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Chapter 3 The Impact of Product Typicality on New Product Success: A Meta-Analysis²

3.1 Introduction

Product design contributes to a competitive advantage for companies (Noble and Kumar 2010). Given that product design can establish a point of differentiation, foster customer loyalty, and increase firm performance (Candi 2010; Landwehr, Wentzel, and Herrmann 2013), firms have realized the significance of product design for a company's success (Homburg, Schwemmler, and Kuehnl 2015). Therefore, practitioners have invested in product design as a strategic tool (Jindal et al. 2016). One important characteristic of product design is product typicality, the degree to which a product is a good example of its product category in terms of product features (Veryzer Jr and Hutchinson 1998). There is a consensus among product managers that each product category has unique, representative product features (Celhay and Trinquécoste 2015). These features include appearance characteristics, such as shapes, colors, and typefaces (Celhay and Trinquécoste 2015), or functionality (Noseworthy, Murray, and Di Muro 2018). For example, the market of laptops shows the common colors (white or black), the common shapes (squared), and the common functionality (e.g., portability). Moreover, sunglasses generally are black or brown in a rectangular or rounded shape and prevent bring sunlight from hurting the eyes.

On the contrary, firms sometimes also design new products that are more or less atypical of the product category. A famous example is Crystal Pepsi developed by PepsiCo, which has white color, atypical of normal colas. More recently, Tesla launched a new pickup truck, Cybertruck. It is all-electric and has a stainless steel exterior with a triangular roof; as such, it is atypical of traditional trucks (NewYorkTimes 2019).

² This chapter was adapted from the working paper: Peng, Chenming, Tammo H.A. Bijmolt, Sha Zhang, and Jaap E. Wieringa, "The Impact of Product Typicality on New Product Success: A Meta-Analysis".

The co-existence of typical and atypical products in the market has attracted much academic attention. Many studies have examined the impact of product typicality on new product success (Landwehr, Wentzel, and Herrmann 2013). The in-depth investigation of prior studies raises three important but not yet answered questions. First, previous studies show that product typicality could positively or negatively influence new product success (e.g., Kumar and Garg 2010; Michaelson, Arya, and Chattaraman 2016; Noseworthy and Trudel 2011). Therefore, what is the generalized effect of product typicality?

Second, besides new product success measured by consumer attitude and intention towards products, existing studies also have considered the other types of consumer responses to product typicality such as product reliability and product excitement (e.g., Babin and Babin 2001; Roest and Rindfleisch 2010; Taylor and Noseworthy 2020). However, little research has delved into the relationship among these consumer responses and revealed whether product typicality influences new product success through other consumer responses. In this case, what is the underlying mechanism behind the effect of product typicality on new product success?

Third, countries of data collection differ in the literature (Blijlevens et al. 2012; Noseworthy, Finlay, and Islam 2010; Tractinsky et al. 2011). Consumers around the world grow up in different cultural environments (Markus and Kitayama 1991). Cultural values determine consumer response to new products (Stremersch and Tellis 2004). In this way, the effect of product typicality on consumer responses potentially differs across cultures. However, few studies have paid attention to the moderating roles of cultural values. Accordingly, the final question is: how do cultural values influence the effect of product typicality on consumer responses?

To address these questions, we conducted a meta-analytic review of the research stream on product typicality. In doing so, our study contributes to the literature in three important

ways. First, we integrated 145 effect sizes of 48 independent studies reported in 27 manuscripts from 10 different countries to compute generalized typicality effects. The results revealed that product typicality positively influences new product success in general.

Second, we disentangled two competing paths through which product typicality influences new product success. In particular, we proposed a theoretical model to explain the relationships among product typicality, new product success, and other product typicality's outcomes (i.e., perceived reliability and perceived excitement), and applied the random-effects two-stage meta-analytic structural equation modeling (TSSEM) to estimate the theoretical model. The results demonstrated that product typicality positively influences new product success (through increasing consumers' perceived reliability), but it also negatively affects new product success (by decreasing consumers' perceived excitement).

