Hedonic Consumption Mediating the Relationship between Consumer Psycho-Demographic Characteristics and Consumer Adoption of Innovation

Azza El Borsaly
Emirates College of Technology
Abu Dhabi, United Arab Emirates
azza.borsaly@ect.ac.ae

Abstract--**The study explores how consumers react differently when companies introduce new products. The study focus on the hedonic consumption as an approach for consumer behavior. It examines the demographic and psychographic characteristics that illustrate consumer hedonic consumption. The study employs VALS framework to understand consumer reaction and propensity to innovation and adopts Rogers' five steps framework (1) to clarify consumer adoption to innovation. The statistical sample consists of 420 UAE consumers drawn randomly from the market and universities and colleges. The results indicate that some demographic and psychographic characteristics have significant relationship with consumer hedonic consumption and new product adoption.**

Index Term: Consumer innovativeness, Consumer adoption of innovation, Hedonic consumption, Consumer characteristics.

IJBAMR