

**CONSUMER BEHAVIOUR ALONG THE PLC: A DIFFUSION OF INNOVATION PERSPECTIVE**

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**ABSTRACT**

Prior research has suggested that consumer behavior towards a product varies as the product progresses through its life cycle. Both, the consumer and a “new product” enter into a dyadic relationship with the introduction of a new product. The adoption of the product depends upon the evolution of this relationship. While the academic literature has dealt with these interrelated issues through the lenses of PLC (product life cycle) and diffusion of innovation, the two streams have evolved in silos. In this paper we posit that new product development can be conceptualized as innovations which are then adopted/ rejected by consumers. We attempt to illuminate the phenomenon by linking PLC and diffusion of innovation, and explore the research issues on consumer behavior in the four stages.

Keywords: *Product Life Cycle, Diffusion of Innovation, Consumer Behaviour*