

# **Blends of emotions and innovation (Non)adoption: a focus on green energy innovations**

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## **Abstract-**

**Following calls for more research into the subjective experience of actors in sustainability transitions, this study examines the blends of emotions that consumers experience in the different stages of the innovation adoption process and how emotions inside a blend are interrelated to help or hinder innovation adoption. Focusing on energy-related innovations, an exploratory, interpretive study of 23 individuals in different stages of the adoption process unveils blends of emotions that underpin their (dis)inclination to adopt green energy innovations. Finally, the study shows that emotions may combine to ignite innovation adoption, halt it, paralyze consumers, or prompt a search for other/more energy solutions. The findings call for other methodological approaches to study the role of emotions in the green innovation adoption and suggest applications for transition scholars and practitioners.**

**Index Terms- Blends of emotions; Mixed emotions; Emotional complexity; Innovation adoption; Practice change; Low carbon**

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