

## The Role of Individual Cultural Values in Personal Innovativeness

**N.D.N.B. Rathnayake**

Faculty of Management and Finance

University of Colombo

Colombo

SRI LANKA

[nishamani.rathnayake@gmail.com](mailto:nishamani.rathnayake@gmail.com)

### Abstract

According to the Innovation Diffusion Theory, personal innovativeness is a key component to an individual's decision-making process. Theoretically, however, it does not very clearly describe the role of cultural values in personal innovativeness. If culture influences individuals' traits, it is necessary to discuss in depth about this relationship, as personal innovativeness a trait. This article, therefore, justifies the importance of further discussing the contribution of cultural values to personal innovativeness using the theory of innovation diffusion. A systematic literature review was conducted for this qualitative analysis, and relevant theories and models were identified to elaborate on the key precursors and concerns identified with existing knowledge. A conceptual map was developed with existing knowledge that expands the knowledge gap for current research.

**Keywords:-** Personal Innovativeness, Individual Cultural Values, Innovation Decision Process, Innovation Diffusion Theory.

### 1. INTRODUCTION

Personal Innovativeness (PI) is defined as a key priority that affects a person when deciding to adopt any new product or service. Depending on how long it takes a person to use a product or service, he or she can be classified into PI levels. The rapport between PI and a persons' decision process is discussed in depth in Rogers' (1971) Innovation Diffusion

Theory (IDT). Research also identifies PI as a personality trait. According to trait theories, culture influences every trait. Therefore, when it comes to PI, it is clear that it has a cultural influence because it is a trait. Thus, this article does not attempt to measure the relationship between culture and PI. Instead, the focus of this article is to delve deeper into how culture partakes on PI, in what way, and what is the role of culture on PI and the

decision process. Because culture is a broad area, this study is focused on cultural values identified as an implication of culture. Hence, the focus is on cultural values to further narrow the study theme. In fact, it may be broad and not practical to consider all those cultural values, as there are many cultural values discussed in the literature.

It is therefore based on four cultural values (Individualism/collectivism, Power distance, Uncertainty avoidance and Masculinity/femininity) that are widely discussed in the literature and have strong theoretical basis (Kluckhohn & Stordtbeck, 1961; Schwartz, 1999; Smith, Dugan & Trompenaars, 1996; Triandis, 2001; Hui & Triandis, 1986; Markus & Kitayama, 1991; Hofstede & Bond, 1984; Hooi, 2007; Mooij & Hofstede, 2011; Mooij & Hofstede, 2010; Hofstede, 1983; Wu, 2006; Orr & Hauser, 2008; Hofstede, 2011; Carl, Gupta & Javindan, 2004; Daniels & Greguras, 2014; Luque & Javindan, 2004; Emrich, Denmark & Hartog, 2004). This is because there is a dearth of studies in understanding these four values (as individual values) through PI. For future studies, one can study how other cultural values and cultural implications contribute to PI. This is because PI is not just a persons' motivational stimulus (Lu et al., 2005). There, any innovation that is not accepted by its' prospective user will not benefit the seller.

Therefore, understanding PI in various domains will help innovators to identify the exact needs of the market, and to pitch it with their innovative ideas (Lu et al., 2005). In addition, a person's PI determines when and how to adopt. Therefore, when promoting a product, marketers must have a deep understanding of people's PIs, in determining the target audience for their product promotion campaigns (Lu et al., 2005; Lu, 2014). Therefore, understanding the role of ICV in PI will broaden the overall knowledge of PI from a cultural perspective.

## **2. THEORETICAL BACKGROUND**

### **2.1. Personal innovativeness and technology adoption:**

When it comes to adopting new products/services, technology adoption takes precedence. That is because innovativeness (IN) is often intertwined with technology. The two popular theories that discuss technology adoption are the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). As it is most explained, TAM primarily focuses on Usefulness and Ease of Use; two separate beliefs and their influence on attitude and behaviour. There are different TAM model versions, though none of the new versions considers PI as a variable in their models (Lu et al., 2005; Agarwal

& Prasad, 1998). Also, in UTAUT, variables such as performance expectancy, effort expectancy, social influence, and facilitating conditions have been considered as the main determinants of behavioural intention/behaviour, and there are four moderating variables such as gender, age, experience, and voluntariness use. However, it was observed that, UTAUT also did not consider PI in their original model (Venkatesh et al., 2003; Xu & Gupta, 2009).

