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USING DIFFUSION OF INNOVATION THEORY TO HELP PREDICT THE ADOPTION OF NEW TECHNOLOGIES IN RETAILING

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Abstract

New technologies are constantly being tested by retailers to determine their applicability to business operations. This paper examines diffusion of innovation theory and its applicability to assisting retailers in making decisions about the implementation of these new technologies. This paper concentrates on one form of biometric technology that is currently being tested by several retailers—fingerprint authentication at point-of-sale. The purpose of the paper is to identify components and processes, based on diffusion of innovation theory, that could be tested to better determine how consumers will react to the introduction and implementation of new technologies in retail stores.

Keywords

retail technology; biometrics; diffusion of innovation