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INVESTIGATING CONSUMER MOTIVATION IN THE ADOPTION OF A NEW PRODUCT UNDER THE CONDITIONS OF UNCERTAINTY^{29, 30}

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Abstract: The question related to what behavior consumers exhibit in conditions of uncertainty is extremely relevant at the present time. Therefore, the report examines consumer behavioral responses provoked by factors that generate uncertainty. The results of an empirical study aimed at researching end users from Ruse and the region regarding the perception of a new product (bio-dough snacks) are presented. It is established which motivational factors influence consumers in the process of making a decision to purchase this new for the region product by classifying potential consumers according to the Rogers model. Specific conclusions are drawn, on the basis of which recommendations are formulated, revealing possible alternatives to stimulate the generation of positive attitudes among consumers towards the new product.

Keywords: Consumer Behavior, Conditions of Uncertainty, Motivational Factors, New Bioproduct

JEL Codes: L69

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