

A study investigating the characteristics of adopter categories in Russia and in the UK among female students on the example of women's bras as well as cultural differences influencing these characteristics.

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Word count: 10307

Pages: 55

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Appendix 1: Questionnaire used for the dissertation in English language

Appendix 2: Questionnaire used for the dissertation in Russian language

Chapter 1: Introduction

Bras have become an essential part of women's wear. A lot of work has been done throughout the years to improve, enhance and develop the existing types of lingerie. This includes the developments in terms of fashion and trends, as well as comfort of it.

Companies try to attract and retain consumers via constant introduction of new types of bras, styles, and comfort enhancements. Due to the fast-changing environment and shift towards knowledge-based economies, innovation became an extremely important aspect as it has a direct impact on the competitiveness of the companies, individuals, regions and nations (Neely, A., Hii, J, 1998)

This dissertation aims to investigate the characteristics of adopter categories in Russia and in the UK among female students on the example of women's bras as well as cultural differences influencing these characteristics.

The idea for the dissertation topic came from the personal interest in innovations of bras. It was decided to examine innovativeness of people in different countries and their readiness to accept new types of bras.

To conduct this research, several research questions have been set up, namely "which characteristics of people define their willingness to buy new, innovative products earlier or later than others?", "Does the time of innovation adoption and characteristics of different people differ between Russia and the UK?", "Can cultural differences explain the findings?" Further on, smaller questions have been derived from the main questions, such as "what are the differences between Russia and the UK in buying behavior regarding bras?", "Do people in these countries follow trends in bras?".

The assumptions made prior to the conduction of research were that the time needed for adoption of innovations is different among Russia and the UK and that people in Russia would need more time to adopt. It was also assumed that Russian women are more sensitive to prices of the products and tend to buy bras more seldom than the UK women. Additionally, it was predicted that the first assumptions can be justified by difference between Russian and UK scores on Hofstede's cultural dimensions meaning that they can be justified by cultural differences. All in all, it was assumed that UK women would be found more open to innovations than Russian.

Therefore, considering the assumptions, the objectives of the research were set to look at the concept of innovation, its adoption, descriptions of innovativeness and characteristics determining its level. It was important to compare characteristics of people in Russia and the UK regarding their buying behavior to drive conclusions and compare it to the theory. Besides, literature on innovations of bras needed to be found. Additionally, it was decided to gather information in academic literature which would describe

cultural differences among Russia and the UK which could be used to support or reject the findings. As there was no such literature found comparing Russia to UK in adoption of innovative bras, it was concluded that the gap in literature has been identified and the research can take place. Eventually this study aims to be useful for international marketers, who need to understand differences between consumers' levels of innovativeness which could determine their readiness to adopt innovation in different countries, as well as factors affecting such choice.

This dissertation research is going to be comprised of five chapters, namely: Introduction, literature review, methodology, analysis of the results and conclusions together with discussions of the results.

Literature review is going to gather relevant literature to gain understanding on the set objectives and attempt to answer the set research questions. Mainly two theories are going to be examined, "Diffusion of Innovations" theory introduced by Everett Rogers and Hofstede's cultural dimensions.

Methodology chapter is going to be concerned with explaining the research methodology used covering the type of research design and sampling method used, construction of the questionnaire and its conduction methods.

Data analysis chapter is going to consist of findings derived from the questionnaire conduction presented in the form of graphs and charts and provide the description of these results. Found quantitative data was organized in such a way that comparisons between the countries and important variables can be made. Further on, the chapter is going to look at whether the results can be supported by the researched theories.

The last, but not the least chapter of conclusions and discussions of the results is going to sum up the research done for this dissertation, discuss the results and conclude all the points discussed in this paper to drive conclusions.

Chapter 2: Literature Review

2.1 Innovation

Innovations of products and services often result in changes of consumer behavior and thus, it is very important for marketers to track consumers' desire to accept or reject a particular innovation as well as reasons for such choice. (Sangeeta, S., 2006)

The concept of innovation has been actively researched but has not yet been fully understood. (Neely, A., Hii, J, 1998) Various researches of the topic provide different definitions.

According to the Oxford English Dictionary, the word "innovation" comes from Latin verb: innovāre - to [innovate v.](#) (meaning in Latin to change (a thing) into something new; to alter; to renew.) and is described in commerce English as "The action of introducing a new product into the market; a product newly brought on to the market". (OED)

Schumpeter defines innovation as "the creation of a new good which more adequately satisfies existing and previously satisfied needs". (Schumpeter, J., A., 1934) This is exactly what innovations of bras is concerned with, constant development of the existing products to better satisfy the needs of consumers.

Freeman describes innovation differently. To him innovation is "the technical, design, manufacturing, management and commercial activities involved in the marketing of a new (or improved) product or the first commercial use of a new (or improved) process or equipment". (Freeman, 1982 via Shavinina, L., V., 2003) He emphasizes that when attempting to define innovation, it should not be equated for invention because an invention is "an idea, a sketch or model for new or improved device, product, process or system" and an innovation "is accomplished only with the first commercial transaction involving the new product, process, system or device". (Freeman, 1982:7 via Neely, A., Hii, J, 1998)

In their work, Mutlu and Er aim to provide the definition of a design innovation concept. In attempting to do so, they rely on few definitions given by other researchers. Oakley (1990) explains that the effort of design is to "help turn at invention into a successful innovation or to extend the usefulness of an existing innovation", adding that this effort is a "fine-tuning to achieve a result that suits our needs more accurately". (Mutlu, B., Er., A., 2003)

According to Rogers, innovation is "an idea, practice, or object that is perceived as new by an individual or other unit of adoption". Therefore, if an individual perceives an idea as new, it is called an innovation. (Rogers, E., 1995)

2.2 Innovations in Bras

A new idea in bra manufacturing can be called re-invention. This concept has been studied by diffusion scholars since 1970s and has been defined as “the degree to which an innovation is changed or modified by a user in the process of adoption and implementation”. (Rogers, E., 1976). Many adopters who implement innovation are not passive and instead want to actively take part in customizing it to fit their individual situation. (Rogers, E., 1983) At one point in time a bra was a completely innovative product to the market. Since then, enormous amount of modifications and changes have been made to the original bra due to the reasons of comfort and changes in fashion. Therefore, using Rogers’s definition, a potential new type of bra can be called re-invention.

Bras have been invented over a hundred years ago. (Toller, C., 2014) Since then hundreds and hundreds of different kinds of bras have been introduced to markets all over the world. This invention helped women to feel comfortable in very different life situations, from daily life to sports activities or black-tie events, where bras have to be not only invisible but also reliable and comfortable. During the past several decades, bra has been reinvented countless amount of times. (Toller, C., 2014) These reinventions included introduction of silicone bras, bras with push-up technology, sports bras, strapless bras and many more.

Bra is a very complicatedly designed piece of clothing. Even the simplest types of bras, its cups and straps required a lot of engineering work to construct. (Riordan, T., 2002) Future innovations of bras look at introducing bras with cooling systems as well as even built-in GPS and in general aim to invent bras with imbedded technology. (Toller, C., 2014) All the current bra trends look not only at the appearance component of the bras, but also at the level of comfort it provides for the consumers. Women around the globe become more and more cautious of the significant effects bras and their fit have on the posture, back and health in general. Current trends of healthy lifestyle only boosted this phenomenon. Now, all the competitors on the market understand the need for providing such product or service which would ensure that the bra fits a costumer well.

Nevertheless, even though future of bras seems promising and aimed at increasing the levels of comfort, innovations means costs. New types of bras, especially with embedded technology are going to be pricy and thus have to have ultimate benefits in order to attract public.

2.3 Adoption of innovation

Having defined innovation, it is important to understand how the process of adoption of an innovation works. Adoption of innovation and its diffusion have gained significant attention in marketing literature. (Steenkamp, J.E.M., Hofstede, F.T. and Wedel, M. 1999) In fact, the process of adopting innovations has

been studied by researchers for over than 30 years. (Sherry, L., Gibson, D., 2002) The interest of the researchers studying the process of the diffusion of innovations is mainly focused on understanding two closely related processes: the process of diffusion and the process of adoption. (Fădor, G., 2010) Diffusion deals with the process of a spread of a new, innovative product all the way from its source to the consumers. (Fădor, G., 2010) Adoption, however, is concerned with the mental and behavioral sequences which consumers go through when deciding on whether to accept a new product or not. (Robertson, 1974 : 271)

These behavioral sequences and their influence on decision whether to buy a new product or not is the key subject of this dissertation. As marketing literature got filled with numerous studies attempting to research the concept of innovation adoption, various groups of adopters with certain characteristics and behavior traits have been discovered. (Sangeeta, S., 2006)

One of the most influencing researchers in this field, who gathered all the information known on different types of adopters and their characteristics into one study is Everett Rogers with his work "Diffusion of innovations" published in 1995. In his work, Rogers introduced one of the most significant models of innovation adoption known today. The model became extremely popular and the insights it offers have been tested in more than 6000 research studies and field tests. (Robinson, L., 2009) Rogers introduced the theory of Diffusion of Innovations seeking to explain the process of spreading of new technologies and ideas among people.

Rogers defines diffusion "as the process by which (1) an innovation (2) is communicated through certain channels (3) over time (4) among the members of a social system". (Rogers, E., 2003) Thus, there are four main elements of the innovation diffusion process: innovation, communication channels, time and the social system.

Several recent researchers suggest a new, broaden definition for the innovation diffusion to be: "the process of the market penetration of new products and services that is driven by social influences, which include all interdependencies among consumers that affect various market players with or without their explicit knowledge". (Mahajan, V., Muller, E., Peres, R., 2010)

The diffusion of innovation heavily relies on innovation adopters as they are the ones to adopt new products, services and ideas. All the potential adopters do not adopt an innovation at the same time. (Mahajan, V., Muller, E., 1990) According to Rogers, all the individual adopters can be classified into adopter categories based on their level of innovativeness. Innovativeness is described by Rogers as "the degree to which an individual (or other unit of adoption) is relatively earlier in adopting new ideas than other members of a system". (Rogers, 2003) Therefore, all the adopters are classified into different adopter groups accordingly to the amount of time needed for them to adopt an innovation.

Other definitions of innovativeness exist in marketing literature. For example, the one of Steenkamp, Hofstede and Wedel (1999), "Consumer innovativeness is predisposition to buy new and different products and brands rather than remain with previous choices and consumption patterns". Steenkamp, J.E.M., Hofstede, F.T. and Wedel, M. (1999) Midgley (1977) defines innovativeness is "the degree to which an individual makes innovation decisions independently of the communicated experience of others" (Midgley, D. F., 1977, p. 49) and adds that innovativeness is "an integral and central construct of the theory of the diffusion of innovations" (Midgley, D.F. and Dowling, G.R., 1978)

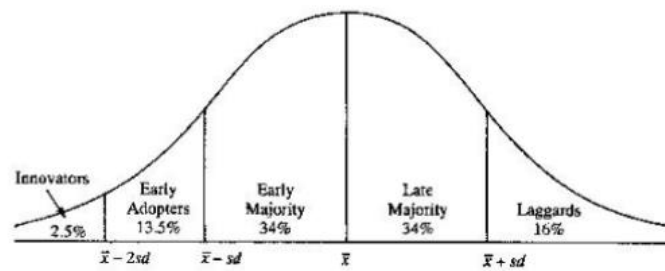
Thus, Midgley and Dowling disagreed with Rogers' assumption that innovativeness of consumers is equal to the time needed for their adoption. Instead, the "innovators" of any one innovation are those members of society prepared to adopt this new product early in its diffusion, and therefore without the personal or social support gained from discussions with prior users.'(Midgley, D.F. and Dowling, G.R., 1978)

There are two main techniques used by most of researchers in marketing literature to measure innovativeness. The first one usually identifies innovators based on the relatively short time period of their adoption or by looking at the first X percent of purchases. Examples of researchers using this technique include Rogers and Shoemaker (1971). The second technique identifies innovators by determining a number of new products a particular individual has purchased at the time of the questionnaire and has been used for example by Green and Langeard (1975) and Summers (1971, 1972) (Midgley, D.F. and Dowling, G.R., 1978, p. 229)

There are numerous studies attempting to classify adopters into different types of categories. Most of the studies aim to draw the criteria for categorizing the consumers into innovators or non-innovators. (Midgley, D.F. and Dowling, G.R., 1978) Rogers, however, classified five ideal standard categories of adopters with identifiable characteristics and based on their levels of innovativeness which in turn is measured based on the amount of time it takes an individual to adopt an innovation. Then, classifications of the categories can be made. The five ideal types can have exceptions and variations, but they have been designed to make the comparisons possible. These five ideal types include: innovators, early adopters, early majority, late majority and laggards. (Rogers, E., 2003)

Innovation diffusion often results in a bell-shaped curve coming from the ration of the number of adopters and the time period. (Kessler, E., H., 2013) Rogers' innovation adoption curve classifies innovation adopters into categories based on their openness to innovation and time needed to adopt it. The following graph has been derived from Rogers work "Diffusion of Innovations" and represents the distribution of different adopter types among the whole population.

