Abstracts

Abstracts Editor: Merle Crawford, The University of Michigan

The driving essence of The Journal of Product Innovation Management is multidisciplinarity—the merging of ideas from many different disciplines and fields of study to comprise the new one of Product Innovation Management. Articles in this journal are selected with an eye toward how they help bridge the disciplines gap. Abstracts are selected similarly, their sources lying in many different technical fields such as engineering and the sciences, plus strategic management, marketing, law, human resources, psychology, design, packaging, and scores more.

Moreover, the abstracts are more than topical capsules. They are written to highlight the substance of each article as it relates to product innovation, the presumption being that most readers will never see the original articles. Too, many of the articles contain material not directly related to product innovation, and that material is not abstracted here. The citations are arranged in a non-conventional format, so that the subjects of the articles stand out.

We welcome comments about this service, and we would like to know if there are other publications we should be covering or if there are persons who would like to join the abstracting staff.

The Editors

Publications Being Abstracted

- Academy of Management Review
- Across the Board
- American Demographics
- Business Horizons
- Business Marketing
- Business Week
- California Management Review
- Design
- Design Studies
- European J. of Marketing
- Food Drug and Cos. Law R.
- Forbes
- Fortune
- Futurist
- Harvard Business Review
- IDEA
- Industrial Mngt. & Data Sys.
- Industrial Marketing Mngt.
- Innovation
- Intellectual Property J.
- International Design
- International Management
- International Marketing Review
- Inter. J. of Res. in Marketing
- J. of Advertising Research
- J. of Applied Psychology
- J. of Bus. & Ind. Marketing
- J. of Business Research
- J. of Business Strategy
- J. of Business Venturing
- J. of Consumer Marketing

Address correspondence to C. Merle Crawford, Michigan Business School, The University of Michigan, Ann Arbor, MI 48109. Telephone: (313) 764-2341. FAX: (313) 763-5688

© 1993 Elsevier Science Publishing Co., Inc.
655 Avenue of the Americas, New York, NY 10010
plus several non-English language publications and an occasional scanning of about 40 less directly applicable publications.

Members of the abstracting staff are the following (the author of any abstract can be determined by the initials given at the end of the abstract citation, unless the abstract was written by JPIM editors):

William J. Altier, Princeton Associates Inc.
Jan Brown, Northrop Corporation
Ove Granstrand, Chalmers University of Technology
Ashok Gupta, Ohio University
Robert R. Harmon, Portland State University
Theodore F. Jula, Stonehill College
Geoffrey P. Lantos, Stonehill College
Michael V. Laric, University of Baltimore
Albert L. Page, University of Illinois-Chicago
Richard K. Robinson, Marquette University
Robert R. Rothberg, Rutgers University
Hans J. Thamhain, Bentley College
Dharmendra T. Verma, Bentley College


Consumer goods marketers are increasingly turning to the show as a medium to launch new products to highly targeted consumer audiences. The role of the consumer show is to overcome consumer resistance to new items by providing information.

Consumer shows possess unique audience and promotion characteristics which overcome many of the limitations of traditional media for providing consumer information (advertising, personal selling and sales promotion). First, they yield a highly targeted audience of consumers who are very interested and involved with the products exhibited and who, therefore, serve as opinion leaders.

Second, the show format uses a variety of coordinated personal and nonpersonal information sources. Personal sources include exhibit staff, live demonstrations, special show events, and other individuals attending the show with the consumer. Nonpersonal sources include booth signage and pictures, product displays and samples, films and videos, and sales literature.

Prior research suggests that attendees obtain two broad categories of information at a show: (1) general usage information, which refers to broad product, installation, and safety issues, and (2) detailed product information on specific features and benefits of displayed items.

Consumer shows influence the adoption process, first, by these various at-show activities just mentioned, and second, by the postshow information search that is stimulated by the show visit. The information obtained during and after the show serves to reduce the consumer's perception of adoption barriers and ultimately leads to a decision to adopt or reject the product. The two critical barriers suggested by several research studies are perceived risk (the expected probability of functional, economic, social or psychological loss resulting from an innovation) and relative advantage (the degree to which the innovation is perceived as being superior to the product it replaces). It is necessary to identify the underlying causes of consumer resistance via marketing research so that these can be addressed at the show.

The authors conducted a research study to test hypotheses concerning the role of consumer shows in new product adoption. Approximately 1000 attendees of the Atlanta Home Show were asked at the show to