Marketing Strategies for Overcoming Consumer Resistance to Innovations

Introduction

Eliminating the production of old goods and refreshing the product assortment by developing and introducing innovations is one of the means to increase competitiveness of an enterprise. The process of new product development and its introduction to the market stipulates taking into consideration consumer needs. At the same time, introduction of a new product to the market is usually closely associated with a certain degree of resistance on the part of consumers. Especially when the product is highly innovative, consumers experience risks and technological fears related to the idea of purchasing and using this product. Modelling consumer behaviour and consumer reaction to a new product as well as developing marketing strategies that would contribute to introduction of a new product to the market is helpful when solving the problem of rejecting the innovation and increasing the possibility of its success.

The present article aims at: investigating the causes of slow consumer acceptance of innovation; systematization and determining the main features concerning new marketing approaches to overcoming consumer resistance to the use of a new product and its functional applications; discussing marketing strategies for decreasing fears in decisions related to the new product purchase.

1. The Essence of Traditional Institutionalism in Innovation Resistance

The issues of innovation in marketing, the problems of resistance to innovations in particular, have been studied by numerous scholars, primarily those advocating the ideology of institutionalism. According to these scholars, the way of peoples’ thinking, their word symbols, customs and traditions are the key factors determining the social and economic development of the society. Current economic relations are derivational and represent a part of institutions, created by people to depict their way of thinking. Therefore, under such interpretations economic life of the societies is peculiar to each of them.

The issue of innovation resistance at the national level is thoroughly studied by professor I. D. Makarenko – one of the followers of the theory of institutionalism.
In particular, he relevantly suggests that: “... traditional economy forms contradictory grounds for innovations. On the one hand, it creates financial basis, however, on the other hand, it produces resistance to innovation process, which lies in traditional institutionalism. These two contradictory forces – innovational and traditional one – cause cycles in the development of the economy and the society on the whole…”¹. According to I. D. Makarenko, in case resistance forces are stronger than innovations, the society is faced with various stagnating phenomena. The forces of resistance to innovations are formed not only in the traditional economy, but in the whole range of institutions, even those that are responsible for the innovation development: the system of sciences, traditional education, the system of priority choices and intellectual property rights, the system of financing the research and development projects, investment projects, as well as the system of rules and traditions firmly established in society. “...When the innovative process is formed by attracting certain part of traditional capital, there exist several negative scenarios of development. In this case we deal with increase in resistance to innovation process, its slow implementation. This situation is usually the result of traditional economy weakness, which makes it impossible for traditional economy to handle the financial burden of the innovation process on the whole. In this case innovation process requires help in the form of influencing both innovation and traditionalism…”².

Enterprises that are developing new goods are facing complex dilemma. On the one hand, the result of the innovational activities should be the perfect products that meet real market needs; on the other hand, potential consumers of innovations have usually limited possibilities in identifying their needs and expected ways of their satisfaction. Enterprises that base their development on maintaining high level of innovations, should take all possible efforts in order to incorporate knowledge and experience of the customers and apply it to the process of the product development. Therefore, the issue of marketing strategies for overcoming consumer resistance in the process of introducing innovations to the market deserves special attention. At present stage, these strategies are priorities for those companies that compete for leadership in the sphere of innovations.

2. Causes for Consumer Reluctance to Accept Innovations

New products do not have equal success in the market. Some products are accepted by consumers almost immediately whereas others need much time to get consumers’ appreciation. Success of innovation greatly depends on the ability of a marketing manager to predict consumers’ reaction to it (Figure 1). To be more particular, having

² Makarenko I. D., Problemy innovatsiynoi polityki Ukrainy v umovach reformuvannya ekonomiki, „Ekonomist”, № 4, 2005, p. 42.
obtained the information concerning the presence of any barriers to its acceptance by consumers, a marketing manager should either perfect the product, take care of its better promotion in the market or decide not to deal with it any longer.

It should be noted, however, that marketing managers have no formula for evaluating the product from the point of view of its acceptance or rejection in terms of its innovativeness. In the works of Rogers Everett M. (1983) and other scholars one may find 5 main product characteristics that can influence consumer reaction to a new product. These are: 1) relative advantage; 2) compatibility; 3) complexity; 4) possibility to try the product; 5) peculiarity (distinctiveness among other products). Let us dwell on each of the aforementioned characteristics in detail and identify their place in marketing product management.

