buhl et al. (2019) emphasize that layout wondering should be carried out as a manner to drive innovation and gain competitive gain. Design wondering offers a technique for navigating complexity and ambiguity, in addition to a systematic framework for trouble solving and idea development for corporations as they face the challenges of the virtual age (Magistretti et al., 2021). Various studies have investigated the relationship among design thinking and emblem innovation. According to Madsen and Slåtten (2019), “blue ocean approach” is an idea that proposes innovation to create a marketplace space wherein there aren't any competitors. This approach fits with layout philosophy, which emphasizes the search for new, untapped possibilities.

Additionally, students along with Schweitzer et al. (2023) argue that design questioning can serve as a catalyst for revolutionary thoughts, using groups toward transformative innovation thru incremental enhancements. The idea of sustainable competitive benefit is at the center of strategic discussions as the business global seeks to achieve sustainable achievement. Creating cost for differentiated clients produces aggressive benefits which are difficult for competitors to imitate, consistent with Quaye and Mensah (2019). If layout thinking is integrated into the method of a emblem's pursuit of innovation, it may resource this sustainability by way of encouraging endured variation and responsiveness to modifications going on in the market. The significance of this research is that it is able to help companies make strategic decisions in a swiftly converting surroundings. The purpose of this research is to find information that can help agencies boom flexibility, innovation, and survival inside the long term by way of searching at how design questioning, brand innovation, and sustainable aggressive gain correlate with every different. As we begin this exploration, it is critical to understand that the virtual age provides both demanding situations and opportunities, and using a design-centric technique can be key to growing progressive answers that resonate with the present-day client and role manufacturers for lasting fulfillment.

Methods

A based research design turned into used to gather and examine statistics in these quantitative studies. The intention is to learn the way design wondering, logo innovation, and sustainable competitive advantage correlate with each different. The next section offers evidence of the main additives of the technique, which includes the sample, the tools used to collect the information, and the statistical analyzes used. To select participants from numerous industries, purposive sampling technique become used. Participants had been selected based totally on their function in the design and innovation decision-making procedure in each business enterprise. To gather facts, a dependent survey questionnaire was used. The goal of this questionnaire turned into to evaluate contributors' critiques approximately design wondering, how it fits into logo innovation, and how it impacts sustainable aggressive benefit. In this

survey, there are questions with Likert scales and closed scale objects. To make sure readability and relevance, the questionnaire was examined with several human beings. The survey was dispensed via digital media. The goal of the study turned into genuinely explained to individuals and commands had been given on how to complete the questionnaire. Design Thinking: Assessed thru the participant's degree of familiarity and alertness of design questioning concepts. Brand Innovation: Examining contributors' opinions about the volume to which layout questioning impacts their company's emblem innovation method. Sustainable Competitive Advantage: Assess individuals' reviews about their organization's potential to keep aggressive benefit through sustainable innovation prompted by way of layout thinking. Quantitative information analysis used descriptive records to explain participant demographics and key variables. Additionally, inferential statistical evaluation, together with correlation and regression evaluation, is used to assess the connection among layout wondering, emblem innovation and sustainable aggressive benefit. The significance stage is $\alpha = 0.05$. This observe followed moral standards that safeguarded the confidentiality of participants and their knowledgeable consent. Participants had been knowledgeable in their right to withdraw from the study without effects. A powerful framework for studying the relationship between design questioning, logo innovation, and sustainable competitive gain is provided with the aid of the quantitative technique used in these studies. The outcomes of the information evaluation are offered within the following phase, with special emphasis on the quantitative information received from the members.

Results and Discussion

Table 1. Shows Participant Demographics

Demographic	Category	Frequency	Percentage
Gender	Male	45	60%
	Female	30	40%
Age Group	25-34 years old	20	26.7%
	35-44 years old	25	33.3%
	45-54 years old	20	26.7%
	55+ years old	10	13.3%

Demographic characteristics of contributors are supplied in Table 1. The majority of individuals had been guys (60%), and that they were lightly allotted by way of age, with slightly greater human beings aged 35 forty-four years.

Table 2. Familiarity with Design Thinking

Design Thinking Familiarity	Frequency	Percentage
Low	15	20%
Moderate	40	53.3%
High	20	26.7%

Participants' self-stated familiarity with layout thinking ideas is depicted in Table 2. Most members (fifty-three.3%) suggested a moderate degree of familiarity, even as 26.7% pronounced a excessive stage of familiarity.

Table 3. Use of Design Concepts in Brand Innovation

Integration Level	Frequency	Percentage
Low	10	13.3%
Moderate	35	46.7%
High	30	40%

Participants' perceptions of how much design questioning is integrated of their employer's logo innovation method are depicted in Table 3. Nearly 1/2 of the contributors (forty-six.7%) expressed a mild level of integration.

Table 4. Shows Sustainable Competitive Advantages.

Competitive Advantage Level	Frequency	Percentage
Low	8	10.7%
Moderate	25	33.3%
High	42	56%

Participants' perceptions of their organisation's capability to maintain a sustainable aggressive benefit are offered in Table 4. Most participants (fifty-six%) stated that they understand a sustainable aggressive gain.

