

Exploring Relationship between Personal Innovativeness, Technological Innovativeness, Gadget Lover and Technological Opinion Leadership among Millennials

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ABSTRACT

The purpose of this study is to contribute to the existing literature by testing a model consisting of factors driving technological innovativeness and technological opinion leadership among millennials. This study aims to test (a) relationship between personal innovativeness, technological innovativeness, gadget lover and technological opinion leadership, and (b) mediating role of technological innovativeness between gadget lover and technological opinion leadership. The study indicates the following results, firstly, technological innovativeness and gadget lover have a positive and significant impact of technological opinion leadership, secondly, personal innovativeness is not positively related to technological innovativeness, and lastly technological innovativeness partially mediate the relationship between gadget lover and technological opinion leadership.

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INTRODUCTION

India is one of the largest and fastest-growing markets for digital consumers, with 560 million internet subscribers in 2018, second only to China (Kaka et. al, 2019). Digital consumers mostly consist of millennials and it is predicted that nine out of ten millennials will be online by 2030 (World Economic Forum and Bain & Company, 2019). Millennials' contribution in India is particularly noteworthy and it is projected to have 410 million millennials, with an annual spending of \$330 billion by 2020 (Morgan Stanley, 2017). Companies are targeting millennials for their products in India. A key issue of consumer marketing is to please customers (Bagozzi & Natarajan, 2000) thus it is necessary for the marketer to understand the characteristics of millennials as it can help or hinder the adoption of innovation when promoting an innovation to millennials. Once a company understands the desires of millennials completely, then impressive strategies can be easily formed.

Millennials are always connected to the internet, via smartphones, seeking instant gratification for almost everything—from education to entertainment. With the advancement in technology, the acceptance of new innovations by millennials also advances in the marketplace. However, adoption of innovation does not happen simultaneously in a social system; rather it is a process whereby some people are more apt to adopt the innovation than others (Rogers E.M., 1995). People who adopt an innovation early have different characteristics than people who adopt an innovation later (Bruner & Kumar, 2007). Some consumers are sceptical towards the adoption of new technology whereas some consumers are excited and cannot resist switching from old to new devices (Bruner & Kumar, 2007).

This study tries to understand the behaviour of millennials in India by integrating and testing a model consisting of constructs like personal innovativeness, technological innovativeness, gadget lover, and technological opinion leadership. It is important to study these constructs as it is commonly believed that consumers are reached via technologically and socially influential people (Bruner & Kumar, 2007) and the marketer should target the innovators and early adopters first as they are the opinion leaders and thus helps in spreading the word-of-mouth to individuals who are sceptical about adopting new technologies (Peck & Childers (2003).

This paper consists of five sections. Section 1 is the introduction. Section 2 consists of literature review and hypotheses development related to factors like personal innovativeness, technological innovativeness, gadget lovers, and technological opinion leadership. Sections 3 is related to objectives and research methodology used in the study. In the next section, the results are discussed. The last part of the paper closes with conclusions, implications, limitations and future scope of research.



LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Technological Opinion Leadership

The idea of opinion leaders as given by

Lazarsfeld, Berelson, & Gaudet (1948) has been placed in the context of diffusion on innovation by Rogers & Cartano in 1962. Rogers & Cartano (1962) defined opinion leaders as individuals who have a high influencing power over the decision of others. Childers (1986) defined opinion leaders as individuals who can exert an unequal amount of influence on the decisions of others by offering information to them during their consumption decisions. Other people turn towards opinion leaders for their opinions and advices as they are the influential members of a community, group, or society. Opinions leaders thereby are not only knowledgeable but also highly respected for their expertise (Goldberg, Lehmann, Shidlovski, & Barak, 2006; Katz & Lazarsfeld, 1955).

However, Rogers (2003) states that technological opinion leadership is a more domain specific construct related to an individual's leadership in the domain of technology. Technological opinion leaders are more innovative and less dogmatic and have affinity towards technology making them experts in this field (Goldsmith & Goldsmith, 1980; Myers & Robertson, 1972; Geissler & Edison, 2005). Technological opinion leaders are defined as consumers who offers information to other consumers and thereby influence their consumption decisions for technological products (Bruner & Kumar, 2007).

