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Lecture 30

**Discontinuance-Over adoption,
Rate of adoption and
innovativeness**

Lecture 31

**Adopter categories and their
characteristics**

Lecture 32

**Factors influencing adoption
process**



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Review

Diffusion of Innovations

Diffusion is the process by which an innovation is communicated through certain communication channels over a period of time among the members of a social system .



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Innovation – Decision process

Five stages:

1. Knowledge
2. Persuasion
3. Decision
4. Implementation
5. Confirmation



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Innovation-Decision process

Confirmation

- Innovators and early adopters were more likely to positively confirm their decision to implement the innovation than later adopters, meaning that the rate of adoption was faster. (Rogers, Singhal & Quinlan 2009)

The Number of New Adopters Each Year, and the Cumulative Number of Adopters, of Hybrid Seed Corn in Two Iowa Communities

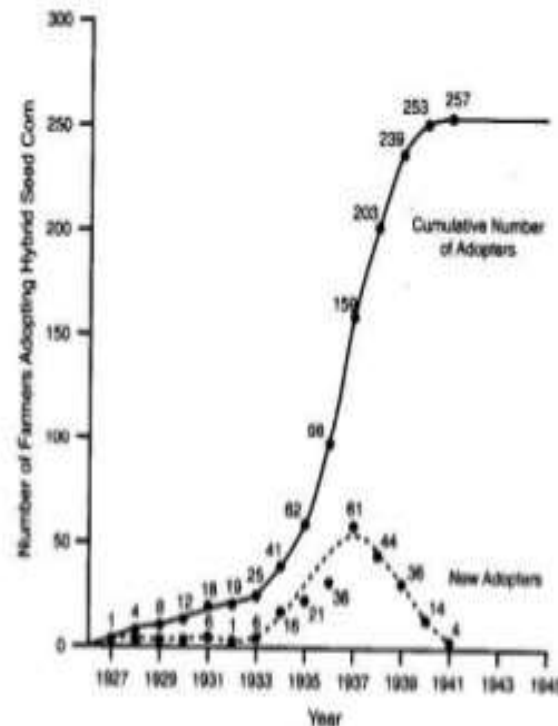


Figure 5. Reproduced from Rogers 2003



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Innovators adopt something simply because it is new. They love exploring for the sake of exploring and are willing to take risks, even if those risks result in failure.

Early adopters are often opinion leaders. They are similar to innovators in how quickly they adopt, but they are more concerned about the coolness factor and maintaining their reputations as being ahead of the curve on new ideas.



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Early majority and **late majority** are the critical mass that ensures adoption. The early majority looks for productivity and practical benefits more than coolness or reputation. The late majority is similar but also expects a lot of help and support before they are willing to commit.

Laggards, as the term implies, are slow to adopt. They are the most resistant to change and do so only when forced to adopt because everyone else has.



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There are certain product and service characteristics that affect the diffusion **process** and can **influence** consumer acceptance of new products and services; the five **factors** that can impact the diffusion **process**, and the rate of **adoption** are relative advantage, compatibility, complexity, trialability, and observability.



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Factors influencing the adoption process

- readiness to try new products and personal influence
- characteristics of the innovation
- organisation's readiness to adopt innovations





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Factors Affecting

ADOPTION PROCESS

- Personal Influence
- Innovation Characteristics
- Readiness To Try New Products
- Organizations' Readiness To Adopt Innovations



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