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Review of MAO as Individual Characteristics of Consumer Acceptance of Innovation

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Abstract:

Motivation, ability, and opportunity (MAO) are factors that influence consumer behavior. Some studies measure motivation, ability, and opportunity in many contexts. In this literature review, we discuss how important MAO is in influencing consumer behavior. However, the problem is that the MAO measurement is studied by many experts in different contexts, so the measurement also provides different concepts. There is still little research that addresses MAO in the context of innovation acceptance. This study was a literature review and used narrative review (non-systematic) methods. This study is expected to provide a discourse in research on a more rigid MAO measurement so that it can be continued in measuring the impact of this MAO on consumer behavior in innovation acceptance more carefully. This study is useful for research that uses the concept of MAO for consumer behavior research and psychological research. There was still little research that addresses MAO in the context of innovation acceptance. This study offers the measurement and provides different concepts.

Keywords: motivation, ability, opportunity, consumer acceptance of innovation.

MAO 作为消费者接受创新的个体特征的回顾

摘要:

动机、能力和机会 (MAO) 是影响消费者行为的因素。一些研究在许多情况下衡量动机、能力和机会。在这篇文献综述中，我们讨论了 MAO 在影响消费者行为方面的重要性。然而，问题是 MAO 测量是由许多专家在不同背景下研究的，因此测量也提供了不同的概念。在创新接受的背景下，针对 MAO 的研究仍然很少。本研究是文献综述，采用叙述性综述（非系统）方法。本研究有望为研究更严格的 MAO 测量提供一个话语，以便可以继续更仔细地测量这种 MAO 对消费者创新接受行为的影响。这项研究对于使用 MAO 概念进行消费者

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行为研究和心理研究的研究很有用。在创新接受的背景下，针对 MAO 的研究仍然很少。这项研究提供了测量方法并提供了不同的概念。

关键词：动机、能力、机会、消费者对创新的接受程度。

1. Introduction

In today's challenging business environment, it is no longer enough to deliver quality products/services to customers promptly. Instead, companies must find ways to completely innovate their offerings that customers will be interested in and find valuable products. This type of innovation is not easy to achieve, because the activity and active participation of customers in producing their lead to uncertainty about how to innovate new products/ services. However, innovation is increasingly considering critical elements of a firm's competitive strategy (MacDonough et al., 2008), and this strategy will be misguided if the firm's innovation approach is too short to make a real difference to its customers.

The concept of innovation varies in the definition. This diversity arises from two different perspectives in seeing it. Currently, there are two ideological perspectives regarding innovation, which are explored in several relevant studies:

1) *The innovation perspective from the company's point of view:* Research in this perspective defines innovation as a strategic tool from a company to understand and determine the extent to which products/services are new (Garcia & Calantone, 2002);

2) *The innovation perspective from the consumer's point of view:* This concept reflects the extent to which customers evaluate the dimensions of innovation offering meaningfully, which are different from existing alternatives (Zolfagharian & Paswan, 2009).

Consumer behavior is a process that is passed by a buyer is searching for, buying, using, evaluating, and acting on the consumption of products and services, as well as ideas that are expected to fulfill one's needs (Schiffman et al., 2013). Consumer behavior in Innovation acceptance refers to how consumers receive the products/service innovation. Many factors can influence the behavior of these consumers, it might be influenced from within the consumers themselves or from outside. Internal factors include motivation, perception, attitude, and personality. The external factors include culture, sub-culture, social groups, groups of referents' families (Kotler & Keller, 2016).

Motivation, Ability, Opportunity are factors that influence consumer behavior. Previous research measures *Motivation, Ability, and Opportunity* in a different context. Petty and Cacioppo (1986), MacInnis et al. (1991, 2015) identify the role of MAO as informing consumers about the products or services. The concepts of *Motivation, Ability, and Opportunity* have been reviewed in several studies as a unified concept in research terminology.

The MAO concept first appeared in Petty and Cacioppo's study (1986) which stated that when

consumers receive a persuasive message, they follow either a central route or a peripheral route. It is said that when the MAO (*Motivation, Ability, and Opportunity*) is high, the *central* route is adopted by consumers to process information where they are more willing to put forth high cognitive processing efforts. On the other hand, when MAO is low, consumers follow a *peripheral* route to processing information where they are unable to put forth more cognitive processing effort (referred to as low elaboration).

The second MAO concept was proposed by Stockmans (2005) which measures the effectiveness of MAO in processing participation from consumer responses to the marketing strategy of a product. If the MAO is high, the participation of consumers in response to stimuli marketing of products/services offered will be strong. Conversely, if the MAO is low, the level of consumer participation in responding to the product/service marketing strategy is also low.

The third MAO concept was put forward in the research of MacInnis et al. (1991) which measured the effectiveness of the *motivation, ability, and opportunity* (MAO) in receiving information from a message. It is stated that the effectiveness of the delivery of communication is highly dependent on the MAO owned by consumers. The higher MAO will be more effective delivery of the message will be received by consumers.