Not much research has been done on this newly emerging context of Technological Opinion leadership as excluding the Bruner & Kumar (2007) and Rogers (2003) studies, not much is found in the literature which addresses the construct of technological opinion leadership.

Technological Innovativeness

Technological Innovativeness is the extent to which the consumer is motivated to be an early adopter of a new technology (Bruner & Kumar, 2007). Technological innovativeness measures innovativeness within a specific domain of interest (Flynn & Goldsmith, 1993; Goldsmith & Hofacker, 1991). Domain specific innovativeness is taken to be an important construct as it predicts the innovative behaviour of the consumer more accurately within a specific domain of interest (Leavitt & Walton, 1975; Roehrich, 2004). Literature in consumer behavior and innovation shows a significant correlation between product involvement and opinion leadership (Richins & Root-Shaffer, 1988; Feick & Price's, 1987; Bartels & Reinders, 2011; Shoham & Ruvio, 2008; Goldsmith & Hofacker, 1991). This states that with the increased product involvement, consumers gains knowledge about the new technology and this will make the consumers confident in sharing their experiences and information with others. Thus, we hypothesize the following:

H1. Technological innovativeness is positively related to Technological opinion leadership

Personal Innovativeness

Personal innovativeness as defined by Agarwal & Prasad (1998) is the risk-taking behaviour of certain individuals which is not found in others. These individuals are willing to take high risk, tries new things and cope with high levels of uncertainty easily (Bruner, Hensel, & James, 2005). The risk-taking propensity and ability to cope with uncertainties encourage people with personal innovativeness to take chances and to try new

gadgets (Thakur, Angriawan, & Summey, 2015). Personal innovativeness has extensive presence in innovation diffusion research and is seen as a key variable in the innovation adoption process as it helps in segmenting consumers into innovators and non-innovators. (Rogers, 1995; Midgley & Dowling, 1978; Flynn & Goldsmith, 1993; Agarwal & Prasad, 1998). Midgley & Dowling (1978) states innovativeness as a function of dimensions of human personality which is possessed by all individuals in higher or lesser degree. Leonard-Barton & Deschamps (1988) stated that individuals who are willing to take challenges are more likely to adopt and use new products.

Consistent with the literature (Thakur, Angriawan, & Summey, 2015) suggested that an individual's inclination towards risk taking and trying out new things should lead to his/ her desire for innovativeness toward technological goods. In this study, as shown by literature, Personal traits like individual's inclination to take chances, may be a better indicator of their innovativeness. Therefore, it is expected that individuals who experiment with new ways of doing things and are receptive to risks should be the first to adopt a new technology, a concept known as technological innovativeness (Bruner & Kumar, 2007). Thus, we hypothesize:

H2. Personal innovativeness is positively related to Technological innovativeness.

Gadget lovers

The term “Gadget Lovers” was originally coined by Marshall McLuhan (1964) but in this study the definition given by Bruner & Kumar (2007) is emphasized on. Bruner & Kumar (2007) defined gadget lovers as consumers with high intrinsic motivation to adopt and use new technological products. Through a focus group study, they identified that gadget lovers are those individuals who enjoy playing with gadgets, they spend a considerable amount of time in gaining knowledge about gadgets. Therefore, the key characteristics of gadget lovers are that they have high intrinsic motivation and are more knowledgeable about high-technology products.

Bruner & Kumar (2007) defined Gadget lovers as those adopters who influences the opinions of others and at the same time are relatively early adopters of innovations. Thus, Bruner & Kumar (2007) noted that Gadget lovers and Technological opinion leadership share a positive relationship. Leonard-Barton & Deschamps (1988) noted that individuals who are high risk takers are more likely to adopt new technologies. Gadget lover are willing to take chance, the use of new technology gives them enjoyment and thus motivates them to adopt new technology earlier than others (Shoham & Pesamaa, 2013; Thakur, Angriawan, Summey, 2015). Thus, we hypothesize the following:

H3. Gadget lovers are positively related to technological innovativeness.