Accordingly, attention was drawn to IDT as none of the above theories discussed the concept of PI. Accordingly, regarding the individual IN categories, the IDT is very clearly described. It explains that the individuals separated into adopter categories are based on their level of PI.

Thus, IDT elaborates PI as a prior condition for the consumer's decision process. There, the consumer's decision process was referred to as the process of innovation decision. It explains that the Innovation Decision Process (IDP) has five stages and persons' IN is considered as a prior condition for that. There, it explains a persons' level of IN as a degree that an individual adopts a new idea relatively earlier than the other members of the system (Rogers, 1971). Practically, Innovation is not always easy to adopt, because it can be complex and expensive to implement (Aboagye, 2016). For these reasons, people use innovations

at different times. Accordingly, a person's level of IN can be classified into segments as; innovators, early adopters, early majority, late majority, and laggards (Rogers, 1971).

Several research papers have studied PI at different levels. For example, Lu et al. (2005) explained that PI has a strong relationship with perceived usefulness and perceived ease of use. Also, Midgley and Dowling (1978) have proposed a model to explain how psychological and sociological traits are associated with IN. He argues that not to consider "time of adopting" a product and PI being similar concepts, since IN always depends on factors like communications and favourable /unfavourable situations.

However, according to Rogers' (1971) IDP, communication influences the consumer's decision making when adopting an innovative product. PI is a prior condition in the IDP and the time of adopting the product is taken as the measurement for the outcome of PI.

Discussing further about IN, Bigné-Alcañiz et al. (2008) describe the IN of a person to be explained as general or product-specific. General IN discusses the openness to new experiences and being a predictor of shopping intention. Product-specific IN has been associated with a specific product or service rather than

with a generic characteristic of an individual's personality.

The above discussion was about the definition given to PI by various researchers. Looking further, researchers have considered PI as a trait and a symbol of risk-taking propensity (Lu et al., 2005; Agarwal & Prasad, 1998; Midgley & Dowling, 1978; Rogers, 1971). When discussing trait in technology adoption, in 2009, Jacques and the team presented a modified TAM model to test how the big five- personality factor model (Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness) of personality traits (McCrae & Costa, 1997) lead to the intention of using Virtual Reality Systems (VRT). However, that discussion does not talk about PI.

Considering all the facts looking from the perspective of a trait, PI may originate as a reason for a person's characteristics and cultural influences. It might not be right to argue that PI is directly dependent on the communication or situation, but the customer's decision process may do. Therefore, PI and the decision-making process are not the same (Midgley & Dowling, 1978).

Accordingly, although there are many models to explain the process of technology adoption, to the best knowledge of the author, it is required to explore more on PI (as a trait) to

understand the propensity of an individual's technology adoption (Agarwal & Prasad, 1998; Lu et al., 2005). In that sense, the most appropriate theory for further discussion of PI is IDT.

## 2.2. Traits and Culture

Traits are scientific constructs related to human behaviour; and defined as dimensions of individual differences to show consistent patterns of thoughts, feelings, and actions (Costa & McCrae, 1998; Johnson, 1997). Theoretically, traits do not only base on biological phenomena, but the characteristic adaptations of people for network skills, beliefs, habits, and goals. These characteristics originated from parental modelling, cultural influences, or history of reinforcements. Therefore, every trait can express in cultural conditional ways and must understand through human action and experience. The behaviour in one situation of a person can differ from another. Some may tolerate uncertainty more than others (Costa & McCrae, 1998). But personality traits are enduring dispositions, yet possible to change over a long period as a result of the universal maturation process, life experiences, and restorative interventions. Generally, personality explains about individuals, but culture explains societies. Individuals and culture connect as the bond between trees to the forest (Hofstede & McCrae, 2004; Benedict, 1934)

however, culture is treated as an internal logic of the person then the personality shapes the behaviour of the person (Hofstede & McCrae, 2004; Yaprak, 2008). Thus, it can be argued that being a trait, PI may also have cultural influences on its' characteristics, which is necessary to study further.

