

3.20 Individual Differences in Innovativeness

নতুনত্বের মধ্যে ব্যক্তিক পার্থক্য

In each product area, there are consumption pioneers and early adopters, other individuals adopt new products much later. An example: Still there some people who didn't purchase mobile phone. This is because they felt that the price of mobile phone will be reduced in course of time. A classification of adopters based on extensive research is illustrated below.

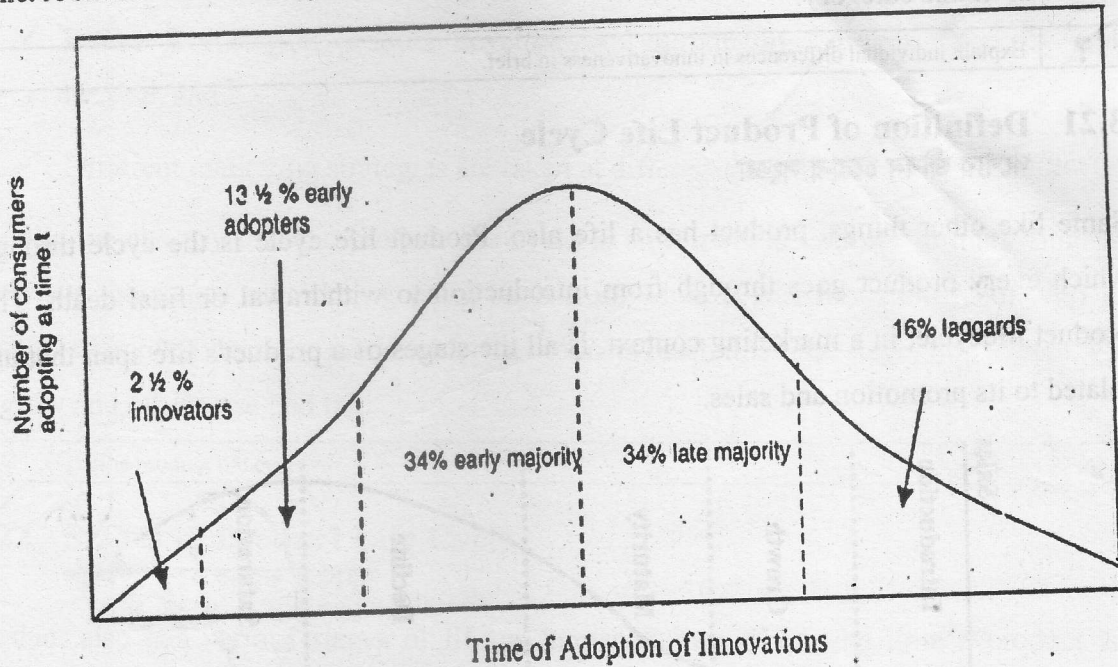


Figure: Classification of adopters

1. **Innovators** (আবিষ্কারক): One of the most important characteristics of the innovators is to adopt an innovation within very less time, i.e. they require a shorter adoption period than any other category. About 2.5% people fall in this category.
2. **Early adopters** (দ্রুত গ্রহণকারী): There are 13.5% consumers, who are basically little conscious about a new product. After searching they purchase the product very earlier, they are called early adopters.
3. **Early majority** (প্রথম সংখ্যাগরিষ্ঠ): 34% people in our society purchase the product before purchasing most of the people they are called early majority.