Shoham & Pesamaa, (2013) states that gadget lovers are enthusiastic about taking a chance with using novel products which makes them early adopters of the novel technology. They also tend to influence others by discussing the key attributes of gadgets with others, thus increasing the adoption of new high-tech products in the market place. Excitement to use new technology and to know more about it makes gadget

lovers more knowledgeable about technology. This increases the value of their opinion among individuals who are sceptical about trying new technology. Bruner & Kumar (2007) and Thakur, Angriawan, & Summey, (2015) in their study claims a positive correlation between gadget lover and technological opinion leadership. Gadget lovers therefore are considered to be credible as their in-depth knowledge about the new technology makes them expert on gadgets, enhancing their self-efficacy and making them technological opinion leaders (Shoham & Ruvio, 2008). Based on the above literature review, we hypothesize the following:

H4. Gadget lovers are positively related to Technological opinion leadership



OBJECTIVES OF THE STUDY AND RESEARCH METHODOLOGY

The present study aims to find out:

- The impact on personal innovativeness and technological innovativeness.
- The impact of technological innovativeness on technological opinion leadership
- The impact of gadget lovers on technological innovativeness
- The impact of gadget lovers on technological opinion leadership
- To identify the mediating role of technological innovativeness between gadget lover and technological opinion leadership

The study involve quantitative research where descriptive research design has been used. Survey research method has been used in this study where data was collected through a questionnaire. The questionnaire was designed after detailed literature review and careful selection of items for measuring various constructs. The questionnaire consist of 4 constructs .i.e. personal innovativeness, technological innovativeness, gadget lover, and technological opinion leadership. The questionnaire consist of 16 items under these 4 constructs based on the literature. Each of these items was evaluated on a seven point Likert scale ranging from 1 (Strongly Disagree) to 7 (Strongly Agree). Finally after modification the data was collected from a sample of 148 college students in the age bracket of 18-25. College students are taken as sample respondents because they use gadgets as their primary source of communication (Gallagher, Parsons, & Foster, 2001). Convenience and judgemental sampling technique were used to collect data. The study used confirmatory factor analysis and structural equation modelling (SEM) to test the proposed model.

Figure 1 shows the theoretical model used in this study.

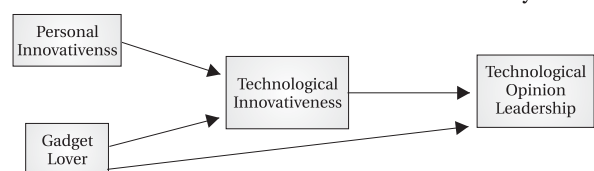


Figure 1: Theoretical model for the study



ANALYSIS AND RESULTS

Pilot study

A pilot study with sample size of 50 was conducted. Reliability was checked through Cronbach's alpha on this sample of 50 respondents and it was found that all alpha coefficients were above 0.6 which indicated good reliability. During the pilot study, comments from the respondents on clarity of items were obtained to confirm the face validity of the questionnaire.

Exploratory Factor Analysis

Since the survey questionnaire was self- developed ,thus an exploratory factor analysis (EFA) was carried out to ensure the rightness of newly created questionnaire. Table 1 provide summary of EFA applied to the questionnaire. Prior to

Confirmatory Factor Analysis

According to Ahire, Golhar&Waller (1996), confirmatory factor analysis (CFA) provides enhanced control for assessing unidimensionality as compared to exploratory factor analysis (EFA) and is more in line with the overall process of construct validation.

Reliability Analysis

Assessing reliability is a critical step in the development of a measurement scale. The reliability of the items can be assess by coefficient alpha (Cronbach, 1951). Cronbach's alpha should be above 0.70 (Nunnally, 1978). Table 2 shows the Cronbach's alpha values of all constructs. In the study, all alpha coefficients were above 0.7 which indicate good reliability. Composite reliability (CR) is recommended as more appropriate since it considers the indicators' differential weights (Chin, 1998; Dijkstra &Henseler, 2015).

