

Analyzing the Commercialization of New Technology

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Abstract : In the face of developing new technologies, identifying potential new technological product and the suitable market is important. Since laser technology is widely applied in many industries, this study explores the technology commercialization of laser technology. According to the literature review and industry analysis, this study discusses the factors influencing the consumer's purchase intention and tries to find a new market direction to develop the laser technology. This study adopts a new product adoption model as the research framework and uses three variables of 'Consumer characteristics', 'Perception of product attributes' and 'External environment' to discuss the purchase intention of consumers, who are physicians and owners of the medical cosmetics. This study finds that in the major variable of 'Consumer characteristics', the sub-variables of 'Personality', 'Knowledge of product', 'Perceived risk' and 'Motivation' are significantly related to consumer's purchase intention. In the major variable of 'Perception of product attributes', the sub-variables of 'Brand' and 'Measure of manufacture country' are the key factors that affect the willingness of consumer's purchase intention. Finally, in the major variable of 'External environment' variable, the sub-variables of 'Time' and 'Price' have significant impact on consumer's purchase intention.

Keywords : technology commercialization, new product adoption, consumer's purchase intention, laser technology

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