

**Customer Involvement in The Development Process of New Technology Products**  
**An Empirical Study on Greater Amman City**  
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**Abstract**

Upon the careful investigation of why many of the new technology products tend to fail in their early stages of introduction or tend to have short product lifecycles, it was found that companies seem to neglect to involve customers in early stages of product development or use customers as information sources only and in certain stages of product development. This study aims to investigate the effect of adopting customer involvement in the process of developing new technology products (An Empirical Study on Greater Amman City) The quantitative paradigm (survey, quantitative analysis and descriptive) was used in this thesis a questionnaire was applied to collect the data. The research population is the technology companies' employees. The study sample consists of (400) individuals. A convenience sampling method was used to the selected individuals, and 370 members were found suitable for analysis. The study reached many results, and the most notably that there is a statistical significance for the coefficient of multiple linear regression equation related to the independent variable (General customer involvement) which shows the impact of the effect of (level of customer involvement, customer type of involvement and the type of New Product Development on the success of developing new technology product. There is a statistical significance for the coefficient of simple linear regression equation related to the independent variable (new product) which shows the impact of the effect of (new product) on process of developing new technology products. Thus, there is significant significance for the coefficient of simple linear regression equation and it is a positive effect. In light of the results obtained from the study, its highly recommended to enhance consumer participation in the process of developing new technological products, and focusing on developing the technology used to achieve the desired goals. Its is suggested to conduct more studies related to product development and consumer participation in this process.

Key Words: Customer Involvement, Development Process, New Technology Products, Amman.