

Examining the Impact of Resistance to Innovation on New Product Adoption Behavior: The Role of Purchase Intention

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Abstract: Innovation resistance is an emerging area of research in marketing. Despite the high rate of market introduction failures that businesses encounter, there is surprisingly little research into a key cause of these failures: the resistance of customers to innovation. This study explores the complex relationship between resistance to innovation, purchase intention, and new product adoption behavior. The conceptual framework was inspired by various theories, such as Kotler's Decision-Making Process, Innovation Resistance Theory and Theory of Planned Behavior (TPB). Through a descriptive research approach utilizing an online survey, the study examines how Resistance to Innovation influences various aspects of New Product Adoption Behavior such as New product Buying Behavior, New Product Information Searching Behavior in the lens of New Product Purchase Intention. This research uses SPSS 26.0 software to analyse the survey data. As expected, resistance to innovation exerts some influence on new product purchase intention. Purchase intention is found to partially mediate the relationship between resistance to innovation and new product adoption behavior.

Keywords: Resistance to Innovation; New Product Purchase Intention; New Product Adoption Behavior; New Product Information Searching Behavior; New Product Buying Behavior.

1. Introduction

Over the past decade, there has been a notable surge in investments within organizations. A crucial challenge for these entities is to motivate individuals to embrace new ideas and technologies, with the aim of enhancing productivity at both the individual and organizational levels over time. As stated by Nelson (1990), the integration of new technologies into the workplace has become a widespread experience across various organizations. The success of such endeavors depends not only on the technology itself but also on the personalities of the workforce. Innovations trigger social shifts that influence how people behave within the organizational context, and they may also prompt structural changes that reshape the organization's approach to work. Consequently, the successful implementation of an innovation may necessitate that consumers modify their attitudes and behaviors. The achievement of an organization's innovation objective is improbable in the absence of modifications in consumer behavior (Nelson 1990); furthermore, the innovation will be devoid of utility if it is not embraced (Frambach and Schillewaert 2002; Talukder & Quazi 2011). Innovation, according to (Rogers 2003), advances through a series of stages prior to human implementation. The capacity to develop attitudes, make decisions, implement innovations, and validate their viability is acquired by individuals. People tend to stick to what they know unless they're convinced of the benefits, as Ajzen (1991) suggested. If they are convinced about its benefits they will have the intent to purchase a new product. The study will Investigate the intricate relationship between resistance to innovation and New Product purchase intention, unraveling how resistance influences the inclination to adopt new products through the lens of purchase intention.

Scholars are placing greater emphasis on the cognitive

effort associated with adopting innovations (e.g., Kleijnen, De Ruyter, & Wetzels, 2007), which is a significant factor in innovation resistance (Oreg, 2006; Ram, 1989). In particular, information saturation is acknowledged as a factor whose significance is growing in tandem with the expansion of consumer options. This complicates the process of organizing and assessing the information at hand, as well as comparing the various alternatives that are present (Herbig & Day, 1992; Hirschman, 1987). In a similar vein, Malhotra (1984) posits that an excessive amount of information processed within a constrained time period may overwhelm the processing capacity of consumers, resulting in dysfunctional outcomes. This is supported by the assertion (Keller & Staelin, 1987) that an excessive amount of information undermines the efficacy of any individual piece of information. The study will examine how the components of new product adoption behavior (buying behavior and information searching behaviour) respond to resistance to innovation.

Resistance to innovation (independent variable) is acknowledged in the existing literature to have a correlation with new product adoption behavior (dependent variable); however, this remains a significant obstacle for businesses to surmount. As highlighted by Joachim et al. (2018), effective innovation management requires a comprehension of the factors that contribute to product failures. Thus, in an effort to facilitate the swift dissemination and acceptance of novel innovations, academics and professionals direct their attention towards consumer resistance. Thus, academics and practitioners concerned with ensuring the rapid diffusion and adoption of novel innovations must pay close attention to consumer resistance as a significant area of study. This research makes a scholarly contribution by elucidating the mechanisms underlying the relationships through the introduction of mediating variables. Therefore, this study contributes to the comprehension of the influencing factors that contribute to consumer resistance to innovation. This

study incorporates new product purchasing intention, which acts as a mediator. The majority of the variables in this context are trust, perceived risk, or perceived value.

