Innovation Late Adoption in a Digital Age

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Abstract

Given the great importance of mobile commerce enabled via mobile devices, this study examines late adopters of digital innovations in the case of a leading mobile application for ordering taxi. Using a consumer survey, building on the Diffusion of Innovation Theory and applying fsQCA, the study identifies different causal combinations of antecedent conditions (perceived risk, traditional mindset, product simplicity, skepticism, and resistance to innovation) that lead to the avoidance of late adoption. Findings provide scholars, firms and start-up founders with a better understanding of late adoption. Results of this study can help firms to develop relevant strategies in order to avoid late adoption and accelerate rate of adoption of their new products.

Keywords: *Digital Innovation; Late Adoption; fsQCA*

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