

Antecedent and Consequences of Consumer Innovativeness on Creative Industry Consumer

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Abstract: *This study developed a research from Steenkamp et al (1999) about the antecedents of consumer innovativeness.. In this study, consequence variables were added which was the effects of consumer innovativeness, namely new product (Service) innovation behavior, that was the extent to which a person adopts an innovation relatively earlier than the environmental community. The objects used in this study were consumers in ten types of creative industry businesses in Surabaya. To test the research hypotheses used the Structural Equation Model with the WARP PLS program. The results of this study proved that personal values had an effect on consumer innovativeness. Consumer context specific disposition had no significant effect on consumer innovativeness. The results also concluded that consumer social demographic had no significant effect on consumer innovativeness. This research also concluded that consumer innovativeness had a significant effect on consumer innovation behavior (new product /service innovation behavior)*

Keyword: *consumer innovativeness, personal values, consumer context specific disposition, consumer sociodemographic,*

1. Introduction

The topic of new product adoption and diffusion has attracted much attention for research in the field of marketing (Gatignon and Robertson 1991). What is called consumer innovativeness appears. The construct of consumer innovation is actually a central issue in the discussion of theory of diffusion of innovation. Consumer innovativeness will transform consumers from static buying behavior to become more dynamic. Consumer innovativeness is not only relevant for marketing theory, but also for marketing practices because when a company relies on the success of new products, it indicates growth and profitability in the future. Consumer innovativeness is consumer acceptance on the adoption of new products / services that are different from previous offerings (Steenkaamp, et al,

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1999). It is further said that Consumer innovativeness can be caused by its forming factors such as personal values, personal dispositions (consumer context specific disposition), and consumer social demographics . Personal values are beliefs that a person believes are related to the final state or model of behavior desired to overcome a particular situation over a particular situation (Rokeach, 1973). Consumer disposition according to Shimp and Sharma (1987), is defined as the trust held by consumers about the suitability, morality, to buy foreign-made products. Meanwhile, sociodemographic consumers are social demographic conditions of consumers which include the level of education, age and income of consumers. The three constructs will affect the level of consumer acceptance of new products. Services that are different from those previously offered.

This study developed research from Steenkamp et al (1999) about the antecedents of consumer innovativeness that examine several antecedent variables such as personal values, consumer context specific disposition, and consumer sociodemographic. In this study, consequence variables were added which were the effects of consumer innovativeness, namely new product (Service) innovation behavior, which was the extent to which a person adopts an innovation relatively earlier than the environmental community. This study aimed to examine the influence of antecedent factors such as personal values , consumer disposition (consumer context specific disposition), and consumer social demographics on consumer innovativeness and their impact on innovative behavior (new product / service innovation behavior) on consumer of creative industry.

2. Theoretical Framework and Hypothesis Development

Consumer innovativeness

Consumer innovativeness is consumer acceptance on the adoption of new products / services that are different from previous offers (Steenkaamp, et al, 2014). People who have high innovation may not always adopt new goods or become one of the earliest adopters. Identifying the difference between ignorance

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and adoption behavior has eliminated a lot of ambiguity surrounding previous behavior.

Personal Values

Values can be defined as trust relating to the final state or mode of desired behavior, overcoming a particular situation (Rokeach 1973). In the context of consumer innovation, the openness to change dimension conflicts with the conservative dimension. This is a very important issue. Reluctant to self enhancement shows value in terms of the extent to which companies motivate people to follow their own intellectual and emotional interests in unpredictable and uncertain directions. Someone who has a spirit of openness to new things is high, will rule out the risk arising from a novelty that may be high compared to conditions that have previously prevailed. Whereas conservatives show the value of maintaining the status quo and the certainty that it provides with relationships with other people, institutions, and close situations.

