

# The Longitudinal Aspect of the Green Innovation Adoption

**Yi-Nung Peng\***

*Assistant Professor, Department of Business Administration,  
National Taipei University.*

**Po-Kai Wang**

*Student, Department of Business Administration,  
National Taipei University.*

## Abstract

The purpose of this study is to understand how the customers adopting an innovation at different stage of its life cycle may have different perceptions regarding the attributes of the innovation. The innovation in question is the gogoro electric scooter and we studied actual adoption instead of purchase intention more commonly found in the literature. We show that, with minor support from the empirical evidences, later adopters perceived the gogoro offers higher level of relative advantage, compatibility, trialability, and observability while offer lower level of complexity. We also further studied the impacts of actors' environmental consciousness and economic factor, proxied by income level, to their actual adoption of the green innovation. Results show that environmental consciousness does increase the likelihood for an actor to adopt a green innovation while the relationship is moderated by the income level.

**Keywords:** Green innovation, Innovation adoption, Environmental consciousness, Adoption behavior

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\* Corresponding author.

E-mail address: [pengyn@mail.ntpu.edu.tw](mailto:pengyn@mail.ntpu.edu.tw) (Y.-N. Peng)