

Involvement, Innovationsfreude Und Wahrgenommenes Risiko Als Einflussfaktoren Des Adoptionsprozesses - Denis Waurick

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Um die Diffusion eines Neuproduktes verstehen und prognostizieren zu können, ist es wichtig, zunächst den individuellen Prozess der Neuproduktadoption des Konsumenten zu erklären. Nicht nur objektbezogene Eigenschaften spielen in diesem Prozess eine Rolle, sondern auch psychologische Abläufe während des Prozesses der Entscheidungsfindung. In dieser Arbeit werden drei Konstrukte vorgestellt, die auf Entscheidungs- und Adoptionsprozesse von Konsumenten einwirken. Das Wahrgenommene Risiko eines Produktkaufs erhöht den Informationsbedarf ebenso wie hohes situatives oder produktspezifisches Involvement und verzögert somit die Adoption. Innovationsfreude als innere Veranlagung eines Konsumenten kann zu einem risikofreudigeren Umgang mit Neuheiten führen und die Adoption erleichtern. Weiterer Forschungsbedarf besteht bei der genauen Wirkungs- und v.a. Zusammenwirkungsweise der Konstrukte.[...]Author: Waurick, Denis
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