



Abstracts

Abstracts Editor: Merle Crawford, The University of Michigan

The driving essence of *The Journal of Product Innovation Management* is multidisciplinary—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
IEEE Transactions on Eng. Mngt.
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

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J. of Consumer Research
 J. of Creative Behavior
 J. of Eng. and Tech. Mngt.
 J. of Management Studies
 J. of Marketing
 J. of Marketing Management
 J. of Marketing Research
 J. of Public Policy & Mktg.
 J. of Services Marketing
 Long Range Planning
 Management Science
 Marketing Intel. and Planning
 Marketing Science
 McKinsey Quarterly
 Planning Review
 R&D Management
 Research and Development
 Research Policy
 Research Technology Management
 Sloan Management Rev.
 Strategic Management J.
 Tech Fore. & Social Change
 Technology in Society
 Technology Review
 Technovation
 Wall Street Journal

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
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 Robert R. Rothberg, Rutgers University
 Hans J. Thamhain, Bentley College
 Dharmendra T. Verma, Bentley College

The Role of Consumer Shows in New Product Adoption, Gloria J. Barczak, Daniel C. Bello and Everett S. Wallace, *Journal of Consumer Marketing* (Spring 1992), pp. 55-67 (GPL)

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 may, 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