### **2.3. Importance of measuring cultural values at the Individual level.**

Culture consists of meanings, beliefs, practices, symbols, norms, values and shapes or justifies beliefs, actions, goals of an individual and groups (Schwartz, 2006). It plays a vital role in the consumer's decision making and creates different behaviours of the individual (Peter & Olson, 2010; Henry, 1976). Learned beliefs or behavioural patterns cope with recurring experiences, passed from generation to generation, and shared by the set of people living in the society. It pervades a person's day-to-day activities and affects consumer behaviour (Henry, 1976; Spiers et al., 2014). Cultures which consider tradition as their terminal value, may be relatively slow in adoption and diffusion curves. But cultures with innovativeness will have much faster adoption cycles. For instance, some cultures heavily weigh some subjective norms like the household elder's opinion, while some cultures tend to emphasize other heroes, or on none at all.

Therefore, the weight of attitudinal and subjective norms may differ from one culture to another (Luna & Gupta, 2001). Culture influences the behaviour of the individual through aspects of values, heroes, rituals, and symbols (Hofstede, 1997, as cited in Luna & Gupta, 2001; Sun, 2008). Schwartz finds that most Asian countries have hierarchical and embedded cultures, which value social order, respect for tradition, security, obedience, wisdom, social power, authority, humility, and wealth.

In Sri Lanka, the identified main socio-cultural factors (such as family, caste, education, class, ethnicity, and religion) have distinctive structures and effects on individual behaviour (Gamage et al., 2003; Nanayakkara, 1985). It has high involvement in developing cultural patterns like dependence, lack of self-confidence, lack of freedom, accepting the status quo, attitude towards work, respect for authority, loyalty, and collective human rights, that are critical to understanding (Gamage & Wickramasinghe, 2012; Rajapakse, 2012). Compared to the Western countries, Sri Lankans prefer a more "structured" social order; therefore, they are less autonomous and more dependent on their surrounding social system (Gamage et al., 2003). According to Hofstede's dimensions, Sri Lanka is in the collectivism dimension (Score of 35); the values of the society

have not built by the individual but by the family. Family orientation was measured by affection for family, interaction with family members, parental influence on thought, and tendency to compromise subjective needs with family needs (Tan & Farley, 1987). For example, decision making within the family is usually made by the parents or spouse. It reduces opportunities for children to evaluate their judgments. They tend to seek advice and approval more frequently: and accepts the opinions of adults. It is a semi-feudal belief that authority is positional and grows with wisdom and age (Nanayakkara, 1985). Hofstede's national dimensions scorecard shows that Sri Lanka scored high in PD, which believes more on authority and hesitancy to argue. Further, people tend to evaluate the status of a person from the job they do. The lower social class person tends to depend on the levels above. Top positions are always instituted with power, wealth, and status. This discourages the development of self-confidence but motivates people to gain status and power by working.

The national culture of Sri Lanka is identified as collectivistic, PD and feminine, but not into UA and long-term orientation. But it is required to identify the individual cultural values towards the market. This is because, in the market, the consumer first acquires knowledge and then

physically connects with innovations to gain a general understanding. Before choosing the product, he mentally connects the product with his present and future situations. This mental process is mainly influenced by, his cultural background (Rogers, 1971; Han & Shavitt, 1994).

Most of the studies of cultural values compare nations that vary culturally. But that approach fails to stipulate how personal cultural values are related to marketing. National-level studies on culture standardize that all people within a nation have the same culture, regardless of individual differences in their cultural values. Therefore, to fill this gap, cultural values at the individual level need to be further measured (Yoo & Donthu, 2002; Dobre, Dragomir & Preda, 2009; McCoy, Galletta & King, 2005) Cultural traits can be legitimized and shaped at the level of individual traits. Therefore, it is best to measure personal traits at a cultural level (Hofstede & McCrae, 2004).

