Innovative consumers: Who are they and what motivates them?

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1. Motivated Consumer Innovativeness: what & why?

What is Consumer Innovativeness (CI)?

"The tendency to buy new products in a particular product category soon after they appear in the market and relatively earlier than most other consumers in the market" (Foxall, Goldsmith, & Brown, 1999)

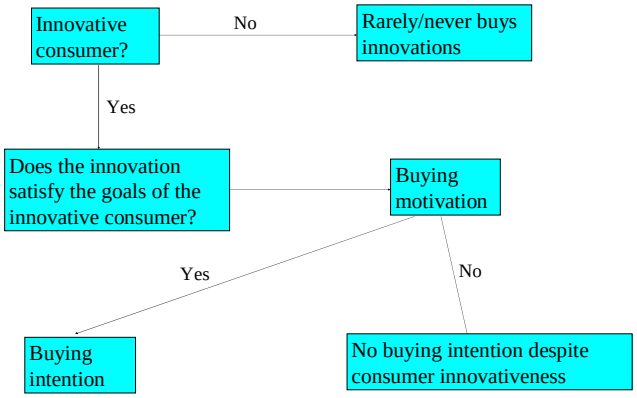
Why a new CI scale?

Most **existing** consumer innovativeness **scales** focus on the hedonic dimension of innovativeness and **ignore** the multitude of **motives** that can drive consumers to adopt a particular innovation (Rogers, 2003)

Why incorporating motivations?

Paying attention to the complex **interaction** between the **consumer** personality and the **product** itself

It is not enough to **be innovative** as a consumer, one should also be **motivated** to buy an innovation.



2. New CI Scale development

Theory

Conclusion from buying & shopping motivation research + consumption values literature (Arnould & Thompson, 2005; Babin, Darden, & Griffin, 1994; Simonson & Nowlis, 2000; Voss, Spangenberg, &Grohmann, 2003):

Four **main consumer motivations**:

- **Functional** motivation: Physiological needs to solve problems
- **Hedonic** motivation: Just for fun and variation
- **Social** motivation: Need to belong and to be unique
- **Cognitive** motivation: Intellect and knowledge

Exploratory research

1. Means-End Chain (MEC) **interviews** with 37 innovative consumers giving reasons for buying innovations (N=74).
2. **Quantitative** study (N=279) with comprehensive list of general human motivations (Chulef, Read, & Walsh, 2001) concerning consumer innovativeness

Result: **four** consumer **motivations** according **to** i**nnovativeness**

- **fMCI** (functionally Motivated Consumer Innovativeness)
  = CI motivated by usefulness, handiness, efficiency, comfort, ease,…
- **hMCI** (hedonically Motivated Consumer Innovativeness)
  = CI motivated by variation, pleasure, fun, sensation, enjoyment,…
- **sMCI** (socially Motivated Consumer Innovativeness)
  = CI motivated by status, social reward, symbolism, belonging,…
- **cMCI** (cognitively Motivated Consumer Innovativeness)
  = CI motivated by knowledge, information, intellect, mind stimulation

3. Scale validation and purification

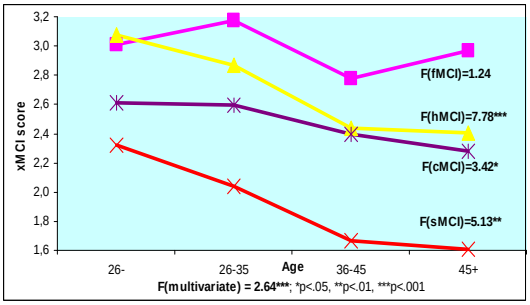
Scale development (6 studies)

- **Content validation**: 254 items evaluated by 13 Marketing Department faculty members and consumer judges
- **Internal validation with EFA and CFA**: 90 items part of a pilot survey (N=452) reduced to 28 items possessing high internal validity and 4 discriminant factors (acceptable overall fit)
- **Convergent validation** with existing CI scale (Roehrich, 1994)
- **Discriminant validation** with Extraversion (Eysenck et al., 1985)
- **Test-retest validation** (N1=349; N2=111): 28-item scale is stable over time & **no socially desirability response bias**
- **Nomological validation** (N=716): Hypotheses between existing scales and the four MCI dimensions are confirmed in 6 out of the 8 cases
- **Predictive validation** (N=1101): Proven for every MCI dimension

4. MCI proves to measure more than existing CI scales

Younger people are not always more innovative than older people

MCI **disproves** the **general consensus** that older people are always significantly less innovative than younger people



Why? Most other innovativeness scales focus only on hedonic (and social) innovativeness ⇔ functionally (and cognitively) motivated innovativeness is not/less influenced by age

Differently motivated innovative consumers differ in personality, values and media usage

Dimension	Personality	Values	Media usage
fMCI	+ Utilitarian attitude	----	+ TV
hMCI	+ Desire for uniqueness + Hedonic attitude + Pleasure involvement	Power Self-direction	+ Internet
sMCI	+ Desire for uniqueness + Sign involvement - Utilitarian attitude - Need for Cognition	Power Security	- Books
cMCI	+ Need for Cognition	Stimulation Universalism	+ Magazines + Books + Cinema - TV

5. Objectives achieved

- **Development** and **validation** of a **new Consumer Innovativeness scale** which takes all motivations to buy innovations into account
- Existing Consumer Innovativeness scales measure significantly less functionally or cognitively motivated innovativeness
- **Differently motivated** innovative consumers have to be **studied separately** because they differ in personality, values, media usage,…

6. Further information

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