Figure 1.



Classification of adopters into groups is vital for businesses. Different categories of adopters tend to possess certain characteristics which are essential for marketers to know to build efficient marketing strategies to target different adopters. (Engel, Blackwell, and Miniard, 1986. Via (Mahajam, V., Muler., E, 1990)).

The next part of this chapter is dedicated to describing categories of innovation adopters described by Roger's.

2.4 Categories of innovation adopters

2.4.1 Innovators:

Innovators can be described as venturesome people, who are interested in new ideas, financially wealthy, educated and not dependent on the opinion of the society. Venturesome implies a person being willing to explore new concepts, be open to risk in order to succeed and strive for development. (Collins English Dictionary) Being financially wealthy makes a person to be less afraid of the risk to lose money on an unsuccessful innovation. It is like in the investing, people invest their money in different ways, accounting for some of their investments to fail and some to take off and pay back generously. Having an education ensures that adopters will be more likely to understand the innovation in order to acquire it. It is assumed that innovators tend to have a higher level of education than other adopter's categories. This is because they need to have the ability to not only understand, but also apply complex technical knowledge when using the innovation. Innovators generally are not dependent on the opinion of the surrounding them society. Simmel described them as "strangers", people who belong to the society but do not have strong attachment to it. (Rogers, E., 2003) They do not need the referencing of peers to make a purchase decision. They tend to, however, communicate and befriend other innovators even if they are far away. The innovators make up the smallest category of innovation adopters, usually accounting for only 2,5% of the population. Nevertheless, they are vital for the diffusion process as they are the ones to introduce and

bring the idea from the outside to the inside of the social system, thus playing a role of gatekeepers between the two. (Rogers, E., 2003)

2.4.2 Early adopters:

The category of early adopters is characterized by Rogers (2003) as the group of opinion leaders. They are the ones bringing the new idea to the general public of a social system. Unlike the innovators, who are a sort of cosmopolites, the early adopters can be described as localities, who are a rather a more integrated part of the system than the innovators. Due to the fact that they are slightly ahead of the average public, early adopters are the ones people turn for an advice before buying an innovation. Comprising for approximately 13.5% of the public, early adopters are thought to be speeding the diffusion process and trigger the critical mass as they adopt a new idea or product. This adopter category tends to be well integrated within its social system and respect of others is important for them. Their opinion matters to their peers as they decrease the risk of uncertainty when adopting an innovation themselves. (Rogers, E., 2003)

2.4.3 Early Majority:

Unlike the early adopters, the early majority are not opinion leaders. It takes them relatively long to make a decision on the adoption as they are rather deliberate and tend to wait for a while prior to fully adopting something new. However, they start using an innovation slightly before other members of the social system. They make up approximately 34% of the population and serve as a link between the people who adopt very early and relatively late. Their power is in the interpersonal connections, interaction with peers and thus active spread of the knowledge and information about the innovation within the social system. (Rogers, E., 2003)

2.4.4 Late majority:

The number of adopters in the category of late majority is similar to the early majority and accounts for 34% of the public. This group adopts innovations slightly later than the average population. Peer pressure for this category is rather important and an innovation should be favored by the society before the late majority becomes ready to adopt. They want to feel confident and safe prior to acquiring an innovation due to their scarce financial resources. As later majority tends not to have excessive wealth, the purchase of an innovative product should be a necessity. That is why people belonging to this category usually are very skeptical about innovations, consider them very carefully, try to avoid risk as much as possible, and wait until the innovation becomes popular among the majority of their social system prior to buying it. (Rogers, E., 2003)

2.4.5 Laggards:

The part of population which is the last to adopt an innovation is called “laggards”. Laggards often need a lot of time to make a decision on adoption and use of new product or idea, way after it has initially been introduced. Their scarce financial situation makes them rather cautious of what they are buying. They want to avoid the risk completely and be 100% sure that their purchase will turn out to be successful and absolutely necessary. In comparison with other categories, many laggards are isolated and have no opinion leadership within their social network. In a decision-making process, the influence comes not from the referencing of peers or society, but from the past. Laggards tend to be rather traditional in their views and rely on their past experiences. Summing up, laggards can be called relatively suspicious in their decision-making process towards innovation. (Rogers, E., 2003)

2.5 Summary of characteristics of adopter categories:

Relying on the research literature done prior to Rogers work, Rogers has summarized the diffusion research into a series of generalizations. These are: socioeconomic status, personality values and communication behavior.

According to the findings concerning socioeconomic status, it has been discovered that the age of early and later adopters does not differ. However, researchers have observed the tendency that earlier adopters tend to have higher level of education, be more literate, have higher social status and be wealthier than later adopters. (Rogers, E., 2003)

As for personality variables, prior to Rogers, it has not received great attention of the researchers. Nevertheless, it has been found that earlier adopters have more sense of empathy, have greater imagination, are less dogmatic and open for new ideas, are abler to understand abstractions, are more rational, intelligent and less fatalistic as well as have more aspirations than later adopters. Additionally, earlier adopters are more open to changes, are more able to cope with uncertainty and risks and tend to appreciate and understand science more than later adopters do. (Rogers, E., 2003)

Concerning the communication behavior, earlier adopters are more social, yet cosmopolite and free from the social system's norms, they are more objective and open to new ideas than later adopters. Besides, earlier adopters are greater opinion leaders, are more open to mass media communication channels and tend to seek innovations-related information more actively as well as know more about innovations in general. (Rogers, E., 2003)

2.7 Culture

Academic literature describes culture in many ways.

Hofstede defines culture as “the collective programming of the mind which distinguishes the members of one human group from another” and adds that it “includes systems of values; and values are among the building blocks of culture”. (Hofstede, G., 1980, 1984, p.21)

2.8 Effects of culture on buying behavior

According to Takada and Jain, the research regarding cross-cultural adoption has been limited. Consumers all over the world belong to particular cultures which shape their attitudes, perceptions and behavior. (Triandis 1989) This happens because countries tend to have different geographic, socioeconomic, demographic and cultural characteristics, which affect the way consumers from these countries adopt innovations over time. (Takada, H., Jain, D., 1991, p. 48)

Studies have shown that culture plays a significant role in the adoption of innovation by its people. For instance, the study of Roth (1995) demonstrates that culture determines the needs of its people, which they satisfy via purchase and usage of goods. (Roth, 1995) via Steenkamp, J.E.M., Hofstede, F.T. and Wedel, M. (1999)

2.9 Hofstede's cultural dimensions

As culture affects consumer's decision-making process, it is important to gain knowledge on cultural differences between Russia and the UK. Hofstede (1980) introduced 4 cultural dimensions which are used to compare cultural differences across countries. These dimensions are: individualism, power distance, uncertainty avoidance and masculinity (Hofstede, G., J., Minkov, M., Hofstede, G., H., 2010) and they are going to be described in the following sections of this chapter.

2.9.1 Individualism

Individualism dimension looks at the level to which people in the society prefer to act as individuals rather than as members of the social group. (Sangeeta, 2006) Members of more individualist countries tend to look after themselves or their immediate families only and usually are rather independent. (Hofstede) Additionally, they tend to be more emotionally detached, less oriented towards social norms and more towards personal goals. (Kagitcibasi 1997) via Steenkamp, J.E.M., Hofstede, F.T. and Wedel, M. (1999) People in these cultures usually make decisions themselves and behave independently of others. (Roth 1995) On the contrast, in less individualist countries, which are called collectivist, people tend to build a

tightly-knit framework in society, where people tend to mutually look after themselves, their relatives and groups to which they belong in exchange for unconditional loyalty. In these cultures, the opinion of the society and social norms play a big role and people tend to be more dependent on it rather than in individualistic societies. (Hofstede, G., J., Minkov, M., Hofstede, G., H., 2010, pp. 89-102) According to Hofstede, Russia is rated on the individualist index with a score of 39 (Hofstede, 1983) and occupies 39th to 40th place among all the countries in the world, while UK with a score of 89 and occupies 3rd place. (Hofstede, 1983)

2.9.2 Power distance

Power distance index measures the level to which people in the society accept unequal distribution of power. Societies with low power distance tend to demand equal distribution of power, to a smaller extent accept hierarchical order and are more difficult to persuade. People living in countries with higher index of power distance usually are more easily persuaded; accept hierarchical order and unequal distribution of power without demanding an explanation to it. (Hofstede, G., J., Minkov, M., Hofstede, G., H., 2010pp.53-68) With power distance index, UK occupies 65th to 67th place in the world with index score of 35 (page 59), whereas Russia has been placed to the 6th place with the index score of 96 (page 57).

2.9.3 Uncertainty avoidance

The dimension of uncertainty avoidance shows the level to which societies of different countries are ready to accept uncertainty and the fact that they do not know what future brings. Cultures with low levels of uncertainty avoidance tend to be less worried about this matter, valuing practice more than principles. (Hofstede, G., J., Minkov, M., Hofstede, G., H., 2010pp. 187 -198) Besides, these people tend to explore new things and find them curious. (Hofstede 1991, p. 119) via Steenkamp, J.E.M., Hofstede, F.T. and Wedel, M. (1999). On the contrast, societies with high level of uncertainty avoidance tend to reject deviation from set behavior, ideas and beliefs. (Hofstede, G., J., Minkov, M., Hofstede, G., H., 2010, pp. 187 -198) Thus, people from countries with high uncertainty avoidance are less open to change and concentrate on reducing and avoiding risk. However, risk in this sense means ambiguity and not probability of failure. (Hofstede, G., J., Minkov, M., Hofstede, G., H., 2010, pp. 197 -198) Therefore it is reasonable to assume that these people are unlikely to fall into innovators group of Roger's distribution of adopters. According to Hofstede's uncertainty avoidance index, Russia gains a score of 95 and occupies 7th place (page 192) among the world countries, while UK scores 35 and is placed on 68th to 69th places. (page 194)

2.9.4 Masculinity

Masculinity versus femininity of culture shows whether people are more inclined to be assertive, goal oriented and competitive or they prefer to be more cooperative, modest and caring instead. (Hofstede, G., J., Minkov, M., Hofstede, G., H., 2010, pp. 135-144) People with more masculine culture value material things and desire to be wealthy and successful. (Hofstede, G., J., Minkov, M., Hofstede, G., H., 2010, pp. 135-144) via Steenkamp, J.E.M., Hofstede, F.T. and Wedel, M. (1999). According to Rogers, (1983) acquisition of innovative products is one of the ways to show off one's wealth. (Rogers 1983) via Steenkamp, J.E.M., Hofstede, F.T. and Wedel, M. (1999). Feminine societies care more about the equality, people and the environment around them. (Hofstede, G., J., Minkov, M., Hofstede, G., H., 2010, pp. 135-144) via Steenkamp, J.E.M., Hofstede, F.T. and Wedel, M. (1999). Based on the masculinity index, Russia scores 36 with a 63rd place in the world, whereas the UK is places on 11th to 13th places scoring 66 p this index.

