

INNOVATIVENESS AND ADOPTER CATEGORIES

The Early Adopter

In my extended family, the Early Adopter has to be my brother-in-law, Terry. Terry is a complete technophile. To many of us, Terry seems rather foolish at times because he will buy electronic innovations early in their development, paying exorbitant amounts of money on technology that will almost assuredly drop in price over time. He was the first amongst us to own a DVD player and a digital camera, always has a top of the line computer, and is still the only of our family to have a plasma television (which he has already had for several years). To be fair, Terry does work in the Audio/ Visual Electronics industry, however, it seems like he uses this as an excuse for his hobbies, spending much more money than is necessary. However, if anyone has a question about anything electronic, Terry is the one to ask, and chances are he will even have one you can try out (if he decides to let you touch it).

The Late Majority

My dad is definitely the skeptical one in the family. He definitely likes to take his time when buying into something new. Usually, he waits until both my brother and I have adopted something before he gives it a go. Such was the case with DVD players, digital camcorders, and more. I remember when I was a kid that I wanted a CD player. He argued against it, saying, "Why do you want a CD player when you don't have any CDs?" I retorted by asking, "Why would I have any CDs if I don't have a CD player?" I took a couple of years, but I eventually got my CD player.

I have to admit that my brother and I do put considerable peer pressure on him when it comes to adopting an innovation. In fact, we have been known to push him into buying an innovation that we would like to adopt, but can't afford, just so we have the opportunity to use it on occasion. Right now, we are both trying to get him to buy a TiVo which we have adopted, and we know that he would love. For the most part, he will give in eventually, but he always waits until the price has dropped.

The Laggard

I used her as an example in a previous assignment, but my maternal grandmother exemplifies the very definition of a laggard. She is absolutely resistant to anything new and generally abhors change altogether. She has never in her life touched a VCR or a computer and wants nothing to do with them. I'm not even sure she even knows what a DVD is, but I'm sure she doesn't care anyway. It took us years and years before we convinced her to buy a microwave, and she didn't even use it for a couple of years after she got it. I don't think she even likes touch-tone phones, preferring the archaic rotary dials. When her 25-year-old television finally died, we bought her a new television and a TV stand. She hated it, and we eventually took it back. We ended up scouring the countryside and finally found a new console television that looked a lot like her old one. I can't believe we even found one, and it cost twice as much as it should have, but she was happy. At least she put in a little effort and learned how to use the remote control, but that had more to do with her being 85+ years old than anything else.