

## HOW CUSTOMERS RESPOND TO INNOVATIVE PRODUCTS? FROM THE PERSPECTIVE OF THE DISCONFIRMATION SENSITIVITY

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### Abstract

The purpose of this study was to investigate how customers respond to innovative products from the perspective of disconfirmation sensitivity. Extant literature has concerned disconfirmation sensitivity largely but fails to identify it in relation to innovative products. The methodological approach of this study conveys conceptual development based on research propositions. Therefore, a conceptual framework has been built based on existing knowledge of literature. The authors derived research propositions that explain the potential relationship between innovative products and disconfirmation sensitivity. Three of the research propositions focused on positive disconfirmation that aims to set a lower expectation of innovative products. The other three research propositions focused on negative disconfirmation that aims to set a higher expectation on innovative products. This is the first attempt to discover the relationship between innovative products and disconfirmation sensitivity at the best of the authors' knowledge. Understanding customer expectations largely contribute to the competitiveness and profitability of the organization. Therefore, managers may need to understand the acceptance or rejection of innovative products accurately in order to secure future survival.

**Keywords:** *Disconfirmation Sensitivity, Innovative Products, Research Propositions*