Table 1: Summary of Exploratory Factor Analysis

Items	Construct			
	Gadget Lover	Technological Innovativeness	Personal Innovativeness	Technological Opinion Leadership
C3 - I like learning to operate gadgets, despite of them being old or new	0.833			
C2 - Exploring how new gadgets will work excites me.	0.723			
C4 - When alone, I like playing with gadgets	0.723			
C1- Despite of gadgets being old or new, I enjoy playing them.	0.711			
C5- I am thrilled to play with high-tech gadgets.	0.683			
B3- Being first to buy high-tech gadgets is cool.		0.854		
B2- Buying new high-tech gadgets before others excites me.		0.841		
B4 - Being first to buy high-tech gadgets is important to me.		0.828		
B1 - I like buying new gadgets.		0.589		
A3 - I like new ideas and experiences.			0.773	
A2 - New ways of doing things excites me.			0.766	
A1 - Unpredictable life interests me.			0.696	
A4 - Buying locally available products interests me.			0.644	
D3 - I often influence people's opinions about gadgets.				0.788
D2 - I often persuade other people to buy the gadgets I like				0.787
D1- Friends and Family takes my suggestions while buying new gadgets.				0.654

applying exploratory factor analysis, the study first calculated KMO value. The KMO value was 0.851 suggesting that data was suitable for factor analysis.

As expected, it can be seen from Table 1 that four factors were extracted with a cumulative explanatory variation of 70.57 percent. Factor I (Gadget Lover) contain five questions, Factor II (Technological Innovativeness) contains four questions, Factor III (Personal Innovativeness) contains four questions and Factor IV (Technological Opinion Leadership) contains three questions.

Table 2: Cronbach alpha values

Constructs	Cronbach alpha value
Overall Questionnaire	.891
Personal Innovativeness	.733
Technological Innovativeness	.864
Gadget Lover	.851
Technological Opinion Leadership	.832



VALIDITY ANALYSIS

The content validity of a construct can be defined as the degree to which the measure spans the domain of the construct's theoretical definition (Rungtusanatham, 1998). In this study the developed questionnaire had content validity since selection of measurement items were based on an exhaustive review of literature and it was also checked by pre-testing of the questionnaire by professionals and academicians.

Construct validity involves the assessment of the degree to which an operationalization correctly measures its targeted variables (O'Leary-Kelly & Vokurka, 1998). According to O'Leary-Kelly & Vokurka, establishing construct validity involves the empirical assessment of convergent and discriminant validity.

The convergent validity of a construct is established when the following three conditions are met (Hair, Black, Babin& Anderson, 2010).

CR (Composite Reliability) > 0.7

AVE(Average Variance Extracted) > 0.5 and

CR > AVE

Discriminant validity is ensured if a measure does not correlate very highly with other measures from which it is supposed to differ (O'Leary-Kelly & Vokurka, 1998). A common approach to assess discriminant validity is the Fornell-Larcker criterion (Fornell & Larcker, 1981), which compares the AVE (shared variance within) of the constructs to the squared correlation between the constructs (shared variance between). The discriminant validity of a construct is established when the following two conditions are met (Hair, Black, Babin& Anderson, 2010).

MSV (Maximum Shared Variance) < AVE (Average Variance Explained)

ASV (Average Shared Variance) < AVE (Average Variance Explained)

In this study, convergent and discriminant validity is calculated for first order CFA model. Figure 2 shows the first order CFA model. The results of composite reliability, convergent validity and discriminant validity are given in table 3.

Table 3: Reliability and Validity results of First order CFA model

	CR	AVE	MSV	ASV
GL	0.859	0.555	0.365	0.318
PI	0.782	0.505	0.353	0.186
TI	0.871	0.632	0.396	0.231
TOL	0.841	0.641	0.396	0.302

It is clear from table 3 that the conditions of convergent and discriminant validity are satisfied.



ESTING MODEL FITNESS

Goodness of fit (GOF) is the appropriate measure to evaluate the measurement and structural models. GOF is measured by the Chi-square statistic, which indicates the difference between the sample covariance matrix and the estimated covariance matrix. Other means of assessing GOF when using CB-SEM are the various heuristics such as CFI, GFI and RMSEA. The overall fit indices for the first order model is given in Table 4.

