Research

# CONSUMER INNOVATIVENESS LEADING TO INNOVATION ADOPTION

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**Abstract**

*This research study has analyzed the mobile phone consumer market empirically for the traits that are necessary for the adoption of innovation and has identified the market segments that are more motivated to embrace innovativeness. A consumer survey is conducted by using an adopted scale from 404 respondents. The data is analyzed by factor analysis, and 2 SLS regression method. The results reveal that consumer innovativeness is strongly influenced by personality traits such as intelligence, rationality, self-efficacy, interconnectedness, cosmopolites, and subjective norm. The study further provides the insight that consumers are ready to adopt innovation and possess the necessary innovativeness trait to intellectually and rationally evaluate the innovative offering available in the market*

**Keywords:** Consumer innovativeness, innovation adoption, personality traits, mobile phone users.

**JEL Classcification:** Z 000

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## Introduction

Understanding the consumer's decision process for innovative market offering is the most critical challenge for the marketers; because all the consumers who are exposed to innovation not necessarily enter into the adoption process(Arts, Frambach, & Bijmolt, 2011). Innovation designers place their efforts in designing the product and marketers launch with innovative message creating or hitting a latent need to increase the effectiveness of the message. Identifying innovators in any market is essential for proper segmentation and market analysis, as these innovators not only play a major role in adoption, but consequently they also accelerate the diffusion and penetration of innovation in the society.

The adoption of innovation is not a mere act, instead it is a process(Vandecasteele & Geuens, 2010) that initiates from possessing knowledge about the innovation, followed by persuasion, decision, and confirmation to adopt and use the innovation. During this process a consumer passes through many stages where the relationship between the innovative product and the individual is created through experience, rational, intuition, and authority(Miettinen & Virkkunen, 2005).Globally the innovation is at its hype, the global economy is emerging as innovative economy. The innovation is more rapid and visible in fields like: technology, medicine, food, cosmetics, automobiles, and shopping stores as compared to other sectors. Pakistan is also becoming a hub for innovations, several entrepreneurs and companies are coming up with innovative ideas, products, and processes to shift from knowledge- to innovation-based economy.

Both local and global innovative offerings are present in our environment; however, for effective marketing process and successful penetration, the companies need to recognize the requirements of their customers for innovation adoption. The innovation adoption has three key determinants: innovation attributes, characteristics of

the adopters, and features of the social environment. This research focuses only on the characteristics of adopters because it is the consumer who need to be convinced first, and the understanding nature of adopters will provide the meaningful insights to both marketers and innovators (Rogers, 2005). The study focuses on innovation adoption process among the smart phone users. The reasons for selecting smart phones are twofold. First there is a rapid change in technology and large number of offering is available in the market. Secondly these offering are adopted very rapidly in various segments of the market. Therefore diffusion and penetration process through innovativeness can be explained in more rational terms for mobile phone users.

The smart phone idea was conceptualized in 1973 and the actual combination of PDAs and telephony was done by IBM in 1992 with the name of Simon. In the year of 1997 the terminology of smart phone evolved from the Ericson company and followed by Nokia that ruled the market for a long time (Kenney & Pon, 2011).The initial market from 2002 till 2004 was ruled by Blackberry, Palm One, Sony Ericson, HTC, and Nokia with their initial smart phones. The market for smart phone was hit by a huge revolution when Apple stepped into the market with its first smart phone in year 2007.The mobile phone industry is facing gradual shift from ordinary cellp hones to smart phones since 2010, and making it one of the largest and fastest growing market in the world. The smart phone stakeholders are manufacturers, application designers, software companies, equipment providers, internet service providers, network operators, regulatory bodies etc. They all play their specific but significant role in the smart phone development and acceptance among the masses. (Kenney & Pon, 2011).

