

Desires of an Adopter's Heart: Which Product Characteristics Influence Brand Loyalty among Different Types of Adopters?

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EXECUTIVE SUMMARY

Consumers differ greatly in their readiness to try new products, so researchers classify them according to different adopter categories based on the relative rate that they adopt innovations. This study examines the impact of product benefits on consumer loyalty between two adopter categories in the software industry. Research findings conclude that the impact of software benefits on consumer loyalty differs between the early and the late adopter categories. Early adopters value price, quality, and entertainment value more than late adopters do; however, ease of use is more important to late adopters. Managerial implications are discussed at the conclusion.

Keywords: Product lifecycle, Brand loyalty, Product benefits, Diffusion of innovation, and Adopter category