To fulfill the above stated purposes and objectives, we formulated the following research questions: RQ1- To what extent does resistance to innovation exert influence on new product adoption behavior, specifically examining its impact on both buying behavior and information searching behavior? RQ2- Does new product purchase intention serve as a mediating factor in the relationship between resistance to innovation and new product adoption behavior? RQ3- What is the combined effect of resistance to innovation and new product purchase intention on new product adoption behavior and its constituent elements?

The research operationalizes a conceptual model based on hypotheses derived from Ram and Sheth's (1989) theoretical framework and Kotler and Armstrong's (2005) decision-making process stages. The model also uses New product Purchase Intention as a mediating variable to measure its influence on the relationship between resistance to innovation and new product adoption behavior and its components. The model was tested using the responses gathered from an online survey.

2. Theoretical framework & Hypothesis development

2.1. Resistance to Innovation

Consumer resistance to innovation, in a broad sense, can be defined as the adverse response that individuals or groups experience when an innovative concept disrupts their established beliefs or alters a satisfactory status quo (Ram & Sheth, 1989). Consequently, we may argue that consumer response to new or improved products, regardless of what they may be, entering the market is resistance to innovation.

User resistance is defined by Ram (1987) as "the opposition demonstrated by consumers towards an innovation due to its potential to disrupt a comfortable status quo or to contradict their existing belief system." More significantly, user resistance to innovation should not be confused with non-adoption. User resistance becomes significant when there is uncertainty regarding the probable outcomes of innovation acceptance, and this uncertainty is exacerbated by the presence of physical and economic inherent risks (Featherman 2003; Ram 1987; Schierz et al. 2010).

Innovation Resistance Theory

Consumer resistance to innovation, as posited by the innovation resistance theory, is influenced by three primary factors: innovation-related, consumer-related, and market-related factors (Ram, 1987; Jana, 2022). Ram and Sheth (1989) further refined this concept by defining innovation resistance as the negative response consumers exhibit toward anticipated changes brought about by an invention, potentially disrupting existing norms and conflicting with consumer values. Their conceptual model introduces two key types of barriers: functional and psychological.

Functional barriers encompass:

Usage barrier: Consumers perceive an innovation as incompatible with their existing workflows.

Value barrier: Consumers perceive an innovation as offering inferior performance or value compared to existing alternatives.

Risk barrier: Consumers resist innovations perceived to carry undisclosed risks or potential harm.

Psychological barriers include:

Tradition barrier: Consumer resistance arises when an innovation contradicts established cultural norms and values.

Image barrier: Consumers form negative perceptions of innovations associated with unfavorable brands, countries, industries, or product classes, creating a barrier to adoption.

The Innovation Resistance Theory, which was developed by Ram and Sheth in 1989, states that resistance to innovation can have an effect on an individual's intention to purchase a new product, which in turn can influence the individual's adoption behavioral patterns. In light of these findings, this study proposes that resistance to innovation will significantly have an influence on new product adoption behavior and its components. The corresponding hypothesis are presented under:

H1: Resistance to innovation (RI) will influence new product adoption behavior (NPAB).

H1a: Resistance to innovation (RI) will influence new product information searching behavior (NPISB).

H1b: Resistance to innovation (RI) will influence new product buying behavior (NPBB).

2.2. New Product Purchase Intention

In the work of Shah et al. (2012), the term "purchase intention" refers to the cognitive behavior that is connected with the intention to subsequently purchase a particular brand. The term "purchase intention" was coined by Spears and Singh (2004), who described it as the purposeful intention of an individual to make an effort to purchase a specific brand.

Researchers have examined purchase intention from several angles, and the consensus is that price, product, and service quality are the primary factors influencing buy intention (Mirabi, Akbariyeh & Tahmasebifard, 2015). Any business that wants to know how likely it is to make a sale needs to look at the buying habits of its clients.