It is necessary to identify the prospective innovators in market for penetration of innovative offering; and segment the innovation acceptors by demographic, psychographic and personality traits analysis. This research has explained these factors for Pakistani society. “The purpose of this study is to investigate the innovation

adoption decision through the consumer innovativeness. It has further explored the effects of personal, social, and psychographic factors on this relationship."The specific objectives of the research are to identify the impact of consumer innovativeness on innovation adoption; determine the role of consumer innovativeness towards innovation adoption with moderating effect of socio-economic variables; ascertain the impact of intelligence, social interconnectedness, cosmopolites, self-efficacy, subjective norms and rationality on consumer innovativeness; and identify the role of demographic factors on the relationship of personality traits and innovativeness.As per literature survey, so far fewer studies have been conducted about the innovativeness and innovation adoption behavior of Pakistani consumer society. Therefore, this study can provide a basis for a comparative analysis of innovation adoption of Pakistan with other countries where these models have already been applied. The marketers and companies can also identify the estimated rate of diffusion, consumers' expectations, marketing strategies and segmentation demographics. The study is considering smart phones innovation from the list of consumer innovative products and services, as the market is overwhelming with these innovations and the adoption rate is high in this consumer innovation category. Survey is conducted from the residents of a large metropolitan city. It is further focusing on the psychographic aspect of consumer behavior and profiling consumers on the basis of their inherent innovativeness trait leading to innovation adoption. The study is limited to those concepts that are operationalized such as socio-economic status, intelligence, self-efficacy, subjective norm, rationality, social interconnectedness and cosmopolites.

## Literature Review

Innovation is the creation of novelty or newness in the idea, process, or product. Rogers (2005)defines innovation as the idea, practice, or

entity that is observed as new by an individual or other unit of adoption. Novelty is the key for businesses to stay competitive in the market; Corso and Pellegrini (2007)have classified innovation into three types: continuous, dynamically continuous and discontinuous or disruptive innovation. The continuous innovation denotes to utilizing existing products with some changes to features and functionalities rather than a complete newness; conversely, dynamically continuous innovation has a significant change in the existing product design keeping the base functionality same e.g.a digital camera. These dynamic changes are more supported by the technology and usually these innovations do not affect the consumption patterns much. On the contrary, disruptive innovation is the novelty or newness modifying the consumption pattern, market competition, and users' lifestyles; such innovations require great deal of understanding consumer markets, technology, and society. The diffusion of innovation is based on three main components: innovation itself, social system, time and communication.

Understanding the consumer's perceptions and market behavior is essential, especially when the consumer goods are based on the technological innovation that have lower product life cycle(Roberts, Baker, & Walker, 2005). Various theories have been developed on the consumer's decision processes. The theory of reasoned action (Ajzen & Fishbein, 2004), diffusion of innovation(Rogers, 2005), and technology acceptance model(Venkatesh, Thong, & Xu, 2012) are the major theories that are widely discussed and used by various researchers to predict the adoption process and consumer's decision behavior for the target market.Rogers (2005)has discovered various significant factors that affect the diffusion and adoption of innovation followed by other researchers who have tested impact of certain variables on innovation adoption, such as the product attributes consumer personality traits, consumer's innovativeness, and products' related characteristics. The studies in literature show that the mostly researchers have tried to understand the innovation adoption behavior by testing five

innovation characteristics i.e. "relative advantage, complexity, compatibility, observable and trial-ability" and found a positive correlation amongst relative advantage, compatibility, and innovation adoption(Venkatesh, Brown, Maruping, & Bala, 2008).Cotte and Wood (2004)used the cognitive and sensory innovativeness attributes and concluded that consumer innovativeness does affect innovation acceptance depending upon the product type. The success of the innovative product relies on its acceptance in the targeted segment as it becomes the critical issue. It is claimed that only one out of five newly developed products are successful in the market; hence 80% failure rate has been observed by the industry (Blackwell, Miniard, & Engel, 2006). If the innovation fails then the resources allocated to the conception, development, and manufacturing process are completely wasted. Often marketers are not able to understand the actual reasons of the failure due to the insufficient knowledge regarding requirements and demand of the consumers.