2.10 Economic differences

Russia and UK are heavily different countries with very different economic situation and peoples' lifestyles. To begin with, Russia is a developing country whereas the UK is already developed. On year 2016, Russian GDP accounted for 1,280,731M\$ whereas UK's have been over twice as big and accounted for 2,629,188M\$. (Expansion, 2016)

As for Global Innovation Index, Russia scores 38.50 in 2016 and is placed on the 43rd ranking whereas UK scores 61.93 and occupies 3rd place in the world. (Expansion, 2016)

Chapter 3: Research Methodology

3.1 Methodology

Methodology concerns with the way a researcher collects the data for the study. Rogers classified the categories of adopters with identifiable characteristics based on their level of innovativeness, which is determined by the amount of time needed for an individual to adopt an innovation. (Rogers, E., 1995) All of the categories have been designed in such a way that comparisons can be made. Consequentially, for this research to be able to make comparisons and measure the level of innovativeness of different sample groups to categorize them, there was a need for quantitative data. Quantitative data allows the statistical analysis to take place, which in turn allows comparisons to be possible. Therefore, to collect quantitative data, it was decided to use questionnaire research method.

Additionally, as this dissertation also aims to look whether the findings can be supported or rejected by cultural and economic differences between the countries, it was decided to use data from Hofstede's cultural dimensions as well as published statistics on the levels of GDP, average incomes and expenditures on clothing. Therefore, even though the bulk of this research is undertaken using primary data collected from questionnaires, secondary data executed to support or reject the findings. Secondary data is the type of data already gathered by a reliable source. (Dadhe, A., 2016) Advantages of using secondary data include its low cost, saving not only money but also effort, its time saving and its availability at times when primary data cannot be obtained. The disadvantages of the use of secondary data are the facts that it is not specific to the needs of the researcher, most likely contains incomplete information and is not recent. (Dadhe, A., 2016)

3.2 Research design

Research design is the plan of the research which identifies the methods to be used in the study. (Dadhe, A., 2016) Green and Tull define research design as a "specification of methods and procedures for acquiring the information needed". (Green, P., E., and Tull) It is used to guide the data collection and ensure that it is done in an accurate and efficient way. Coming up with research design, researcher states the research problem and type of study, decides on the necessary data and identifies the appropriate tool for its collection. (Dadhe, A., 2016)

Dadhe categorizes the research designs based on the type of research, namely research design in case of 1. exploratory or 2. descriptive and diagnostic or 3. hypothesis-testing research study. (Dadhe, A., 2016) Research design of this dissertation is descriptive, meaning that this study aims to find, describe and

narrate characteristics of an individual or a group. (Dadhe, A., 2016) This research design will assist in achieving the objectives of this dissertation.

See appendix 1 for the questionnaire in English language used to survey the sample group in the UK.

3.3 Questionnaire as data collection method

Questionnaire is a research technique, where primary data is collected and used to find insights on the population by surveying a much smaller amount of people, known as a sample group. (Dadhe, A., 2016) This technique is very popular among researchers, as it allows them to collect different types of information on the sample group, such as their attitudes, motivations, behaviors and perceptions. (Dadhe, A., 2016)

The questionnaire used in this dissertation consists of 19 questions, all of which are pre-determined multiple-choice questions which make the questionnaire fall in to closed form type of questionnaires. Calling for respondents for check answers, these types of questions make the survey more attention grabbing, objective, to the point, as well as fast and easy to fill out. More than that, these questions make data analysis easier by limiting the amount of answers for each question as well as making it more possible to compare the answers due to their similarity. For instance, 10 out of 19 questions are likert, meaning that they evaluate the level of agreement with a statement. These 10 questions aim at defining characteristics of the individual participants and make it rather easy to compare these characteristics to each other. Nevertheless, this results in a major limitation as it provides little room for personal expression and thus makes the answers are relatively predictable. Also, this type of question may result in major bias as if they would be open-ended, the respondents might have given different answers rather than those offered. This bias was attempted to be avoided by providing in some of these questions comments section where participants could write their answer in case it differed from the given ones. Additionally, a researcher may have constructed these questions in such a bias way that the offered answer choices would lead participants to answer in a way which is favorable for the findings the researcher aims to end up with.

Advantages of questionnaires include the easiness of the comparison of the answers by the groups of respondents, reliability of the data and low investment of both time and money. Primary data tends to be more up to date, precise and authentic than secondary data as well as gives researcher more control. (Dadhe, A., 2016) However primary data has disadvantages as well. (Dadhe, A., 2016) Mainly they include high investment of both money and time, as well as other resources such as materials. Also, with surveys there is a risk of inaccurate responses as some people may lie, make mistake or prefer to ignore some questions. Additionally, questionnaire may result in biased answers as the questions might have been worded in a way which would “put the words into mouth” of respondents and eliminate their true opinions. To avoid earlier mentioned disadvantages, researches has to ensure careful wording of questions,

provide possibilities for open-ended questions or comments and make all the questions to the point not to lose respondent's attention.

From the previous experience with conducting a survey, it was identified that the response rate of online surveys versus printed surveys is dramatically different, favoring the latter. Therefore, the printed forms were distributed to conduct the questionnaire for this dissertation. This way of conducting a survey brings the respondents straight to the point. Also printed forms make it much faster to generate results as researcher knows right away whether a person agreed to participate or not. Not to mention that printed forms give the researcher more control over the filling out process as respondents can ask directions in a situation when they do not fully understand the question or similar. However, as the questionnaire was distributed within library of each university, some of the respondents knew each other and chatted while filling the form. This could have resulted in major bias of the results as the answers of some respondents might have been communicated.

It is important to mention, that the questionnaire was conducted with full confidentiality of the respondents' data as well as was completely anonymous. All the respondents knew that they can stop participating in any moment and that this research is not aiming to cause any sort of harm to them. These policies could have resulted in respondents being more willing to participate as well as give more honest responses.

3.4 Sampling

Sampling refers to a process of selecting a group, with sufficient number of people, which can represent the whole population which research aims to study. (Dadhe, A., 2016) It is important that by examining and understanding the characteristics of this sample group researchers can generalize their findings to the whole population.

For this dissertation, the sampling was conducted in the libraries of universities in both countries. Such location was chosen because there is more chance of random selection of students as all kinds of students of all faculties and ages have the access to library and therefore these types of bias could be eliminated. The printed forms of questionnaire were distributed within a week in different parts of library and attempted not to give the form to groups of students sitting together. Conducting the questionnaire within one week during whole day as well as constantly moving around the library attempted to minimize the bias of the fact that not all potential respondents could have been at that place at the time of survey conduction and therefore give more time and place for potential respondents to participate. Not giving the forms too groups of students attempted to minimize the potential bias from their possible communication which could heavily affect the findings. The study aimed to gather 100 responses from each country to make the

findings more statistically meaningful and have an equal size of sample groups. However, questionnaire process gathered 90 responses from the University in the UK and 103 responses in the University in Russia.

The type of sampling used is non-random method called convenience sampling method. This sampling method allows the researcher to choose the sample group according to the accessibility levels, meaning that the researcher will survey the individuals who are easily accessible. (CIRT) This took place in survey process for this dissertation. When defining research questions, it was decided that the most interesting group for this study would be young females as they are the ones who tend to use bras in daily life. Further on, as I had the access to universities in both countries it was decided that these are the best places to reach out to such individuals.

This sampling method has been actively criticized due to its weak representation of the population, high levels of possible bias and thus the studies using this method have little credibility. (Research Methodology) With this type of sampling researcher tends to be consciously or unconsciously biased towards the approached people. Such bias may occur from the look of the people approached, their attitudes, behavior, non-verbal communication. Additionally, not all the potential respondents have equal chance to be selected as some of them are not even aware of the surveying process taking place and may not meet the researcher. Therefore, it can be said that this sampling method can also result in bias towards the time and place of the conduction. Find tomorrow definition to haphazard aka convenience sampling method and add here.

The following chapter will represent the analysis of data that has been done and provide the findings of this dissertation.

Chapter 4: Analysis of the Results

4.1 Introduction

The number of completed questionnaires accounts for 193, 103 of which come from Russian sample, and 90 from the UK one.

All graphs are going to present the comparison between Russia and the UK as one of the objectives of this study aims to do just that, compare these countries. First this section will start by presenting the demographic information to introduce the reader to the respondents. Further on sections will represent the data according to the concepts studied earlier on in chapter two, namely: characteristics of innovation adopters, innovation in bras and Hofstede's cultural dimensions. The collected data aims to compare the two countries and show whether the characteristics of adopter categories match the level of innovativeness of respondents and whether the differences in cultural dimensions can explain the findings.

Please see Appendix 1 to look at the questions asked.

Different types of graphs have been used aiming to represent the findings in the most accurate way. To build these graphs, tables with data have been prepared in SPSS. Missing values as well as option "Other (please specify)" have not been removed from the data sets as they provide valuable insights on the sample studied. All the questions in the used questionnaire are multiple-choice questions with little room for own made answers. Therefore, it was rather easy to collect quantitative data and present it in charts.

4.2 Data analysis

Figure 2.

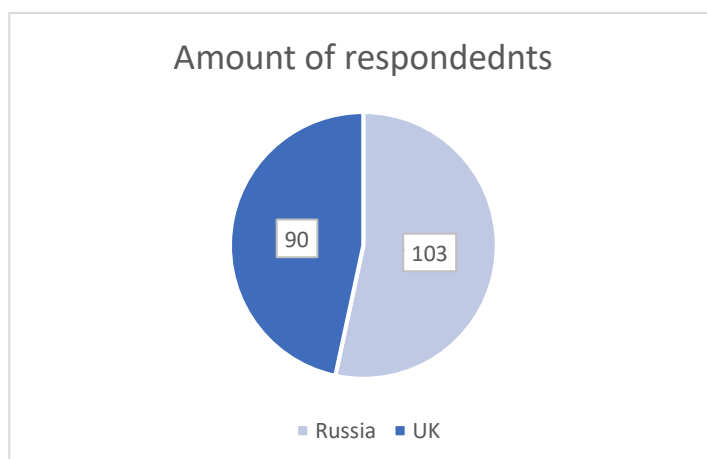
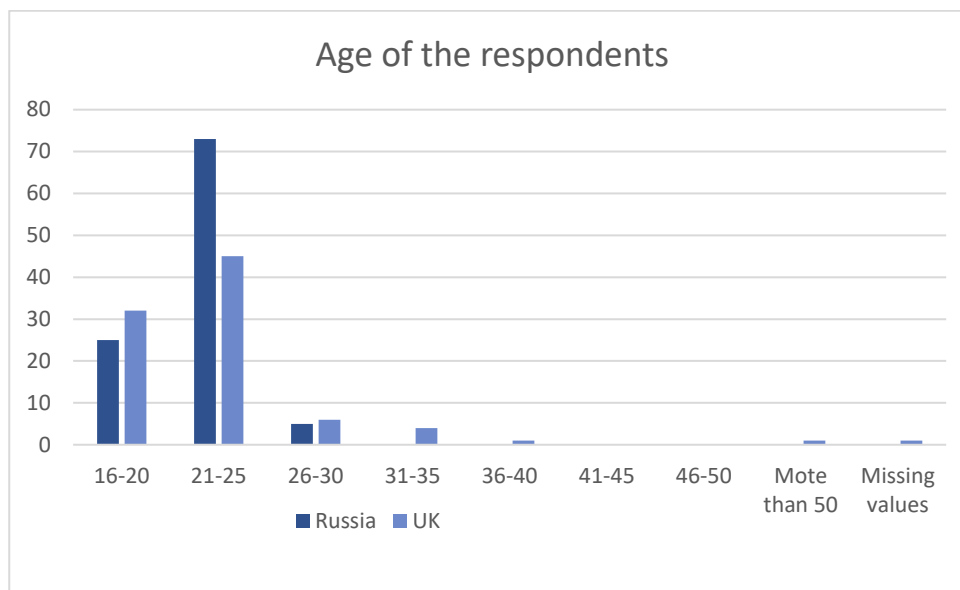


Figure 3.