Figure 1 illustrates the model of consumer resistance to innovations on the example of organizations-consumers, taking into account a range of factors. As it is illustrated in the model, each of the following factors may be the cause for consumer resistance.

Relative advantage is the ability of a new product to better meet consumer needs in comparison with other products existing currently in the market. For instance, the cell-phone as a means of wireless communication provides easily accessible communication and has obvious relative advantage over the landline telephone.

Unique characteristics of this product can be accompanied by promotion strategies (including, let us say, a holiday coupon discount, sale of two items for the price of one, “excellent attitude” stamp, a range of additional services). All this can be treated as a relative advantage offer that contributes to increasing the chances of consumer acceptance.

Compatibility – is one of the most important factors of a new product acceptance. The degree of conformity of a new product with the needs and values of potential consumers, their practical experience and with the products already existing in the market is called compatibility. For example, nowadays the most popular operating system in the world is Microsoft Windows, although there exist other systems, such as Mac OS, Linux. The main peculiarity of Windows lies in the fact that it is the most widespread one. The reason for this is that this operating system is developed for users. It does not make a user adjust to it, on the contrary, it can be adjusted to the user and his needs. It is the most widespread operating system in the world, contrary to the fact that it is not free and users often refer to it as “unstable” and “unreliable”.

Mac OS system is installed only on Macintosh computers produced by Apple company. Contrary to well known to us personal computers, Macintosh computers

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5 Apple uviyshla v desiatku naytsinnishih brendiv, http://zelenahata.in.ua/info/microsoft-prypynyaje-vyrobnytstvo-plejeriv-zune/
Figure 1
The model of consumer resistance to innovations on the example of organizations-consumers

<table>
<thead>
<tr>
<th>Characteristics of innovations</th>
<th>Characteristics of organizations-consumers</th>
<th>Marketing communications complex</th>
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<tbody>
<tr>
<td><strong>Related to the customer:</strong></td>
<td><strong>Factors of organization’s peculiarities:</strong></td>
<td>Complex constituents:</td>
</tr>
<tr>
<td>• relative usefulness,</td>
<td>• organizational goals;</td>
<td>• personal sales;</td>
</tr>
<tr>
<td>• compatibility,</td>
<td>• established methods of work;</td>
<td>• advertising activity;</td>
</tr>
<tr>
<td>• risk of acceptance,</td>
<td>• organizational structure;</td>
<td>• sales promotion;</td>
</tr>
<tr>
<td>• complexity,</td>
<td></td>
<td>• human relations.</td>
</tr>
<tr>
<td>• personal experience in</td>
<td><strong>Factors of interpersonal relations:</strong></td>
<td><strong>Characteristics of communication</strong></td>
</tr>
<tr>
<td>accepting other innovations</td>
<td>• duties;</td>
<td><strong>process:</strong></td>
</tr>
<tr>
<td></td>
<td>• ability to persuade;</td>
<td>• reaching target market;</td>
</tr>
<tr>
<td></td>
<td>• ability to imagine yourself</td>
<td>• reliability and trust of</td>
</tr>
<tr>
<td></td>
<td>being in other person’s situatipn;</td>
<td>consumers;</td>
</tr>
<tr>
<td></td>
<td>• degree of influence on</td>
<td>• clarity and attractiveness;</td>
</tr>
<tr>
<td></td>
<td>other employees.</td>
<td>• providing feedback</td>
</tr>
<tr>
<td></td>
<td></td>
<td>and making purchase.</td>
</tr>
<tr>
<td><strong>Non-related to the customer:</strong></td>
<td><strong>Factors of personal characteristics</strong></td>
<td></td>
</tr>
<tr>
<td>• ability to be tested,</td>
<td>of the employees:**</td>
<td></td>
</tr>
<tr>
<td>• mobility,</td>
<td>• age, education, work;</td>
<td></td>
</tr>
<tr>
<td>• sale,</td>
<td>• personality type;</td>
<td></td>
</tr>
<tr>
<td>• type of innovation.</td>
<td>• willingness to take risks;</td>
<td></td>
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<tr>
<td></td>
<td>• personal goals and values;</td>
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</tr>
<tr>
<td></td>
<td>• experience in accepting previous</td>
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<tr>
<td></td>
<td>innovations.</td>
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have closed inner architecture, and they are assembled only by Apple company. It is because there is only one producer of Macintosh computers, there is no competition whatsoever, which is not good for a consumer. Moreover, there are certain problems concerning the installation of drivers. Not all devices are produced to be compatible with Mac OS or Linux systems, and on the other hand – these systems do not recognize all the devices, even those that are well known and widely used. This prevents spreading of these operating systems and their program features.