The customer's intention to buy is a crucial metric for organizations to gauge the likelihood of a consumer making a purchase. There is a positive correlation between purchase intention and the desire to buy a product, as indicated by studies conducted by Ling & Magnati (2013) and Schiffman & Kanuk (2000). We were able to construct the following hypothesis:

H2: Resistance to innovation (RI) negatively influences new product purchase intention (NPPI).

Purchase intention is a pivotal stage within the intricate decision-making process that customers undergo when determining what to purchase (Kotler & Armstrong, 2010). In the field of consumer behavior, a five-step process is outlined by Kotler and Armstrong (2010). Along this path, they will come to terms with a need, gather knowledge, weigh their options, make a purchase, and then reflect on their experience.

When customers first become aware of their need for a certain product or service, they will be able to identify their requirements. To add insult to injury, in order to satisfy this criterion, customers will actively seek information from both previous interactions and other sources.

Third, after weighing their options, customers will decide how they feel about them. The particular purchase scenario and the individual consumer will determine what influences these sentiments. While some consumers make deliberate decisions and employ reason, others make impulsive purchases. Additionally, in order to develop these attitudes, customers seek guidance from salespersons, opinion leaders, online reviews, friends, and family.

Fourth, the consumer ranks the brands and decides whether to make a purchase after developing these opinions about the alternatives. Customers will often buy the brand that they favor. However, purchase intention and the purchase decision may be influenced by other people's attitudes and unforeseen external circumstances. Thus, preferences and even purchase intentions do not always result in actual purchase choice.

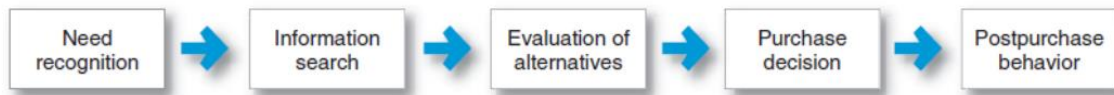


Figure 1. Decision Making Process (Kotler and Armstrong 2011, 152)

2.3. Information Search

In the consumer purchase process, the stage following the recognition of a need involves seeking out information and exploring various options. Access to reliable information is crucial for making informed decisions in future transactions. The amount and depth of information sought by consumers vary depending on the perceived value and frequency of purchase.

As the value of a product or service increases and the purchase frequency decreases, consumers tend to conduct more comprehensive research from multiple channels. This research is influenced by prior experiences and the perceived cost of making a wrong decision. (Kotler & Armstrong, 2008). Consumers exhibit natural curiosity and interest in obtaining information, which progresses through two phases: heightened attentiveness and active information retrieval. During heightened attentiveness, individuals become more aware and focused, opening up to receiving information about a product or service. This phase is followed by active information retrieval, which involves seeking written material, discussing with peers, and conducting online searches.

Occasionally, when a consumer has a strong want for a product and it is readily available, they may skip the initial step of acquiring information and make a straight purchase. Hence the following hypothesis was proposed:

H3a: New product purchase intention positively affects new product information searching behavior (NPISB).

If the desired product is not readily available, the buyer may either remember the need or begin seeking for information about it (Kotler and Armstrong, 2011). Consumers have access to a variety of sources to gather information, including personal contacts, family and friends, neighbors, coworkers, and the internet.

2.4. Purchase decision (Buying behavior)

During the evaluation stage, consumers assess different brands and consider their purchase intentions. In most cases, consumers tend to choose the brand they prefer when making a purchase decision. However, there are a couple of factors that can influence this decision:

The attitudes of others – When someone significant in your life advises you to opt for the most affordable car, it is likely to sway you away from buying a more expensive one.

The unexpected situational factors – Consumers have developed a purchase intention based on factors like anticipated price and expected product benefits. Nevertheless, unforeseen circumstances can alter the inclination to make a purchase. As an expert in market analysis, you understand that various factors can impact the economy, such as a downturn, a competitor's price drop, or negative feedback about a

Therefore, we propose the following hypothesis:

H3: New product purchase intention (NPPI) will influence new product adoption behavior (NPAB).

