Literature Review

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| **S.NO.** | **TITLE OF PAPER & AUTHORS’ NAME** | **VARIABLES** | **THEORETICAL FRAMEWORK** | **METHOD OF DATA COLLECTION** | **SAMPLING TECHNIQUE** | **STATISTICAL ANALYSIS** |
| 1. | Factor influencing Chinese youth consumers’ acceptance of mobile marketing: Consumer innovativeness, online trust and social influence  Mark Chi Ho Ng | **Independent Variable:**  consumer innovativeness, online trust, perceived usefulness and social influence  **Dependent variable:**  Consumer acceptance/ adoption |  | Self-administered survey and online questionnaire**,** | 330 students from two universities of Hong Kong were encouraged to fill out questionnaire. | partial-lease square structural equation modeling (PLS-SEM) analysis, Cronbach’s alpha |
| **2.** | Global consumer innovativeness and consumer electronic product adoption  Chih-Wei Chao, Mike Reid, Felix Mavondo | **Independent Variable:**  consumer innovativeness  **Dependent variable:**  new product adoption |  | Survey and online questionnaire | The people from Melbourne, Australia, Shanghai, China and Taipei, Taiwan participated in the study. | structural equation modeling |
| **3.** | Does innate consumer innovativeness relate to new product/service adoption behavior? The intervening role of social learning via vicarious innovativeness  Subin Im, Charlotte H. Mason & Mark B. Houston | **Independent Variable:**  Consumer innovativeness  **Dependent variable:**  Innovative behavior: new product adoption behavior |  | Questionnaire | 296 homeowners participated in the study from which 147 responses were selected for the test. | two-phase longitudinal analysis |
| **4.** | Innovativeness And Online Shopping Adoption  Blake E. Hodges | **Independent Variable:**  Consumer innovativeness  **Dependent variable:**  Online shopping adoption | Fishbein & Ajzen’s Theory of Reasoned Action, Technology Acceptance Model (TAM) | Online survey | 303 residents of USA respond the survey. | Correlation, regression and structural equation modeling |
| **5.** | The Role of Product Originality, Usefulness and Motivated Consumer Innovativeness in New Product Adoption Intentions  Guoxin Li, Ruijin Zhang, and Chao Wang | **Independent Variable:**  Product attributes( Usefulness and originality), motivated consumer innovativeness  **Dependent variable:**  New Product Adoption Intentions |  | Online questionnaire | Data has been collected from 560 potential consumers that were students of universities in China. | Regression analysis |
| **6.** | Adoption of Internet shopping: the role of consumer  Innovativeness  Alka Varma Citrin, David E. Sprott, Steven N. Silverman, Donald E. Stem, Jr | **Independent Variable:**  Innovation  **Dependent variable:**  Consumer behaviour | Psychometric Theory, *The Journal of Marketing Theory,* An Applied Theory of Planned Behavior Approach | survey | state university, 403 undergraduate students  completed a ``shopping habits survey.'' | F-test, Correlation Analysis, Regression Analysis, |
| **7.** | InnovativenesNso,v elty Seeking, and  Consumer Creativity  **ELIZABETHC . HIRSCHMAN** | **Independent Variable:**  Relative advantage  Compatibility  Complexity  **Dependent variable:**  Observability  Trialability | **behavioral**  **theory and marketing strategy perspective** | Survey and online questionnaire |  |  |
| **8.** | Consumer innovativeness influence on really  new product adoption  1. Chih-Wei (Fred) Chao  University of Newcastle  2. Mike Reid  RMIT University  3. Felix Mavondo  Monash University (Australia) | **Independent Variable:**  Relative advantage  Compatibility  Complexity  **Dependent variable:**  Observability  Trialability | Theory and measurement of  consumer innovativeness | Survey | respondents from a single large city in Australia | integrated model |
| **9.** | The relationship between  consumer innovativeness,  personal characteristics, and  online banking adoption  Walfried M. Lassar  Florida International University, Miami, Florida, USA  Chris Manolis  Xavier University, Cincinnati, Ohio, USA  Sharon S. Lassar  Florida Atlantic University, Boca Raton, Florida, USA | **Independent Variable:**  education, income, and age **Dependent variable:**  Observability  Trialability | unifying theory of behavioral change  Theory of Reasoned Action | Survey | sample size n ¼ 349; acells show number and percentage of sub-sample | Logistic regression,  linear regression |
| **10.** | **Exploring the Consumer Decision Process**  **in the Adoption of Solar Energy**  **Systems**  **DUNCAN G. LABAY**  **THOMAS C. KINNEA** | **Independent Variable:**  **initial cost, payback period, perceived rising future costs of**  **other energy sources, and the availability of government**  **incentives Dependent variable:**  Observability  Trialability | **RELATIVE IMPORTANCE OF VARIABLES IN DEMOGRAPHIC**  **AND ATTRIBUTE PERCEPTION MODELS** | Survey | **The data were collected through a mail survey of 631**  **individuals in one geographic region** | **Multivariaten ominal**  **scale analysis** |