

# Innovation Decision process

## **Adoption process**

**Mental** process through which an individual passes from first hearing about an innovation to final adoption

**Is** a sequence of thoughts and actions which an individual goes through before he finally adopts a new idea

## **Diffusion process**

**Is** the process of spread of a new idea from source of innovation to its ultimate user or adopter

**Related** to adoption of an innovation in an entire social system (village, block, district, state.....)

# The innovation-decision process

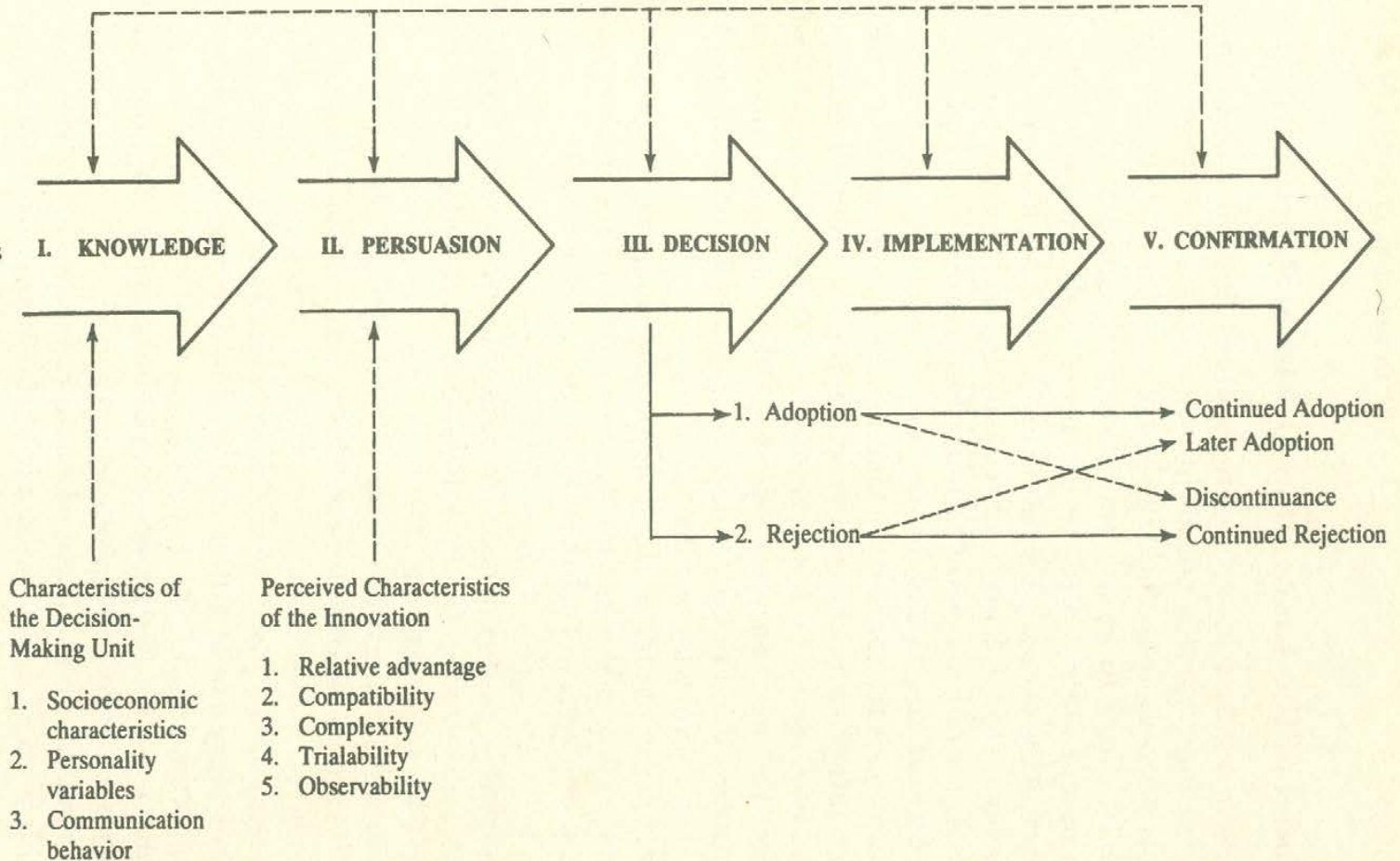
- The Innovation-decision Process - the process through which an individual passes from first knowledge of an innovation to forming an attitude toward the innovation, to a decision to adopt or reject it.

# Innovation Decision Process

COMMUNICATION CHANNELS

## PRIOR CONDITIONS

1. Previous practice
2. Felt needs/problems
3. Innovativeness
4. Norms of the social systems



# The innovation-decision process

- Five stages in the innovation-decision process:
- Knowledge,
- Persuasion,
- Decision,
- Implementation, and
- Confirmation.

# THE INNOVATION-DECISION PROCESS.

- Ultimately, the innovation-decision process leads to either adoption or to rejection.

# Innovativeness and adopter categories.

- “Innovativeness” - the degree to which an individual or other unit of adoption is relatively earlier in adopting new ideas than the other members of a system.
- Members of each of the adopter categories tend to have a good deal in common.

# Innovativeness and adopter categories.

- The adopter categories
- Innovators,
- Early adopters,
- Early majority,
- Late majority, and
- Laggards.



# Knowledge stage

- Occurs when an individual or decision making unit is exposed to an innovations existence and gain some understanding of how it functions.
  - Attitude
  - Need
  - Motivation
  - Information seeking behaviour

# Persuasion stage

- Occurs when an individual or decision making unit forms a favourable or unfavourable attitude towards the innovation
  - 5 Ws and 1 H
  - Consequences of innovation
  - Information gathering from all corners

# Decision stage

- Occurs when an individual or decision making unit engages in activities that lead to a choice (Adopt or Reject) of an innovation
  - Trial
  - Verifies attributes of innovation

# Implementation stage

- Occurs when an individual or decision making unit puts an innovation into use
  - Action
  - May modify according to situation
  - Learning by doing

# Confirmation stage

- Occurs when an individual or decision making unit seeks reinforcement of an innovation-decision already been made or reverse a previous decision to adopt or reject the innovation if exposed to conflicting message about the innovation

# Conclusion

- Adoption of innovation passes through various stages
- Basically it is a mental process
- The decision taken may change in due course of time