Furthermore, buyers will assess the transaction, ultimately determining if they will experience remorse or make a repeat purchase.

preferred product.

During this stage of the buying process, consumers consider their decision-making behavior and have several options to choose from: Considering the purchase of the product or service; Considering whether or not to make a purchase; Considering the option to delay the purchase; Considering the possibility of substituting the desired product or service with an alternative.

It is observed that popular brands are often purchased multiple times, but there are still elements that can influence the decision between the intention to purchase and the actual purchase. The attitude of an individual who holds a significant place in your life might have a significant impact on your decision to either make a purchase or abstain from it. For example, the appeal of purchasing a car might diminish if someone you are close to mentions it as a costly brand. Typically, people decide to purchase something based on their anticipated monthly income, the expected cost, or the desired benefits of the object. However, unforeseen alterations in these criteria can influence a consumer's intention to buy. (Kotler and Armstrong, 2005, p. 284.). With that being said we were able to propose the hypothesis:

H3b: New product purchase intention (NPPI) positively affects new product buying behavior (NPBB).

2.5. Mediating role of Purchase Intention

The theoretical basis for studying consumers' purchase intention is to explore the formation process and mechanism of purchase intention. Regarding the theoretical research on consumers' purchase intention, the theoretical circle currently recognizes more mature theories, like the Theory of Planned Behavior (TPB) proposed by Ajzen in 1991, which states that an individual's intention to engage in a specific behavior, such as purchasing a new product, is influenced by their attitude towards that behavior. If an individual exhibits resistance towards innovation, it is highly probable that their attitude towards the new product will be unfavorable, which will in turn affect their intention to make a purchase and consequently influence their buying behavior.

This paper utilizes the Theory of Planned Behavior as inspiration and reference along with the Innovation resistance theory and Kotler's Decision-Making Process. The Innovation Resistance Theory, which was developed by Ram and Sheth in 1989, states that resistance to innovation can have an effect on an individual's intention to purchase a new product, which in turn can influence the individual's adoption behavioral patterns. One of the most dependable indicators of future purchasing behavior is considered to be purchasing intention. In light of the significance of consumers' intentions to make a purchase, academics have exerted a great deal of effort to investigate the myriad of elements that influence

customers' intentions to make a buy. When applying Kotler's Decision-Making Process (Kotler & Keller, 2012), an individual's information search is influenced by their purchase intention. The resistance to innovation can affect the purchase intention (as supported by Ram & Sheth, 1989), which may then impact the information search behavior. Based on the substantive views presented above, we may propose the final set of hypotheses as follows:

H4: New product purchase intention (NPPI) mediates the relationship between resistance to innovation (RI) and new product adoption behavior (NPAB).

H4a: New product purchase intention (NPPI) mediates the relationship between resistance to innovation (RI) and new product buying behavior (NPBB).

H4b: New product purchase intention (NPPI) mediates the relationship between resistance to innovation (RI) and new product information searching behavior (NPISB).