### **3. THEORETICAL GAP**

Not all the individuals in the systems adopt a product at the same time (Rogers, 1971). Different individuals respond differently to the same situation, but if they share a common trait, their response is consistent in the same situation (Johnson, 1997). According to the IDT, an individual's IN is affected by the individual's characteristics, and

by the nature of the social system (Rogers, 1971). Also, some researchers have studied how individuals' IN is affected by an individual's demographic characteristics (Park and Kim, 2010) and investigated how national cultural backgrounds of consumer innovativeness (CI) play cross-culturally (Benedict, 1934). Rogers (1971) has argued that socio-economic status, personality variables, and communication behaviour are identified characteristics of adopter categories that are influencing the decision process. He has not directly talked about the contribution from the culture or cultural values to the PI by considering it as a trait. Hirschman (1980) argues that although there is a lot of empirical research to discuss IN, its' origin has been kept obscure. The reason might be considering IN as a trait; so, it makes them think that an individual is born with the characteristics of IN. Also, over a period of time, all traits may tend to change relative to social and cultural implications.

There are few studies done by different researchers related to IN, still they have not discussed the implications of individual cultural values to the PI. For example, studies of Hirschman (1980) have segregated actual innovativeness to vicarious innovativeness (attainment of new information on new products) and adoptive innovativeness (attainment of

new products). He has hinted that novelty-seeking and creativity influencing the PI. However, he also did not discuss cultural values in his studies.

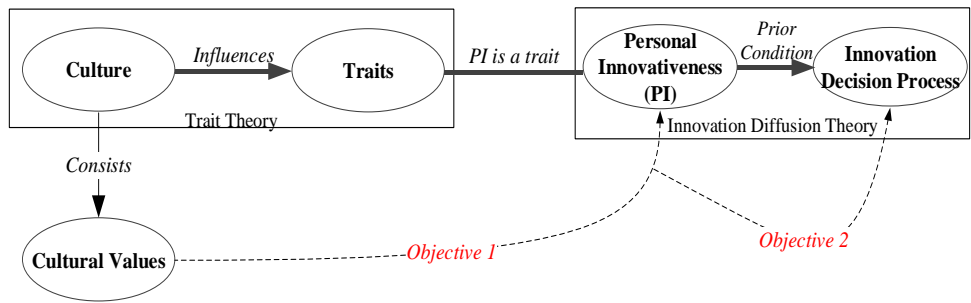
Like some other examples given in Table 1, it was found that IN is a major area of many research studies. But it was realized that there is a dearth of knowledge on the implications of the internal cultural values of the person (ICV) towards PI. However, the involvement of national culture in innovation is captured in few studies.

**Table 1: Existing knowledge on Innovativeness**

<b>Author and Year</b>	<b>Area of the study</b>
<b>Ostlund (1974)</b>	Predictors of IN (Perceived innovation attributes)
<b>Midgley &amp; Dowling (1978)</b>	IN, Situation effect, Communications
<b>Hirschman (1980)</b>	Novelty seeking, Creativity on IN
<b>Lee (1990)</b>	Determinants of National Innovativeness (NI)
<b>Goldsmith &amp; Hofacker (1991)</b>	Scale to measure IN
<b>Deshpande et al., (1993)</b>	Organizational Innovativeness (OI), Business performance
<b>Lynn &amp; Gelb (1996)</b>	Individualism, UA, Purchasing power on national level, new

	product ownership	<b>Abushanab, Pearson &amp; Setterstrom (2010)</b>	PI, intention to adopt internet banking
<b>Agarwal &amp; Prasad (1998)</b>	PI on intention to use new IT	<b>Park &amp; Kim (2010)</b>	Impacts of an individual innovativeness on the acceptance of IT-based innovations.
<b>Steenkamp et al., (1999)</b>	National dimensions, Resultant conservation, Resultant self enhancement,  Consumer context specific dispositions, Sociodemographic on CI	<b>Lu (2014)</b>	PI, Social influence on perceived usefulness, perceived ease of use, intention toward m-commerce
<b>Garcia &amp; Calantone (2002)</b>	Product innovativeness	<b>Takieddine &amp; Sun (2015)</b>	Internet banking diffusion: Country-level analysis
<b>Roehrich (2004)</b>	CI and measurements	<b>Turan, Tuñç &amp; Zehir (2015)</b>	Technology acceptance (TA), PI, and user involvement
<b>Everdingen &amp; Waarts (2003)</b>	National culture on innovation adoption	<b>Truong, Klink, Simmons, Grinstein &amp; Palmer (2017)</b>	CI, brand name
<b>Yeniyurt &amp; Townsend (2003)</b>	National culture on product diffusion with the addition of socio-economic variables as moderators	<b>Abubakre, Zhou &amp; Zhou (2020)</b>	PI, digital entrepreneurship
<b>Lu et al. (2005)</b>	PI, social influence on intention to adopt wireless internet services	<b>Nguyen (2020)</b>	Knowledge sharing, OI
<b>Hwang (2005)</b>	PI and social norms	<b>Chao et al. (2012)</b>	CI, New product adoption
<b>Yi, Jackson, Park &amp; Probst (2006)</b>	PI, subjective norms, Perceived behavioural control, and perceived ease of use.	<b>Esfahani &amp; Reynolds (2021)</b>	
<b>Xu &amp; Gupta (2009)</b>	Privacy concerns and PI on customer's adoption of location-based services		