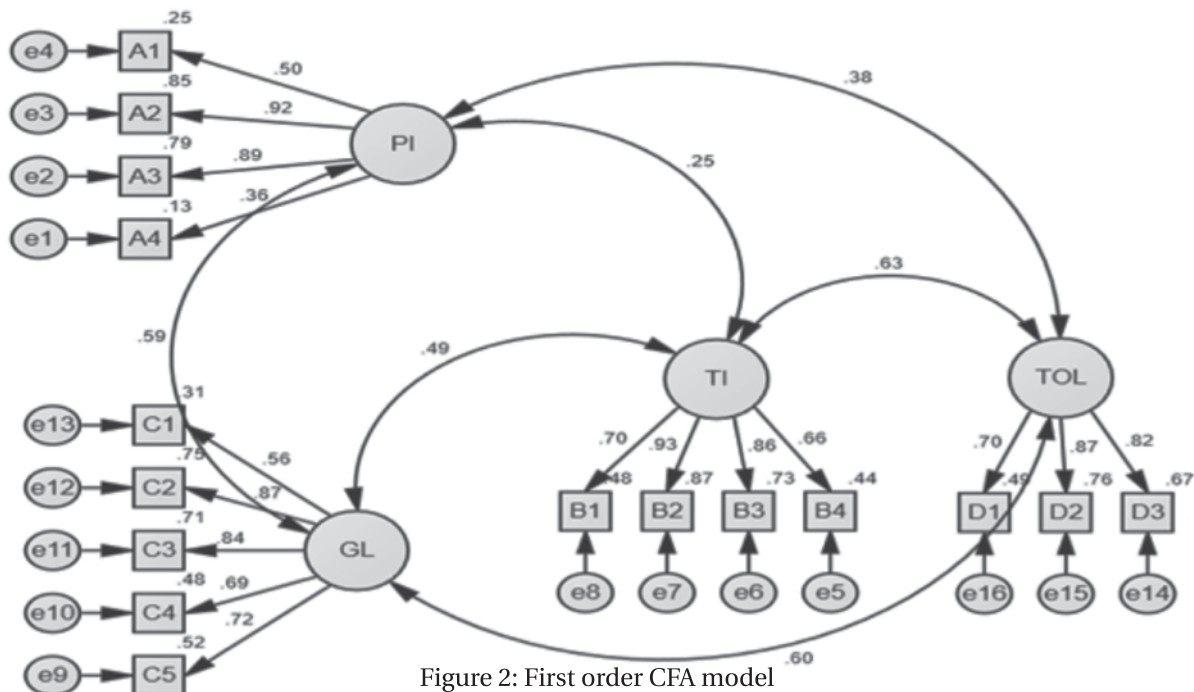


Figure 2: First order CFA model

Table 4: Model fitness

Model Element	Values	Acceptable range
CMIN / DF	2.298	CMIN/DF < 3 good; < 5 sometimes permissible (Hair et al., 2010)
GFI	0.838	GFI > 0.8 is acceptable (Baumgarther & Homburg, 1996)
AGFI	0.775	AGFI > 0.8 is acceptable (Baumgarther & Homburg, 1996)
CFI	0.902	CFI > 0.95 great; 0.90 traditional; >0.80 sometimes permissible (Hair et al., 2010)
RMSEA	.094	RMSEA < 0.05 good; 0.5-0.10 moderate; > 0.10 bad (Hair et al., 2010)

As it is clear from table 4 values that various fit indices are in acceptable range. This means that the said model is a good fit.

Impact of independent variables on dependent variables

Structural relationships in SEM are evaluated by the size and significance of the beta coefficients. Figure 3 shows the path analysis diagram

Table 5 shows that personal innovativeness is not found to have a positive and significant impact on technological innovativeness. Thus H1 is rejected. Table 5 also shows that technological innovativeness and gadget lover has a positive and significant impact on technological opinion leadership. Finally, it also shows that gadget lovers are positively and significantly related to technological innovativeness as supported by H2, H3, and H4.