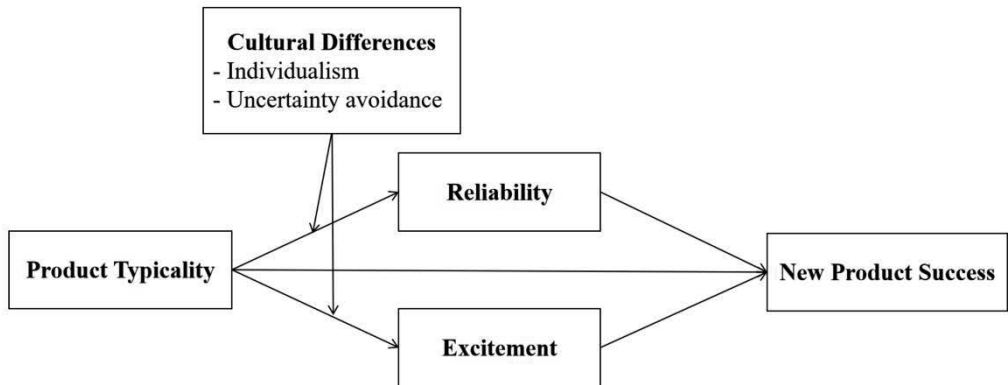
Third, this meta-analysis accumulated prior work conducted in different countries, thus giving a unique opportunity to examine the cross-cultural differences on the effect of typicality on new product success. By conceptually linking the relevant Hofstede (2001)'s cultural dimensions to typicality, the results of our meta-analytic hierarchical linear models (HLM) showed that individualism indirectly weakens the positive effect of product typicality on new product success through mitigating (strengthening) the positive (negative) effect of product typicality on reliability (excitement). On the contrary, uncertainty avoidance indirectly increases the positive effect of product typicality on new product success in an opposite way.

The paper is divided into several sections. We initially introduce the theoretical framework. Next, we explicate the database development of our meta-analysis. Then, the analysis procedure is presented. The paper closes with conclusions and a discussion of the implications.

3.2 Theoretical framework

Figure 3.1 presents the conceptual framework. It depicts how product typicality influences new product success and emphasizes cultural factors that affect the efficacy of typicality in new product success. It is based on the notion that typicality affects new product success through two competing paths and that the relative salience of these two paths relies on the cultural context. Below we elaborate on the theoretical reasoning behind this framework.

Figure 3.1 Theoretical Framework in the Meta-Analysis



3.2.1 The effect of product typicality on new product success

A product attribute can convey diverse meanings (Creusen and Schoormans 2005; Crilly, Moultrie, and Clarkson 2004). For example, transparent packages boost consumption by increasing food salience but also hinder consumption via facilitating consumption monitoring (Deng and Srinivasan 2013). In this vein, product typicality possibly also functions as a double-edged sword to new product success. In what follows, we explicate two opposite paths via which typicality affects new product success.

The mediating role of reliability. As product categories evolve, one or several products become the leaders in the market, since they possess the attributes that are most attractive to consumers (Veryzer Jr and Hutchinson 1998). Followers and competitive brands often imitate market-share leaders so that their products appeal to consumers (Loken and Ward 1990). Thus, these widely desired attributes become the prototype. Consequently, consumers become

especially familiar with these typical products (Gordon and Holyoak 1983) and tend to trust the product category prototype. However, some brands may create new atypical products by changing the common characteristics of the product category. This change is incongruent with consumers' prior knowledge about the product category and thus may lead to the feeling of uncertainty and risk (Lu et al. 2021; Ma, Gill, and Jiang 2015; Schnurr 2017). In this vein, consumers should perceive typical products to be more reliable. Product reliability functions as one important indicator of product quality (Allen, Chandrasekaran, and Basuroy 2018) and thus increases consumer attitude and purchase intention towards typical products (Homburg, Schwemmler, and Kuehnl 2015; Jindal et al. 2016). Therefore, we hypothesize that perceived reliability positively mediates the product typicality—new product success relationship.