H1a. Conservatives have a negative impact on consumer innovativeness

H1b. Openness to change (Resultant Self enhancement) has a positive impact on consumer innovativeness

Consumer Disposition (Consumer Context Specific Disposition)

One secondary disposition that is specific to the consumer context that is important to explain innovation is consumer ethnocentrism. This construct, which was introduced in the marketing literature by Shimp and Sharma (1987), is defined as the trust held by consumers about the suitability, morality, to buy / not buy foreign-made products. Highly ethnocentric consumers have a negative attitude towards purchasing foreign products. They would prefer to buy domestic products based more on their love for their home country. Conversely, consumers who are less ethnocentric evaluate foreign products more on their own abilities without considering where they are made.

H2a. Consumer ethnocentric has a negative impact on consumer innovativeness

The second consumer-specific construct that is important to consider in explaining consumer innovation is the general attitude of consumers towards the past. Attitudes toward the past are based on the concept of nostalgia, which refers to a longing for the past and a preference for products (and other objects) that are more common in previous days (Holbrook 1993). Holbrook and Schindler (1994) found ten levels for consumers with better attitudes toward the past to display a stronger preference for products that were linked to previous moments in the past. But there are consumers who have less feelings of past nostalgia. A more positive view of the past also involves negative feelings towards the future (Holbrook 1993)

H2b. Attitudes toward the past have a negative impact on consumer innovativeness

Consumer sociodemographic

Consumer sociodemographic is the social demographic condition of consumers which includes the level of education, age and income of consumers. That level of consumer education will affect consumer acceptance of something new. People who have higher education will more easily accept something new. While gender can also affect the level of openness of consumers to something innovative. Consumer income also determines how open he is to receive something new. High-income people are usually easier to accept something new.

H3. Consumer sociodemographic has a significant effect on consumer innovativeness

New Product / Service innovation behavior

New product / service innovation behavior showed the extent to which a person adopts innovation relatively earlier than other system members. Studies using this behavioral perspective operationalize innovative behavior in three main ways. First, many measure the relative time of adoption of specific new products compared to the time of adoption of other consumers (Rogers & Shoemaker, 1971). Second, research can use a cross-sectional ownership method where respondents show a new product from the list they have purchased. Third, measure purchase intention rather than actual behavior (Holak & Lehmann, 1990). However, because consumers may not carry out their intentions, this approach rarely appears. Consumers who have high innovativeness tend to have high innovation behavior

H4. Consumer innovativeness has a significant effect on new product.

Service innovation behavior

3. Research Method

Population

The population in this study were all consumers who have bought products / services from the creative industries that were examined in this study. In this study 10 sub-sectors in the creative industry were selected, including architectural service businesses, interior design, product design, fashion, photography, culinary, publishing, performing arts, fine arts, television and radio in East java. Samples were selected using purposive sampling, where respondents were selected based on existing creative industry groups and had characteristics according to population characteristics, namely having bought products / services from the intended creative industries.

Data and Measurement

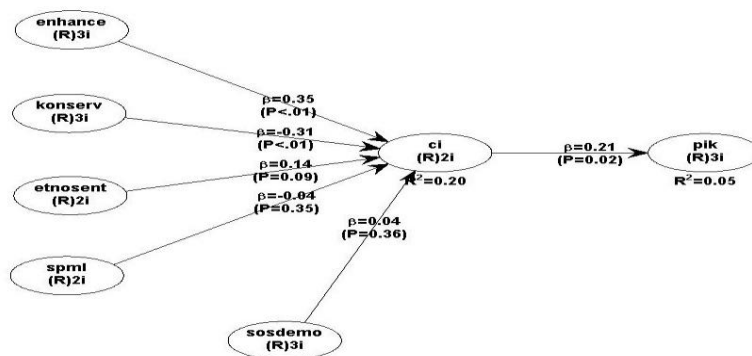
Data was collected by distributing questionnaires to respondents and interviewing several creative industry business owners. There was 100 respondent

was collected. To test the relationship between concepts in this study used structural equation model with the WARP PLS (partial Least Square) program. PLS is a powerful analysis method because it can be applied at all data scales, it does not require a lot of assumptions and the sample size does not have to be large

4. Results and Discussion

The relationship between latent variables in the research model can be seen from the results of the estimated path coefficients and the significance level (p-value), where the significance level used is 5%. The following is the estimated output image to see the relationship between latent variables.

