

HOW TO DECREASE THE UNCERTAINTY OF NEW PRODUCT ADOPTION: ROLE OF TEMPORAL DISTANCE, INNOVATION TYPE, AND COMMUNICATION STRATEGY

Chung-Chi Shen, College of Management, National Chiayi University, 580 Sin-Ming Rd. Chiayi
City 600, Taiwan, 886-5-2732910, georgeccshen@gmail.com

Yves Huang, Alder Optomechanical Corp, Taiwan

ABSTRACT

The purpose of this research is to examine what factors affecting consumers' attitude toward new product adoption. An experimental design was employed to test the research hypotheses. Temporal distance, innovativeness of new product, and two types of communication message were manipulated in the study. The results help to understand consumer behavior and how to design the new product launch plan in order to increase the product success.