H₁: (a) Product typicality positively influences reliability, (b) which has a positive effect on new product success.

The mediating role of excitement. A product attribute can communicate different messages (Crilly, Moultrie, and Clarkson 2004). For new products, typicality means that they have similar attributes as most of the existing products in the category. Therefore, the specifications of those typical products have frequently been exposed to consumers. Repeated exposure, however, can induce boredom (Schmidt and Eisend 2015). Reversely, products with an atypical design are unique in the market. This uniqueness can arouse consumers' curiosity and interest (Mandler 1982). Curiosity reflects a state of high activation (Hill, Fombelle, and Sirianni 2016) and induces consumer excitement (Berlyne 1966). When consumers regard a product as exciting, they tend to have a more positive attitude towards the product and higher purchase intentions (Chang et al. 2014; Henard and Dacin 2010; Noseworthy and Trudel 2011). Hence, we hypothesize that perceived excitement can negatively mediate the product typicality—new product success relationship.

H₂: (a) Typicality negatively influences excitement, (b) which has a positive effect on new product success.

3.2.2 Cultural moderators of product typicality

Culture refers to the collective programming of the mind that characterizes a specific group of people (Hofstede 2001). Individuals in one cultural group share similar values and beliefs (Markus and Kitayama 1991). Cultural values shape individuals' inference-making process (Burgess and Steenkamp 2006) and thus influence the way how consumers assess new products (Stremersch and Tellis 2004). In this way, cultural values potentially alter consumer responses to product typicality.

The differences among cultural values are commonly captured by Hofstede (2001)'s four primary cultural dimensions: individualism, uncertainty avoidance, power distance, and masculinity (Eisend 2019; Kozlenkova et al. 2021; Samaha, Beck, and Palmatier 2014). Hofstede (1983) states that researchers should utilize dimensions in terms of their theoretical relevance to the topic at hand. This statement guides many subsequent international business studies (e.g., Eisend 2019; Leenders and Eliashberg 2011; Watts, Steele, and Den Hartog 2020). Following this logic, we focus on two relevant cultural dimensions, that is, individualism and uncertainty avoidance. Below, we posit the moderating effect of these two dimensions in the path through which product typicality influences new product success to reveal when the effect of product typicality is positive (negative).

The moderating role of individualism-collectivism. The cultural dimension of individualism pertains to the extent to which the interests of the individual prevail over those of the group (Hofstede 2001). In individualistic cultures, people prefer loose social ties, emphasize self-image, and try to distinguish themselves from others (Steenkamp, ter Hofstede, and Wedel 1999). In contrast, those in collectivistic cultures stress group cohesion and enjoy interdependence (Steenkamp, ter Hofstede, and Wedel 1999). People from individualistic

cultures, relative to their collectivistic counterparts, should enjoy atypicality and think about atypicality more positively. The logic behind this supposition is that atypical products are different from existing ones in the market. Given that products are an important tool for consumers to show their identity (Chernev, Hamilton, and Gal 2011; Grewal, Stephen, and Coleman 2019), the unique design of atypical products could satisfy the need of consumers in an individualistic culture to express their distinct self-image. In this vein, the positive (negative) path of product typicality should be less (more) salient in individualistic cultures than in collectivistic cultures. On the contrary, individuals in a collectivistic culture are more willing to conform social norms and keep in accordance with others. In this way, typical products would bring more positive experiences, especially a stronger feeling of safety and reliability to collectivists. As to atypical products, collectivists possibly feel uncomfortable due to the deviance to the majority and thus feel less enjoyment. Therefore, typical products are expected to elicit less perceived reliability and excitement in individualistic than in collectivistic cultures.

H_{3a}: The positive influence of product typicality on reliability is weaker in an individualistic than in a collectivistic culture.

H_{3b}: The negative influence of product typicality on excitement is stronger in an individualistic than in a collectivistic culture.

