



A STUDY TO EXAMINE THE CONSUMER BEHAVIOUR TOWARDS THE USAGE OF INNOVATIVE FEATURES

Mr. Azhar Shaikh

Research Scholar , Kousali Institute of Management Studies ,
Karnatak University Dharwad.



ABSTRACT:

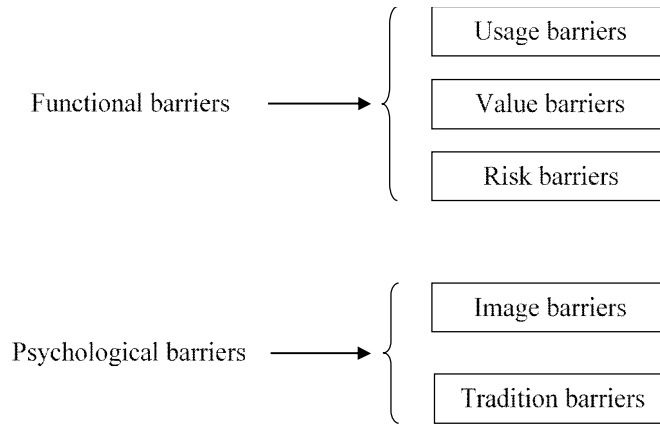
Innovation have become the life line of many organization today. They have to keep innovating the products or processes to keep themselves competitive. This urge to innovate do not always materialise as they miss out the usability of the innovation in real world. Adoption of an innovation by the consumers is very crucial to the success of it. If the consumer finds no use in the innovative features, the innovation fails. This study is undertaken to examine the perception of usage of innovative features among the consumers of passenger cars. Further, this study examines the influence of gender and marital status on perception about the use of innovation. It is very clear that the consumers do find the innovative features in cars highly helpful to them which serves their needs and suits their lifestyle. No significant difference is visible in the perception of male and female respondents. Both find the innovative features highly useful. Similarly, marital status didn't change the perception about the usage of innovative features.

KEYWORDS : Innovation, use, resistance, gender, car.

INTRODUCTION

Innovation has turned into significant to the survival of firms and a tool to defend competitive advantage. It means different things to different people. Innovation exists along a continuum, from material improvements to existing products or processes all the way to the rare disruptive innovation. Definition of innovation varies from person to person. Innovation falls on a continuum, at one of the continuum minor improvements to the existing products or processes positioned and on other end, radical innovation is place (Edward D. Hess, 2014). Yale University's Innovation Technology Services defines innovation can be defined as "the process of implementing new ideas to create value for an organization. This may mean creating a new service, system, or process, or enhancing existing ones. Innovation can also take the form of discontinuing an inefficient or out-of-date service, system, or process" (Yale.edu, 2018). Rogers (2003) defines innovation as ideas, objects, and methods that are perceived to be new by consumers and users. Invention explains the first technical understanding of a new problem solution identified as an outcome of research and directs to a legal base for consumption of the results (for example in the form of patents) whereas innovation means not just limited to actual invention but also the usage, amalgamation and marketing of new solutions in usable products and services. It is not enough to develop technologically for a sustainable development, it also means understanding the market need, having market oriented products offering improved quality and/or supported services, arrange efficiently, producing in time keeping a check on costs. It is perceived by the organizations that all the innovations succeed in the market and consumers will find use of these innovation. The market condition may not agree to this. There exists a resistance to innovation if it moves more towards the radical innovation in the continuum as mentioned above. 90% of the innovations fail in the market even though they come from big businesses (Yoo, 2017).

Ram and Sheth (1989) attempted to explain why consumer showed resistance to the innovations which were considered essential and advantageous. Major barriers leading to the resistance to innovations were pointed out in their research. As per Ram and Sheth’s theory, the resistance is categorised in two major forms, 1) functional barriers which includes usage barrier, value barrier and risk barrier and 2) psychological barrier which includes image barrier and tradition barrier.



Usage barrier can be seen when an innovative product is not compatible with present process, habits or procedures, hence, can be seen as one of the major causes for innovation resistance. Dvorak’s keyboard was invented to increase the productivity of the typist. Though it was a good product, it was met with resistance from the designers of the mechanical typewriters who to avoid jamming the machine wanted to prevent the typist from hitting the keys too quickly. The inferior QWERTY keyboard was designed as an alternative to slow down the typists to prevent any damage to the typing machine. QWERTY is a still the predominant English language default keyboard to date (Rogers, 2003).

