

ADOPTER CATEGORIES

Course: MHOMCC-8

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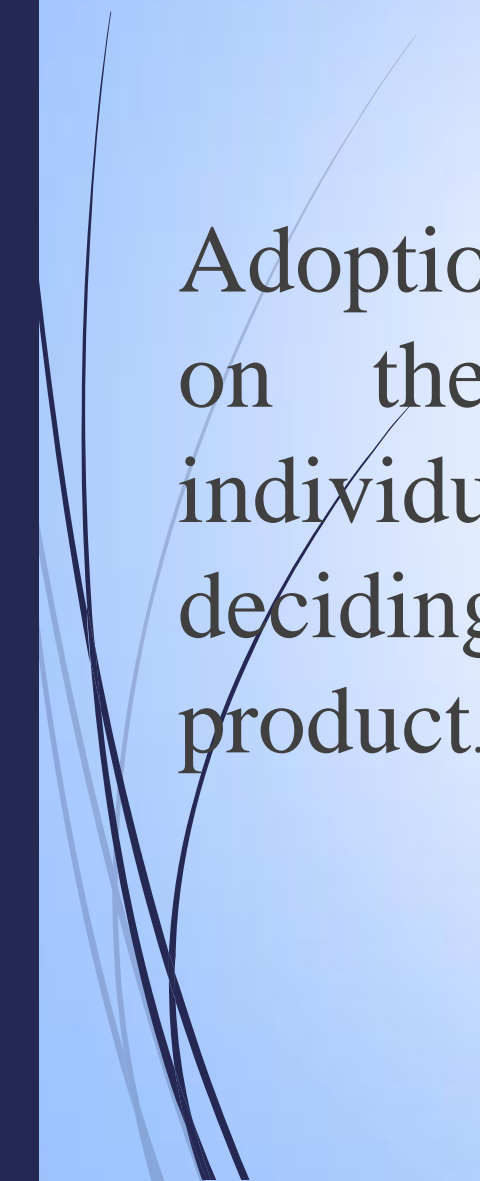
Diffusion

Diffusion is the process by which an innovation is communicated through certain channels overtime among the members of a social system.



Adoption

Adoption is a micro process that focuses on the stages through which an individual consumer passes when deciding to accept or reject a new product.



Adopter Categories

- Innovators (venturesome)-2.5%
- Early Adopters (respectable)-13.5%
- Early Majority (deliberate)-34%
- Late Majority (skeptical)-34%
- Laggards (traditional)-16%

Innovators (venturesome)

- Interest in new ideas leads them out of local circle of peer networks
- Cosmopolite and activity may go beyond the community boundaries
- Control of substantial financial resources
- Ability to understand and apply technical knowledge
- Must cope with high degrees of uncertainty

Early Adopters (respectable)

- More integrated part of local social system
- Greatest degree of opinion leadership
- The person to check with
- Sought by change agents
- Respected by their peers
- Makes judicious innovation-decisions

Early Majority (deliberate)

- Interact frequently with peers
- Seldom hold leadership opinion positions
- Innovation-decision period is longer
- Most numerous - one-third of the members of the system




Late Majority (skeptical)

- Adopt just after the average member of a system
- Adoption because of economic necessity
- Also increasing pressures from peers
- Skeptical and cautious in their approach
- Peer pressure necessary
- Most of the uncertainty must be removed



Laggards (traditional)

- Last in a system to adopt
 - Many are near isolates in the social network of their system
 - Interact primarily with others who have traditional values
 - Suspicious of innovations and change agents.
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References

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THANKS