**Figure 2: Concept Map**

*Note:* Concept Map explains the connection between the concepts, based on the recent evidence found in the literature to express the understanding of the researcher of the concepts relevant to this article (M. Kinchin & B. Hay, 2000; Maxwell, 2012).

The boxes in Figure 1 represent the theories and illustrates the connection between concepts as discussed in the relevant theory itself. For example, according to the IDT, IN is a prior condition for the IDP. The arrows of the diagram show the connections between the concepts found in the literature and the dashed arrows are to visualise the objectives of the research and new areas to explore.

**Objective 1:** To examine the contribution of ICV to the concept of PI and discover the characteristics of ICVs associated with each PI category discussed in IDT.

**Objective 2:** To understand how ICV contribute to the IDP of different PI categories.

In further explaining the connections presented in Figure 1, many studies have described PI as a trait and traits inspired by the culture. Table 2 illustrates the latest findings on the same.

**Table 2: Existing literature on Personal Innovativeness and Traits**

	Author and the Year
<b>PI as a Trait</b>	(Leavitt & Walton, 1975; Midgley & Dowling, 1978; Hirschman, 1980; Venkatraman, 1991; Agarwal & Prasad, 1998; Roehrich, 2004; Lu et al., 2005; Dobre et al., 2009; Xu & Gupta, 2009; Park & Kim, 2010; Bouwman et al., 2014; Lu, 2014; Rahman et al., 2014; Thakur, Angriawan &

	Summey,2016; Truong et al.,2017; Krey et al.,2019; Klein,Horak, Li & Bacouel ,2019;Esfahani & Reynolds ,2021)
<b>Traits influenced by culture</b>	(McCrae & Costa ,1997; McCrae & Costa ,1998; Church ,2000; Hofstede & McCrae ,2004; Fleeson & Jayawickreme ,2015)

Also, as stated in many definitions; culture influences society by its values (Deshpande et al.,1993; Yenyurt & Townsend, 2003; Kirkman et al.,2006; Geertz, 1973; Hofstede & McCrae, 2004; Benedict, 1934; Yaprak, 2008; Gamage & Wickramasinghe,2012; Maitland, 1999). So, it is important to study the value structure when understanding IN, its significance to the customer's cognitive structure, and personal values (Steenkamp et al., 1999). The values pretence on consumer motives, intention, and attitude of the person; also, it can be used to explain a culture or a subgroup (Henry, 1976; Sun, 2008; Schwartz, 2006; Daghfous et al.,1999).

As visualized in Table 3, there are published studies describing

the relationship between values and IN in different phases. For example, they discuss OI, NI, and CI. Similar research done by Sun, Lee & Law (2018) has shown the impact of cultural values (collectivism, long-term orientation, and masculinity) on TA at the individual level. There, they measure national cultural values on an individual level. Also, Soares et al. (2007) make a similar point in their study, explaining how an individual behaves in individualistic/collectivistic, UA, PD, and MF societies and how it results in innovativeness. In another aspect, Steenkamp et al., (1999) expound how customer IN is affected by national cultural values and has found consumers in individualistic and masculine countries are more innovative compared to the customers of UA. Similarly, Steenkamp et al., (1999) and Dobre et al., (2009) have explained the receptivity of a person to culture by discussing the cultural dimensions broadly in the national perspective. However, up to now far, too little attention has been given to understanding ICV (emerging from the inside) into PI but rather many of the studies have covered national cultural values into individual contexts or have conducted cross-cultural studies.

