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Article

The Hidden Influence of Cognitive Processing Style on Consumers' Intention to Adopt Innovative Products

Junior Management Science (JUMS)

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Online-Appendix zu

„The Hidden Influence of Cognitive Processing Style on Consumers' Intention to Adopt Innovative Products“

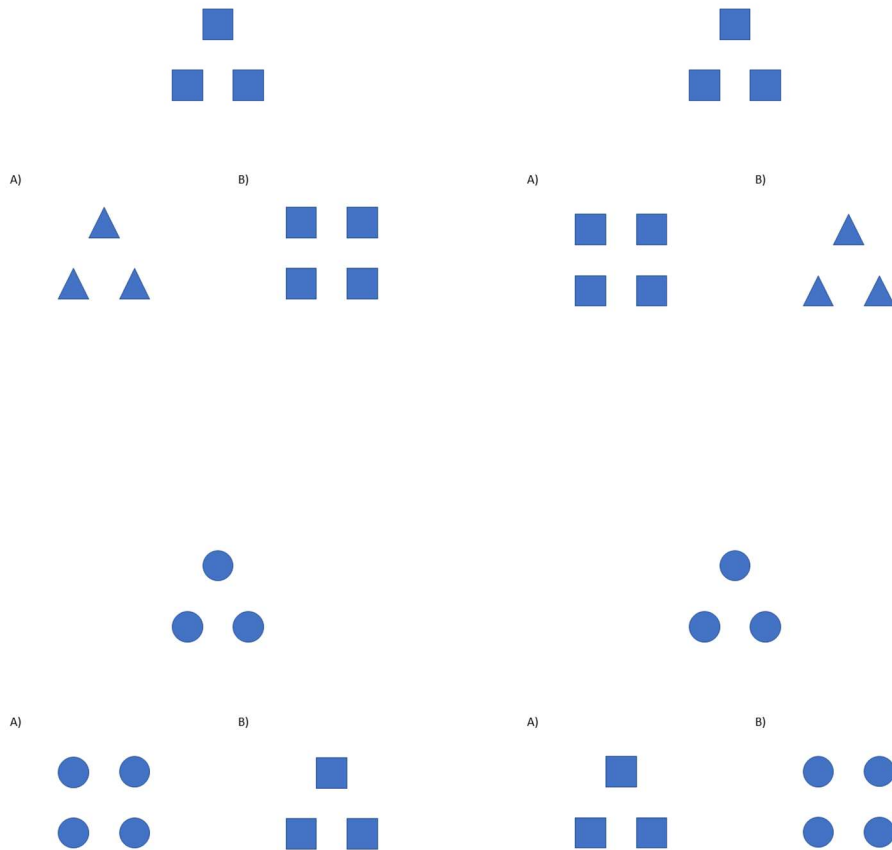
Vanessa Isabel Paape

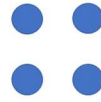
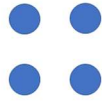
RWTH Aachen University

Junior Management Science 7(1) (2022) 112-133

Appendix

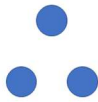
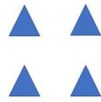
Attachment 1: 24 global-local items adapted from Kimchi and Palmer (1982, p. 526)





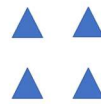
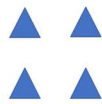
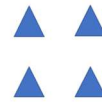
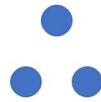
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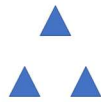
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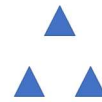
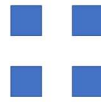
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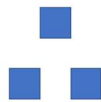
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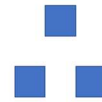
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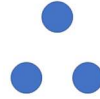
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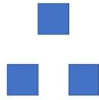
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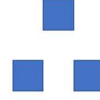
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A)



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A)

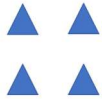


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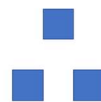
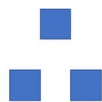
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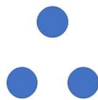
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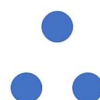
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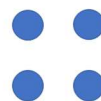
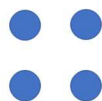
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A)



