

Technology Adoption Segmentation



Technological advances have brought about immense changes in the lives of American consumers. While many wholeheartedly embrace new technology and adopt it quickly, others take longer to adjust before integrating new devices and technology into their lives.

The MRI-Simmons Technology Adoption segments deliver the mindset of today's gadget consumers, providing vivid details of their use and adoption of technology.

The Technology Adoption Segmentation consists of four distinct groups:

- **Wizards:** Technology plays an important and broad role in their life. They cannot live without the internet or imagine life without new electronic gadgets. Wizards are enthusiastic and adventurous users of new technology. This group's hunger for new technology fuels a future for potential new features, benefits, and devices.
- **Journeyman:** They have become skilled users of new technology and are confident with and knowledgeable about it. They are willing to experiment with new features, benefits, and devices. While cutting-edge gadgets may help them organize their busy lives, new technology is not always their top priority.
- **Apprentices:** This group takes advantage of technology, using the internet often to get needed information. New gadgets enhance their lives to a large extent, but there is still room for them to expand. Apprentices are willing to incorporate new tech into their lives, but are price-sensitive and often make purchase decisions based on this.
- **Novices:** They are disconnected from emerging technology and resistant to adopting a new technology-focused life. Novices may embrace new digital products and services if they are simple and easy to use. They do not understand what kinds of opportunities and experiences technology can provide them and thus limit their engagement.

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