

# Process of adoption

# Adoption

- Is a decision to make full use of an innovation as the best course of action available

# The adoption process

- Series of stages the consumer moves through in arriving at a decision to accept or reject a new product
- Five stages include
  1. Knowledge/awareness
  2. Persuasion/interest
  3. Decision/evaluation
  4. Implementation/trial
  5. Confirmation/adoption (rejection)

# Resistance to adoption

- Researchers have identified five factors that may result in farmers' failure to adopt a new product
  1. Value barriers
  2. Usage barriers
  3. Risk barriers
  4. Tradition barriers
  5. Image barriers

# The Stages in the Adoption Process

Name of stage	During the stage
Awareness	First exposure to innovation
Interest	Receivers are interested in innovation because of which search for more innovation
Evaluation	Goes through 'mental trial'
Trial	Using the innovation on limited basis
Adoption / Rejection	Based on the results of trial Successful – Adoption Unsuccessful – Rejection

# Deficiencies of adoption process

- All the adoption processes need not end with adoption – may end with rejection
- The five stages may not occur in sequence as mentioned

# Conclusion

- Basically adoption is a mental process
- There are some resistance for adoption