**Table 3: Existing literature on values to the innovativeness, diffusion, and technology acceptance**

	<b>Values covered in the research</b>	<b>Author and the Year</b>
<b>CI</b>	<b>Personal values</b> (Sensation-seeking, Pleasure and happiness in life, Warm relationships, Self-respect, Respect by others, Search for security, Sense of belonging)	Daghfous, Petrof & Pons (1999)
	<b>Consumer values</b> (Functional value, Social value, Epistemic value, Conditional value, Emotional value)	Hur et al., (2011)
	<b>Social Values</b> (Being well respected, Security, Sense of belonging, Excitement, Self-respect, Sense of accomplishment, Fun and enjoyment of life, Self-fulfilment, Warm relationship)	Goldsmith & Stith (1993)
	<b>Social Values</b> (Opinion leadership, Status)	Rahman et al. (2014)
	Cultural Values to Cross-cultural study	Soares et al., (2007)
	<b>Personal Values</b> (Resultant conservation, Resultant self-enhancement) <b>National Cultural Values</b>	Steenkamp et al. (1999)
<b>IN</b>	<b>National Cultural Values</b>	Dobre et al. (2009)
<b>Network Diffusion</b>		Maitland (1999)

NI		Lynn & Gelb (1996)
		Guillén & Deckert (2021)
<b>National Diffusion</b>		Yeniyurt & Townsend (2003)
<b>TA at an Individual level</b>		Sun et al. (2018)
OI	<b>Individual Values</b> (Power, Achievement)	Taştan & Davoudi, (2017)
PI	<b>Functional and ergonomic Values</b> (Expected usefulness, Expected ease of use)  <b>Hedonic Values</b> (Expected enjoyments)  <b>Symbolic Values</b> (Expected visibility, Expected self-expressiveness)	Krey et al. (2019)
<b>Innate innovativeness and Fashion innovativeness</b>	<b>Personal Values</b> (Personal self, Ambition, Power)	Lyu, Hahn & Sadachar (2018)
IN	<b>Personal Values</b>  (Stimulation, Self-direction, Universalism, Benevolence, Tradition, Conformity, Security, Power, Achievement, Hedonism, Self-enhancement, Conservation, Self-transcendence, Openness to change)	Potocan & Nedelko (2013)
<b>Technological innovativeness</b>	<b>Cultural Values (Cross cultural)</b>	Klein et al. (2019)
<b>Employee Innovativeness</b>	<b>Organizational cultural values</b>	Hab’Imana & Ssempebwa (2020)

The concepts presented in Hofstede's value dimensions have been used for many cultural and cross-cultural studies to understand national cultures (Hofstede & Bond, 1984; Hooi, 2007; Mooij & Hofstede, 2011; Mooij & Hofstede, 2010; Hofstede, 1983; Sharma, 2010; Kassim & Abdullah, 2010; Roth, 1995; Soares et al., 2007). The same dimensions were recommended to consider as individual values for understanding the behaviour of an individual (Donthu & Yoo, 1998; Kirkman et al., 2006; Hofstede, 2011; Roth, 1995; Yoo et al., 2011; Gong et al., 2007; Han & Shavitt, 1994; Sun et al., 2018; Hwang, 2005; Jung & Kellaris, 2004; Hui & Triandis, 1986; Daniels & Greguras, 2014). However, none of the above researchers has focused on understanding the impact of these concepts on IN as a value or as a characteristic of an individual. For example, it is required to understand how an individual with individualistic or collectivistic characteristics, follows up on their IN. Maybe the country or society is into the individualistic category, but a native could be a collectivistic person who believes in taking opinions from his family or friends before making a decision. In such scenarios, the IN of the person could result differently

regardless of the cultural value of the entire country. Although the concepts of IC, MF, PD, and UA are grouped together in

Hofstede's dimension, those concepts are not limited to Hofstede's value in dimension only. These concepts are theoretical concepts used by many researchers and theorists in their studies. For example, the Theory of Individualism and collectivism talks about individualism and collectivism; Social Distance Theory of Power talks about Power Distance; Feminist Theory talks about Masculinity and Femininity, and Theory of Uncertainty Identity discusses how people avoid uncertainty by understanding the uncertainty.