The moderating role of uncertainty avoidance. Uncertainty avoidance describes how societies cope with the unpredictability of future events and how comfortable they feel with uncertainty and ambiguity (Hofstede 2001). In a high (vs. low) uncertainty avoidance culture, individuals are more risk-averse (Steenkamp, ter Hofstede, and Wedel 1999) and thus conceivably attach greater importance to factors that can reduce the consumption risk. In this way, the benefits that product typicality can increase perceived safety and reliability should become more remarkable. Moreover, high uncertainty avoidance societies tend to refuse

changes (Cillo, Griffith, and Rubera 2018; Van Everdingen and Waarts 2003). In this case, the excitement that results from the changes in product attributes of atypical products potentially be mitigated. On the contrary, in a low uncertainty avoidance culture, individuals would seek changes and feel more excited about atypical products that are not consistent with the prototype of product categories. Consequently, those consumers with low uncertainty avoidance attach less importance to the safety and reliability of typical products due to their high innovativeness (Steenkamp, ter Hofstede, and Wedel 1999). Therefore, people from high uncertainty avoidance cultures should view typical products from a more positive perspective than counterparts from low uncertainty avoidance societies. So, the positive (negative) path of product typicality should be more (less) salient in high uncertainty avoidance than in low uncertainty avoidance cultures.

H_{4a}: The positive influence of product typicality on reliability is stronger in a high uncertainty avoidance than in a low uncertainty avoidance culture.

H_{4b}: The negative influence of product typicality on excitement is weaker in a high uncertainty avoidance than in a low uncertainty avoidance culture.

3.3 Database development

We conducted a literature search to develop the database used for analysis. First, we examined several online scientific databases, that is, Business Source Premier, ABI/INFORM Collection, Web of Science, and Scopus. We also searched for unpublished work, including dissertations and working papers, in ProQuest Dissertations and Theses Global, SSRN, ResearchGate, MSI, and EconPapers. Next, we scanned the Internet using Google Scholar. In the search process, we used the combination between the keywords “new product” or “new service” and one of the terms including “typicality,” “atypicality,” and “prototypicality” to identify relevant papers. Although the concepts of atypicality, novelty, newness, originality, and uniqueness are sometimes used interchangeably in the literature, multiple studies (Gemser

and Barczak 2020; Hekkert, Snelders, and Van Wieringen 2003; Kim and Petitjean 2021) have shown and suggested that atypicality (the emphasis on the goodness of example) is related but not identical to the others (the emphasis on the originality). Therefore, we did not search for relevant papers using originality-related terms. Finally, we vetted the references of the studies identified in the previous steps. We completed the entire search process in September 2019.

In terms of inclusion criteria, we only included work that provided sufficient information from which to calculate the correlation between the variables of interest: perceived reliability, perceived excitement, and new product success. Depicted in Table 3.1 are the definition and operationalization of these variables. Using correlations as effect sizes is a common approach for meta-analysis reviews in marketing and management (e.g., Arts, Frambach, and Bijmolt 2011; Eisend, Evanschitzky, and Gilliland 2016; Storey et al. 2016; Weiss, Hoegl, and Gibbert 2017). Notably, we combined product attitudes and purchase intentions to reflect new product success.

We identified 145 correlations describing typicality and consumer responses of interest from 48 independent studies reported in 27 manuscripts. The location of the data collection in these studies contains 10 different countries (Australia, Austria, Canada, France, Germany, Israel, Italy, Netherlands, United Kingdom, and the United States). The number of manuscripts is consistent with prior meta-analyses, such as Szymanski, Kroff, and Troy (2007; 32 manuscripts), Szymanski, Troy, and Bharadwaj (1995; 22 manuscripts), and Troy, Hirunyawipada, and Paswan (2008; 25 manuscripts). The number of effect sizes (145) is also similar to previous meta-analyses, including Cankurtaran, Langerak, and Griffin (2013; 84 effect sizes), Chang and Taylor (2016; 123 effect sizes), Kraft and Bausch (2018; 131 effect sizes), and Szymanski, Kroff, and Troy (2007; 93 effect sizes). Moreover, to assess cultural moderators, we used Hofstede's cultural data provided at www.hofstede-insight.com. Across

all effect sizes, the minimum (maximum) value of individualism is 54 (91) with the standard deviation 10.18 and the minimum (maximum) value of uncertainty avoidance is 35 (86) with the standard deviation 10.34.