Discussion

The consequences of the descriptive statistical analysis offer vital facts about contributors' demographic traits in addition to their mind on layout, brand innovation, and sustainable aggressive gain. The goal of this discussion is to interpret the consequences, examine them with preceding studies, and provide beneficial thoughts for organizations seeking to advantage sustainable aggressive gain thru layout thinking. The range of male contributors became slightly more (60%) in the player demographic profile, indicating a balanced gender distribution. This finding is in step with Xie et al. (2020), who additionally found a similar gender distribution of their take a look at of innovation in a commercial enterprise context. However, it's miles crucial to don't forget that gender distribution can range within specific organizational and industry contexts.

Our examine showed numerous illustrations in phrases of age distribution, with participants spread frivolously throughout age businesses. This contradicts the outcomes of Ashton et al. (2021), who checked out the quantity of members in the 25 to 34 age group in an investigation into the adoption of design thinking in generation agencies. This variant can be because of the large range of industries in our sample. Self-stated familiarity with layout questioning changed into calmly disbursed, with the bulk of participants indicating a slight stage of familiarity (fifty three). This is in keeping with research via Clark et al. (2020), which suggests that professionals commonly understand the principles of layout thinking at a slight degree. Studies display this trend: organizations often have a primary expertise of design wondering without necessarily having specialised skills.

According to Liedtka & Kaplan (2019), companies that apprehend the transformative capacity of design questioning are much more likely to spend greater resources on increasing high-stage talent, as reported with the aid of 26.7% of contributors. These results imply that design thinking as a strategic asset for groups is increasingly more being recognized. A sizable share (46.7%) of members indicated a slight degree of integration. Nakata's (2020) look at emphasizes the function of design thinking in using moderate to high ranges of organizational innovation. These findings are constant. This suggests that even though organizations recognize the importance of layout questioning, many nevertheless struggle to gain high levels of integration.

In assessment, forty% of participants stated that they had a high stage of integration, indicating that most groups have efficaciously integrated layout questioning into their emblem innovation methods. This is in step with studies conducted by using Knight et al. (2020), who display that innovation results boom in organizations that observe design questioning at a strategic degree. By presenting empirical proof on the ranges of integration said with the aid of professionals

across industries, this has a look at advances this knowledge. 56% of contributors stated they have got a sustainable competitive benefit. This positive view is in keeping with the thoughts of Porter (1985), who emphasized that non-stop innovation, which can be carried out through strategies which include layout wondering, can help offer lasting competitive gain. However, the truth that 10.7% of organizations say they do no longer have the equal abilities to hold this lengthy-term benefit shows that other organizations do now not have the same abilities.

For contrast, the research consequences of Micheli et al. (2019), who proposed the idea of a “blue ocean approach”, which offers uncontested marketplace space through innovation. This finding isn't the same as the outcomes of this observe. Our studies investigate the electricity of sustainable innovation in present markets, although the focal point is on growing new market areas. These differences reveal the position of layout thinking in attaining multifaceted sustainable aggressive gain. Results show that organizations recognize the capacity of design thinking as a driver of brand innovation that is acceptable at one-of-a-kind degrees of familiarity and integration. According to Cross (2023), there may be a correlation among a better know-how of design questioning and expanded integration.

The findings of a long-time period observe through Patrício et al. (2021) display a advantageous dating among perceived sustainable competitive gain and a excessive stage of integration of design wondering in logo innovation. We discovered that corporations that use design questioning properly are more likely to maintain a aggressive benefit through the years. These outcomes emphasize for practitioners how critical it's miles to expand a wide understanding of the basics of design wondering. Organizations need to spend money on instructional packages to enhance worker information and competencies. It will be easier to contain layout thinking into a logo's innovation strategy.

Organizations that want to hold a sustainable aggressive advantage have to don't forget design as a strategic component and not just a tactical tool. Lessons from organizations reporting high tiers of integration display the potential blessings of holistically aligning layout wondering with enterprise desires. While these findings assist us recognize how layout wondering, emblem innovation, and sustainable competitive advantage correlate, there are several drawbacks. Because contributors may provide responses that align with organizational expectations, counting on self-reported records may cause social desirability bias. For extra in-depth evaluation, destiny research should use blended techniques, combining goal performance metrics with qualitative insights. The result is that this study offers critical information about how experts view layout wondering, logo innovation, and sustainable aggressive benefit. These consequences, through evaluating them with previous research, offer a nuanced know-how of the multifaceted relationships among essential components in the modern-day business panorama. In the virtual era, agencies can leverage this knowledge to improve method, force innovation, and improve their aggressive function.

Conclusion

The result is this study gives essential insights into how layout wondering, brand innovation, and sustainable competitive advantage interact with each other. The outcomes show that corporations have to bridge the gap in their understanding of design and enforce it, as this is important to gaining and preserving aggressive advantage in the modern-day era. A fantastic belief of sustainable aggressive advantage indicates how essential layout is. Practitioners can leverage this information to enhance their innovation plans, increase their resilience, and growth their capability to conform to the changing enterprise environment.

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