

# Unpacking consumer responses: examining the multi-dimensional structure of resistance and its relationship to adoption

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# **Unpacking consumer responses: examining the multi-dimensional structure of resistance and its relationship to adoption**

## **Abstract**

Consumer resistance, often expressed through negative word-of-mouth, boycotts, and protests, poses a significant threat to market offerings. To date, it remains unclear what the true nature of resistance is and whether it is qualitatively distinct from consumer adoption, rather than being merely its opposite. Drawing on multidimensional attitude theory and the approach-avoidance model, we propose that resistance is a multidimensional construct, encompassing emotion, cognition, and behavior, and that resistance and adoption are distinct phenomena. Using Airbnb as a case, we conducted a survey among 605 participants. Results confirm the multidimensional nature of resistance and reveal that resistance and adoption are qualitatively different, and are driven by distinct antecedents. These findings significantly enhance our understanding of resistance and offer valuable insights for marketing professionals aiming to effectively manage resistance and eventually stimulate adoption.

*Keywords: resistance, adoption, structural equation modelling*

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