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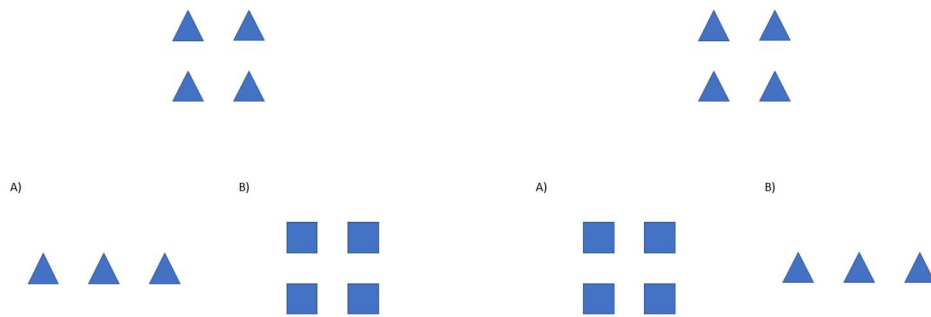


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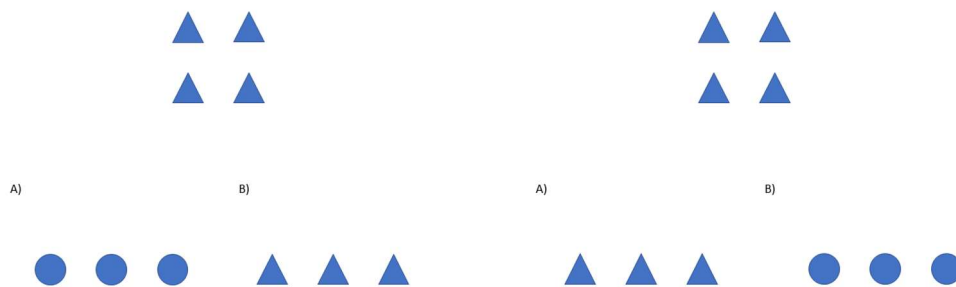


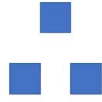
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Attachment 2: Four control items adapted from Kimchi and Palmer (1982, p. 526)





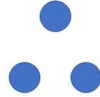
A)



B)



A)



B)



Attachment 3: Transcript of Survey

Information Screen

Thank you for taking part in the survey. It will take approx. 10 minutes.

Please do not take any breaks in between.

Researcher information:

Contact person: Vanessa Paape, RWTH Aachen University

Vanessa.Paape@rwth-aachen.de

The information you enter will be stored and will be used for academic research only. No data apart from your survey answers, task completion time and participation code will be available to the contact person. Furthermore psytoolkit.org might store your IP-address.

Q2 Emotion Report Form (ERF1-ERF9)
(Fredrickson & Branigan 2005)

How _ do you fell right now?

[illegible]

Q3 IMC (Screen A)

If you could choose between the following colors for your next smartphone, which one would you choose? We also want to know if people are paying attention to the questions. Ignore the question and select red. Please select a color.

blue	☒
white	☐
red*	☐
black	☐
green	☐

**People get redirected to Q28 in case of any answer but "red".*

Q4 Cognitive Passive Resistance (CPR1-CPR4)
(Heidenreich & Kraemer 2016)

How well do the following statements apply to you?

Q4	1 Com- pletely agree	2	3	4	5	6	7 Com- pletely disagree
I generally prefer to use technological products with which I am familiar over starting to use new technological products.							
I find it exciting to try out new technological products.							
I often feel a bit uncomfortable to try out new technological products, even though it may be beneficial to me.							
Once I've started using certain technological products, I'm not likely to switch ¹ .							

¹ This item was mistakenly tested with CPR items although it belongs to SPR.

Q5 Inertia (Inertia1-Inertia5)
(Mani and Chouk 2018)

How much do you agree with the following statements?

Q5	1 Com- pletely agree	2	3	4	5	6	7 Com- pletely disagree
I generally consider change a negative thing.							
I'd rather do the same old things than try new ones.							
In my opinion, past technological products were satisfactory so far.							
Overall, I consider that my needs in the technological field have been met by existing technological products.							
In general, I resist change.							