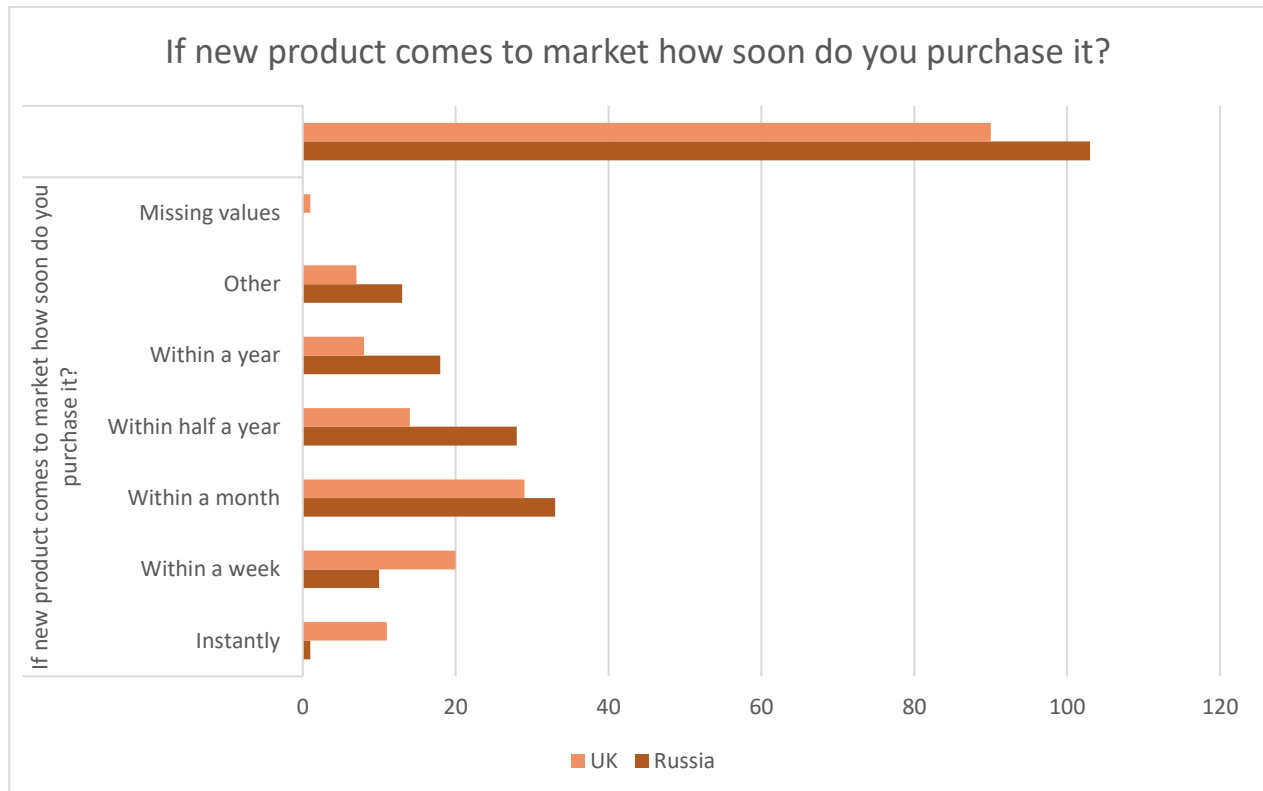
It can be seen from the graph that age of the UK respondents varies much more than of Russian ones. UK respondents include people from almost every category provided, whereas Russian respondents tend to be younger. Since data collection was conducted in universities with the same procedure, it can be assumed that females in Russia tend to study in the university at relatively young age and are not usual to do it at older ages. UK, on the contrast, shows that females of all ages attend university. However, these findings could have been a result of bias due to the sampling method, as not everyone had equal chance to be selected.

4.2.1 Characteristics of adopter categories

As it was presented in chapter 2.4, Rogers has identified 5 ideal categories of adopters of innovations and has described their characteristics. 7 questions, namely: question 1, which consists of 4 sub-questions, questions 2, 11 and 12. To test and compare the characteristics, it was decided to look at the theory, derive the characteristics and construct the questions in such a way, which would show the level to which sample group possesses these characteristics and how the findings between the countries are different. As stated in section 2.4.1, innovators are described as venturesome people, who are not afraid of taking risks when adopting a new product, do not need referencing of peers and are independent of the opinion of the surrounding society. Additionally, they are described as people with higher levels of income and education. Rogers classified adopters based on their level of innovativeness, and only then concluded the characteristics of each group. He defined innovativeness as the amount of time needed for individuals to adopt an innovation and stated that Innovators are the ones to adopt first. Therefore, the question was

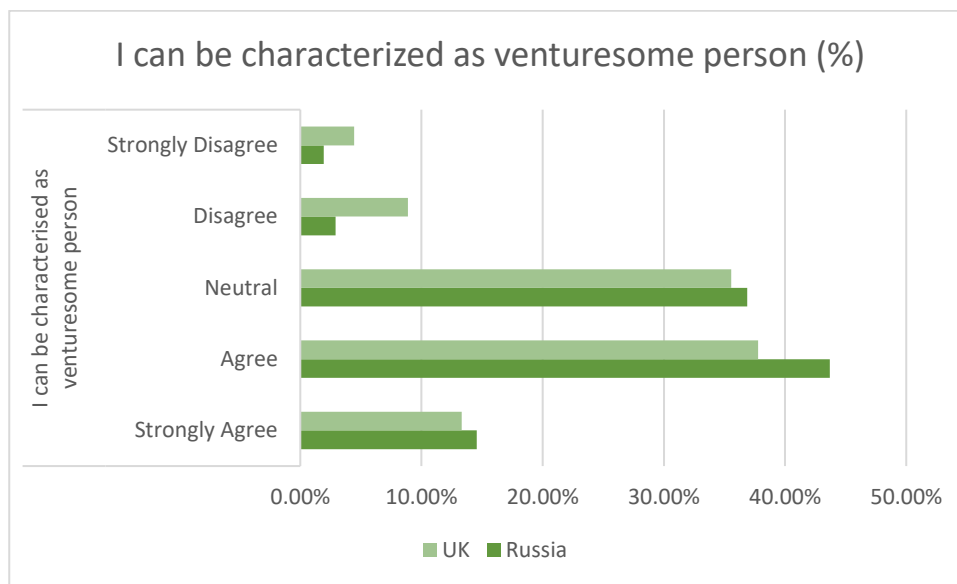
constructed to see how fast the respondents would purchase a new product, which they want to have and, which became available to the market.

Figure 4.



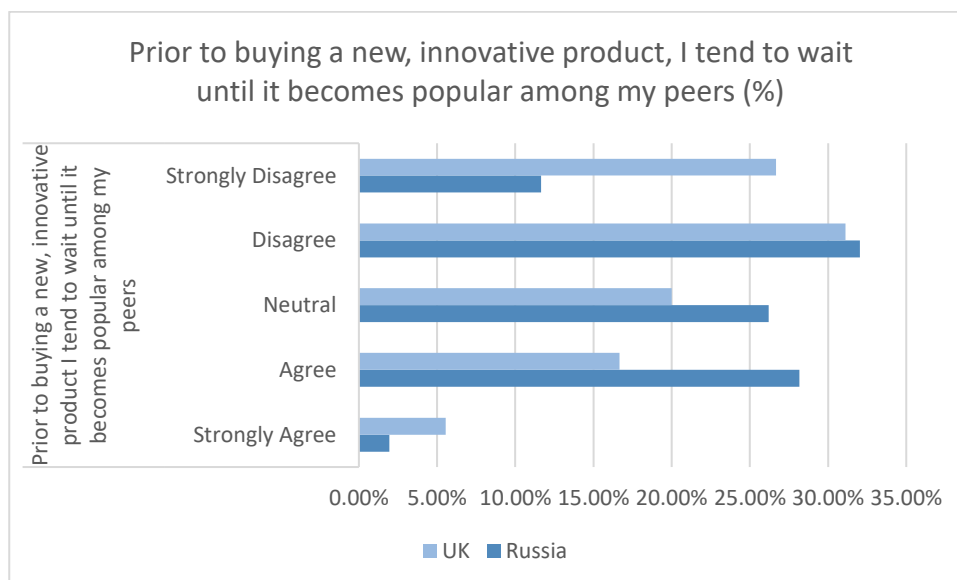
Out of all the respondents in Russia, only 1 person stated that she would buy the product instantly when it is available on the market. On the contrast, 11 people from UK would buy it instantly. This data can be used to assume, that innovativeness of UK female students is of higher level than of Russian as they show to need less time to avoid innovative product. However, looking at this graph more of Russian respondents are willing to purchase a new product throughout different time intervals, as the amount of Russian answers almost on each category except for one exceeds the answers of UK respondents. It is important to note that many Russian respondents have checked the box “other” and 5 of them specified that they would only buy the product if it is necessary and if they have money for it at the time it comes out, and 2 of them commented that they would “probably never” purchase the product.

Figure 5.



Looking at Figure 4. it can be observed that respondents from Russia, in percentage ratio tend to consider themselves more venturesome than in the UK. UK findings from the previous question correlate with their perception of being venturesome, whereas this is not the case with Russian respondents. Almost 15% of Russian respondents strongly agree that they consider themselves venturesome, however only 1% would purchase a new product instantly. Out of all UK respondents, 13% strongly agrees to be venturesome while 12% would instantly adopt an innovation.

Figure 6.



Another characteristic of innovators discussed in chapter 2, is that they tend not to be dependent on opinion of others and make decisions relying on their opinion. 30% of Russian respondents agree or

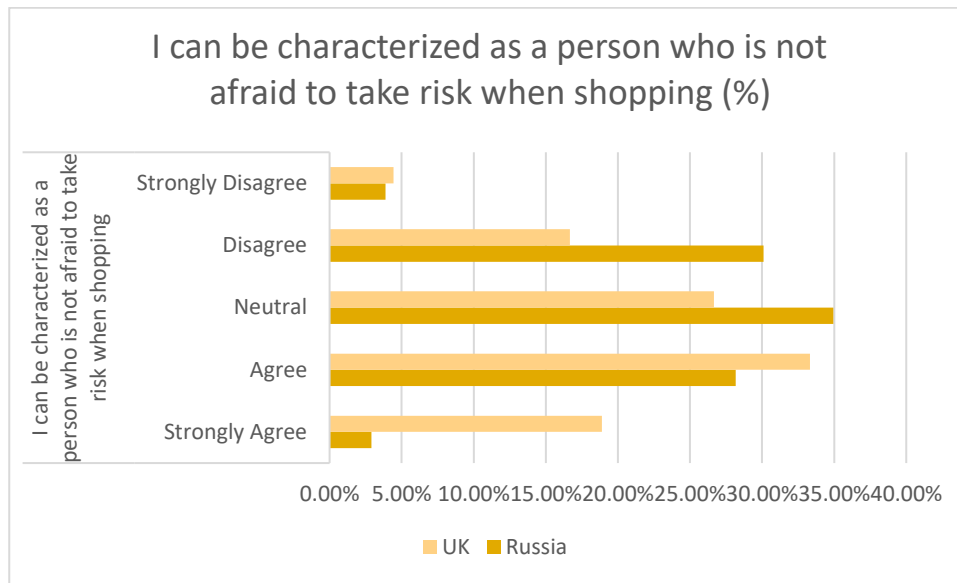
strongly agree that they would wait until a new product becomes popular among their social group, whereas 20% claim the same out of UK respondents. However, 44% of Russian respondents disagree or strongly disagree with this statement, while nearly 60% of UK respondents show the same opinion. Using these findings it can be suggested that UK respondents are to a lesser extent dependend on the peer pressure than Russians and thus according to characteristics describrd in capter 2 match innovator description more.

Figure 7.



According to the graph above, referencing of peers helps to make a purchase decision to 75% of Russian respondents. UK respondents show less dependance on opinion of their peers as only 46% agree with the statement. It is also important to notice that only 5% of Russian sample group disagreed or strongly disagreed with the statement, while the same opinion of the UK group account for 22%. These results show once again that Russian female students seem to be much more dependent on the referencing of their peers, while UK group shows much more independance in the decision-making regarding a new product purchase. As described in chapter 2, innovators tend to be independent in their decision-making process and thus it can be concluded that UK is more open to innovations than Russia.

Figure 8.



As for risk taking, UK once again shows more innovation positive findings as 52% agree or strongly agree with the statement and 21% disagrees or strongly disagrees. While only 31% of Russian respondents positively relate to the statements while 34% negatively.

Figure 9.