As a matter of fact everyone in a social system does not adopt innovation; but there are certain categories of individual who adopt the innovation at different stages. Innovativeness trait is given much importance due to its significance in various studies about consumer behavior and novelty adoption. This trait depicts the consumer's inherent behavior and it can be updated or changed by the change agents of the innovation inventers(Muzinich, Pecotich, & Putrevu, 2003). It is also defined as a hidden desire for new, different, and innovative experience (Roehrich, 2004). The innovativeness explicated by Strutton, Lumpkin, and Vitell (2011)as the extent to which the individual is relatively early adopter of innovative offering, than other members of his/her communal system. Innovativeness is an innate or inherent trait that depends upon numerous influencers. (Tidd & Bessant, 2011)have proposed that the influence of cognitive innovativeness, which is the intellectual abilities of a consumer to deal with the complexity of the innovation and individual, is termed as "Intelligence"(Rogers, 2005). Another influence is the 'Sensory' that is where the consumers are more innovative for inner satisfaction

or achievement such as thrilling experiences, fantasies and adventures that can be termed as achievement motivation.

The emerging technological changes and product innovations in the society are affecting the lifestyle and needs of the consumers. Many technological and non-technological innovations have been offered in the market to the complex consumers who have their own pattern of thinking(Vandecasteele & Geuens, 2010). Therefore, there is a need of analyzing the consumer so that appropriate product-design can be used to target and control the market. The innovation adoption is considered as explained variable that is tested through consumer innovativeness(Rogers, 2005). The reason of selection of this factor is to analyze the aspect of psychographic and innovativeness, which are widely tested in several empirical studies in the literature. Estimation of the rate of diffusion, in any consumer market and consumer profile, can be done through this variable in the spectrum of innovators, early adopters, early majority, and late majority to laggards. Innovativeness is an inherent personality trait that consists of other sub-factors. The most evident factors according to the number of studies and strength of confirmation were related to socio-economic variables such as income and upward social mobility. In case of personality trait cognitive intelligence and rationality were given much consideration and these were tested by the researchers that if a person had intellectual abilities for innovation and understandability of its utility then he/she would more likely to be an innovator(Vandecasteele & Geuens, 2010).Due to these reasons dimension of cognitive intelligence and rationality are considered along with coping with uncertainty, confidence and ability to learn (Rogers, 2005), and self-efficacy (Bandura (2006).

As explained in meta-analysis studies that consumer psychographics attribute such as involvement, opinion leadership and innovativeness play a vital role in predicting the innovation adoption decision (Arts et al., 2011).Opinion leader and effects of change agent are also further explored through the construct of

Subjective Norm from the Theory of Reasoned Action(Ajzen & Fishbein, 2004), and interconnected from (Rogers, 2005).Social interconnectedness and cosmopolites also shows positive correlation with the innovativeness. Pakistani consumers are very active on the social platforms and among 30 million internet users with almost 10million are on Facebook (ISPAK, 2013) therefore interconnectedness and comopolitness are important factors to consider in this study.

In the light of the above discussion, this study has tested cognitive intelligence, social interconnectedness, cosmopolites, self-efficacy, subjective norm and rationality towards consumer inherent innovativeness leading to innovation adoption moderated by demographic factors such as age, gender, qualification and income level. The following three hypotheses are developed to answer the research questions.