Table 3.1 Description of Product Typicality and its Outcomes in the Meta-analysis

Variables	Definition and Operationalization	Example Papers
Product typicality	The degree to which a product is representative of its product category.	Celhay and Trinquocoste (2015); Veryzer Jr and Hutchinson (1998);
Reliability	The degree to which a product is perceived as reliable. Common aliases included perceived functionality, utilitarian benefits, and perceived risk (reversed).	Noseworthy and Trudel (2011); Roest and Rindfleisch (2010); Taylor and Noseworthy (2020)
Excitement	The degree to which a product is perceived as exciting. Common aliases included perceived interestingness and hedonic benefits.	Babin and Babin (2001); Garaus and Halkias (2020); Noseworthy and Trudel (2011)
New product success	Product attitudes towards and purchase intentions of a product. Common aliases included aesthetic liking.	Campbell and Goodstein (2001); Goh, Chattaraman, and Forsythe (2013); Landwehr, Wentzel, and Herrmann (2013)

3.4 Analysis procedure

3.4.1 Analysis of the meta-analytic mean effect sizes

We calculated the meta-analytic mean effect sizes of product typicality to derive its generalized effect on consumer responses in a similar procedure as prior meta-analyses (e.g., Babić Rosario et al. 2016; Hogueve et al. 2017; Iyer et al. 2020). We first transformed the correlations into Fisher's z-coefficients and weighted them using the inverse variance to give extra weight to more accurate measures. After that, we transformed the z-scores back to obtain mean correlations. Furthermore, we calculated the standard errors and confidence intervals of the mean correlations and estimated the fail-safe sample size (N_{fs}) using Rosenthal (1979)'s method to assess the possibility of publication bias or the file drawer problem. Finally, we tested the homogeneity hypothesis of the population correlations using the Q -statistic (Borenstein et al. 2009).

The results are presented in Table 3.2. In general, product typicality is positively correlated with reliability ($r = .310, p < .001$) and new product success ($r = .260, p < .001$) but weakly negatively with excitement ($r = -.144, p = .004$). In addition, both reliability ($r = .331, p < .001$) and excitement ($r = .641, p < .001$) are positively correlated with new product

success. These generalized correlations indicate that reliability correlates with product typicality more strongly than excitement, and new product success correlates more strongly with excitement than reliability. All relationships are heterogeneous, as indicated by the Q -statistic for the homogeneity test ($p < .001$) (Higgins and Thompson 2002); this justifies our moderator analysis. Also, fail-safe sample sizes (N_{fs}) are much larger than the number of studies, which suggests that there exists no serious publication bias in our database.

Table 3.2 Results of Meta-Analytic Mean Effect Sizes

Relationships	Number of Studies	Number of Effect Sizes	Number of Observations	Number of Countries	Q-Value	Mean Correlations	95% Confidence Interval	Fail-Safe N
Typicality—Reliability	20	30	2363	6	106.308***	.310***	(.245, .372)	3053
Typicality—Excitement	15	21	1976	4	144.973***	-.144**	(-.240, -.045)	415
Typicality—New product success	43	57	7171	10	616.231***	.260***	(.192, .325)	12395
Reliability—Excitement	4	12	473	4	67.890***	.225***	(.096, .347)	290
Reliability—New product success	5	13	523	5	113.436***	.331***	(.164, .479)	690
Excitement—New product success	5	12	960	4	177.762***	.641***	(.558, .711)	5522

Notes: * $p < .1$; ** $p < .05$; *** $p < .01$.

