

The Impact of Idiosyncratic Thinking Advertise to Innovativeness and Innovation on Adoption

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ABSTRACT

Idiosyncratic thinking had influence on thinking for the ad (Coulter and Punj, 2007). And Venkatraman (1991) suggested that the real innovation consumers who own potential personal characters on purchasing new products are driven by cognitive and sensory groups. Therefore, this research based on three scholars' views carries on the discussion that the main axle influence regarding idiosyncratic thinking to the innovation consumer. This research was separated a experimental group from a control group; using the way of K-means clustering for innovative consumers was divided into two groups then used other correlated tests on analysis. Finally, the research found: 1. In the innovation consumer, can not completely divided into the sensitivity and the rationality, and analysis of low and high emotion the two groups. 2. The finding in the experimental group that positive and negative thinking in high-involvement were significant and represented the new product development fit the academic theory; however, only low involvement fit the theory in a idiosyncratic thinking aspect. 3. In the control group and experimental group, it was negative that the brand preference fully support the idiosyncratic thinking. It presented that no matter that sufficient or insufficient information, high involvement or low involvement and high emotion or low emotion, more no concerns made consumers not to concentrate on making decisions and affecting decisions.

Keywords : idiosyncratic thinking ; cognitive innovator ; sensory innovator

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