**Complexity** – is the degree of ability to understand or use a new product. The more complex is the product for the consumers, the more complicated would be the process of getting appreciation and becoming attractive to them. Complexity becomes especially important when attempting to establish market acceptance for high tech goods. To be more particular, there exist “technical fears” that can become a barrier for consumer acceptance of a new product. These fears include: the fear of technical complexity of the product; the fear of becoming out-of-date quickly; the fear of public reaction; the fear of doing physical damage to the product.

**Possibility to try the product** is the degree to which a new product can be tested in limited amount of time. The higher the possibility to try the product, the easier it is for consumer to evaluate and accept it. For example, the producers of cosmetics are giving the chance to try their new products (such as creams, balms, lotions) by giving people free samples of it. However, other products, like software cannot be diminished in their size, so the producers of the software usually offer organizations-consumers a special free trial version of the software program, and only then do they offer to buy it. For the organizations-consumers the possibility to try a new product, i.e. to receive free samples, meet the producer and have him present the product in action, is the possibility to buy the product on low risk terms. At the same time, the purchase of investment goods is accompanied by high risk level and requires considerable liability on the part of seller (supplier).

**Peculiarity (or distinctiveness)** – is clarity of presenting advantages and disadvantages of the product to the potential consumer of this product. It is obvious that actual products are easier to promote than the ones that cannot be seen or felt, such as services. Therefore, the task becomes more complicated if the innovation that is being introduced to the market is service. It can be explained by several peculiarities pertaining to the innovation.

1. Services are intangible goods; therefore, a customer cannot touch, feel or smell them. All the characteristics of the service as described by the seller, a customer should take for granted. In fact, the customer buys the promise to satisfy his needs. Hence, the purchase of innovative services is associated with higher degree of uncertainty and risk.
2. The service is inseparable from the one who provides it and the customer. Its uniqueness makes it difficult to provide and maintain standardization.
3. The service cannot be stored and that requires synchronization of the demand and supply markets. In dealing with the innovative service it is difficult to reach balance between actual “production possibilities” of the company and expected demand in the market. It is because the client is the participant of the process of receiving service, his interaction with the one who provides the service can influence the acceptance of the innovation.

4. Instability of the quality of innovative service is explained by the presence of “human factor”, i.e. different employees provide different services. The quality of the service is based on the subjective attitude of the customer, because different individuals have completely different attitudes and different expectations related to innovation.

All the innovative service characteristics mentioned above, determine the peculiarities of overcoming prejudice and consumer resistance to innovative service. In this process J.-J. Lamben\(^6\) singles out the following measures: establishing communication with potential consumers, providing thorough selection and training to the employees so they can provide excellent customer service standards in order to minimize the influence of “human factor”. To lower the risk and uncertainty of the purchase it is useful to provide customers with physical proof of quality, like signs, symbols and other indicators of guaranteed quality of the service.

It should be noted that each of the product characteristics, described above (relative advantage, compatibility, complexity, easiness in trial and peculiarities) greatly depends on the consumer acceptance. A product that has high relative usefulness, is developed in conformity with modern needs and values, can be easily tried under present conditions and is simple to understand will be easier to sell than the one which is not that striking.

3. Forces That Reduce Risk Associated With the Purchase of Innovation

Although oral speech is one of the most important means of promoting the innovation, marketing managers should not neglect other forces that can significantly influence the speed of the new product spread. These are, in particular, characteristics of the new product, its price, and division of resources. Resistance to innovation greatly depends on the level of risk the consumer encounters when purchasing and using a new product. Therefore, the task of any enterprise engaged in introducing a new product to the market is to lower the risks associated with the purchase of this innovation. Analysis of the studies dealing with the issues of new product introduction enabled us to come to the following conclusions:

1. The higher competitiveness of the supplier, the higher the level of innovation diffusion in the market. Enterprises that aim at becoming highly competitive in the market are using more and more aggressive pricing strategies and attract more and more resources to the release of new products. Very often intensive competition leads to price wars and increase demand for goods, resulting from appearance in the market more consumers that are sensitive to the price. However, high competition level often prevents the product from entering the market. This concerns not only weak companies but those that are well positioned as well.