OBJECTIVES

- To examine the perception of usage of innovative features
- To Examine the influence of gender and the marital status on the usage patter of innovations in cars

METHODOLOGY

A questionnaire is used to collect the data. A total sample of 452 was collected and entered in the software to analyse. To analyse the data SPSS 20 is used. Snowball sampling and random sampling techniques are used to collect the data. The secondary data is compiled from journals and news articles and magazines. A thorough study of these information is done to understand the subject under study

ANALYSIS

Following statements were asked to the respondents to collect data about their perception about the usage of innovative features in passenger cars. The five point Likert scale is utilized to collect the perception of the sample, 5 being strongly agree and 1 being strongly disagree.

Table 1 Statement		
Usage1	These innovative features suit my lifestyle	
Usage2	Innovative features in the car are useful to me	
Usage3	These innovative features serve my needs	

Perception of respondents about the usage of innovation					
	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Usage1	2.2%	4.4%	11.3%	46.2%	35.8%
Usage2	1.8%	4.6%	7.1%	49.6%	36.9%
Usage3	1.8%	4.4%	11.3%	46.7%	35.8%

Majority of the respondents (82%) respondents agreed that the innovative features present in their cars suit their life style. Only 6.6 % respondents disagreed to it. When asked about the usefulness of innovative features, 86.5 % agreed and said that the innovative features are of use to them. 82.5% of respondents agreed that the innovative features serve their needs in a car.

It can be seen from the above table that, the consumer finds use of innovative features in their cars. For the analysis of the effect of usage of innovative features on the consumer resistance, the researcher reverses the rating of the Likert scale for clearer understanding. The factor now in reverse scale is named as Uselessness of innovative features.

HYPOTHESES

Gender and Uselessness of innovative features in passenger cars

Ho1: There is no difference in male and female respondents' perception about the usage of innovative features in cars.

Ha1: There is a difference in male and female respondents' perception about the usage of innovative features in cars.

				t-test for Equality of Means		
		Mean	SD	t	df	Sig.(2-tailed)
Uselessness	Female	1.7596	.75393	-1.798	450	.073
	Male	1.9215	.82015			

There was no significant difference in the scores for male (M=1.9215, SD= 0.82015) and female (M=1.7596, SD= 0.75393) conditions; $t(450) = -1.798, p = 0.073$.

These results suggest that there is no significant difference in the Uselessness of innovative features in passenger car among the male and female respondents. Both of the genders find innovative features useful.

Marital status and Uselessness of innovative features in passenger cars

Ho1: There is no difference in married and unmarried respondents' perception about the usage of innovative features in cars.

Ha1: There is a difference in married and unmarried respondents' perception about the usage of innovative features in cars.

Table 4 Influence of Marital status on various barriers determined						
				t-test for Equality of Means		
		Mean	SD	t	df	Sig. (2-tailed)
Uselessness	Married	1.8412	.79681	-1.428	450	.154
	Unmarried	1.9524	.82173			

There was a no significant difference in the scores for married (M=1.8412, SD= 0.7968) and unmarried (M=1.9524, SD= 0.822) conditions; $t(450) = -1.428, p = 0.154$.

These results suggest that there is no significant difference in the Uselessness of innovative features in passenger car among the married and unmarried respondents.

DISCUSSION

It is very clear that the consumers do find the innovative features in cars highly helpful to them which serves their needs and suits their lifestyle. No significant difference is visible in the perception of male and female respondents. Both find the innovative features highly useful. Similarly, marital status didn't change the perception about the usage of innovative features. Both married and unmarried respondents agreed that the innovative features are highly useful to them.

CONCLUSION

Innovations are very important for organizations to succeed in the present competitive market. It is equally important to create those innovation according to the needs of the consumers and understandable by the consumers and the users. If the consumer is unable to understand the innovation, they he either ignores the innovation or devalues it. It is very important to understand that the consumer finds value in innovations, but would reject it if he does not find it useful.

REFERENCES

- Edward D. Hess. (2014). Why Is Innovation So Hard? Retrieved 7 May 2018, from <https://www.forbes.com/sites/darden/2014/08/04/why-is-innovation-so-hard/>
- Ram, S. and Jagdish N. Sheth (1989). Consumer Resistance to Innovations: The Marketing Problem and Its Solutions, *Journal of Consumer Marketing*, 6(2), 5-14
- Rogers, E. (2003). *Diffusion of innovations*. 5th edition. New York: Free Press.
- Yale.edu. (2018). What Is Innovation? | Yale ITS. Retrieved May 7, 2018, from <https://its.yale.edu/about/innovation-its/what-innovation>
- Yoo, T. (2017, November 20). Big corporates should just ditch innovation labs -- because they don't work. Retrieved 7 May 2018, from <https://www.businessinsider.com.au/big-corporates-should-just-ditch-innovation-labs-because-they-dont-work-2017-11>



Mr. Azhar Shaikh
Research Scholar , Kousali Institute of Management Studies ,
Karnatak University Dharwad.