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RELATIONSHIP BETWEEN CONSUMPTION ATTITUDES AND ADOPTION OF NEW PRODUCTS IN THE LIGHTING INDUSTRY

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Abstract

Objectives: The thesis is to analyze the relationship between the new product adoption and consumption attitudes with demographics characteristics as well. It is an replication study from Guangping Wang, Wenyu Dou, and Nan Zhou with the title “consumption attitudes and adoption of new consumer products” (2005).

Method: This study employed a quantitative research methodology and data were gathered from consumers randomly with self-completed survey. 150 questionnaires were distributed around Jabodetabek area .Several methods of data analyzing were used on this research, they are simple regression analysis, reliability test and ANOVA.

Results: 139 valid samples were collected, the findings show that all variable are reliable to conduct further analysis which the hypothesis is not proven with new product adoption do not have negatively association with conformity, security, and tradition and do not positive association with independent decision making and stimulation in the lighting industry. The last result also shows that the older age, lower income and lower education is not a barrier to adopt new product.

Conclusion: This research suggests ways in which age, education, and income provide convenient and effective segmentation tools. However, limitation such research sample size and models of research dimension should be taken into considieration in the future research

Key Words: New product adoption, consumption attitude, age, income, education, conformity, security, tradition, independent decision making, and stimulation.