2. The better the reputation of the supplier (i.e., the trust of potential consumers) the faster is the initial diffusion of the product, notwithstanding the fact that the end of the product diffusion curve can depend on the technological input to the product. Good reputation increases trust to the product, because it lowers the risk during the decision-making process to purchase.

3. Products are faster diffused in the market when standardized technology is used. This statement especially characterizes the products like personal computers, because they are made of component parts. Consumers usually consider purchase of innovation more risky if they are not sure of whether the technology used in the product will become standard or not. If this risk is reduced or eliminated, more consumers will be eager to purchase the product.

4. Vertical coordination also influences interrelation between participants of the diffusion channels and their vertical dependence between each other. Increase in coordination results in the information flow growth connecting supplier and consumers. This leads to popularity of the product and its higher diffusion rate. Following this principle, when the information flow is reversed, i.e., goes from consumers to supplier, consumers who are using a new product can help in identifying its new possibilities.

5. Interrelation between the sources of communication is also very important in the product diffusion process. Higher expenditures for R&D and design bureau works have positive influence on innovation development, because technology improvement and appearance of new alternatives makes product diffusion processes more rapid and effective. Increased financing of such activities as product advertisements and exhibitions as well as personal sales results in the increased rate of product diffusion in the market. Marketing studies contribute to financing of the R&D projects and are helpful in determining the right strategy for positioning the product in the market. These two issues contribute to the process of innovation diffusion in the market.

4. Marketing Strategies For Overcoming Consumer Resistance to the Product Use and its Functional Applications

Choosing the right marketing strategy greatly increases the efficiency of the innovation management of the enterprise and reduces the economic risk – the process
### Summary of the Marketing Strategies for Overcoming Consumer Resistance to Innovations

<table>
<thead>
<tr>
<th>Type of resistance</th>
<th>Marketing Strategy Components</th>
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<tbody>
<tr>
<td></td>
<td>Product component</td>
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<tr>
<td>1) Functional: barriers in the use of innovation;</td>
<td>Development of the potential directions for modification and improvement of a new product; providing adequate level of service</td>
</tr>
<tr>
<td>2) Economic: price barrier</td>
<td>Improving the presentation of the product (its modification and development); improving product positioning. Offering value added product at the same price</td>
</tr>
<tr>
<td>3) Risk barrier</td>
<td>Using the policy of well-known trademark; introduction of certificates of quality; product certification; providing guarantee for the product</td>
</tr>
<tr>
<td>4) Psychological traditions</td>
<td></td>
</tr>
<tr>
<td>Image barriers</td>
<td>Efficient use of the trademark policy</td>
</tr>
</tbody>
</table>

that accompanies the process of introduction the innovation to the market. Table 1 shows some of the most common strategies for overcoming resistance barriers and summarizes marketing programs that enterprises can use in the process of overcoming consumer resistance to innovations.

Beside the aforementioned traditional aspects of the marketing complex, more popularity have been gained by new methods and techniques of product management, some of them are perkonomics techniques, formation of the social media and social networks.

Perkonomics\(^7\) is satisfaction of constantly increasing consumer demands by providing consumers with new bonuses and free innovation services; it is a new type of perks and privileges available for clients that are additional to standard company offers.

Encouraging the consumers with perks and certain privileges is not entirely a new tendency. Most airlines, hotels and banks have been awarding their clients by pleasant surprises and comfort services for years. For examples, while the City of London has decided to stop granting free parking privileges to owners of electric cars, other London boroughs like Westminster continue to offer a number of free charging points for electric vehicles as well as free parking\(^8\). As part of the company’s bonus card loyalty program which began in November 2007, Garanti Bank offers a free transportation service for its Bonus Card owners: Bonus Ski Shuttles. Members skiing in popular ski destinations for Istanbulites like Uludag, Kartalkaya and Kartepe can call the Bonus Ski hotline for a van to pick them up at home and drive them to and from their favourite mountain for a discounted price.

However, innovative character of this tendency is that now it has spread to other business companies seeking to encourage their permanent clients. In fact, awarding bonuses seems to be rather perspective, as it is treated by the clients as appreciation and is especially needed in these turbulent times.

