

ASSESSING THE IMPACT OF CULTURE ON THE ADOPTION OF HIGH INVOLVEMENT PRODUCTS

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ABSTRACT

Although culture appears to be an important element in consumer behaviour, few have researched its direct impact on the adoption of innovation.

In an exploratory study, research was conducted with migrants from Vietnam and Poland to examine the impact of culture on the adoption of high technology products. Specifically, data was examined for (1) differences in adoption of these products between Vietnamese and Polish migrants to Australia; and (2) the affect of cultural factors, specifically, "traditions", "religion" and "fatality (beliefs about man's inability to control nature)", on adoption.

The findings indicated that there was:

- a difference in the length of time high involvement products had been owned by each nationality, although there was no difference in the length of time of residency in Australia;
- different rates of adoption of innovation between migrants to Australia and their overseas counterparts; and
- that religion appears to have a stronger influence than a non-cultural variable such as income on purchase behaviour. There was high correlations amongst the variables determined to measure culture, indicating that the combination of traditions, religion and fatality affects the decision to purchase a high involvement technology product.

Although this research was only a preliminary study, the results indicate culture has an important role in the adoption process of high involvement technology products.