

# THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

## Departmental Research Seminar

### Consumer Evaluation of Digital Product Innovations: Disentangling Effects of Novelty and Familiarity By



**Prof. Wai Fong Boh**  
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**Date : 28 Sep 2023 (THU)**

**Time : 9:30 – 11 am**

**Venue : Online via Zoom**

#### Abstract

With the increasing prevalence of digital products that embody both hardware and digital artifacts, it has become imperative for firms to identify innovation strategies that affect the design of digital products and can significantly impact consumers. Innovative components can introduce novel functionalities that attract and satisfy consumers. However, novelty can also reduce consumers' familiarity with and acceptance of new products. This study examines how innovation design strategies must factor in consumers' considerations of novelty and familiarity when evaluating innovation in digital devices. We investigated the pivotal role of innovative hardware and software component designs in fostering positive consumer evaluations of digital products. Our findings suggest that there might be a tension between the need to ensure novelty and consumer familiarity with digital devices. We find that the early introduction of dominant component innovations is necessary, yet we need to increase the visibility of such innovations. Furthermore, we find that the early market introduction of non-dominant component innovations is beneficial, yet we need to decrease the visibility of these innovations. The main findings of this study reveal how the innovative design of digital products can influence consumer evaluations.

**Prof. Wai Fong Boh** is President's Chair and Professor of Information Systems at Nanyang Technological University (NTU) in Singapore. She is currently the Deputy Dean of Nanyang Business School (NBS), Director of Information Management Research Centre at NBS, and she serves as co-Director for both Singapore Agri-Food Innovation Lab (SAIL) and NTU Centre in Computational Technologies for Finance (CTCF). She received her PhD from the Tepper School of Business at the Carnegie Mellon University. Her research interests are in the areas of knowledge and innovation management and entrepreneurship. She has published in leading IS and management journals, including *Management Science*, *MIS Quarterly*, *Academy of Management Journal*, *Organization Science*, *Journal of Management Information Systems*, *Journal of Association Information Systems*, *Research Policy*, and *Information & Organization*. She has also won multiple awards, including an award for the Top Five IS Publications of the Year 2007. She is currently Senior Editor of *MIS Quarterly*, and has been previously AE for *Management Science* and *ISR*. Further, she is currently on or had been previously on the editorial board of multiple journals, including *Journal of Management Information Systems*, *Organization Science*, *Journal of Strategic Information Systems* and *Information & Organization*. Prof. Boh has also served as Program Co-Chair for ICIS 2019, and served as Doctoral Consortium Co-Chair for PACIS 2018 and 2013. She was recently awarded Singapore's Public Administration Medal (Silver) and published a book on Identifying Business Opportunities through Innovation.

**All interested are welcome.**



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