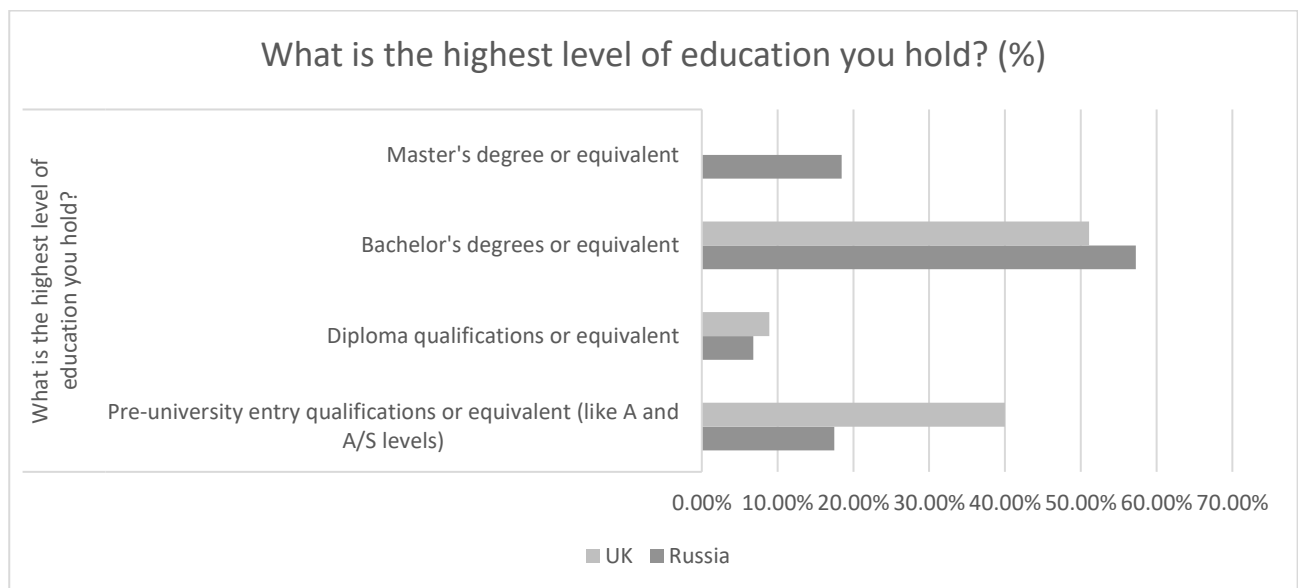
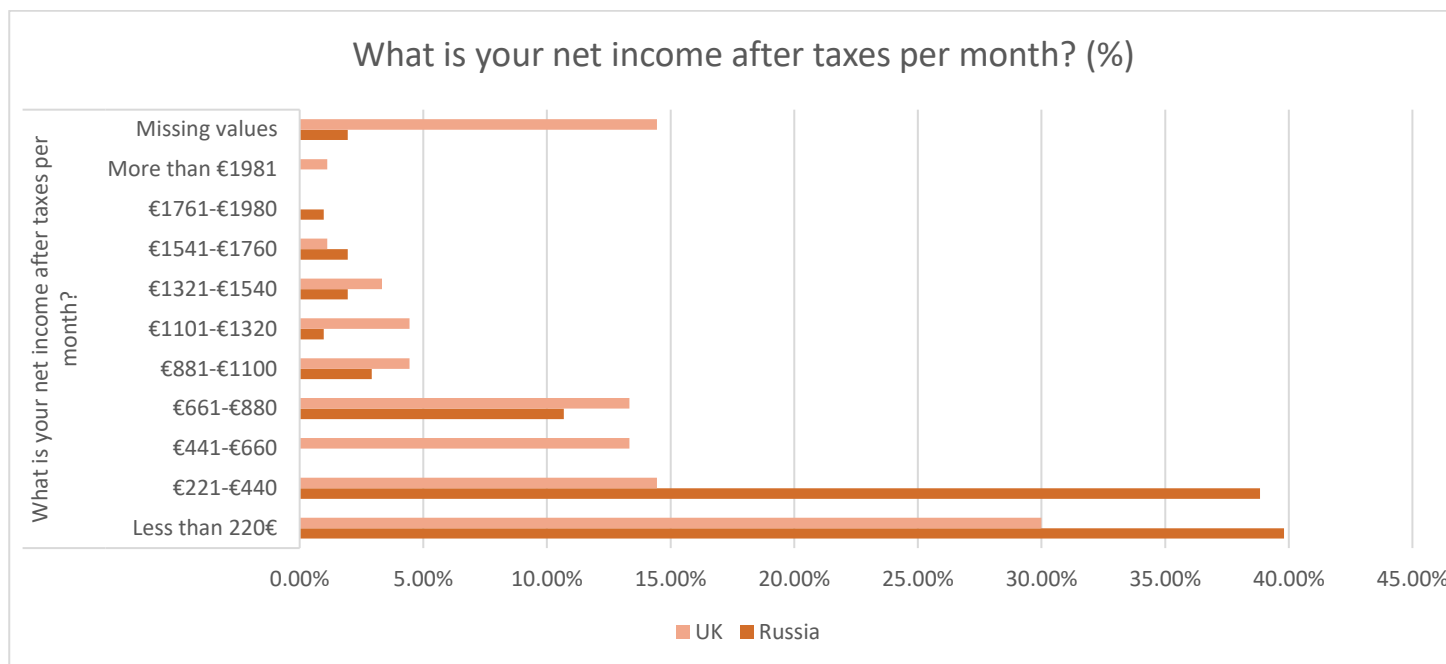


Figure 10.



Two more characteristics used to describe different adopter categories is level of income and education. As explained in chapter 2.3, Rogers claims that Innovativeness of adopters is positively correlated with their wealth as well as education level as innovators need money to acquire innovations and be able to understand them. Thus, comparing the findings from UK and Russia, Russian respondents seem to be more educated than the UK's. However, these findings could have been heavily biased as there is a possibility that many respondents are for example studying to receive Master's degree and indicated their highest level of education as such, instead of indicating that they only have Bachelor's degree at this point.

UK respondents tend to be wealthier than Russians, however 15% refused to give information on their income.

All in all, comparing all the characteristics of innovators described in chapter 2, it seems that UK respondents are more open to innovations than Russian. At this point it can be partly explained by the fact that Russians tend to earn less money, which affects their perception of innovations to be risky and thus they value opinions of others to minimize it.

4.2.2 Innovations in bras and buying behaviour among Russia and UK

In order to gain knowledge on buying behaviour regarding bras in both countries, the following two questions have been designed. They aim to find out wheter respondents tend to buy many cheap bras or a few expensive ones.

Figure 11.

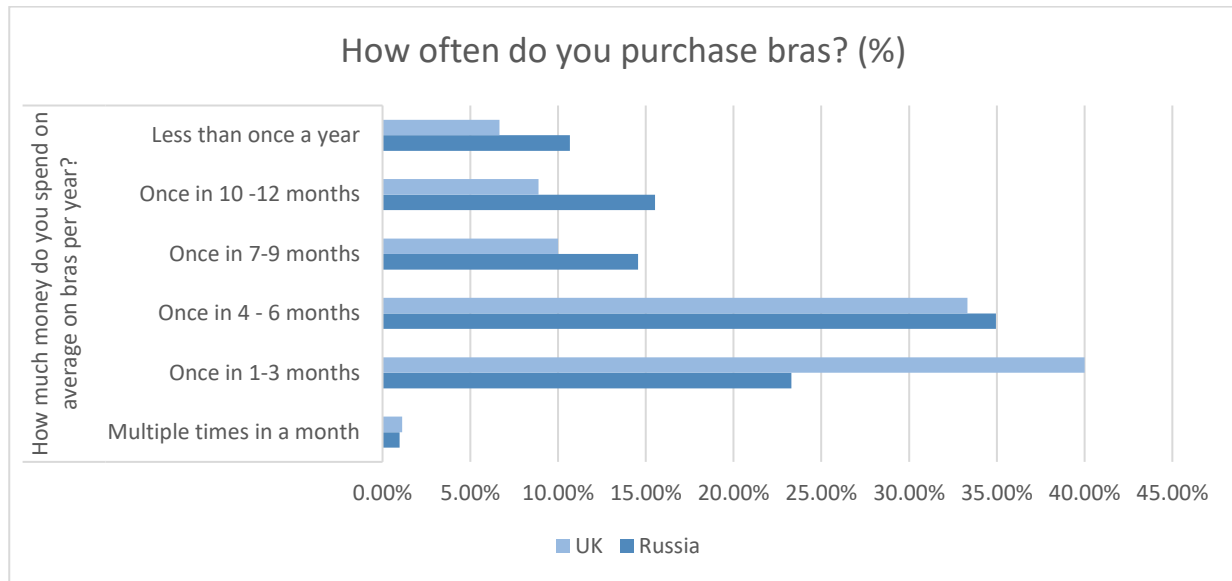


Figure 12.

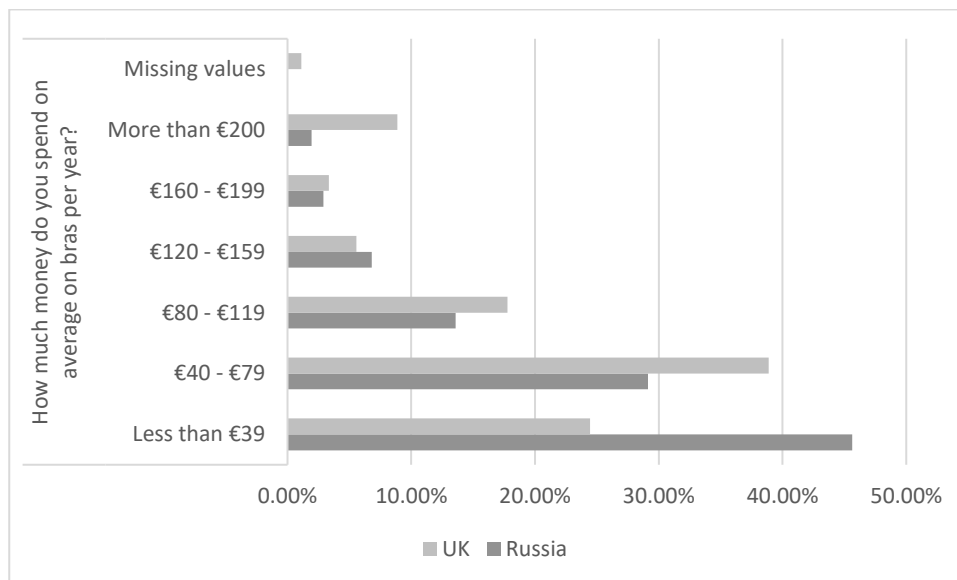


Figure 13.