H1: Cognitive Intelligence, Social interconnectedness, Cosmopolites, Self efficacy, subjective norms, rationality impact the consumer innovativeness

H2: Higher the innovativeness, more consumers are inclined to adopt the innovation

H3: There is a significant effect of gender, age, income level, education levels on the relationship of innovativeness and innovation adoption

H4: There is a significant effect of gender, age, income level, education levels on the relationship of personality traits and innovativeness

## Research Methodology

The study is empirical in nature and identifies the relationship between innovation adoption and innovativeness with further investigation of personality variables and socialization behavior. Scales are adopted from literature for all the conceptual constructs based on their reliability scores (á >.6).The adopted sub-scales were then appended with the consumer's demographic information. The constructs of the scale are adopted as: Self-efficacy (Bandura, 2006) with nine statements; Cognitive Intelligence (Vandecasteele & Geuens, 2010)with seven items; Cosmopolites (Rogers, 2005) three items; Inter connectedness (Rogers, 2005)five items; Consumer Innovativeness (Doughfous, Petrof, & Pons, 1999)with six items; Subjective Norm (Hannu, 2010) with three items; Rationality (Lee, Cheung, & Chen, 2007)with four items; and Decision to Adopt (Hannu, 2010) with five items. All scales are developed on a 5-point Likert scale (1= Strongly Disagree to 5 = Strongly Agree) as it is easy to follow and measure the behaviors of respondents.

The questionnaire is validated through face and content validity from the experts in the field of research and marketing. The construct validity is judged through the utilization of the scales in the similar settings. For reliability of the study, a pilot testing is conducted. Pilot data was collected from 22 participants and reliability of scale was found to be high (alpha > .8). In pilot testing the reliability of all subscales is found satisfactory i.e. above .7; except two TAM and motivation. The reliability of these scales was lower than .4; therefore these subscales were dropped from the final questionnaire. The finalized questionnaire was distributed to 550 respondents, by using convenience sampling approach, from which 404 usable forms (with response rate of 73%) are selected for further analysis.

## Analysis and Discussion

The data collected by using questionnaire is coded in SPSS for further analysis and testing of hypotheses. The forms having missing values were already discarded during screening process. The demographic profile of respondents is presented in the following table.

**Table 1:**

*Demographic profile of the respondents*

| Age | %age | Gender | %age |
|---|---|---|---|
| 15-23 | 52 | Male | 68.8 |
| 24-32 | 37.2 | Female | 31.2 |
| 33-46 | 9.4 | | |
| 47-54 | 1.4 | | |
| Income | %age | Education | %age |
| < 50K | 30.5 | Intermediate | 12.5 |
| 50K-100K | 25.4 | Bachelors | 45.8 |
| 100K -150K | 20.1 | Masters | 39.8 |
| > 150K | 24 | Doctoral | 1.2 |
| | | Diploma | 0.7 |

The hypotheses are testing by using multiple regression analysis and 2SLS. Analysis and discussion of results are presented below.

The regression analysis was initially performed by constructing variables through averages of their all respective questions that revealed the model of innovativeness to be 51% fit and model of innovation adoption 32% fit. Therefore, the factor analysis technique was applied to identify the weak questions with varimax rotation, questions were removed if its correlation is very low with the other questions of the variable construct further the question had communality extractions less than 0.6 value. The adjusted R-square for the model after factor analysis was 0.745,F-value=203.672 and

p<.001, showing the innovativeness is 74.5% explained by intelligence (β = 0.236, p-value = .000), cosmopolites (β = 0.152, p-value = .000), rationality (β = 0.549, p-value = .000), interconnectedness (β = 0.096, p-value = .001), self-efficacy (β = 0.112, p-value = .000) and subjective norm (β = 0.124, p-value = .000). Since all p-values are < .05 hence we have no enough evidences to accept Null hypothesis leading to acceptance of alternate hypothesis that innovativeness is highly influenced by personality traits and socialization habits of individuals.

**H2: Innovativeness has significant impact on innovation adoption**

The impact of innovativeness over the innovation adoption shows R-square to be 54.7% at p-value zero F-value = 503.272. The innovativeness explains 54.7% of innovation adoption creating an impact of 0.74 times on innovation adoption. Therefore we accept the alternate hypothesis rejecting the null hypothesis the variable of innovativeness (β = 0.74, p-value = .001) impacts the innovation adoption.

