

The Effects of Anthropomorphism on Complex Technological Innovations

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Abstract : Many companies have suffered as a result of consumers' rejection of complex new products and experienced huge losses in the market. Marketers have to understand what block from new technology adoption or positive product attitude may exist in the market. This research examines the effects of techno-complexity and anthropomorphism on consumer psychology and product attitude when new technologies are introduced to the market. This study conducted a pretest and a 2 x 2 between-subjects experiment. Four simulated experimental web pages were constructed to collect data. The empirical analysis tested the moderation-mediation relationships among techno-complexity, technology anxiety, ability, and product attitude. These empirical results indicate (1) Techno-complexity of an innovation is negatively related to consumers' product attitude, as well as increases consumers' technology anxiety and reduces their self-ability perception. (2) Consumers' technology anxiety and ability perception towards an innovation completely mediate the relationship between techno-complexity and product attitude. (3) Product anthropomorphism is positively related to consumers' attitude of new technology, and also significantly moderates the effect of techno-complexity in the hypothesized model. In this work, the study presents the moderation-mediation model and the effects of anthropomorphized strategy, which describes how managers can better predict and influence the diffusion of complex technological innovations.

Keywords : ability, anthropomorphic effect, innovation, techno-complexity, technology anxiety

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