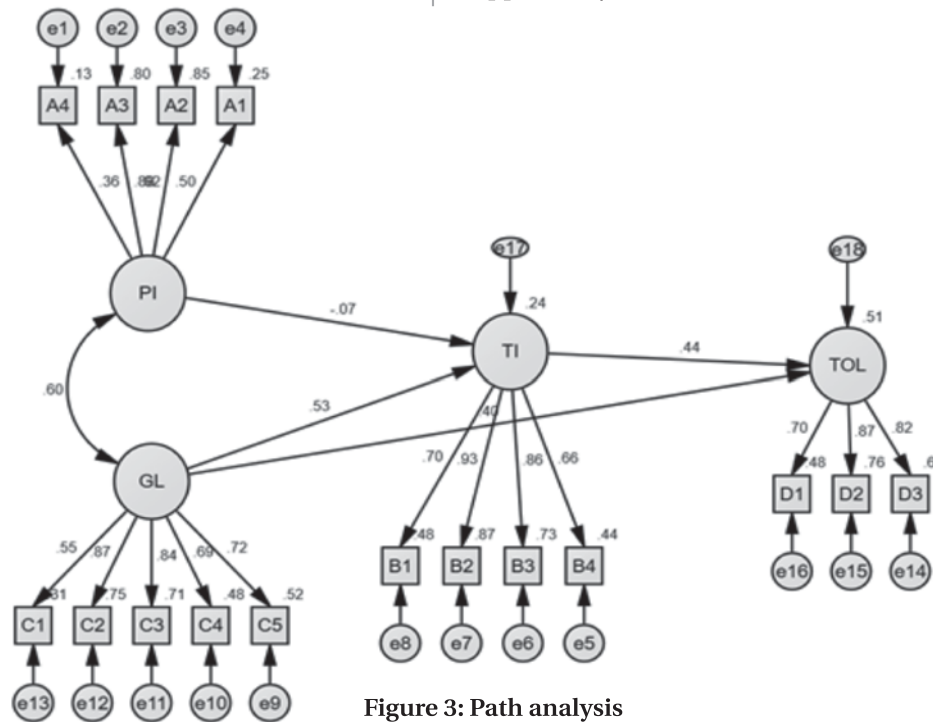


Figure 3: Path analysis

Table 5: Regression weights

		Estimate (Unstandardized)	Estimate (Unstandardized)	P
Technological Innovativeness	← Personal Innovativeness	-.139	-.068	.529
Technological Innovativeness	← Gadget Lover	.472	.528	***
Technological Opinion Leadership	← Technological Innovativeness	.588	.435	***
Technological Opinion Leadership	← Gadget Lover	.477	.396	***



EDIATION EFFECT

To test if technological innovativeness mediates the relationship between gadget lover and technological opinion leadership, we used direct-indirect approach recommended by Hayes (2017). Figure 4 explain the mediating role of technological innovativeness.

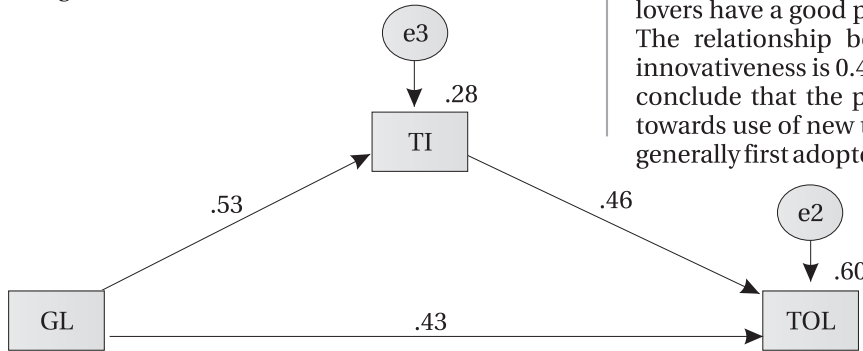


Figure 4: Mediating role of Technological Innovativeness(TI) between Gadget Lover(GL) and Technological Opinion Leadership (TOL)

Standardized total effect of GL on TOL was 0.672. Out of this total effect direct effect was 0.427 and indirect effect was 0.245 which was significant also. The significance of indirect effect suggested the presence of mediation. After regressing the predictors (GL and TI) on criterion variable (TOL), the results suggested the relationship between GL and TOL is 0.43 and significant. The strength of relationship between GL and TOL in presence of TI is weaker compared to direct effect (0.672) thus confirming TI partially mediates the relationship between GL and TOL. Table 6 shows the mediation results.

take chances and are not always attracted by new features of new technological products. These results are not consistent with R. Thakur et al. (2015) and Hartman and Samra (2008).

