Many new products and services are being introduced into the market. This dissertation examines consumers’ reactions to such innovations. In particular, the research focuses on how consumer resistance towards innovations can be managed. Three different research questions on this phenomenon are investigated in separate empirical studies. The first study focuses on how product bundling can facilitate the evaluation and adoption intention of radical innovations. The second study shows that the forced use of technology-based self-service may lead to negative attitudes towards the technology and the service provider, and shows how such negative effects can be reduced. Building on this research, the final study investigates the role of consumer expertise on the post-adoption evaluation of a new technology-based self-service in a forced use situation.

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