International Marketing | Chapter 4 Essay

Social and Cultural Environments

What is (and describe) the basic element of Rogers diffusion theory, and what are the five steps in proceeding from first knowledge of a product to the final adoption or purchase of that product?

The basic element of Rogers diffusion theory is the concept of an adoption process. The adoption process is the mental stages through which an individual passes from time of his or her first knowledge of an innovation to the time of product adoption or purchase. This framework was developed to explain the way that new products are adopted by a culture over time.

The first stage of the adoption process is awareness, and this is when the customer first becomes aware of the product or innovation. The second stage is interest, in this stage the customer is interested enough to learn more. The third stage is evaluation, in this stage the individual mentally assesses the product benefit in relation to present and anticipated future needs and based on this judgement decides whether to try it. The next stage is trial, and this is when the customer tries the product and gets hands-on experience. The last stage is adoption, this is when the individual either makes an initial purchase for a more expensive product or continues to purchase the less expensive product.