Gadget lovers have a positive and significant impact of technological innovativeness behaviour of millennials.

The results of structural equation model suggest that gadget lovers have a good predictor of technological innovativeness. The relationship between gadget lover and technological innovativeness is 0.472 (p value is 0.000). Through this we can conclude that the person who are gadget lovers are excited towards use of new technological products. Gadget lovers are generally first adopters of new technological products.

Gadget lovers have a positive and significant impact of technological opinion leadership behaviour of millennials.

The results of structural equation model also suggest that gadget lover is a good predictor of technological opinion leadership. The relationship between gadget lovers and technological opinion leadership is 0.477 (p value is 0.000). Since gadget lovers are fascinated by new technological products and are more involved in use of these products. Thus, gadget lovers become more knowledgeable about new technological products. People seek opinion of gadget lovers while using new technological products. Thus we can say, gadget lovers influence opinion of others while purchasing new gadgets.

Table 6: Mediation results

	Standardized Total Effects	Standardized Direct Effects	Standardized Indirect Effects	Regression Weights after including TI
TOL	.672 (significant)	.427	.245 (.001)	
TOL← GL				.509 (significant)



ONCLUSION

The objective of this paper is to identify the factors that affect technological innovativeness and technological opinion leadership behaviour of millennials. This study answer this objective by investigating following research questions.

Does personal innovativeness has a positive and significant impact on technological innovativeness behaviour of millennials.

The result of structural equation model reveals that personal innovativeness is not positively related to technological innovativeness. The relationship between personal innovativeness and technological innovativeness is -.0139 (p value is 0.529). This suggest that innovative persons not always

Does technological innovativeness has a positive and significant impact of technological opinion leadership behaviour of millennials.

The results of this study suggest that technological innovativeness is positively related to technological opinion leadership. There is a positive and strong relationship (regression coefficient = 0.588 and p value = 0.000) between technological innovativeness and technological opinion leadership. This conclusion suggest the technological innovativeness people disseminate information about new products and also influence purchase decision of other people.

Does technological innovativeness partially mediate the relationship between gadget lover and technological opinion leadership.

The finding of this study conclude that technological innovativeness construct partially mediates the relationship between gadget lover and technological opinion leadership.

The study has some implications for marketing managers. Given the findings of the study, managers should focus on gadget lovers in development stages of new gadgets as they are good predictor of technological innovativeness and technological opinion leaders. Managers should take into consideration that technological opinion leaders are those people who have certain amount of influence on purchase decision of other people. Thus managers should take opinions

of such people on new gadgets. The findings from this research will add academic value in the context of expanding knowledge in relation to relationship between technological innovativeness, gadget lovers, and technological opinion leadership behaviour. This study conclude that gadget lovers and technological innovativeness are strong predictors of technological the opinion leadership. The data collected for this study is from the students studying in colleges of Delhi-NCR thus it might not be appropriate to generalize the findings for entire country. Further research in this area needs to be done by taking students from other states in order to generalize the findings.

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APPENDIX

1. Unpredictable life interests me.
2. New ways of doing things excite me.
3. I like new ideas and experiences.
4. Buying locally available products interests me.
5. I like buying new gadgets.
6. Buying new high-tech gadgets before others excites me.
7. Being first to buy high-tech gadgets is cool.
8. Being first to buy high-tech gadgets is important to me.
9. Despite of gadgets being old or new, I enjoy playing them.
10. Exploring how new gadgets will work excites me.
11. I like learning to operate gadgets, despite of them being old or new
12. When alone, I like playing with gadgets.
13. I am thrilled to play with high-tech gadgets.
14. Friends and Family takes my suggestions while buying new gadgets.
15. I often persuade other people to buy the gadgets I like.
16. I often influence people’s opinions about gadgets.