Under conditions of an economic crisis marketing specialists do not recommend to rush and lower prices of the products. Instead, they do advise to offer additional services to the consumer under the same prices. In this process, the following techniques may be used\(^9\):

1. singling out favourite customers. Companies always seem to appreciate their loyal clients. At first companies used different certificates, labels and other symbols, whereas nowadays they mostly use bonuses that make life of the clients more comfortable and easier;

2. privileges that save the time of the customers. Lack of time is one of the most common tendencies in the world nowadays. Therefore, if the company offers something that can save the time of its customer, it is guaranteed to be a success in the future;

\(^7\) Apple uvriyshla v destiatku naytsinnishih brendiv, http://www.zelenahata.in.ua/info/microsoft-prypynyaje-vyrobytestvopleyeriy-v-zune/

\(^8\) Perkonomics: why perks and privileges are the new currency, http://www.trendwatching.com/trends/perkonomics/

\(^9\) http://www.trendwatching.com
3. caring for customers. Additional understanding of the customer needs, appreciation and affection expressed to the customers is sure to be valued by them.

It is important to understand the way the perkonomics could be beneficial to an enterprise and its brand. Some of the advantages of this trend are mentioned in the website www.trendwatching.com:\[10\

- perks contribute to the loyalty of customers and strengthen their affection;
- perks help companies to be singled out among other competitors;
- perk programs represent additional possibility to attract new customers;
- perks contribute to establishing public relations: consumers usually tell about new bonuses to other consumers. Besides, mass media are interested in stories about certain privileges;
- perks help traditional companies to make special offers, which makes a company more unique;
- perks help establishing the brand which cares about its customers.

Among some of the most common loyalty programs in Ukraine there should be mentioned the following ones: switching orientation from discount programs to bonus programs; development of social networks, participation in co-branding loyalty programs, attracting partners to loyalty programs.

One more way to attract consumers and overcome consumer resistance to innovations by increasing the added value of the purchased product is the Web 2.0 system. The Web 2.0 is a set of tools that help customers to establish relations with advertising sphere. One of the main means of such interaction is the spread of social networks and organizing communities. The latter ones use viral marketing and advertising, whereas brands organize their own communities according to topical areas, much like the trademark positioning process. Another popular means of interaction is creation of advertisements by consumers. In order to increase the efficiency of the innovation process an enterprise should make an attempt to transform a customer from passive consumer into active market participant that can co-create a market product and market value of an enterprise.

One such example is the promotion in the Internet of the “Coke Show”, which is essentially based on amateur videos that show making the fountains during the contact of the Mentos candy and Coca-Cola beverage. Exhibitory character of the first advertisement brought a special interest to this phenomenon and therefore, a rapid spread of information in the social networks, which resulted in consumers’ trying to do the same action, videotape it, upload it to the Internet and compete with others.

Very often formation of social media and social networks is based on attracting citizen marketers\[11\]. Citizen marketers are highly educated and socially active people that advocate the idea of truthfulness of the Internet information and use cell-phones.

\[10\] http://www.trendwatching.com
and notebooks to create the product content and provide knowledge about the companies and brands. Their main means of communication is the Internet, where they form the groups according to their interests, communicate with others, and influence the decisions of other people as to which products to buy. One person can influence not only their acquaintances, but also the global network of the Internet users, i.e. more than a billion people.

Successful citizen marketers are not typical people. They are not ordinary Internet users, but the ones who are inspired by enthusiasm, creative thinking and mission. “Paradoxically, the citizen marketers themselves are not your typical members of society or customer databases. That makes them either progressive or dangerous. “Citizen Marketers” examines and classifies the work of everyday people who build content on behalf of products, brands, companies or people and provides a framework for working with them” \(^\text{12}\). Sometimes they even spend thousands of dollars to create the website, upload videos, pictures and promotions in the Internet. It is because citizen marketers are not ordinary people, as the results of the studies reveal, there are not many of them in the world. On the basis of the empirical studies scholars Ben Mcconnell and Jackie Huba \(^\text{13}\) have formulated the “law of one per cent” which states that only about 1 % of social network users create the content and only 10 % of them leave comments for the topic that has been started. Such large networks as Wikipedia or Yahoo Group prove the law of one per cent. Rarely does the number of active network participants is higher than 1 %, and in most cases it is even lower. Citizen marketers offer open access to information and do not aim at destroying company, taking money or switch customers to other products. On the contrary, their goal is to develop the companies. If citizen marketers criticize certain organization, brand or product, they are motivated not by revenge but by fairness and attempt to indicate the company areas of improvement. These people make content not for profit. They treat their work as free expression of personal ideas in any form and at any time, as personal experience, hobby, self-expression, but certainly not as work.

