



A Field Test of Roger's Adoption Typology

Wall Working Paper # 07-11

Michael Latta

Assistant Professor of Marketing

E. Craig Wall, Sr. College of Business

Coastal Carolina University

E-mail: mlatta@coastal.edu

Abstract

Today, getting new products adopted is more difficult than ever. Rogers' adoption theory provides a description of the adoption process and how individual differences in a predisposition to adopt new products are distributed in the population. A way to measure those individual differences is offered here along with validating data from the pharmaceutical industry which can be used in product design and launch.

Please contact the authors if you have any questions or wish to obtain a copy of the paper.