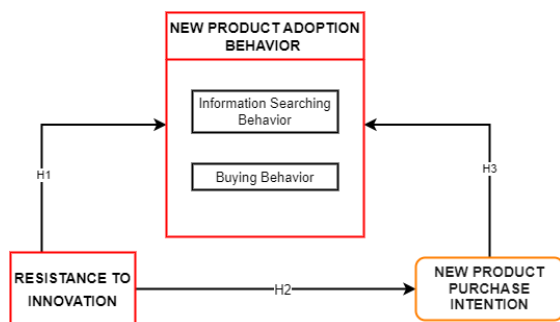


Figure 2. Conceptual model

Table 1. Measurement items for each construct

Construct	Measurement Items	References
Resistance to Innovation	RI01: The complexity of new products often discourages me from trying them. RI02: I find it challenging to incorporate new products into my daily routine. RI03: I face difficulties in understanding how to use new products effectively. RI04: I am often unsure about the value new products will bring to my life. RI05: I need to be convinced that a new product is worth the cost before purchasing it. RI06: I require clear evidence of how a new product will benefit me before considering it. RI07: I worry that new products may not meet my expectations, leading to disappointment. RI08: The potential risks associated with new products make me hesitant to try them. RI09: I am concerned about the reliability and security of new products.	(based on Featherman, M.S. and Pavlou, P.A. (2003), Claudy, M.C., Garcia, R. & O'Driscoll (2015).
New Product Purchase Intention	PI01: I intend to purchase a new product in the next two months. PI02: I am open to trying new products even if I'm initially resistant. PI03: I will purchase a new product in a few weeks.	Erkan and Evans (2016)
Information Searching Behavior	ISB01: I use multiple information sources to ensure I am well-informed about new products before making a decision. ISB02: I rely on online sources, such as product websites and user reviews, to gather information about new products. ISB03: I prefer information from professionals who have a proven track record of providing accurate insights into new products. ISB04: I invest time in extensive research to gain a deep understanding of new products before making a purchase.	Cheung et al. (2008) Claudy et al. (2015)
Buying Behavior	BB01: I purchase new products whenever possible and reasonable for me. BB02: I have purchased a new product in the last two months. BB03: I regularly seek out and try new products.	An, D.; Ji, S.; Jan, I.U. (2021)

When evaluating the constructs, we made use of multi-item measures that were already in existence and were taken from previous research. Despite this, the wording of the

3. Methodology

3.1. Data collection

This study employed an internet-based online social survey (Bryman, 2012) where the questionnaire was created using the "Wen quan xing" platform. A sample of individuals selected at random from the population in China was utilized. Chinese residents and expatriates residing in China were summoned to partake in a social survey. The research population includes individuals ranging from under 20 to above 60 years old, encompassing young, middle-aged, and senior individuals. The survey continued for two weeks and a total of 233 valid samples were collected.

3.2. Measurements

components for each construct was changed so that it was more appropriate for the context in which they were being used. In order to determine the extent to which the

participants agreed or disagreed with the assertions, a Likert scale with seven points was utilized. The range of responses on the scale was from "Strongly Disagree" to "Strongly Agree." The decision to use the seven-point Likert scale was brought about by the fact that prior research in the field of innovation has frequently utilized this scale to measure the responses of survey participants (Jana 2022). This was the primary factor that led to the decision to use this scale.

4. Results Sample characteristics

Among all the respondents (N=233), the majority of participants (54.9%) are classified as foreign participants, indicating a significant presence of individuals from other countries in the sample. Chinese participants make up a substantial but comparatively smaller portion of the sample, accounting for 45.1%. The gender distribution reveals the composition of the sample in terms of male and female participants. The majority of participants (57.5%) in the sample are classified as males. Females represent a significant but comparatively smaller portion of the sample, accounting for 42.5%. The majority of respondents (58.4%) are in the 21-30 age group, suggesting a significant representation of young adults. The distribution shows a decreasing trend in the older age categories, with fewer respondents in the 31-40, 41-50, and 51-60 groups. The dataset reflects a diverse educational background among participants, ranging from high school to doctoral level. The majority of participants fall into the Undergraduate (43.3%) and Postgraduate (34.3%) categories, indicating a significant presence of individuals pursuing or having completed higher education, and 39% of them had a monthly income of < 3,000 RMB.

4.1. Reliability Analysis

To ensure the quality of the measurement, the reliability test is conducted in order to examine the internal consistency of responses among group of questions incorporate in this questionnaire survey (Saunders et al., 2009), Cronbach's alpha is used for this purpose. A construct is considered credible if the Alpha (α) value exceeds 0.70, as stated by Hair et al. (2013). The results revealed that Resistance to Innovation, scale with nine items ($\alpha = .901$); Purchase Intention, scale with three items ($\alpha = .822$); Information Searching, scale with four items ($\alpha = .875$) and Buying Behavior, scale with three items ($\alpha = .798$) were found to be reliable. The variables in the study generally exhibit good to high internal consistency, indicating that the measurement items reliably measure the intended constructs. The Reliability results are showed in the table 2.

