

Abstract

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Measuring the Impact of various Hedonic and Rational Factors on Consumers Intention to Adopt Innovative FMCG

Purpose: The aim of this paper is to measure the impact of certain hedonic and rational components on consumers' intention to adopt innovative fast moving consumer goods (FMCG) related to the food and beverage industry in Egypt. **Design/Methodology/Approach:** This study was considered conclusive research, with a cross-sectional design and a descriptive purpose. Each of the variables were measured using a 5-point Likert scale (the number of the items varied in each scale). Out of 900 self administrated questionnaires, 475 were returned complete and accurate, yielding a response rate of 52%. **Findings:** The empirical findings indicate that all the independent variables had a positive and statistically significant relationship with attitude formation and adoption intention. The second major finding is that the effect of the variables changed depending on the product. The variables varied in their statistical significance and their contribution to the prediction of attitude formation and adoption intention. **Practical Implications:** The study has implications for both researchers and practitioners concerning the factors affecting consumers' decisions to purchase innovative FMCG. **Originality/Value:** This study contributes on the theoretical level in the following ways: by applying the variables to FMCG rather than to technology by adding to the field of product innovation in the Middle East context by integrating two models of innovation acceptance and usage; by demonstrating the validity of the scales of the hedonic and rational components in the urban Egyptian context. It contributes on the practical level by determining the factors that affect consumers' decisions to purchase new FMCG.