The next MAO concept was put forward by Gruen et al. (2005) who examined the phenomenon of the relationship between consumers (*consumer-consumer*) where consumers can exchange information about products/services, where the desire to share information is determined by the MAO of consumers, which can facilitate or hinder. The intensity of information exchange between consumers will have an impact on customer loyalty.

From some concepts of MAO in different contexts depending on the study, it can be underlined that the MAO shows individual characteristics that are important in influencing consumer behavior. The intensity of the consumer to behave on the products/services is determined by their major motivation in seeking information, the opportunity to obtain information about the products, and the ability to understand and receive information on products/services.

In several studies of MAO measurement, there are still many differences, so a more in-depth literature study on the MAO concept is needed.

2. Methodology

Our study uses a narrative approach to literature review adapted from Onwuegbuzie and Frels (2016), Baker (2016). A narrative or traditional literature

review is a comprehensive, critical and objective analysis of the current knowledge on a topic. There is an important part of the research process and helps to establish a theoretical framework and focus or context for this research. This literature review will help us identify patterns and trends in MAO research so that we can identify gaps or inconsistencies in that research. This should lead us to completely measured MAO indicators.

3. Result and Discussion

Our narrative review of existing literature demonstrates that MAO has been studied in many contexts. So, we described motivation, ability, and opportunity in different definitions and measurements.

3.1. Motivation

Motivation is defined as a drive that is directed towards a specific goal (Park & Mittal, 1985). Motivation can be considered a factor that causes individuals to behave. Motivation explains why people behave in certain ways, what energizes their behavior and what leads them to voluntarily perform those actions (Deci & Ryan, 1985).

Motivation can be considered as a precondition that compels humans to behave (of several forms). Motivation explains why people behave in certain ways, what energizes their behavior and what leads them to voluntarily take action (Deci & Ryan, 1985).

A review of literature on research with the context of motivational innovation explains why consumers are willing to accept innovation actions from companies, and what factors motivate consumers to accept these innovation activities. Existing research explains that the consumer's contribution to a company's innovation activity is likely to depend on his perception of the tangible or intangible benefits that can be derived from it (Nambiisan, 2002). Studies should then seek to determine what motivates or controls consumers to participate in various forms of innovation activity.

Several indicators for measuring *motivation* were adopted from several studies (Table 1).

Table 1. Measurement of *Motivation* in previous research (Literature study)

No	Researcher and year	Concept definition	Measurement indicator
1	Petty and Cacioppo (1986)	<i>Motivation</i> as an impetus in the process of receiving information	Motivation is caused by personal factors, personal responsibility, the number of message sources, and the presence of cognitive needs
2	Batra and Ray (1986)	<i>Motivation</i> as an encouragement to receive advertising messages	Measuring the extent to which a product category is important to consumers
3	Stockmans (2005)	Motivation is a process that results from the activation of beliefs about cultural participation	a. Utilitarian; b. Hedonic; c. Involvement.
4	Roberts et al. (2014)	Motivation as an impetus to engage in company innovation	a. Hedonic and personal development; b. Social and altruistic motives; c. Economic and opportunity-driven.
5	Vandecasteele and Geuens (2010)	Motivation is a drive for consumers to be innovative	a. Functional; b. Hedonic; c. Social; d. Cognitive.

majority of research on innovation has focused on the nature of the innovation itself. No research has been conducted on why consumers are willing to accept innovation actions from companies, and what factors motivate consumers to accept these innovation activities. Existing research presupposes that the consumer's contribution to a firm's innovation activity is likely to depend on his perception of the tangible or intangible benefits that can be derived from it (Nambiisan, 2002). Studies should then seek to determine what motivates or controls consumers to participate in various forms of innovation activity. So in this context, motivation is a form of consumer desire or readiness to accept innovation activities carried out by products/services.

3.2. Ability

Ability shows the ability that refers to the skills or expertise of consumers in receiving messages from the object (Alba & Hutchinson, 1987). The availability of knowledge relevant to the brand will facilitate the ability to manage the message.

In the context of consumer participation (Stockmans, 2005), the ability to participate is defined as the skill or ability to act that covers all the resources owned by the consumer: time budget, financial budget, and competence of mental resources. In addition, a person's physical capacity can be considered a resource. So, in general, four types of resources can be used to conceptualize abilities, namely financial resources, time budget, physical capacity, and mental resources.

Maclnnis et al. (2015) stated that the ability refers to skills or consumer expertise in processing messages in an ad. The availability of relevant knowledge will provide an understanding basis for processing the message.

Here are some indicators to measure the ability from several studies (Table 2).