**H3: Socio demographic factor moderates the relationship between personality traits and innovativeness.**

The impact of moderating variable were further analyzed through 2SLS method showing the adjusted R-square to increase by .036, the F-value is 4.852 and p-value is .001< .05 therefore we can conclude that predictors do moderate the relationship between personality traits and innovativeness. The moderating variable impact were age (β = -2.378, p-value = .018), gender (β = -0.641, p-value = .727), income (β = 1.591, p-value = .007) and education (β = 1.332, p-value = .430). This moderating impact is created due to age which shows that younger the participants are attracted towards the

innovation and income (Rogers, 2005), education and gender does not create any significant impact on the relationship.

The coherence truth is revealed through this positivist research that the consumers in this market are intellectual, cosmopolites, self-efficacious, socially interconnected and do take peer and external influences while decision making. Moreover, when it comes to innovativeness they think rationally about the utility and need of the innovation in their lifestyles. The regression shows almost 75% impact of these personality variables on the innovativeness, hence our consumer market is at the readiness stage for the innovation to enter into the market consistent with results of past studies(Im, Bayus, & Mason, 2003). This readiness will affect their adoption decision for innovation by almost 56% as depicted by the model 2 R-square value consistent with the study of Innate innovativeness (Im et al., 2003) supported by(Roehrich, 2004). The study also indicates that consumer think intellectually and rationally therefore if the innovation offered by the marketers is challenging consumer's intelligence, and rationally acceptable then it will have higher and rapider rate of diffusion, consumers self-efficacious, and have ability to cope with uncertainty, they are confident that they have abilities to correspond to changing environment and innovative ideas. Subjective Norm is not much strong but shows significant value in the model, that social influences do impact the inherent trait of innovativeness(Arts et al., 2011). Interconnectedness shows that consumers are interconnected socially and quite active on socializing through different mediums and this socialization does impact their decision to reach at the readiness stage for accepting the innovation. Cosmopolites also plays its role consumers travelling abroad are influenced by the technology and innovation that prevails in other societies and this influence makes them open minded towards the innovative idea.

**H4: Socio demographic factors affect the relationship between innovativeness and innovation adoption**

The relationship of innovativeness and innovation adoption is further moderated by the socio economic characteristics tested through two-stage least square method. The adjusted R-square is .044 which shows 4.4% percentage increment moderating impact on the model 2 regression R-square 56% moreover the individual moderation results in 3.1% effect of monthly house hold income that people with high income have more potential and they are more inclined towards the innovativeness because they are supported by their financial background, and 1.6% moderation by age group with inverse effect, however gender and education do not show significant moderating impact on the relationship. Consistent with the results of innovators' profiling section in the previous chapter the youth are more tech savvy, exposed to interconnected social world, with advancement everyday so they can be highly profitable target market for the innovation companies. There is a strong potential of innovators in the market if they are offered value innovation. The significant variables can be controlled by marketers with the product designs that can offer some utility and uniqueness to the consumer market. The reasons of switching smart phone also indicate that consumers are interested in new model, technology or features and almost 51.4% consumer change their smart phone within a year.

The independent t-test and ANOVA was performed for the identification of differences in innovativeness within demographic, revealed that innovativeness and innovation adoption has significant variation with the income level difference. Further the descriptive for innovativeness were analyzed for profiling as suggested by (Rogers, 2005) the individuals who score high on innovativeness lie in the category of innovation adoption. The descriptive of innovativeness with each demographic and continuous variable reveals the profiling of innovator the age bracket of 15-23, male, with income>150K holding or enrolled in bachelor's degree can be potential prospects of innovative offering.