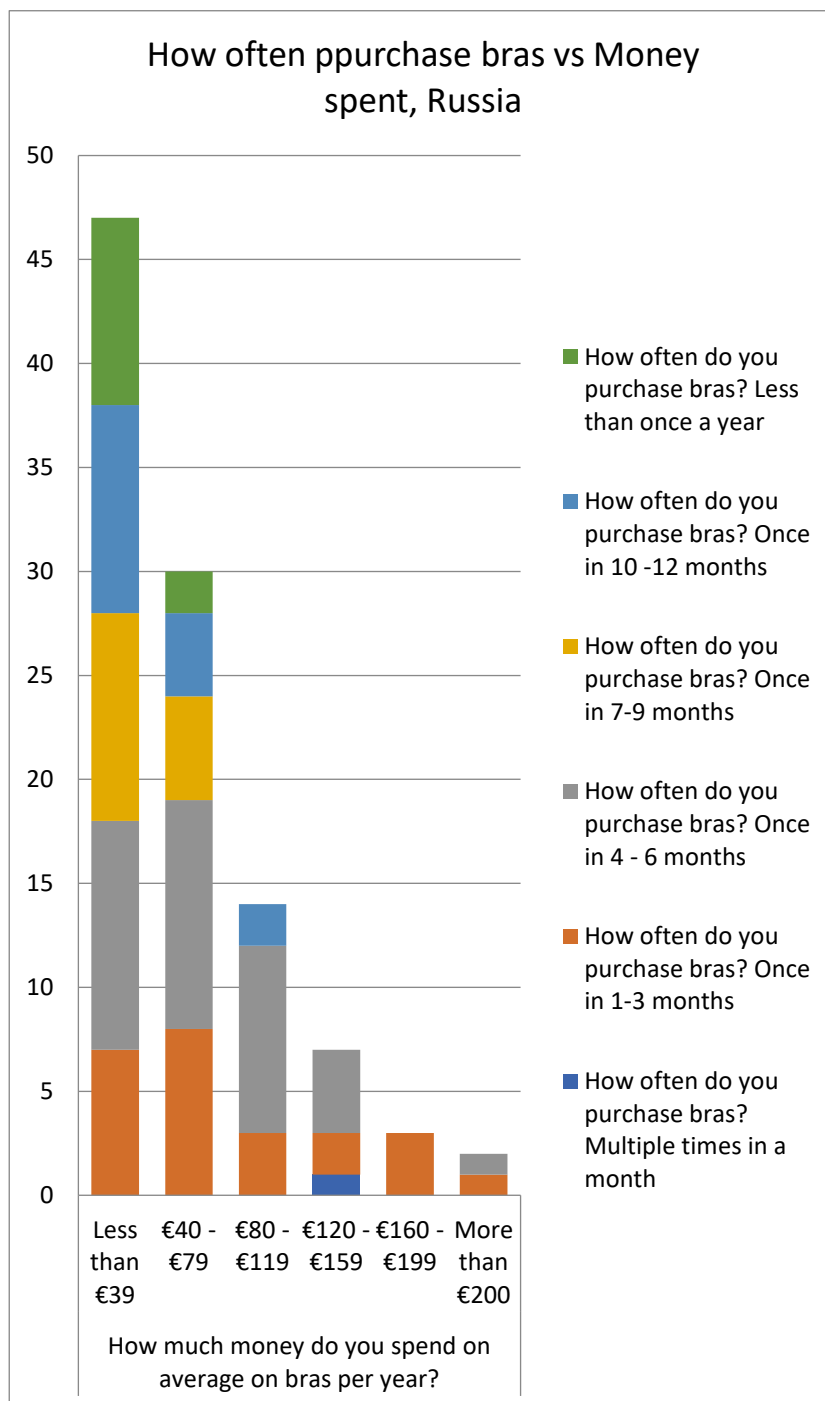
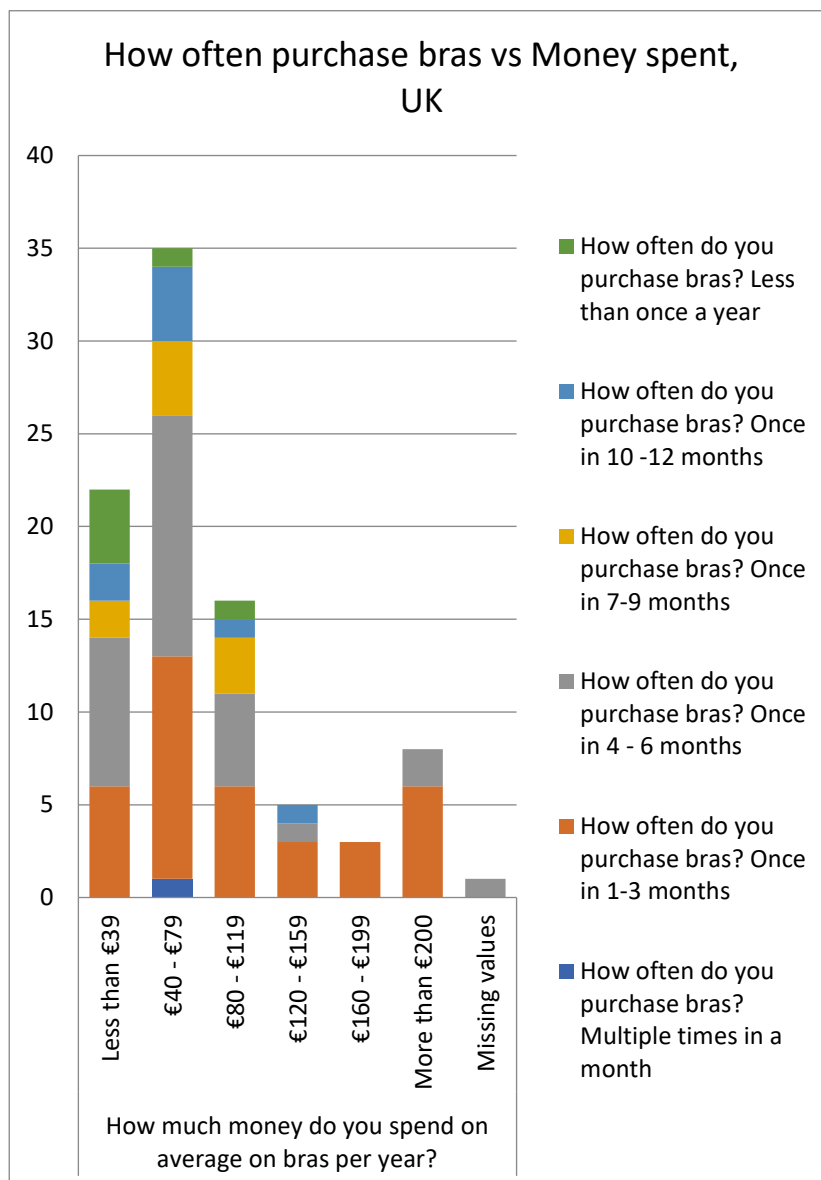


Figure 14.



After comparing the amount of money respondents spend on bras and time intervals of their purchases, a cross-tabulation chart was designed to represent the findings in most coherent manner. From the charts above 75% of Russian respondents spend less than €80 on bras per year, whereas this figure is 63% for the UK. Those, who spend more than €160, account in Russia for 5% of respondents, while 12% in the UK. The findings also show that, 25% of Russian respondents purchase bras more than once in 3 months and 26% purchase less than once in 10 months, whereas in the UK 41% purchases more than once in 3 months and 16% less than once in 10 months. The above findings can conclude that UK students tend to buy bras more often and spend more money on them.

Figure 15.

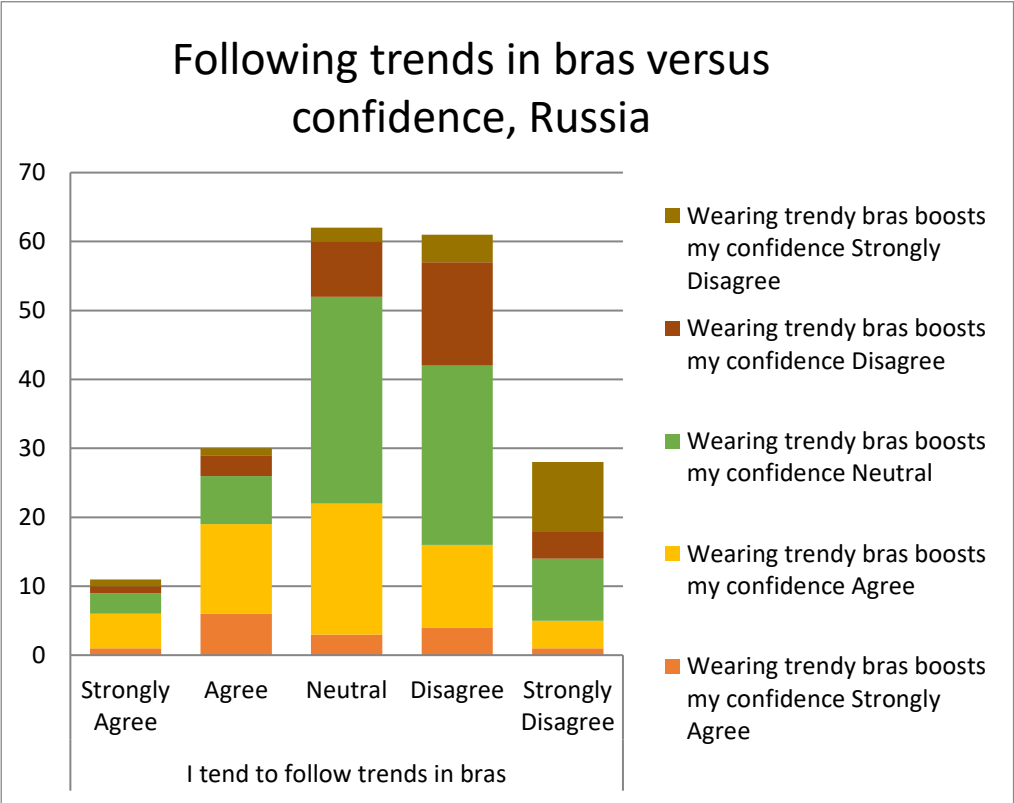
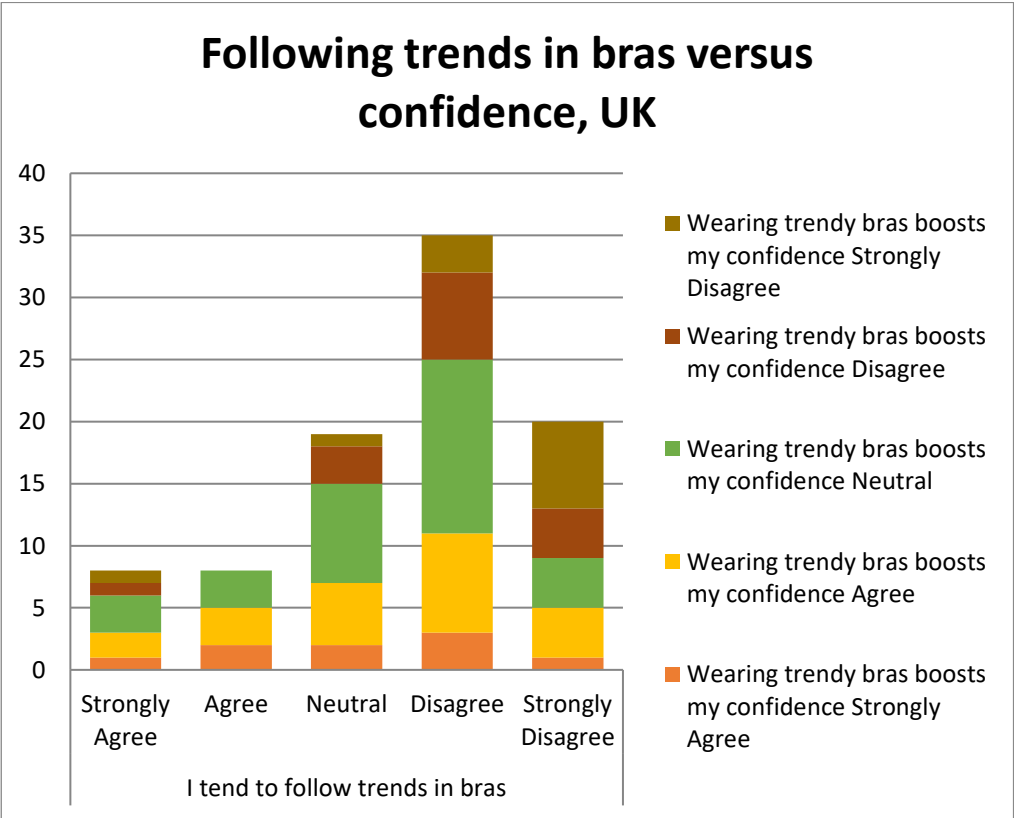


Figure 16.



Based on the information described in chapter 2 it was decided to see whether there is a correlation between following trends in bras and feeling confident about wearing trendy bras. This question tells about the emotional component behind trends. According to the findings, more of Russian respondents agreed or strongly agreed that they tend to follow trends in bras and out of them the majority feels that wearing trendy bras boosts their confidence. The results in the UK differ, as less people report following trends in bras. However, the majority of those who do, accept that wearing trendy bras boosts confidence.

There are significant limitations regarding these 2 and the following 2 questions as most of the respondents in both countries gave neutral answer. This may mean that they either do not have an opinion on the matter, are neutral to it or then the question has been poorly worded resulting in difficulties understanding it.

Figure 17.