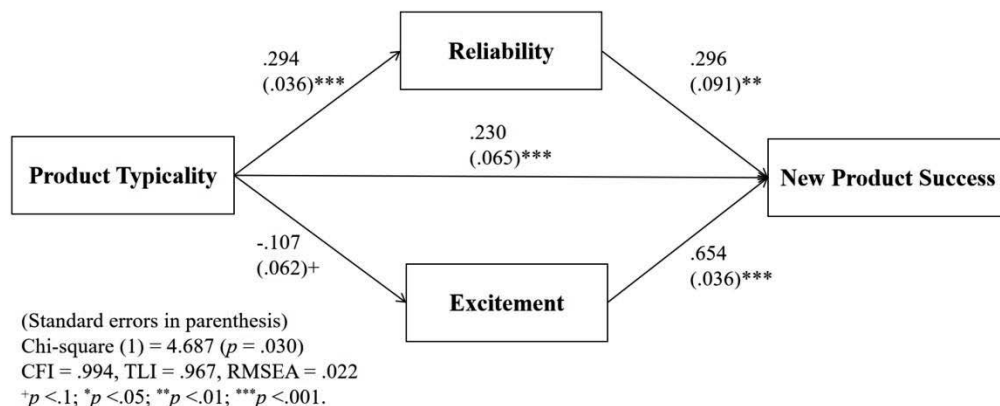
3.4.2 Mediation analysis

We applied the random-effects TSSEM technique (Cheung 2015) to test the proposed structural model. The random-effects TSSEM technique first synthesizes independent correlation matrices among variables from different studies to estimate a single correlation matrix and then fits the structural model based on the estimated matrix. As shown by Cheung (2015), TSSEM is superior to the traditional meta-analytic structural equation modeling (MASEM) that first computes bivariate correlations among variables to construct a pooled correlation matrix across studies and then regards the pooled matrix as a covariance matrix to assess the structural model (e.g., Hogueve et al. 2017). TSSEM requires independent matrices across studies; therefore, compatible with prior research (e.g., Palmatier et al. 2006), we

calculated an average if a single study offered more than one effect size for the same relationship.

The results of the random-effects TSSEM analysis are depicted in Figure 2. The fit indexes indicate that our proposed structural model fits the data well: chi-square (degrees of freedom: 1) = 4.687 ($p = .030$), comparative fit index (CFI) = .994, Tucker Lewis index (TLI) = .967, and root mean square error of approximation (RMSEA) = .022. As expected, we find that product typicality positively influences reliability (H_{1a} , $\beta = .294$, $p < .001$), which further enhances new product success (H_{1b} , $\beta = .296$, $p = .001$), and thus the indirect effect of product typicality on new product success through reliability is .087 ($p = .003$). Also, we observe that product typicality negatively influences excitement (H_{2a} , $\beta = -.107$, $p = .081$), which, in turn, augments new product success (H_{2b} , $\beta = .654$, $p < .001$), and thus the indirect effect of product typicality on new product success through excitement is $-.070$ ($p = .004$). Beyond excitement and reliability, the estimation results reveal that product typicality increases new product success directly or through other unexplored factors ($\beta = .230$, $p < .001$), which means that reliability and excitement serve as partial mediators.

Figure 3.2 Mediating Effects: Random-Effects TSSEM Estimates



3.4.3 Moderation analysis

For the moderation analysis, we allowed more than one effect size for the same relationship in a single study to make full use of effect sizes; this is consistent with prior meta-analyses (e.g., Rubera and Kirca 2012). As Bijmolt and Pieters (2001) suggested, we performed HLM to account for the within-study errors' correlation between effect sizes. In addition, following prior meta-analyses (e.g., Kozlenkova et al. 2021; Purnawirawan et al. 2015), we separately tested each moderator because the number of effect sizes is still relatively small.

