

APPLICATION OF MARKETING TOOLS IN MEDICAL TECHNOLOGY INNOVATION MANAGEMENT

Ludmila Goma 1PhD, Associate Professor, USMF

Daniela Goma master in marketing

Introduction Given that, previous research indicates that customers’ resistance is the leading cause of innovations failure (Ram, 1989). Was analyzed the effect of analogy and culture on customers’ resistance to healthcare technology innovation and if consumers’ prior knowledge played a role in the success of the analogy.

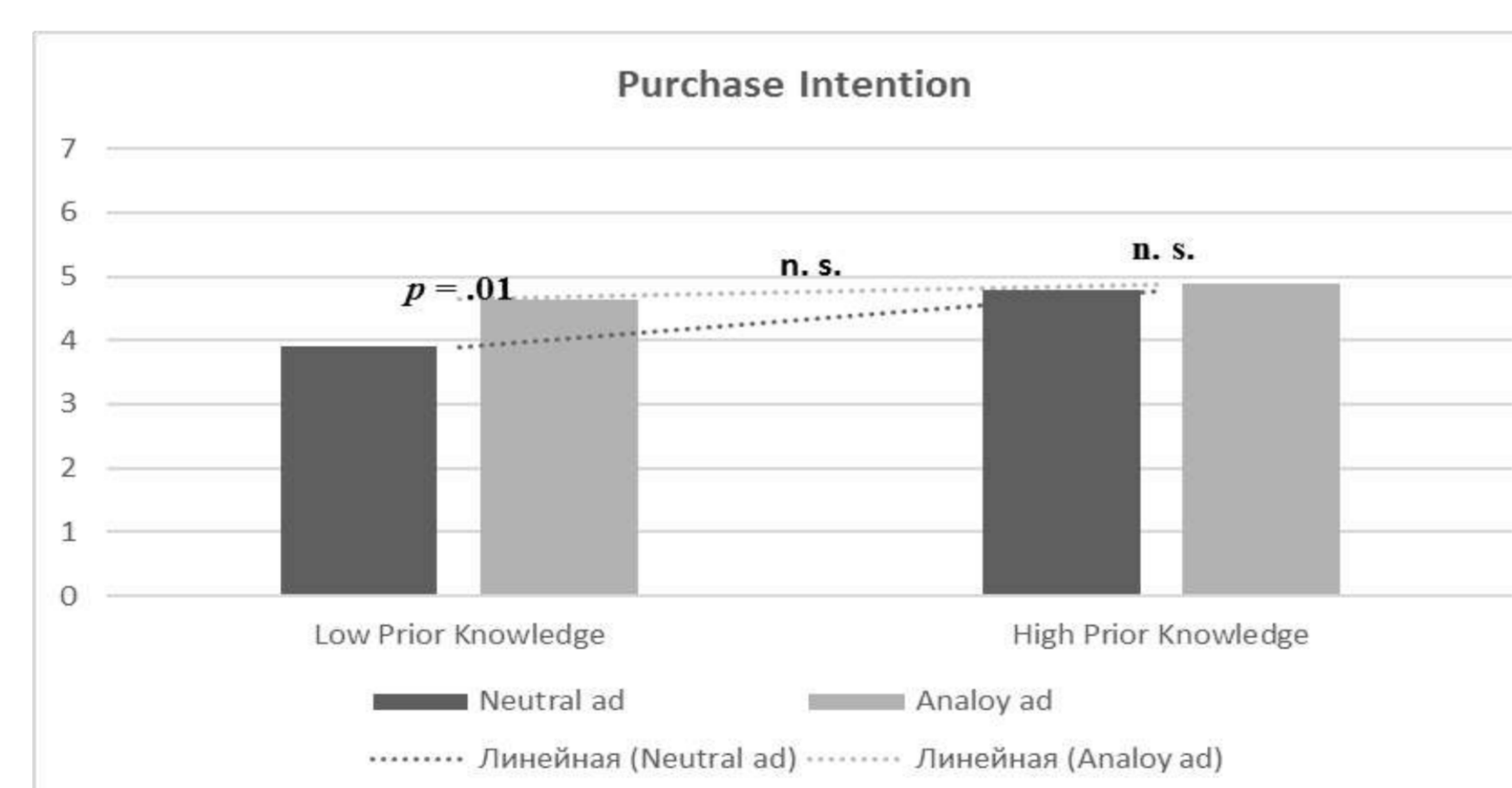
Keywords

communication-marketing elements; innovation resistance; prior knowledge

Purpose

This study makes several contributions to the literature. First, by focusing on the effect of analogy on customers’ PIR. Second, by analyzing the impact of cultural differences on the effects of marketing instruments on the resistance to innovations. Third, by investigating whether prior consumer knowledge has a moderating impact. These findings can help managers reduce or even prevent consumers’ PIR and improve evaluations of their products by allocating resources to the most effective instruments.

The effect of the prior knowledge and advertisement type on purchase intention



Material and methods An experimental design with marketing instruments as a between-subjects factor with two treatment groups: (1) a control group condition and (2) an analogy condition was conducted to test the effectiveness of analogy on reducing the negative effects of passive innovation resistance on purchase intention.



Results

Against predictions, the results of this study showed that analogy does not reduce the negative effects of passive innovation resistance on adoption and evaluation (H1). However, this paper did confirm that the country has a significant effect (H2). Furthermore, the results of this study showed the facilitating effect of analogy on evaluation in developing countries (H3b). Moreover, the findings provided no support for H4; prior knowledge does not moderate the effect of analogy on adoption and evaluation.

Conclusions

The findings have theoretical implications for research on innovation adoption and resistance, as well as managerial implications for marketing communication. The facilitating effect of analogy related to the innovation evaluation occurs among consumers from a developing country; less knowledgeable consumers benefit from the analogy effect for purchase intention and evaluation of the innovation.