

University of Groningen

Consumer acceptance of product innovations

Peng, Chenming

DOI:
[10.33612/diss.219377761](https://doi.org/10.33612/diss.219377761)

IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.

Document Version
Publisher's PDF, also known as Version of record

Publication date:
2022

[Link to publication in University of Groningen/UMCG research database](#)

Citation for published version (APA):
Peng, C. (2022). *Consumer acceptance of product innovations*. [Thesis fully internal (DIV), University of Groningen]. University of Groningen, SOM research school. <https://doi.org/10.33612/diss.219377761>

Copyright

Other than for strictly personal use, it is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license (like Creative Commons).

The publication may also be distributed here under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license. More information can be found on the University of Groningen website: <https://www.rug.nl/library/open-access/self-archiving-pure/taverne-amendment>.

Take-down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Downloaded from the University of Groningen/UMCG research database (Pure): <http://www.rug.nl/research/portal>. For technical reasons the number of authors shown on this cover page is limited to 10 maximum.

Propositions

1. Consumers tend to refuse AI for tasks that require high warmth in a service setting due to the low fit between AI and the task at hand (Chapter 2).
2. AI-human collaboration can mitigate the negative effect of required warmth on AI acceptance (Chapter 2).
3. Product typicality positively influences new product success via increasing consumers' perceived reliability, but it also negatively affects new product success through decreasing consumers' perceived excitement (Chapter 3).
4. Individualism indirectly moderates the typicality — new product success relationship by mitigating (strengthening) the **positive (negative)** effect of product typicality on reliability (excitement) (Chapter 3).
5. Uncertainty avoidance indirectly moderates the typicality — new product success relationship by mitigating (strengthening) the **negative (positive)** effect of product typicality on reliability (excitement) (Chapter 3).
6. Brand extension success is determined by multiple drivers, such as parent brand strength, brand extension fit, parent brand extension history, marketing mix support for extension products, and consumer mood (Chapter 4).
7. The impact of parent brand strength on brand extension success depends on category characteristics of both the parent brand and the extension product (e.g., parent brand industry type) (Chapter 4).
8. The impact of fit on brand extension success depends on the naming type (sub-branding vs. direct brand name) and direction type (horizontal vs. vertical, line vs. category, and upward vs. downward extensions) (Chapter 4).
9. "I believe innovation is the most powerful force for change in the world" — Bill Gates
10. Learning by doing. It is often inefficient usage of time and energy to prepare all things well before taking action (Own experience).