

# How does it fit? Investigating effects of regulatory fit on innovation adoption behavior

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## **Abstract**

While existing literature shows that a consumer's regulatory focus has an impact on innovation adoption, investigations regarding the effect of regulatory fit in this context are rather scarce. Furthermore, prior investigations are predominantly limited to consideration of either the chronic regulatory focus (CRF) or the temporary regulatory focus (TRF) and have rarely considered the interaction of both. This article aims to fill this gap by conducting two studies. In the first study, we examine whether a regulatory fit (non-fit) between consumer's CRF and the product-related focus has an impact on consumer's adoption intention. Within the second study, we observe whether inducing a TRF would enhance or attenuate the effects found in study 1 respectively. Results show that adoption intention are higher for consumers in regulatory fit compared to non-fit conditions. Furthermore, our findings indicate that inducing a TRF is only promising in regulatory non-fit conditions.

**Keywords:** *Regulatory focus; Regulatory fit; Innovation adoption*

**Track:** Innovation Management & New Product Development