

## The Effects of Consumer Inertia and Emotions on New Technology Acceptance

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**Abstract :** Prior literature on innovation diffusion or acceptance has almost exclusively concentrated on consumers' positive attitudes and behaviors for new products/services. Consumers' negative attitudes or behaviors to innovations have received relatively little marketing attention, but it happens frequently in practice. This study discusses consumer psychological factors when they try to learn or use new technologies. According to recent research, technological innovation acceptance has been considered as a dynamic or mediated process. This research argues that consumers can experience inertia and emotions in the initial use of new technologies. However, given such consumer psychology, the argument can be made as to whether the inclusion of consumer inertia (routine seeking and cognitive rigidity) and emotions increases the predictive power of new technology acceptance model. As data from the empirical study find, the process is potentially consumer emotion changing (independent of performance benefits) because of technology complexity and consumer inertia, and impact innovative technology use significantly. Finally, the study presents the superior predictability of the hypothesized model, which let managers can better predict and influence the successful diffusion of complex technological innovations.

**Keywords :** cognitive rigidity, consumer emotions, new technology acceptance, routine seeking, technology complexity

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