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Abstract
This study started from the effect of new product preannouncement on the consumer’s creative adoptive behavior. To discuss the different scenario (such as timing of new product preannouncement, the preannouncement content, and the preannouncement firm reputation,) influence on the consumer’s creative adoptive behavior. The author assumes the adoptive behavior (which produced from the factors like timing of new product preannouncement, the preannouncement content, and the preannouncement firm reputation…etc.) would be different by to consumer’s dissimilar product knowledge. That is, the consumers who possess high or low product knowledge would have different creative adoptive behavior toward the new product preannouncement; in other words, consumer’s product knowledge is the moderating variable between a new product preannouncement and the expected adoptive behavior.

By using of 2×2×2 (long/short new product preannouncement time)×(price/function focus in new product preannouncement content)×(High/Low firm reputation) three factors experimental design, this study has conducted the empirical research by eight experimental scenarios. By selected the students’ familiar cell phone’s new product preannouncement as an empirical content, this study has collected forty effective samplings in each scenario and total 320 available samples perfected from students to carry out the MANOVA.

The study results showing that, the new product preannouncement content and the consumer product knowledge would influence consumer’s expected adoptive behavior on new product; when preannouncement content stress on the price appeal (compare to functional appeal), it would have better effect on consumer’s expected adoptive behavior. In the same time, the preannouncement timing and the preannouncement firm reputation did not influence consumer’s expected adoptive behavior. The consumer’s product knowledge, the new product preannouncement content, and the preannouncement firm reputation had interaction effects on consumer’s expected adoptive behavior; when the preannouncement content more emphasized on the price, also the preannouncement firm reputation was higher, then there is a greater influence on high product knowledge consumer’s expected adoptive behavior (compare to low product knowledge consumer). Therefore, our suggestion is the company should take better use of the new product preannouncement and the firm

reputation to enhance the consumer's expected adoptive behavior for different product knowledge consumers.
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