In marketing practice there also appear many companies that implement the ideas of citizen marketers. Such companies perform services of brand ambassadors. For example, company InTrends, which is a part of the IRS Group, is the first specialized trend watching agency in Ukraine \(^\text{14}\). The agency studies trend setters and trends as well as establishes communication through a brand ambassador. Hence, the essence of the service of product development and its introduction to the market lies in attracting young people on a commercial basis who eventually should become the product consumers. While participating in the development of the product, potential consumers are attached to the brand from the very beginning and therefore, become loyal to it even before the launch of its production. Establishing right communication with these

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12 Perkonomics: why perks and privileges are the new currency, http://www.trendwatching.com/trends/perkonomics/
14 http://www.trendwatching.com
people can result in their becoming brand ambassadors who will be passing on the information to their acquaintances. Techniques like this can save money needed for additional studies and expensive advertising campaigns. Brand ambassadors become the sources of advertisements, which attract new customers to the innovation brand.

Conclusions

1. Trying to achieve sustainable competitive position in the market, an enterprise should aim at satisfying consumers’ needs and develop new products in accordance with consumers’ demands. In order to increase efficiency of the innovation process an enterprise should attempt to transform the customer from passive consumer into active market participant, being able to co-create both market product and market value of the enterprise.

2. New product development process enables to reach excellent results in the product improvement and higher efficiency level of the developers and sellers of a new product. Excellent results can be seen when the product is a success at the very beginning of its implementation to the market, because it satisfies the needs of the customers at the moment it appears. Excellent efficiency level is reached when companies reduce expenditures and production time for the products that are not successful any longer. The process under discussion can serve as a model for formalization of the new concepts appearance phase in the development of product innovations.

3. Resistance to innovations risk on the part of the consumers is decreased on condition of high competitiveness of the supplier and his well-established reputation within the consumers, use of standardized technologies, effective relations in distribution channel participants and interdependence of these participants in the hierarchical way as well as efficiency of the marketing programs that spread the new product.

4. At present enterprises beside using traditional marketing tools should also master new marketing technologies for overcoming resistance to innovations and use various means of spreading the information about the innovations, such as: perconomics (loyalty programs), services of citizen marketers and brand ambassadors, viral advertisements and other means of Web 2.0 that will enable consumer to influence the content of the advertising material and form the relations with the enterprise through widespread availability of social networks and communities. These means provide rapid spread of information among users of the global network and are cost-efficient in comparison with other marketing means for overcoming consumer existence to innovations.
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**Summary**

An introduction of a new product to the market usually needs modelling consumer behaviour and consumer reaction to this product as well as developing marketing strategies that would contribute to this introduction. The present article deals with investigating the causes of slow consumer acceptance of innovation; systematization and determining the main features concerning new marketing approaches to overcoming consumer resistance to the use of a new product and its functional applications; discussing marketing strategies for decreasing fears in decisions related to the new product purchase. Such strategies might be helpful when solving the problem of rejecting the innovation and increasing the possibility of its success.

**Key words:** innovation, consumer resistance, modelling consumer behaviour, marketing strategy, consumer acceptance of innovation

**JEL codes:** M30, M31, M37, O31

**Streszczenie**

Wprowadzenie nowego produktu na rynek na ogół wymaga modelowania zachowań i reakcji konsumenta na ten produkt, jak również opracowania strategii marketingowych, które by się przyczyniały do tego wprowadzenia. Artykuł poświęcony jest badaniu przyczyn powolnej akceptacji innowacji przez konsumentów; systematyzacji i określaniu głównych cech dotyczących nowych podejść marketingowych do przezwyciężenia oporu konsumentów przed korzystaniem z nowego produktu i z jego zastosowań funkcjonalnych; omówieniu strategii marketingowych dla zmniejszenia obaw w decyzjach odnoszących się do zakupu nowego produktu. Strategie takie mogłyby się okazać pomocne w rozwiązaniu problemu odrzucenia innowacji i zwiększeniu możliwości jego sukcesu.

**Słowa kluczowe:** innowacje, opór konsumentów, modelowanie zachowań konsumentów, strategia marketingowa, akceptacja innowacji przez konsumentów

**Kody JEL:** M30, M31, M37, O31