4.2. Exploratory Factor Analysis

A principal component analysis and varimax rotation were employed to conduct an exploratory factor analysis (EFA). At 0.50, the minimum factor loading threshold was established. Additionally, to ensure adequate levels of explication, the

communality of the scale, which quantifies the degree of variation in each dimension, was assessed. The findings indicate that the communalities of all variables exceeded 0.50. The high KMO value = 0.933 (>0.5), suggests that the variables in the dataset are highly correlated, indicating that factor analysis is appropriate. Furthermore, the outcome of Bartlett's Test of Sphericity is 4824,518 at a significance level of 0.000 (less than 0.05), suggesting that the correlations among the variables are substantial enough to warrant factor analysis. In general, both the KMO and Bartlett's Test indicate that the dataset is exceptionally well-suited for factor analysis; therefore, we can confidently proceed with the interpretation of the factors that have been extracted from the data.

According to Table 3, the communalities values are illustrated and sorted by each item in the construct.

4.3. Hypothesis Testing

4.3.1. Direct effects

Hypothesis H1(a) to (b) propose that Resistance to Innovation (RI) influences New product adoption behavior (NPAB), where its components: New Information Searching Behavior (NISB) and New product Buying Behavior (NPBB) were tested. These hypotheses were tested at a significance level of 0.001%. The summarized results are presented in Table 4.

4.3.2. Mediation effects

Mediation happens when a factor affects an outcome through another variable, known as the mediator. When there's only one mediator, it's termed simple mediation; if there are multiple, it's called multiple mediation. The following diagram depicts a basic mediation scenario.

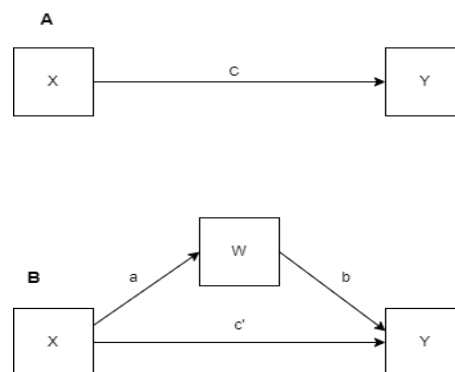


Figure 3. Simple mediation process (Preacher and Hayes, 2008; Jana 2022)

In this study, following the approach in Preacher and Hayes (2008) and Jana (2022), the results of the hypothesized mediating effect of New Product Purchase Intention (NPPI) between Resistance to Innovation (RI) and New Product Information Searching Behavior (NPISB) and between Resistance to Innovation (RI) and New product Buying Behavior (NPBB) are presented for H4(a) to (b).

Table 2. Reliability Analysis with Cronbach's Alpha

Descriptions	No. of Items	Cronbach's Alpha
Resistance to Innovation	RI01, RI02, RI03, RI04, RI05, RI06, RI07, RI08, RI09	0.901
Purchase Intention	PI01, PI02, PI03	0.822
Information Searching	IS01, IS02, IS03, IS04	0.875
Buying Behavior	BB01, BB02, BB03	0.798

Table 3. Factor Analysis with Kaiser-Meyer-Olkin (KMO)

Descriptions	Construct	Communalities
Resistance to Innovation	RI01	0.604
	RI02	0.523
	RI03	0.583
	RI04	0.591
	RI05	0.681
	RI06	0.738
	RI07	0.72
	RI08	0.716
	RI09	0.742
Purchase Intention	PI01	0.626
	PI02	0.576
	PI03	0.64
Information searching behavior	IS01	0.706
	IS02	0.704
	IS03	0.718
	IS04	0.694
Buying Behavior	BB01	0.694
	BB02	0.607
	BB03	0.655
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.933
Bartlett's Test of Sphericity	Approx. Chi-Square	4824.518
	DF	378
	Sig.	0

Table 4. Direct effect Hypothesis Results

Hypothesis	Paths	R square	F	DW	Std. Error	Std.Coefficients	T-value	Significance	VIF	Hypothesis result
H1(a)	RI→NPISB	0.171	47.702	1.826	0.038	0.412	6.907	< .001	1.000	Supported
H1(b)	RI→NPBB	0.263	82.630	1.888	0.030	0.513	9.090	< .001	1.000	Supported
H2	RI→NPPI	0.221	65.615	1.976	0.031	0.472	8.100	< .001	1.000	Not Supported
H3(a)	NPPI→NPISB	0.290	94.245	1.766	0.065	0.538	9.708	< .001	1.000	Supported
H3(b)	NPPI→NPBB	0.516	246.190	1.993	0.046	0.718	15.690	< .001	1.000	Supported