Some research explains the effect of IN is significant when individuals observe social identifications and cultural values (Hur, Yoo & Chung, 2011). Identifying a relationship between social values on IN for a particular product does not prevent further exploration but require deep investigation on understanding its behaviour for a separate or new product category (Goldsmith & Stithx, 1993).

Overall, there is limited knowledge yet on how PI contributed by the individual's cultural values which might be generated by the origin of his family, groups, past experiences, and culture of the society. If one researcher identifies the motives behind the behaviour, another could recognise that the identified clarification is incomplete. Therefore, further studies are extremely required to find the

origin of the traits and beliefs (Johnson,1997). Regardless of globalization and convergence of markets, consumers continue to reclaim their cultural identities, heritage, and ancestry. Because of the markets being driven by the customer's needs and those needs are purely based on cultural values, marketers must understand cultural implications on consumer behaviour when positioning the products (Yaprak, 2008; Aaker & Maheshwaran, 1997; Liu, Furrer, & Sudharshan,2001; Cakir & Solak, 2015). Failing to consider the differences created by the culture might cause failure in the business (Spiers et al., 2014). Though technology solutions are utilized to coordinate, communicate, and achieve efficiencies, cultural differences of countries might impact the efficiency and effectiveness of IT deployment (Straub et al, 2002). In brief, culture is explained as the way of life of the people and certainly has implications for an individual's behaviour (Maitland, 1999). In light of this, many researchers have recommended examining culture and social influences (Shiraj, 2015; Alalwan et al.,2014; Alsajjan & Dennis, 2010; AbuShanab et al., 2010).

As mentioned above, it is important to look at the contribution of ICV into PI. But the study does not end there. As mentioned in the IDT, PI is a key element for IDP. If so, the influences of ICV could extend to

IDP. In that case, if it is found that ICV inspires PI, then it should also look at how it inspires IDP. This requirement is captured by objective 2 described above. It is required to see how ICV inspires each stage of IDP to understand its contribution to the final decision of the customer. The study methodology required to meet these objectives is described below.

#### **4. METHODOLOGY**

This is a conceptual paper with an ongoing qualitative study, that would surface the hidden insights of the people and would understand the meanings of the individual by observing how that person's IN has influenced by his cultural values. This follows an inductive approach since it understands the meaning of humans' for using a product and it makes it less apprehensive to generalize the result (Saunders et al., 2009). The sample has been selected using the purposive sampling mechanism to capture all the PI categories (Innovators, early adopters, early majority, late majority, and laggards). The selected respondents were interviewed with semi-structured questions to meet objective 1 and 2. Responses will be analysed using thematic analysis to understand the themes and sub-themes of the study.

## 5. CONCLUSION

This article highlights a theoretical gap, that will be addressed by the research question and objectives. The results of the overall study will contribute to the theory, by providing an extension to the IDP and will explain IDP from a cultural perspective. In addition to the theoretical contribution, this research will benefit the industry under study for better decision making. Consumers think before they get to a facility. They would recognize service or product better that speaks to their culture (Takieddine & Sun, 2015; Abessi & Haghigly, 2011; Chau & Lai, 2003). This research results will shed light on industrial specialists to get a better understanding of the areas where ICV becomes a reason for customers' negative or positive behaviour. For example, if adopting a product/service depends on risk analysis, which means people are more considerate of uncertainty avoidance (Hofstede,2011). Then the Industry specialists should focus on strengthening the security of the technology. In other words, if the research results show that Laggards are focused on collectivism; when designing promotional campaigns, industry specialists should remember that collectivists are "we conscious". Therefore, to motivate Laggards to get the product, they should focus more on team benefits (Hofstede,2011; Hofstede &

McCrae, 2004). Likewise, this study expands the academic/industry knowledge about the cultural values of individuals according to their PI category. For instance, studying innovators and identifying their ICV will discern if those ICVs impacts for him to become an innovator. In doing so, the author effectively advocates product / service providers on the verge of new developments; Here, the focus is on the interventions needed to improve the client's PI or their past experience, knowledge, and their feasibility exceptions, etc.

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