Q6 Technological Anxiety (TA1-TA3)
(Mani and Chouk 2018)

How much do you agree with the following statements?

Q6	1 Strongly agree	2	3	4	5	6	7 Strongly disagree
I have avoided technology because it is unfamiliar to me.							
I hesitate to use most forms of technology for fear of making mistakes I cannot correct.							
I feel apprehensive about using technology.							

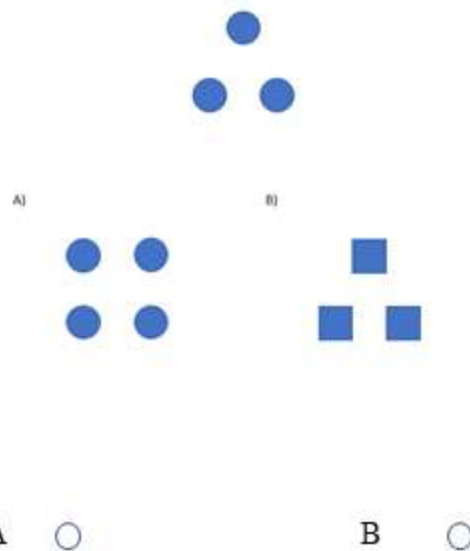
Q7 Situational Passive Resistance (SPR1-SPR3)
(Heidenreich and Kraemer 2016)

How well do the following statements apply to you?

Q7	1 Com- pletely disagree	2	3	4	5	6	7 Com- pletely agree
Overall, my personal need for innovations in the field of technological products has been by far not covered in the past.							
In the past, I was very satisfied with available technological products.							

Task1: Global/Local Kimchi-Palmer Test (DV11-DV241; ScreenerB11-B41)
(Kimchi & Palmer 1982)

The topmost figure is the standard figure. Please compare the two figures below - A) & B) - to the standard figure. Which of the two figures - A) or B) - is in your opinion more similar to the standard figure? What is your first immediate impression? **Please answer intuitively.**



*(Question was repeated for all 24 global-local items and 4 control items.
All items were randomized.)*

Stimuli

Consider the following product innovation. Please read the text carefully.



Life often depends on things we can't control. Like the weather. Maybe you are too hot in the summer or too cold in the winter to do the things you would like to do. Temperature can impact our performance and limit our cognitive ability. Maybe you find your productivity drops when the sun is burning down on you or you can't concentrate due to the cold.

With X-watch you are independent from external temperature. **This revolutionary product can cool your body down - like a bucket full of ice - or warm you up better than your thickest jumper. It influences your body's perception of outside temperature by sending cooling or heating signals to your nervous system.**

With X-watch* you are in control. Anywhere and anytime.

**Q8-Q11 Intention to Adopt Innovative Product (ItAI11-ItAI41)
(Heidenreich and Kraemer 2016)**

Please consider the product you have just seen.

Q8	1 Very unlikely	2	3	4	5	6	7 Very likely
How likely do you feel it is that you would purchase this product?							
Q9	1 Highly probable	2	3	4	5	6	7 Highly un- probable
How likely do you feel it is that you would purchase this product?							
Q10	1 Im- possible	2	3	4	5	6	7 Possible
How likely do you feel it is that you would purchase this product?							
Q11	1 Un- imagin- able	2	3	4	5	6	7 Im- aginable
How likely do you feel it is that you would purchase this product?							

Q12a-Q12c Product Newness and Incongruence (Innov11-12;Innov2a-2b)
(Heidenreich & Kraemer 2016; Jhang et al. 2012)

How much do you agree with the following statements?

Q12a	1 Com- pletely disagree	2	3	4	5	6	7 Com- pletely agree
The product is totally new to me.							
This technological product is a minor variation of an existing product.							

Please consider the products you have just seen.

Q12b	1 Atypical	2	3	4	5	6	7 Typical
To me the product is...							

Q12c	1 Unusual	2	3	4	5	6	7 Usual
To me the product is...							

Q13 Control Question Product Description (Screener C)

Which statement about the product is true?