Shown in Table 3.3 are the results of the HLM models. As expected, we find a negative coefficient related to individualism when testing its influence on the effect size representing the product typicality—reliability relationship. This finding shows that individualism reduces the positive influence of product typicality on reliability (H_{3a} , $\beta = -.009$, $p = .013$). We also observe that the negative impact of product typicality on excitement becomes stronger with the increase in individualism (H_{3b} , $\beta = -.015$, $p < .001$). Moreover, as uncertainty avoidance increases, the product typicality—reliability relationship becomes marginally stronger (H_{4a} , $\beta = .008$, $p = .057$), and the product typicality—excitement relation becomes weaker (H_{4b} , $\beta = .016$, $p = .008$). In addition, we performed the moderator analysis on the direct effect of product typicality on new product success. Interestingly, we find no significant moderating effects for this direct effect, revealing that cultural variables only moderate the indirect effect of product typicality on new product success.

Table 3.3 Moderating Effects: HLM Estimates

	Independent Variables			
	Model (1)		Model (2)	
	Intercept	Individualism	Intercept	Uncertainty avoidance
Typicality—reliability	1.067 (.305) ^{***}	-.009 (.004) ⁺	-.074 (.209)	.008 (.004) ⁺
Typicality—excitement	1.050 (.341) ^{**}	-.015 (.004) ^{***}	-.943 (.307) ^{**}	.016 (.006) ^{**}
Typicality—product success	.604 (.345) ⁺	-.004 (.004)	.059 (.192)	.004 (.004)
Hypotheses	Uncertainty avoidance for reliability (H _{3a} : -), excitement (H _{3b} : -)		Uncertainty avoidance for reliability (H _{4a} : +), excitement (H _{4b} : +)	
Supported?	Yes/Yes		Yes/Yes	

Notes: ⁺ $p < .1$; ^{*} $p < .05$; ^{**} $p < .01$; ^{***} $p < .001$.

3.5 Discussion

Portrayed in Table 3.4 is an overview of our key results. This study performed the first meta-analysis of the literature on product typicality. Specifically, we first generalized the effects of product typicality on several important consumer responses. Then, we conducted a random-effects TSSEM to assess the paths through which product typicality influences new product success. Next, we explained the cross-cultural differences in product typicality effect via a moderation analysis. The current undertaking offers several key academic contributions, managerial implications, and suggestions for future research.

Table 3.4 Key Inferences from Analysis

Hypothesis	Relationship	Expected	Actual	Results
H _{1a}	Typicality—reliability	+	+	Supported
H _{1b}	Reliability—performance	+	+	Supported
H _{2a}	Typicality—excitement	—	—	Supported
H _{2b}	Excitement—performance	+	+	Supported
H _{3a}	Individualism moderates typicality—reliability	—	—	Supported
H _{3b}	Individualism moderates typicality—excitement	—	—	Supported
H _{4a}	Uncertainty avoidance moderates typicality—reliability	+	+	Supported
H _{4b}	Uncertainty avoidance moderates typicality—excitement	+	+	Supported

Notes: n.s. = not significant.

3.5.1 Academic contributions

The study makes several contributions to the literature. First, extant research provides dissimilar findings regarding the effect of product typicality on new product success. This study integrated existing empirical findings to compute the generalized effect of product typicality on consumer responses. Specifically, the results of meta-analytical mean effect sizes revealed that product typicality generally positively influences perceived product reliability and new product success but negatively affects perceived product excitement.

Second, we delved into the relationships among these consumer responses and were the first to reveal the underlying process of how product typicality affects new product success. In particular, product typicality positively affects new product success partially by increasing reliability; product typicality, though, negatively impacts new product success partially through reducing excitement. This investigation on mediators explained why extant findings on the effect of product typicality on new product success can be contradictory to some degree.

Third, we found important cross-cultural boundary conditions of the effect of product typicality on consumer responses. Specifically, individualism indirectly influences the typicality—new product success relationship by mitigating (strengthening) the positive

(negative) effect of product typicality on reliability (excitement). On the contrary, uncertainty avoidance indirectly influences the relationship between typicality and new product success through reliability and excitement in the opposite way. This implies that in more individualistic countries, people pay more attention to the excitement of atypical products and attach less importance to the reliability of typical products. Reversely, in more uncertainty-avoidance countries, people give higher priority to the reliability of typical products and emphasize less on the excitement of atypical products. Our cross-cultural findings show the necessity of adding cultural contingency factors when discussing the effect of product typicality on consumer responses.