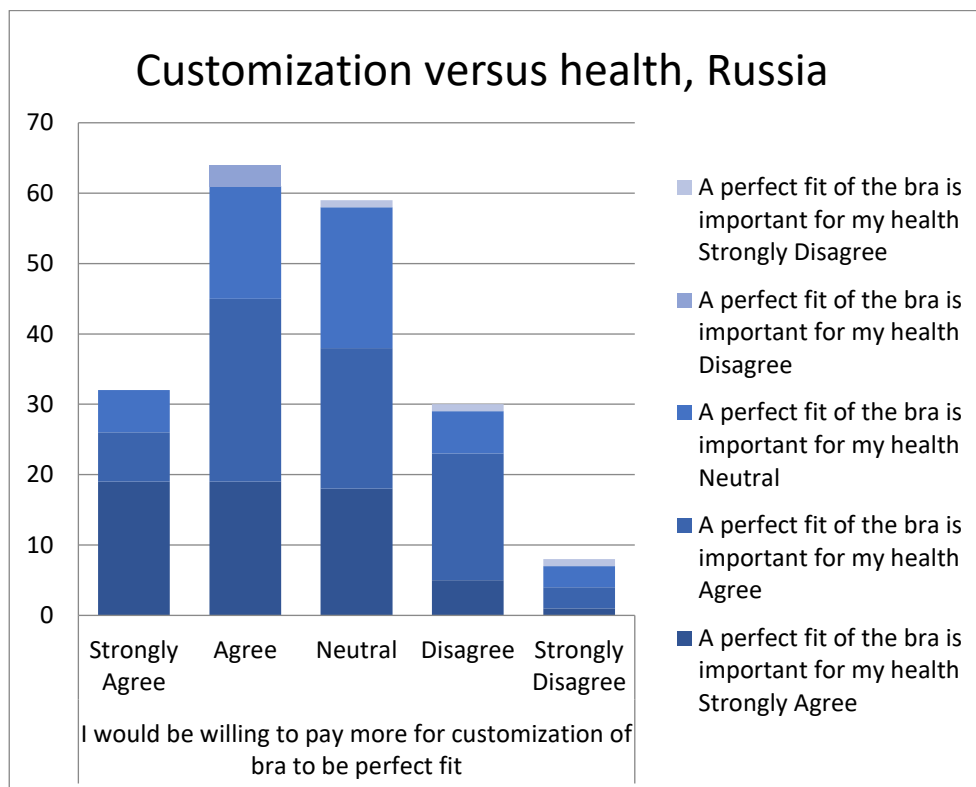
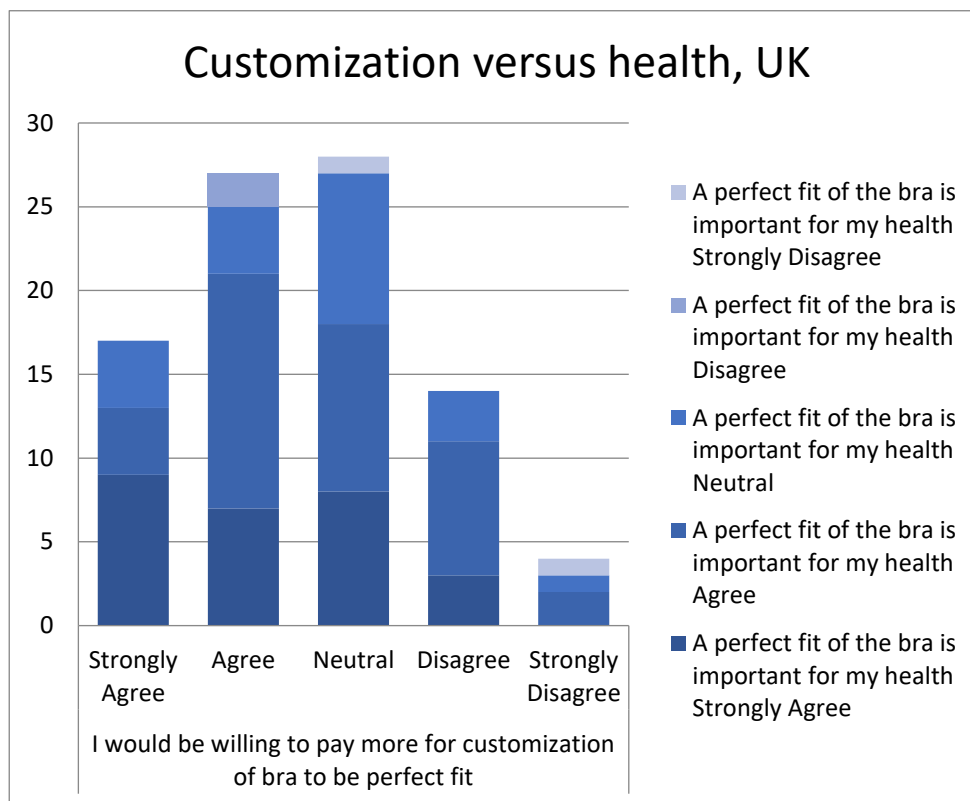


Figure 18.



As explained in literature review, the idea of innovation comes from the perfect fit of the bra which is assumed to be important both for the health and look. The idea also to an extent includes customization of the bra. Thus, it was decided to find out whether people in different countries would be willing to pay more money for such service. It was found that there is a positive relationship between the opinion that a fit is important for health and willingness to pay more in both countries.

4.2.3 Hofstede's cultural dimensions

Figure 19.



Figure 20.

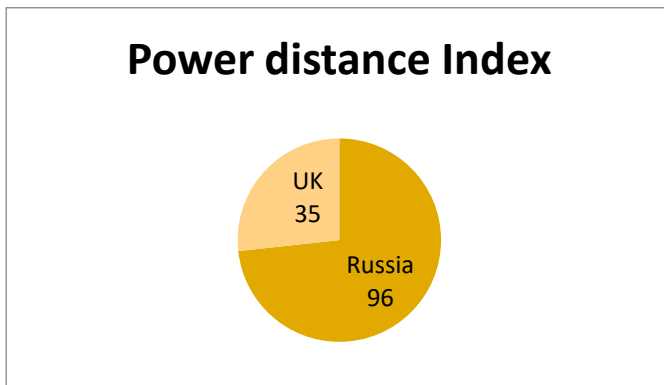


Figure 21.

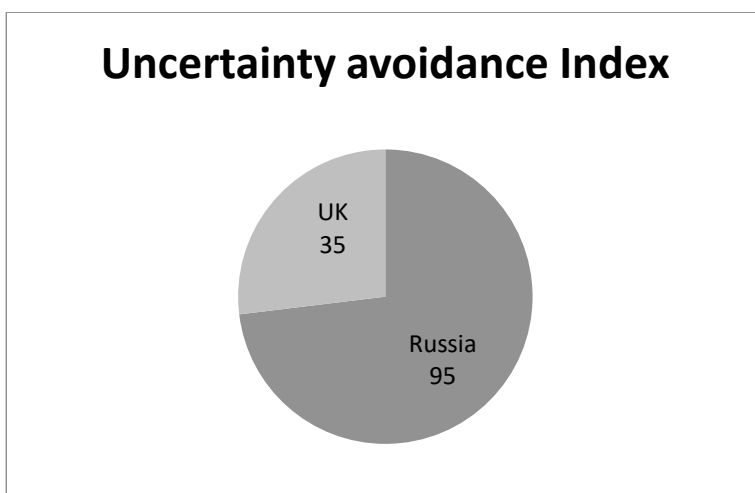
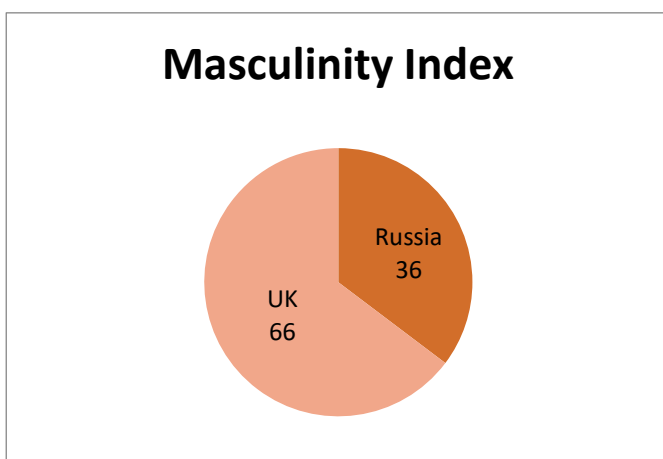


Figure 22.



One of the main objectives of this dissertation was to see whether 4 cultural dimensions of Hofstede's are going to support the findings of innovation adopters' characteristics examined for both Russia and the UK.

4.3 Conclusion

As it was found in chapter 4, all the characteristics described by Rogers and tested on the respondents from two countries show that UK female students are more innovative than Russian as they tend to buy desired new products faster, are rather venturesome, to a lesser extent depend on the peer pressure as well as peer referencing when making purchasing decisions and are more risk-takers when it comes to shopping. Additionally, UK respondents were shown to have higher incomes and relatively high levels of education. Russians were shown to be more venturesome, however much slower to acquire a new desired product. Also, they reportedly have higher level of education, however this is not a valid assumption as the question turned out to be poorly worded which may have resulted in the bias of answers.

Studying Hofstede's original 4 cultural dimensions, the indices for both Russia and UK were gathered for each dimension. Refer to figures 17 – 20 for results. The indices collected, when applied to the theory gathered in literature review in chapter 2.9 mostly support the findings from chapter 4. Using Hofstede's descriptions of different indices levels, the findings from chapter 4 make sense. The difference between Russia and the UK regarding each dimension is dramatic. UK is highly individualistic country with low power distance, low uncertainty avoidance and high masculinity index. Whereas Russia is a complete opposite with collectivist culture, high power distance, high uncertainty avoidance and low masculinity. Refer to the description of all the indices in the literature review chapter, section 2.9.

All in all, Hofstede's cultural dimensions supported the findings derived from chapter 4 section 4.2.3.

Not all the questions have been used in the analysis as it was decided on the later stages of the research process to exclude them from the study due to little value of possible findings. Matrix question aiming to find out which of the bra types and in what recent time respondents have purchased has not been included in this analysis. Originally the idea behind this question was to see whether respondents tend to purchase relatively innovative types of bra, however not enough sufficient literature have been found to explain the innovativeness of chosen bra types. Consequentially, this question has not been analyzed.

Chapter 5: Conclusions and Discussions of the Results

This dissertation has attempted to identify and compare the characteristics of adopter categories in Russia and in the UK among female students on the example of women's bras as well as identify cultural differences influencing these characteristics using Hofstede's 4 cultural dimensions.

From the research objectives identified in the beginning, namely: "to identify which characteristics of people define their willingness to buy new, innovative products earlier or later than others and find out whether the time of innovation adoption and characteristics of different people differ between Russia and the UK, as well as see whether the cultural differences between the countries can explain the findings" have been achieved.

Female students in the UK have been identified to be more open to innovations in general and to innovations in bras than Russian participants. Furthermore, Hofstede's indices of cultural dimensions, namely: individualism, power distance, uncertainty avoidance and masculinity have been identified for each country and the description of the scores matched the earlier findings.

However, this dissertation did not end up with categorizing the participants into adopters' categories to test whether the number of potential innovators, early adopters, early and late majorities as well as laggards match the distribution stated by Rogers in the bell-shaped curve presented in his work. This could be investigated in further study. Further studies could examine characteristics accomplishing the level of innovativeness of people outside the universities and study much larger sample groups and perhaps use more trustworthy sampling methods not to corrupt the results. They could also dig deeper and examine the diffusion process of certain bra types within Russian and UK markets.

This research has faced several limitations. Limitations of this dissertation include limited literature review of certain topics. Literature review could have been done more thoroughly in a sense that there could have been more literature found on innovations of bras. Literature could have been collected on topic of buying behavior among developing and developed countries. However, aiming to investigate Rogers' characteristics of adopters and Hofstede's cultural dimensions, the literature review done has been done thoroughly and in depth present the relevant framework for the objectives of this dissertation. Limitations also occurred due to absence of open-ended questions in the questionnaire, restricting the respondents to pre-made answer choices. Several questions could have been worded better to avoid possible confusion and bias of the findings, which most likely occurred in the question on level of education. Despite the limitations, the questionnaire was well designed to test and compare the characteristics defined by Rogers as well as to gain insights into participant's buying behavior when it comes to bras. Additionally, a strong side of this paper is relatively large number of participants, accounting for almost 200 people, which made

comparisons between the countries possible. One of the biggest limitations was poorly chosen sampling method, which was caused partly by limited capabilities to choose other types of methods and limited capabilities of statistical data analysis. This sampling method is likely to cause massive bias to the results of the study as it was done based on the accessibility of the respondents and did not give equal chance for all the potential participants to take part in the questionnaire thus limiting the validity of the sample group.

