Abstract

Objectives — The objectives of this research was to analyze the adoption patterns of laptop products between Indonesian and Foreigners in Indonesia for distinguishing between innovative and imitative behavior.

Method — Convenience sampling was conducted on 120 respondents. 60 respondents are from Indonesian and 60 respondents are from foreigners. The data was analyzed using Reliability and Validity and Independent t-Test.

Results — Results from the study is showing that there is no difference in terms of Propensity To Imitate and Interpersonal communications between the Indonesian and Foreigners in Indonesia. However, for the Consumer innovativeness and Normative influence there is a significance difference. The result in this study shown that in terms of consumer innovativeness, consumers in weaker uncertainty avoidance are display more propensity to innovate, while consumers in more individualistic, smaller power distance and more masculine cultures shown less in propensity to innovate. In terms of normative influences the study shown that consumers in stronger uncertainty avoidance culture are proven to be less to convinced in normative influences, while consumers in more collectivist society, larger power distance and more feminine cultures are shown to be more susceptible to normative influences.

Conclusion — These results offer possibilities of influencing consumers with different nationalities into adopting new products or specifically laptop in this study, by using different methods that are dependant on the national cultures.

Keyword — National Culture, Innovation and Imitative Behavior, Consumer Behavior, Interpersonal Communications.