Table 5. Mediation effect Hypothesis Results

Hypothesis	Path	R Square	Direct Effect (β)	Indirect Effect (β)	Total Effect (β)	Mediation Result
H4(a)	RI→BB	0.263	0.275***		0.275***	Direct
	RI → PI	0.221	0.252***		0.252***	Direct
	PI→BB	0.555	0.212***		0.212***	Direct
	RI→BB (Mediation PI)	0.555	0.121***	0.053*	0.174***	Partial Mediation
H4(b)	RI → IS	0.171	0.260***		0.260***	Direct
	RI → PI	0.221	0.252***		0.260***	Direct
	PI → IS	0.323	0.157***		0.157***	Direct
	RI → IS (Mediation PI)	0.323	0.130***	0.039*	0.169***	Partial Mediation

The direct effects analysis reveals significant relationships between resistance to innovation (RI) and various aspects of new product adoption behavior. The results support Hypotheses H1(a)-(b), and H3(a)-(b), indicating that resistance to innovation indeed influences new product adoption behavior, purchase intention, and information searching behavior. Specifically, the standardized coefficients demonstrate strong associations between RI, NPAB

components NPISB and NPBB, NPPI, with all p-values being highly significant ($p < 0.001$). These findings align with prior literature emphasizing the pivotal role of resistance to innovation in shaping consumer behavior (Joachim et al., 2018).

However, H2 was not supported even though it was statistically significant it did not have a negative coefficient. This suggests that resistance to innovation (RI) has a positive

influence on new product purchase intention (NPPI). This contradicts the hypothesis that resistance to innovation negatively influences new product purchase intention.

Moreover, the analysis highlights the importance of purchase intention as a mediator in the relationship between resistance to innovation and new product adoption behavior. The significant indirect effects observed in H4(a) and H4(b) indicate partial mediation through NPPI, suggesting that consumers' intentions to purchase new products mediate the impact of RI on buying behavior and information searching behavior. This finding underscores the importance of understanding consumers' purchase intentions in predicting their adoption behavior, as suggested by previous studies (Venkatesh et al., 2003; Thompson et al., 1994).

5. Discussion

A comprehensive examination of the current body of literature on consumer resistance to innovation was undertaken, which identified several areas where further research is needed. Consequently, the research objectives of this study were:

Investigate the intricate relationship between resistance to innovation and purchase intention, unraveling how resistance influences the inclination to adopt new products through the lens of purchase intention.

Examine how the components of new product adoption behavior (buying behavior and information searching behavior) respond to resistance to innovation.

Subsequently, intriguing results were achieved for each of the specified research goals. In light of the initial research goal, the results indicate that resistance to innovation significantly impacts the decision-making process surrounding the adoption of new products. It can be inferred that individuals exhibiting heightened resistance to innovation are less inclined to embrace new products, irrespective of other factors influencing their behavior. Top of Form

If a consumer has high levels of resistance he won't perform the information searching behavior and it's less likely to buy a new product, so this will affect the new product adoption behavior has highlighted by (Heidenreich and Handrich, 2015; Talke and Heidenreich, 2014) the formation of consumer resistance to innovation is due to consumers' predisposition to prefer the status quo. Some consumers won't take risks and would prefer to not change their beliefs and not adopt something new, in the fear of not getting any benefit.

In respect to the second and also continuing with the first, the findings revealed that the mediation effects underscore the importance of understanding consumers' cognitive processes and decision-making mechanisms. It can be assumed that consumers' intentions to purchase new products reflect their internal evaluations and considerations regarding the perceived benefits, risks, and utility of adopting innovation. By influencing these cognitive processes, resistance to innovation indirectly impacts actual adoption behavior. It can be assumed that consumers who express strong intentions to purchase new products are more likely to take concrete steps towards adoption, such as seeking information, evaluating options, and making purchasing decisions. As Kotler's Decision-Making Process (Kotler & Keller, 2012) states: an individual's information search is influenced by their purchase intention. The resistance to innovation can affect the purchase intention (as supported by Ram & Sheth, 1989),

which may then impact the information search behavior.

