

# The Moderating Effects of Self-Brand Concept and Reference Group on Consumer Innovativeness Toward Purchase Intention

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**Abstract** New products can succeed in the market if they are adopted by consumers. Considerable research has investigated the effect of consumer innovativeness on purchase intention. However, moderating effects to increase the adoption rate have been overlooked. Drawing from the concept of innovativeness, using survey research among Thai consumers, and analyzing data with hierarchical regression analysis, the author demonstrates that self-brand concept and reference group positively moderate the relationship between consumer innovativeness and purchase intention toward new products. This research suggests that self-brand concept and reference group can accelerate the adoption rate of new products. Successful firms can define marketing strategies to increase the adoption rate by developing new products to fit with the individual or his/her group.

**References:** Available upon request

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