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Consumer Acceptance of Product Innovations

Chenming Peng

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university of
 groningen

Consumer acceptance of product innovations

PhD thesis

to obtain the degree of PhD at the
 University of Groningen
 on the authority of the
 Rector Magnificus Prof. C. Wijmenga
 and in accordance with
 the decision by the College of Deans.

This thesis will be defended in public on

Monday 30 May 2022 at 9.00 hours

by

Chenming Peng

born on 31 May 1992
 in Hunan, China

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Dedicated to my beloved wife and parents

谨以此书献给我挚爱的妻子和父母

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Contents

Chapter 1 Introduction	1
1.1 General introduction	1
1.2 Outline of the dissertation	6
Chapter 2 The Interplay between Required Warmth and AI-Human Collaboration in Consumer Acceptance of Artificial Intelligence in Service	9
2.1 Introduction	9
2.2 Literature review	15
2.2.1 Technology acceptance theories	15
2.2.2 Task characteristics in AI acceptance	16
2.2.3 AI-human collaboration	17
2.3 Hypotheses	18
2.3.1 The effect of required warmth on AI acceptance	18
2.3.2 The interplay between required warmth and AI-human collaboration	19
2.4 Study 1: The effect of required warmth on AI acceptance	22
2.4.1 Study 1a: The main effect of required warmth on AI acceptance	22
2.4.2 Study 1b: The mediating role of task-AI fit	26
2.5 Study 2: AI-human collaboration in service	28
2.6 Discussion	30
2.6.1 Academic contributions	31
2.6.2 Managerial implications	32
2.6.3 Limitations and future research	33
Appendix 2.A Task Selection from the O*NET Database for Study 1a	36
Appendix 2.B Estimation Model for the Conjoint Experiment in Study 1a	39
Appendix 2.C Estimation Results in Studies 2a-2c	41
Chapter 3 The Impact of Product Typicality on New Product Success: A Meta-Analysis	43
3.1 Introduction	43
3.2 Theoretical framework	45
3.2.1 The effect of product typicality on new product success	46
3.2.2 Cultural moderators of product typicality	48
3.3 Database development	50

3.4 Analysis procedure	53
3.4.1 Analysis of the meta-analytic mean effect sizes	53
3.4.2 Mediation analysis	54
3.4.3 Moderation analysis	55
3.5 Discussion	57
3.5.1 Academic contributions	58
3.5.2 Managerial implications	59
3.5.3 Limitations and future research	60
Chapter 4 Drivers of Brand Extension Success: A Meta-Analysis	62
4.1 Introduction	62
4.2 Drivers of brand extension success	65
4.2.1 Parent brand-related drivers	69
4.2.2 Brand extension-related drivers	69
4.2.3 Consumer-related drivers	69
4.3 Moderators of parent brand strength and brand extension fit	70
4.3.1 Parent brand characteristics	70
4.3.2 Brand extension characteristics	71
4.3.3 Research context characteristics	74
4.4 Methodology	75
4.4.1 Database development	75
4.4.2 Meta-analytical calculations	80
4.5 Results of the meta-analytic mean effect sizes	81
4.6 Results of the moderator analyses	83
4.6.1 Moderator results for parent brand strength	83
4.6.2 Moderator results for brand extension fit	87
4.6.3 Robustness checks	90
4.7 Discussion	91
4.7.1 Academic contributions	91
4.7.2 Managerial implications	93
4.7.3 Limitations and future research	95

Appendix 4.A Results of Robustness Check for Parent Brand Strength and Brand Extension Fit Models	97
Chapter 5 General Discussion	99
5.1 Main findings	100
5.2 Managerial implications	104
5.3 Future research directions	106
5.4 Concluding remarks	108
References	110
Samenvatting	136