The study also revealed that the relationship between resistance to innovation and new product purchase intention is not linear. We assume with the hypothesis that resistance to innovation will negatively impact new product purchase intention, but the results showed us that the relationship was positive. There might be several reasons behind this phenomenon, for instance, consumers might perceive innovative products as risky due to uncertainties about their performance, reliability, or compatibility with existing systems. However, resistance to innovation could signify a cautious approach, where consumers prefer to wait until the innovation has been tried and tested by early adopters. Once they observe positive feedback and evidence of the innovation's success, their perceived risk diminishes, leading to increased purchase intention. When a critical mass of people adopts the innovation and its benefits become more evident, social influence can shift positively. Individuals who initially resisted the innovation may perceive it as more socially acceptable or desirable, thus increasing their intention to purchase.

The study also had 3 research questions, the first one aimed to understand to what extent does resistance to innovation exert influence on new product adoption behavior, specifically examining its impact on both buying behavior and information searching behavior. We had clear results that indicate that Resistance to innovation significantly influences New product adoption behavior, including both buying behavior and information searching behavior. The standardized coefficients indicate strong associations between resistance to innovation and these adoption behaviors, with all p-values being highly significant ($p < 0.001$). Therefore, resistance to innovation plays a crucial role in shaping consumer behavior towards new products. The second question aimed to understand if New product purchase intention serve as a mediating factor in the relationship between Resistance to innovation and New product adoption behavior, and we can for a fact say that New product purchase intention serves as a mediating factor in the relationship between resistance to innovation and new product adoption behavior. The mediation analysis reveals significant indirect effects, indicating partial mediation through purchase intention. This highlights the importance of consumers' intentions to purchase new products in translating resistance to innovation into actual adoption behavior. The third question aimed to reveal the combined effect resistance to innovation and new product purchase intention on new product adoption behavior and its constituent elements. The results showed us that resistance to innovation and purchase intention have a big effect on new product adoption behavior, if a consumer has high levels of resistance to a certain product this means that the adoption process might be delayed or will not happen, and if the consumer has low levels of purchase intention this means that the consumer is not interested in adopting the product which can also make the adoption process fail. In the other hand if the relationship between resistance to innovation and new product adoption behavior is positive which we can assume that the levels of resistance are low the adoption process might be successful. With high levels of purchase intention, it's more likely for a consumer to adopt a new product.

6. Limitations and future research suggestions

The limitations of the present study include the following. First our research outcomes might be constrained by the specific traits of the group studied. This particular sample may not accurately mirror the diversity of consumers overall, potentially impacting the applicability of the findings to a wider audience. Moreover, the study's reliance on a single sample from a specific demographic or geographic region may limit the applicability of findings to other contexts or populations. The sample size could've been increased in order to get more accurate results. The impact of resistance to innovation and its determinants may vary across different contexts, such as product categories, industries, or cultural settings. Future research could investigate how contextual factors influence the relationships examined in this study, allowing for a more comprehensive understanding of consumer behavior in diverse contexts. Second, the study's focus on a specific mediating variable, this may overlook other relevant factors that could influence the relationship between resistance to innovation and adoption behavior. Alternative mediators or even moderators, such as personality traits or environmental factors, may warrant consideration in future research. This study did not explicitly examine differences across consumer segments, such as age, gender, education, or income. Future research could conduct segmentation analysis to explore how these demographic factors influence the relationships examined in this study, providing insights into the heterogeneity of consumer behavior.

Despite these limitations, this study offers useful insights into the mechanism of customer resistance towards innovation, purchase intention, and the subsequent influence on the likelihood of adopting new products and related behaviors. Therefore, we hope that this research with these implications will be the basis for expanding discussions and presenting implications by actively researching related topics.

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