

Abstract:

The essence of innovation is change which influences new product success in a complicated way. Decades of research suggests that perceived change may stimulate not only consumers' interest in but also resistance to innovation. Extant literature shows that the innovation appraisal process is barely neutral and emotions play a central role in many decisions. Therefore, we study the impact of perceived change brought by an innovation on procrastinating innovation adoption through the lens of (anticipated) negative emotions.

Combined findings in three behavioral experiments show that annoyance and anticipated inaction regret may concurrently arise when consumers appraise an innovation, shaping two competing routes between perceived change and procrastinating innovation adoption. In the meantime, we explore perceived value of the innovation and psychological ownership (i.e., perceived value of a currently owned yet to be substituted product) as two boundary conditions for the mechanism. Specifically, we find perceived value of the innovation dilutes negative emotions triggered by perceived change, while psychological ownership of the currently owned product intensifies these negative emotions.

Extant literature mostly attributes procrastination to indecision, inertia, and risk aversion, but our research provides a framework to show that consumers procrastinate innovation possibly because complicated affective and cognitive reactions to the change brought by innovation. Additionally, findings of this study contribute to the diffusion of innovation research by demonstrating that psychological ownership reflects the perceived value of a currently owned product and competes with perceived value of the innovation in the interactions with perceived change, ending up with different trajectories of procrastination.