Figure 2
Result of the Model



Looking at the picture above we could described that enhance and conservative have a significant effect on consumer innovativeness (p value are less than 0.05), but ethnocentric and attitude toward the past have no significant effect on consumer innovativeness (p value > 0.05). Socio demographics have no significant effect on consumer innovativeness (p value > 0.05). and Consumer innovativeness have a significant effect on new product/service innovation behavior (p value are less than 0.05).

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This research showed that consumers of creative products / services had a high spirit of openness to new things so that consumers could accept the adoption of new products / services that are different from previous offerings. This research showed that consumers of creative products / services who did not like changes or new things are forced to accept changes in new products / services that are different from previous offers because of changing times. This statement is in line with research conducted by Steencamp (1999) that conservative has a negative effect on consumer innovativeness, the more conservative the consumer, the more he closes himself up to something new, so he becomes non-innovative.

This study showed that consumers of creative products / services who had the attitude to prefer buying domestic products so that consumers could not accept the adoption of new products / services that are different from previous offers because some assume that the innovative products do not contain elements of their culture. This statement is not in line with research conducted by Steencamp (1999) which states that ethnocentric negatively affects consumer innovativeness was not proven in this study. It was because consumers in creative industry services, are drawn from many types of consumers where they had characteristics that like domestic products and products from abroad so it did not reflect their level of innovation.

This research showed that consumers of creative products / services who had an attitude in the past did not like the changes in the product / service because they were comfortable or happy with the previous product so consumers could not accept the adoption of new products / services that were different from previous offers. This statement is not in line with research conducted by Steencamp (1999) which states that attitudes towards the past will negatively affect consumer innovativeness apparently not proven in this study. Consumers of creative industry services have diverse characteristics towards their past attitudes that do not reflect consumer acceptance of something that is considered new (innovative).

This research showed that sociodemographic consumers of creative products / services cannot be measured simultaneously because of the difference in

education, income, and age between one consumer to another so that there are consumers who can accept the adoption of new products / services and some are vice versa. This statement is not in line with research conducted by Steencamp (1999) which states that the socio-demographic conditions of consumers such as age, income and education level have a positive effect on consumer innovativeness, not proven in this study. Consumers of this creative service industry have diverse age characteristics, income and a high level of education so that it does not affect their acceptance of innovativeness.

This research showed that consumers of creative products / services who like the adoption of new products / services that are different from before tend to have high innovative behavior or like the existence of new products / services.

5. Conclusion, Implication and Limitation

Conclusion

This research proved that personal values include: (a). Consumer openness to changes (enhancement) has a significant positive effect on consumer innovativeness. (b) Conservatism has a significant negative effect on consumer innovativeness. This study also proved that consumer context specific disposition includes: (a) ethnocentric does not significantly influence consumer innovativeness, (b) Attitudes in the past . did not significantly influence consumer innovativeness The results of the study also concluded that consumer social demographics (consumer sociodemographic) did not significantly influence consumer innovativeness. This research also concludes that consumer innovativeness has a significant effect on new product / service innovation behavior.

Implication and Limitation

Of the three exogenous variables in this study it turned out that only personal value variables that include enhancement and conservatism have a significant

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influence on consumer innovativeness, meaning that in the setting of creative industry consumers, openness to accept new things becomes important to note. So the creative industry players should target their market especially to consumers who are willing to accept something new, This study rejected the hypothesis that sociodemographic variables such as age, education level and consumer income affect consumer innovativeness, because creative industry companies do not have to pay attention to market segments based on socio demographic, but rather on the personal value of consumers.. Therefore, creative business owners must always make continuous innovation in their business because companies are dealing with the type of consumers who always expect something new.

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