### **Accepted Manuscript**

Customers' reactions to technological products: the impact of implicit theories of intelligence

COMPUTERS IN HUMAN BEHAVIOR

Particular Services of the servic

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PII: S0747-5632(17)30539-3

DOI: 10.1016/j.chb.2017.09.013

Reference: CHB 5158

To appear in: Computers in Human Behavior

Received Date: 18 January 2017

Revised Date: 16 May 2017

Accepted Date: 10 September 2017

Please cite this article as: Seyed Shahin Sharifi, Mauricio Palmira, Customers' reactions to technological products: the impact of implicit theories of intelligence, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.09.013

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#### ACCEPTED MANUSCRIPT

# Customers' reactions to technological products: the impact of implicit theories of intelligence

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**Keywords:** Technological products, product complexity, product adoption, intelligence theories, incremental theorists, entity theorists

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