Prior to all the studies, researchers tend to have certain predictions of the outcomes. In this case, being familiar with Hofstede's cultural dimensions prior to this dissertation project, affected the original predictions to believe that differences in levels of innovativeness of people in different countries could be explained using these dimensions. However, there was no certainty that the assumptions will prove right as all was dependent on the responses given by the participants. It was satisfying to see that the predictions made at the very beginning turned out to be supported by the findings.

This dissertation was conducted due to my personal interest in innovations of bras and the desire to research the aspects affecting adoption of innovation. The findings have provided me with valuable insights to the topic and educated me on the cultural differences among countries in this field.

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Appendices

Appendix 1: Questionnaire in English language

Questionnaire

This survey aims to look at the process of diffusion of innovation of new, innovative bras in the UK market. This survey will take approximately 10 minutes and all of your answers are highly appreciated. The information collected is important for my dissertation project and therefore all of your answers will be treated in the strictest confidence and solely in the academic purposes. Please answer all the questions as honestly as you can. I appreciate your time and effort.

Information on the rate of adoption of innovation

- 1 Please state the extent of your agreement with each of the following statements by ticking the box that most represents your opinion.

Strongly
Disagree **Disagree** **Neutral** **Agree** **Strongly**
Agree



I can be characterized as venturesome person

1	2	3	4	5
---	---	---	---	---

Prior to buying a new, innovative product I tend to wait until it becomes popular among my peers

1	2	3	4	5
---	---	---	---	---

Referencing of peers helps me to make a purchase decision

1	2	3	4	5
---	---	---	---	---

I can be characterized as a person who is not afraid to take risk when shopping

1	2	3	4	5
---	---	---	---	---

- 2 Please state the extent of your agreement with each of the following statements by ticking the box that most represents your opinion.



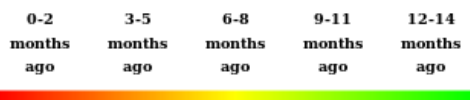
If a new product, which you would like to buy, comes to the market, how soon do you purchase it?

1	2	3	4	5
Other (Please Specify)				

Information on the preferences in lingerie products and purchasing behavior



- 3 Please find the bra type(s) which you have recently purchased and tick the appropriate time interval during when you bought it. (Please choose all the applicable. If you choose "other" please specify the bra type in the comments section. If you have not purchased any bras within given time frames, please skip this question)



T-shirt bra

1	2	3	4	5
Comments:				

Push-up bra

1	2	3	4	5
Comments:				

Strapless bra

1	2	3	4	5
Comments:				

Sports bra

1	2	3	4	5
Comments:				

Stick-on bra

1	2	3	4	5
---	---	---	---	---

Comments:

High neck bra

1	2	3	4	5
---	---	---	---	---

Comments:

Triangle bralette bra

1	2	3	4	5
---	---	---	---	---

Comments:

Lace bra

1	2	3	4	5
---	---	---	---	---

Comments:

Bra with straps

1	2	3	4	5
---	---	---	---	---

Comments:

Bandeau bra

1	2	3	4	5
---	---	---	---	---

Comments:

Other

1	2	3	4	5
---	---	---	---	---

Comments:

4 How often do you purchase bras?

A	Multiple times a month
B	Once in 1 - 3 months
C	Once in 4 - 6 months
D	Once in 7 - 9 months
E	Once in 10 - 12 months
F	Less than once a year
	Other (Please Specify)

5 How much money do you spend on average on bras per year?

A	Less than £35
B	£36 - £70
C	£71 - £105
D	£106 - £140
E	£141 - £175
F	More than £175

- 6 Please state the extent of your agreement with each of the following statements by ticking the box that most represents your opinion.

Strongly Disagree Disagree Neutral Agree Strongly Agree



A perfect fit of the bra is important for my health

1	2	3	4	5
---	---	---	---	---

A perfect fit of the bra is important for my look

1	2	3	4	5
---	---	---	---	---

Good customer service is important to help me ensure a perfect fit of the bra

1	2	3	4	5
---	---	---	---	---

I would be willing to pay more for customization of the bra to be a perfect fit exactly for me

1	2	3	4	5
---	---	---	---	---

I tend to follow trends in bras

1	2	3	4	5
---	---	---	---	---

- 7 Do you ever try to make a bra fit well by yourself?

A Yes	B No	C Sometimes
D Prefer not to answer		

- 8 Have you ever tried to ensure perfect bra fit via using bra fitters? Let's say to make your breast look larger or equalize the size of your breasts?

A Yes	B No	C To some extent
D Prefer not to answer		

- 9 Please state the extent of your agreement with the following statement by ticking the box that most represents your opinion.

Strongly Disagree Disagree Neutral Agree Strongly Agree



Wearing trendy bras boosts my confidence

1	2	3	4	5
---	---	---	---	---

Comments:

Demographic information



10 What is your age?

A	16 - 20
B	21 - 25
C	26 - 30
D	31 - 35
E	36 - 40
F	41 - 45
G	46 - 50
H	More than 50

11 What is the highest level of education you hold?

A	AS and A levels/Highers and Advanced Highers
B	Diplomas (for 14- to 19-year-olds)
C	Foundation Degrees
D	Bachelor's Degree
E	Entry level qualifications
F	GCSEs/National 5s
G	HNCs and HNDs
	Other (Please Specify)

12 What is your net income after taxes per month?

A	up to £200
B	£201-£400
C	£401-£600
D	£601-£800
E	£801-£1000
F	£1001-£1200
G	£1201-£1400
H	£1401-£1600
I	£1601-£1800
J	More than £1801

Appendix 2: Questionnaire in Russian language

Опрос

I

Целью данного опроса является рассмотрение процесса диффузии инноваций бюстгальтеров на Российском рынке.

Заполнение данного опроса займет примерно 10 минут.

Вся собранная информация очень важна для моей диссертации, и поэтому все ваши ответы будут рассматриваться в строжайшем секрете и исключительно в академических целях.

Пожалуйста, ответьте на все вопросы настолько честно, на сколько это возможно.

Я ценю потраченное вами время и усилия.

Информация о темпах принятия инноваций

- 1 Укажите степень вашего согласия с каждым из следующих утверждений, отметив поле, которое наиболее соответствует вашему мнению.

Абсолютно
не согласен Не согласен Нейтрально Согласен Полностью согласен



Меня можно охарактеризовать как предприимчивого человека

1	2	3	4	5
---	---	---	---	---

Прежде чем покупать новый инновационный продукт, я склонен подождать, пока он станет популярным среди моих знакомых

1	2	3	4	5
---	---	---	---	---

Рекомендации знакомых помогают мне принять решение о покупке

1	2	3	4	5
---	---	---	---	---

Меня можно охарактеризовать как человека, который не боится рисковать при покупке инновационного продукта

1	2	3	4	5
---	---	---	---	---

- 2 Укажите степень вашего согласия со следующим утверждением, отметив поле, которое наиболее соответствует вашему мнению.

Сразу же	В течении недели	В течении месяца	В течении полугода	В течении года
----------	------------------	------------------	--------------------	----------------



Если новый продукт, который вы хотели бы купить, появился на рынке, как скоро вы его приобретете?

1	2	3	4	5
---	---	---	---	---

Другое (Пожалуйста укажите)

Информация о предпочтениях бюстгалтера и покупательском поведении

- 3 Пожалуйста, найдите тип(ы) бюстгалтера, который вы недавно приобрели и выберите соответствующий временной интервал, в течение которого вы его купили. (Выберите все подходящие варианты. Если вы выбрали «другое», пожалуйста, укажите тип бюстгалтера в разделе комментариев. Если вы не приобретали никаких бюстгалтеров в данные временные интервалы, пропустите этот вопрос)

0-2 месяцев назад	3-5 месяцев назад	6-8 месяцев назад	9-11 месяцев назад	12-14 месяцев назад
-------------------------	-------------------------	-------------------------	--------------------------	---------------------------



Для ношения маек

1	2	3	4	5
---	---	---	---	---

Комментарии

Пуш-ап

1	2	3	4	5
---	---	---	---	---

Комментарии

Без бретелек

1	2	3	4	5
---	---	---	---	---

Комментарии

Спортивный

1	2	3	4	5
---	---	---	---	---

Комментарии

Силиконовый

1	2	3	4	5
---	---	---	---	---

Комментарии

С высокой шеей

1	2	3	4	5
---	---	---	---	---

Комментарии

Треугольный бралет

1	2	3	4	5
---	---	---	---	---

Комментарии

С кружевами

1	2	3	4	5
---	---	---	---	---

Комментарии

С модифицируемыми лямками (полосками)

1	2	3	4	5
---	---	---	---	---

Комментарии

Бендо

1	2	3	4	5
---	---	---	---	---

Комментарии

Другой

1	2	3	4	5
---	---	---	---	---

Комментарии

4 Как часто вы покупаете бюстгальтер?

A	Несколько раз в месяц
B	Раз в 1 - 3 месяца
C	Раз в 4 - 6 месяцев
D	Раз в 7 - 9 месяцев
E	Раз в 10 - 12 месяцев
F	Реже чем раз в год
	Другое (Уточните)

5 Сколько денег вы тратите в среднем на бюстгальтеры в год?

A	Меньше 2500р
B	2501р - 5000р
C	5001р - 7500р
D	7501р - 10000р
E	10001р - 12500р
F	Больше чем 12501р

- 6 Укажите степень вашего согласия с каждым из следующих утверждений, отметив поле, которое наиболее соответствует вашему мнению.

Абсолютно
не
согласен Не
согласен Нейтрально
согласен Полностью
согласен



Идеальная подгонка бюстгалтера по размеру важна для моего здоровья

1	2	3	4	5
---	---	---	---	---

Идеальная подгонка бюстгалтера по размеру важна для моего внешнего вида

1	2	3	4	5
---	---	---	---	---

Хорошее обслуживание продавцов консультатнов важно, чтобы помочь мне идеально подогнать бюстгалтер по размеру

1	2	3	4	5
---	---	---	---	---

Я была бы готова заплатить больше за то, чтобы мой бюстгалтер был подогнан специально под меня

1	2	3	4	5
---	---	---	---	---

Я склонна следовать тенденциям в бюстгалтерах

1	2	3	4	5
---	---	---	---	---

- 7 Вы когда-нибудь пробовали подогнать свой бюстгалтер по размеру самостоятельно?

A	Да
---	----

B	Нет
---	-----

C	Иногда
---	--------

D	Предпочитаю не отвечать
---	-------------------------

8 Вы когда-нибудь пытались подогнать свой бюстгальтер по размеру с помощью специальных подкладок для бюстгалтеров? Скажем, чтобы ваша грудь выглядела больше или чтобы выровнять разницу в размере груди?

A	Да	B	Нет	C	В некоторой степени
D	Предпочитаю не отвечать				

9 Укажите степень вашего согласия со следующим утверждением, отметив поле, которое наиболее соответствует вашему мнению.

Абсолютно
не согласен Не согласен Нейтрально Согласен Полностью
согласен согласен согласен согласен согласен

Ношение модных бюстгалтеров повышает мою уверенность в себе

1	2	3	4	5
Комментарии:				

Демографическая информация

10 Сколько вам лет?

A	16 - 20
B	21 - 25
C	26 - 30
D	31 - 35
E	36 - 40
F	41 - 45
G	45 - 50
H	Больше 50

11 Пожалуйста укажите уровень своего образования.

A	Основное общее образование (9 классов)
B	Среднее (полное) общее образование (11 классов)
C	Профессиональное образование
D	Среднее профессиональное образование
E	Высшее образование - бакалавриат
F	Высшее образование - специалитет, магистратура
	Другое (Пожалуйста уточните)

12 Каков ваш чистый доход в месяц? (после уплаты налогов)

A	До 14000р
B	14001р - 28000р
C	28001р - 42000р
D	42001р - 56000р
E	56001р - 70000р
F	70001р - 84000р
G	84001р - 98000р
H	98001р - 112000р
I	Больше 112001р