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. | Entrenched Knowledge Structures and Consumer Response to New Products |  |  |  | . |  |
| **2.** | Factor influencing Chinese youth consumers’ Acceptance of mobile marketing: Consumer innovativeness, online trust and social influence |  | **Theory and measurement of**  **consumer innovativeness**  **Consumer acceptance and use of**  **information technology** | questionnaire | 330 young consumers in Hong Kong | Cronbach alphas Correlation r-square variance regression weights and critical ratios. |
| **3.** | Does innate consumer innovativeness relate to new product/Service adoption behavior The intervening role of social Learning via vicarious innovativeness  Im & Charlotte H.Mason & MarkB.Houston |  | **Social learning theory**  **Implications for theory testing**  **Theory and empirical applications to consumer behavior**  **Psychometric theory** | survey | 296 respondents | Correlation , chi-square |
| **4.** | Role of Sensory and Cognitive Information in the Enhancement of Certainty and Linking for Novel and Familiar Foods  Hely Tuorila  Wendy Johnson  Herbert L.Meiselman  Armand V.Cardello |  |  |  |  |  |
| **5.** |  |  |  |  |  |  |
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