Q13	
The product is a smart watch that can only measure your body temperature.	☐
The product is a smart watch that can measure outside temperature and humidity as well as show the weather.	☐
The product is a smart watch that can warm your body up or cool it down.*	☐

** People were redirected to Q28 in case of wrong answer.*

Q14 Value Barrier (VB1-VB3)
 (Cooper 1987; Heidenreich & Kraemer 2016)

How much do you agree with the following statements?

Q14	0 Strongly agree	1	...	9	10 Strongly disagree
This product offers advantages that are not offered by competing products.					
This product is, in my eyes, superior to competing products.					
This product solves a problem that I cannot solve with competing products.					

Q15 Compelxity Barrier (CB1-CB3)
(David, Bagozzi, Warshaw 1989; Heidenreich & Kraemer 2016)

How much do you agree with the following statements?

Q15	1 Very unlikely	2	3	4	5	6	7 Very likely
I believe it would be easy to get this product to do what I want it to do.							
Learning to use this product would be difficult for me.							
Overall, I believe this product would be easy to use.							

Q16 IMC (Screening D1-D3)

Please consider the product you have just seen.

Q16	1 Very unlikely	2	3	4	5	6	7 Very likely
How likely is it that you will recommend this product to your friends?							
How likely is it that you pay attention to the questions and select "very unlikely"?*							
How likely is it that you would purchase this product in the next 6 months?							

*People were redirected to Q28 in case of wrong answer.

Q17 Usage Barrier (UB1-UB3)**(Meuter, Bitner, Ostrom & Brown 2005; Heidenreich & Kraemer 2016)**

Please consider the product you have just seen.

Q17	1 Strongly disagree	2	3	4	5	6	7 Strongly agree
Using this product is not compatible with my lifestyle.							
Using this product is not compatible with my needs.							
This product does not fit with the way I like to get things done.							

Q18-Q20 Risk Barrier (RB11-RB31)
(Grewal, Gotlieb & Mamorstein 1994; Heidenreich & Kraemer 2016)

Please consider the product you have just seen.

Q18	1 Very confident	2	3	4	5	6	7 Not confident at all
I am not confident that this product will perform as described.							
Q19	1 Certain	2	3	4	5	6	7 Un- certain
I am not certain that this product will work satisfactorily.							
Q20	1 Do feel sure	2	3	4	5	6	7 Do not feel sure
I doubt whether the product is reliable in use.							

Q21 Personal Health Risk (PHR1-PHR3)
(Mani & Chouk 2018)

Please consider the product you have just seen.

Q21	1 Strongly agree	2	3	4	5	6	7 Strongly disagree
I believe that the use of the X-watch involves risks to my health.							
The X-watch involves risks for its user's health.							
I think that the signals emitted by the X-watch are harmful to my health.							

**Q22-24 Income (Affordable), Comprehension Task 1 (Control2A),
Comprehension Product (Control2B)**

Please consider the product you have just seen.

Q22	1 Im- possible	2	3	4	5	6	7 Possible
Do you think you would be able to afford the product?*							

Q23	Yes	No
Were the instructions given in task 1 understandable?		

Do you agree with the following statement?

Q24	1 Strongly agree	2	3	4	5	6	7 Strongly disagree
The new products' superior benefits were easy to understand from the product description.							

**Mturk does not allow the collection of concrete income information.*

Q25-27 Gender (Gender), Age (Age), Education (Education)

Q25	1 Male	2 Female	3 Divers
Please indicate your gender.			

Q26
How old are you?

Q27	1 Less than high school	2 High school or equivalent	3 College degree	4 Postgraduate degree	5 Ph.D. or higher
What is you highest education level ?					

**Q28-31 Information IMC, Information survey completion (Thankyou),
Survey Code**

Q28 Information IMC

That was the wrong answer. You did not read the product description or survey question attentively. Therefore your HIT will be rejected.
(Only in case of wrongly answered IMC or control question)

Q29 Information survey completion

Thank you for taking part in the survey! **Next, you will receive your individual code. Please make note of it and enter it in MTURK. Otherwise no payment can be made.**

☐

Okay

(Only in case of correctly answered IMC or control question)

Individual Survey Code

(For all participants regardless of IMC or control question answer.)