3.5.2 Managerial implications

This study provides several managerial implications. First, the generalized effect of product typicality on new product success indicates that consumers generally are in favor of typical products. In this vein, product designers are suggested to follow the basic prototype of product categories in consumers' minds. Moreover, given that prior meta-analyses have derived the generalized effects of other new product success drivers (Evanschitzky et al. 2012), practitioners can compare product typicality with other drivers to assign resources more effectively.

Second, the proposed structural framework informs firms that the effect of product typicality on new product success is complicated; therefore, marketers should be circumspect about their use of typicality to avoid unnecessary losses. In particular, if the target market appreciates hedonic benefits, typical products become less favorable to consumers, as typical products arouse less interestingness and excitement than atypical ones. In this case, companies should design atypical products. However, if the target market values utilitarian benefits, managers should avoid atypical products, as atypical products are perceived to be less reliable to consumers than typical ones. Indeed, businesses should seriously consider

emphasizing product reliability of atypical products to consumers who care about a product's utilitarian benefits.

Third, cultural moderation analysis suggested that firms should adapt their development and promotion strategies for (a)typical products in dissimilar cultures. Specifically, people in individualistic cultures give priority to the hedonic benefits (i.e., product excitement) of atypical products. In contrast, they undervalue the utilitarian benefits (i.e., product reliability) of typical products. Reversely, people in collectivistic cultures pay more attention to product reliability than product excitement so they assess typical products more positively. In this light of this, product managers could position atypical products as exciting products to individualistic consumers but emphasize the reliability of typical products to collectivistic consumers. Moreover, uncertainty avoidance also demands enough attention. In a high uncertainty avoidance society, individuals tend to avoid changes and dislike risks so they prefer the reliability of typical products over the excitement of atypical products. In this vein, they think typical products more positively than those in a low uncertainty avoidance society. Accordingly, product managers are recommended to place more emphasis on the reliability of typical products to consumers of high uncertainty avoidance and highlight the excitement of atypical products to consumers of low uncertainty avoidance.

3.5.3 Limitations and future research

Our work suggests several avenues for future research. First, the number of effects sizes for each relationship in our meta-analysis is larger than three, which meets the minimum requirement for empirical generalization (Eisend 2019). However, a larger database with substantive effect sizes collected in many countries could lead to more accurate and more generalized findings. Therefore, further research is suggested to improve the generalizability of our conclusions by integrating more future studies on product typicality.

Second, the mediation analysis revealed that reliability and excitement partially mediate the relationship between product typicality and new product success. In other words, beyond these two paths, product typicality may well also influence new product success through other potential factors. One possible variable may be processing fluency. Fluency refers to the cognitive ease that people experience when processing a stimulus (Schwarz 2004). Some studies have demonstrated that processing fluency can function as a mediator of the relationship between typicality and new product success (e.g., Landwehr, Labroo, and Herrmann 2011; Landwehr, Wentzel, and Herrmann 2013). However, due to data limitations, we could not test this path in our meta-analysis. Future research can update our meta-analysis to include processing fluency and other possible mediators in the proposed structural model.

Third, we focused on cultural dimensions to capture cross-national differences and investigate the moderating roles of cultural dimensions in the relationship between product typicality and consumer responses. However, the institutional theory states that besides cultural dimensions, the characteristics of socioeconomic status and regulative systems also explain the cross-national variances in individuals' consumption beliefs and values (Burgess and Steenkamp 2006; Swoboda, Puchert, and Morschett 2016) and thus influence how consumers assess new products. For example, drawing on the institutional theory, Eisend, Evanschitzky, and Calantone (2016) examine how socioeconomic systems, regulative systems, and cultural systems influence the effect of marketing capabilities on new product performance. Therefore, further research could extend our moderator analyses to examine more cross-national characteristics.