

Perception of Innovation: How to attract non-early adopters to adopt earlier

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Abstract

Although non-early adopters make up the majority of the market, only limited research has examined how they may be influenced into adopting innovative products. In this research we find evidence that non-early adopters are extremely repelled by innovations but may be approached by reducing the perceived relative innovativeness of the product. We show that when non-early adopters are presented with an even more innovative product, the perceived relative innovativeness of a target product is reduced, leading them to report more positive attitudes toward the innovative product and to choose it more often.

Keywords: *Innovation ; Adoption ; Perception*

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