## Conclusions and Recommendations

Innovative economy is the need of the day for countries to flourish and develop and Pakistan has potential for growth, the consumers possess the necessary traits and characteristics and new generation is looking out for the horizons of innovations. As discussed by the Modernism philosopher of human autonomy, Immanuel Kant that humans are the center of laws and their actions are based on sensibility, understanding and reason, therefore keeping in view the consumers' personality study is extremely important and to be knowledgeable about their expectation. This study is giving insights to the innovation companies and marketers to categorize the consumers into innovators, adopters and laggards. As this study highlights the consumers who really are early contributors to the innovative offerings they can be targeted for the initial success of the innovation. The marketers must strive for their innovation quality, offerings, branding and communication tactics because today consumer is more connected and the awareness is coming from social circles and nations abroad, the information travelling time has reduced to seconds therefore the innovation diffusion is also dependent upon the company's policy of right product right time for right consumers.

These finding of the study suggests that there are potential innovators in the market who can be targeted and the marketers need to assess consumer market carefully. Segmentation cannot just rely on the habits and demographics of consumers; it is actually based on their inherent trait that further helps them to analyze the innovative offering before its adoption. The marketers can control these traits and design the product flattering the expectations of pacesetters. The changes to be done in their innovation communication strategies; social media must be considered as consumers are highly interconnected and must address the utility of the innovation to kindle the rational behavior of human mind(Kim, 2008).

Innovation is not restricted to technology there are many dimensions of innovation, therefore further studies can be conducted to evaluate the consumers' domain specific innovativeness and their adoption decision. Since this model is tested and verified on a small sample from Karachi the research can be further conducted in different metropolitan cities of Pakistan or even other under developing countries as it will be insightful to associate the results achieved and large data will provide greater generalizability and opportunities of testing complex hypothesis.

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## Appendix
## "Questionnaire"

This questionnaire is designed to analyze the consumer's innovation adoption in the domain of smart phones. You are requested to provide us your valuable feedback and help us to identify the potential of Pakistani consumers towards the innovation adoption.

### Personal Information

Age: ? 15-23 ? 23-32 ? 33-46 ? 47-54

Gender: - Male - Female

Monthly Household Income ? less than 50,000 ? 50,000 to 100,000 ? 100,000 to 150,000 ? above 150,000

Education ? Intermediate ? Bachelors ? Masters ? Doctoral ? Diploma

Employer(If any) _____ Designation:_____

**Smartphone**

**Do you own a smart phone?** ☐ Yes ☐ No (continue with next section)

**Brand** ☐ Samsung ☐ Apple ☐ HTC ☐ Q-Mobile ☐Nokia ☐ Any other _____(please specify)

**I change my Smartphone**

☐ every 6 month ☐every year ☐only switched once ☐only switched twice ☐never ☐other_____

Reason of Switching:

_____

| Statement | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|---|---|---|---|---|
| Cognitive Intelligence | | | | | |
| I often buy innovative products which expand my knowledge | ☐ | ☐ | ☐ | ☐ | ☐ |
| I mostly purchase novelty that satisfies my analytical mind | ☐ | ☐ | ☐ | ☐ | ☐ |
| I am an intellectual thinker who buys new product because they put my brain to work | ☐ | ☐ | ☐ | ☐ | ☐ |
| I often buy innovative products which challenge the strengths and weaknesses of my intellectual skills. | ☐ | ☐ | ☐ | ☐ | ☐ |
| I find innovations which need a lot of thinking intellectually challenging and therefore I buy them instantly. | ☐ | ☐ | ☐ | ☐ | ☐ |
| I really need novelties which can impart wisdom to me. | ☐ | ☐ | ☐ | ☐ | ☐ |
| if I find out that a new product has been launched which might stimulate me intellectually, I will be 2the first to buy it. | ☐ | ☐ | ☐ | ☐ | ☐ |
| I often buy new products which make me think logically. | ☐ | ☐ | ☐ | ☐ | ☐ |
| Interconnectedness | | | | | |
| I prefer to try new products of which I can present myself to my friends and family | ☐ | ☐ | ☐ | ☐ | ☐ |
| I buy a new product or brands to convince others to do this as well | ☐ | ☐ | ☐ | ☐ | ☐ |
| I have many friends to socialize | ☐ | ☐ | ☐ | ☐ | ☐ |
| I enjoy being connected to my friends all the time | ☐ | ☐ | ☐ | ☐ | ☐ |