Table 2. *Ability* measurement in previous research

No	Researcher and year	Concept definition	Measurement indicator
1	Anderson (1994), Batra and Ray (1986)	Ability is defined as the experience of using	a. Experience as measured by asking respondents to rate their experience with the product; b. The ability to process through prior knowledge and use; c. Knowledge is measured by asking subjects whether they have ever searched for information about, the product used, or the product they own; d. Experience is measured and classified in three levels: recent use experience, purchase use experience in the last two years, none before.
2	Batra and Ray (1986), Maclnnis et al. (1991)	Ability is defined as subjective knowledge	a. Observing the extent to which subjects perceive themselves to know the category through use or vice versa; b. Asking subjects to rate their knowledge in comparison to the average person; c. Asking the subject to assess familiarity with the product; d. Asking subjects to record their learning knowledge compared to before; e. Asking subjects to rate how knowledgeable they are

A review of the emerging literature shows that the

			about the product	absence of barriers to action	a. Product opportunity; b. Opportunity price; c. Promotion d. Place opportunity.
			f. Assessing the subject's perception of information about the meaning of stimuli and beliefs in using the product;		
			g. Asking subjects their opinion on product features will be important in making choices.		
3	Bruck and Genesee (1995), Maclnnis et al. (1991), Park and Mittal (1985)	Ability is defined as objective knowledge	a. Asking subjects to match 10 nutritional information to 10 health-related outcome disclosures; b. Measuring with an objective knowledge scale; c. Response questions to determine product knowledge in five areas: terminology, available attributes, criteria for evaluating attributes, perceptions between attributes, and product use factors, situations that determine the importance of attributes.		
4	Stockmans (2005)	Ability is defined as the ability to participate in the object	In general, four types of resources can be used to measure capability: a. Financial resources; b. Time budget; c. Physical capacity; d. Source of mental power.		

In this context, high ability implies that prior knowledge is needed to accept the innovation activities carried out by the object. The strategy for accessing relevant knowledge is to provide a context for interpreting information from the object's innovation. Because many visual and verbal stimuli are ambiguous, communication is facilitated by providing objects to process the stimuli.

3.3. Opportunity

Opportunity is defined as the extent to which interference or limited exposure time can affect consumers' pay attention to object information (Batra & Ray, 1986). Opportunities explained that the amount of attention and time allotted to accept new things is not impeded. High opportunity refers to activities that can attract attention from one stimulus to another stimulus. When opportunities are low, or the processing is interrupted, information cannot stay in the memory long enough, which makes it hard to accept the new.

In the context of innovation research, opportunity can be interpreted as an opportunity that shows that the amount of attention is allocated to receive innovation activities carried out from services. Opportunity can be defined as the absence of barriers to receiving an innovation (Maclnnis et al., 1991).

The following are some indicators to measure the opportunity from several studies (Table 3).

Table 3. Opportunity measurement in previous research (Literature study)

No	Researcher and year	Concept definition	Measurement indicator
1	Maclnnis et al. (1991)	Opportunity is defined as the extent to which distraction or exposure time affects consumers to pay attention to new things.	a. Time b. Are there any disturbances during exposure? c. Audience cognitive response
2	Petty and Cacioppo (1986)	Opportunity is defined as the chance that a message can be responded to by consumers	a. How many repetitions of messages can consumers respond to? b. Informativeness: How much information can be understood?
3	Stockmans (2005)	Opportunity to participate is defined as the	Opportunity is a consumer evaluation of the components of the marketing mix:

An opportunity implies the number of consumers to receive the innovation process made from the object. The opportunity component is related to suitability for use, or perceived quality.

4. Discussion

From the indicators used in previous research on Motivation, Ability, Opportunity which shows the individual characteristics of consumers, several definitions and indicators are obtained that differ for different contexts. However, the results of this literature study try to summarize these definitions and indicators as rigid definitions and indicators that can be used in research on consumer behavior.

Motivation, as proposed by Petty et al. (1987), Batra and Ray (1986), Stockmans (2005), Roberts et al. (2014), Vandecasteele and Geuens (2010), can be summarized as a form of encouragement in consumers to take action or behavior in innovation acceptance. Encouragement can be derived from the desired benefits (utilitarian), desire for pleasure (hedonic), the desire involved (involvement); social, altruistic, economic, and personal preferences; the desire for function (functional), and the desire for knowledge (cognitive).

Ability refers to the ability for consumers in the form of knowledge and the capabilities of their resources to carry out the behavior in innovation acceptance. This definition is extracted from research by Anderson (1994), Batra and Ray (1986), Maclnnis et al. (1991), Bruck and Genesee (1995), Park and Mittal (1985), Stockmans (2005). The ability can be indicated in the knowledge owned by consumers, financial resources, energy and capabilities, and other resources related to the behavior to be carried out.

Opportunity describes the opportunities that consumers have to be able to behave in innovation acceptance. This definition is inferred from research conducted by Maclnnis et al. (1991), Petty and Cacioppo (1986), Stockmans (2005). Indicators to measure opportunity can be explained as time opportunities that are owned, the absence of obstacles/prohibitions.

5. Conclusion

The development of the concept of MAO in consumer acceptance of innovation is expected to contribute to the development of consumer behavior theory. This MAO becomes an important concept in understanding consumer behavior that will be useful if applied in consumer behavior research, and also contributes to marketers understanding individual consumer behavior which ultimately influences consumer purchase decisions among innovative products/services offered.

6. Limitations and Further Study

This study is a literature review preliminary for other research. Further research could use the measurement concept of MAO as a variable in the context of consumer behavior.

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