THE ANTECEDENTS OF CONSUMER’S INTENTION TO PURCHASE A NEW INFORMATION PRODUCT

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ABSTRACT

Based on the theories of consumer value and innovation adoption, this study proposes a model to identify the factors that influence consumers adopting a new information product. The antecedents include utilitarian value, hedonic value, social value, and symbolic value. Hypotheses are tested using a partial least square (PLS) method.

The goal of this study is to advance the innovation adoption literature by untangling relationships among the different drivers and the decision to adopt a new information product. The results of this study suggest that utilitarian, hedonic and social value trigger consumer’s intention to adopt a new information product. The results also show that the TAM cannot predict the adoption of a new information product, as well as it was expected to, and that perceived product quality and enjoyment (hedonic value) have more predictive power.

Keyword: Innovation adoption, Innovative products, Consumer value