| | | | | | |
|---|---|---|---|---|---|
| I have long list of friends on my Social Media accounts | ☐ | ☐ | ☐ | ☐ | ☐ |
| I have a membership of society/community | ☐ | ☐ | ☐ | ☐ | ☐ |
| Self-Efficacy | | | | | |
| I am confident and competent to deal effectively with the real world | ☐ | ☐ | ☐ | ☐ | ☐ |
| I feel I have enough information to make good decisions | ☐ | ☐ | ☐ | ☐ | ☐ |
| I am strong enough to overcome life's struggle | ☐ | ☐ | ☐ | ☐ | ☐ |
| I can handle the situation that life brings | ☐ | ☐ | ☐ | ☐ | ☐ |
| I usually feel I can handle the situations that life brings | ☐ | ☐ | ☐ | ☐ | ☐ |
| At root I am a weak person | ☐ | ☐ | ☐ | ☐ | ☐ |
| I am usually an unsuccessful person | ☐ | ☐ | ☐ | ☐ | ☐ |
| I often think that I am a failure | ☐ | ☐ | ☐ | ☐ | ☐ |
| I often feel there is nothing I can do well | ☐ | ☐ | ☐ | ☐ | ☐ |
| Cosmopoliteness | | | | | |
| I have travelled abroad (at least once) | ☐ | ☐ | ☐ | ☐ | ☐ |
| I intended to travel outside Pakistan in near future | ☐ | ☐ | ☐ | ☐ | ☐ |
| I often visit other cities of Pakistan | ☐ | ☐ | ☐ | ☐ | ☐ |
| Innovativeness | | | | | |
| I think innovative products are really useful | ☐ | ☐ | ☐ | ☐ | ☐ |
| I love to try new products before anyone else | ☐ | ☐ | ☐ | ☐ | ☐ |
| I am really interested in learning about innovative products | ☐ | ☐ | ☐ | ☐ | ☐ |
| I am using many of new and innovative products | ☐ | ☐ | ☐ | ☐ | ☐ |
| Presently I am using new products and services appealing to me | ☐ | ☐ | ☐ | ☐ | ☐ |
| People often ask me to give opinion about the features of the product | ☐ | ☐ | ☐ | ☐ | ☐ |
| Lately, I have been hearing a lot about new products appealing to me | ☐ | ☐ | ☐ | ☐ | ☐ |
| Subjective Norm | | | | | |
| I want to use smart phone because my friends do so | ☐ | ☐ | ☐ | ☐ | ☐ |
| Using innovative smart phone reflects my personality to my social circle | ☐ | ☐ | ☐ | ☐ | ☐ |
| According to my social circle I must own a smart phone | ☐ | ☐ | ☐ | ☐ | ☐ |
| Rationality | | | | | |
| Using smart phone is beneficial to my personal and professional life | ☐ | ☐ | ☐ | ☐ | ☐ |
| Using smart phone will make my tasks more easy | ☐ | ☐ | ☐ | ☐ | ☐ |
| Using smart phone will make me efficient | ☐ | ☐ | ☐ | ☐ | ☐ |
| Innovation Adoption | | | | | |
| I intend to purchase a new smart phone is near future | ☐ | ☐ | ☐ | ☐ | ☐ |
| I have adopted smart phone when it was launched | ☐ | ☐ | ☐ | ☐ | ☐ |
| I purchase the new smart phone as soon as it hits the market | ☐ | ☐ | ☐ | ☐ | ☐ |