

Innovation in Consumer Behavior: A 30-Year Systematic Review

Tüketici Davranışlarında İnovasyon: 30 Yıllık Sistematik Bir Değerlendirme

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ABSTRACT

The world is under the influence of the paradigm shift that started with the fourth Industrial Revolution. The paradigm shift-triggered global technological developments both affect each other and create the formation of new developments. These technological developments, which are described as an innovation ecosystem, also show their effects on consumer behavior. Innovations are shaped in line with consumer behavior as well as affecting consumer behavior. This study aimed to reveal the reflections of consumer behavior and innovation interaction in the literature. For this purpose, a systematic literature search was conducted using the R Studio program for articles with the keywords “innovation” and “consumer beh*” in the Web of Science database. According to the analysis findings of the study, which focuses on the last 30 years of innovation in consumer behavior, it has been determined that studies on the concepts of “sustainability,” “marketing,” and “e-commerce” are frequently conducted in the literature. In addition, the studies are based on the theory of planned behavior and the technology acceptance model. In recent years, it has been emphasized that the subjects of “sharing economy,” “co-creation,” and “covid-19” have been studied within the scope of innovation and consumer behavior.

Keywords: Circular economy, consumer behavior, innovation, sustainability

ÖZ

Dünya, 4. Sanayi Devrimi ile başlayan paradigma değişiminin etkisi altındadır. Bu paradigma değişimiyle küresel çapta gerçekleşen teknolojik gelişmeler hem birbirlerini etkilemekte hem de yeni gelişmelerin oluşumuna zemin hazırlamaktadır. İnovasyon ekosistemi olarak nitelendirilen bu teknolojik gelişmeler etkilerini tüketici davranışları üzerinde de göstermektedir. İnovasyonlar tüketici davranışlarını etkilediği gibi tüketici davranışları doğrultusunda da şekillenmektedir. Bu çalışmada tüketici davranışları ve inovasyon etkileşiminin literatüre yansımalarının ortaya koyulması amaçlanmıştır. Bu amaç doğrultusunda Web of Science veri tabanından konusunda “innovation” ve “consumer beh*” anahtar kelimeleri geçen makalelere R Studio programı kullanılarak sistematik literatür taraması yapılmıştır. Tüketici davranışlarında inovasyonun son 30 yılına odaklanan çalışmanın analiz bulgularına göre, literatürde sıklıkla “sürdürülebilirlik”, “pazarlama” ve “e-ticaret” kavramları üzerine çalışmalar yapıldığı tespit edilmiştir. Ayrıca çalışmalar “planlı davranış teorisi” ve “teknoloji kabul modeli” teorilerine dayandırılmıştır. Son yıllarda ise inovasyon ve tüketici davranışları kapsamında “paylaşım ekonomisi”, “birlikte yaratma” ve “covid-19” konularının çalışıldığı vurgulanmıştır.

Anahtar Kelimeler: Dönüşüm ekonomisi, tüketici davranışı, inovasyon, sürdürülebilirlik

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Introduction

In today's competitive business environment, the success of businesses and their sustainability depend on producing solutions that differ from their competitors. The capacity of businesses to understand the needs and expectations of consumers, to offer new goods and services, and to share resources paves the way for them to create a competitive advantage. Focusing on consumer demands and needs while creating innovation ensures that businesses that want to grow maintain their sustainable competitive advantage. At this point, businesses should first determine the target consumer dynamics in the best way. Understanding the demands and needs of consumers and developing unique solutions for these wishes and needs are handled within the scope of the consumer behavior study area,



which is one of the cornerstones of marketing strategies. Consumer behavior should be explored by businesses in order to create innovations that will facilitate purchasing decisions by better understanding the factors and motivations that affect consumers' purchasing decisions. Through consumer behavior research, which seeks to understand consumers' needs, desires, attitudes, and preferences, firms can market their products and services to customers more effectively and efficiently.

Innovation, on the other hand, has an important role in the growth and competitive advantage of businesses. Innovation happens through the creative implementation of new ideas, products, services, or business models. Businesses constantly innovate in order to meet consumer expectations, differentiate in the market, and ensure sustainable growth. Understanding consumer behavior is a critical factor in the innovation process. Consumers' needs, wants, and preferences guide businesses in determining their innovation strategies. Consumer feedback, market research, and analysis provide businesses with ideas to develop new products and services. At this point, the systematic and instant realization of sharing, which is a powerful strategic tool for businesses, makes the process from estimating consumer needs to meet sustainability. The sharing of resources and information paves the way for the emergence of innovative ideas by businesses.

The act of sharing, the most fundamental building block of communication, also has a key role in consumer behavior (Belk & Llamas, 2012, p. 619). The content and structure of sharing vary according to years, places, and subjects. With the effect of technology and globalization, changes have started to be seen in sharing. In the digital age we live in, sharing has become instant and global. Digitalized sharing has gained ease of access and speed, thanks to technological innovations and is at the center of the value-creation process between consumers, companies, and even countries. The paradigm shift, which started after the fourth Industrial Revolution, focused on sustainable goals that are both technologically and environmentally responsible and steered digitalized sharing (Beier et al., 2017, p. 227). In this way, digitalized sharing has become a phenomenon that focuses on innovation and sustainability (Richter et al., 2017, p. 301).

In contrast to the literature's innovation studies in the fields of production, management, and organizational behavior, the concept of innovation in this study is important in terms of filling the gap in the marketing literature. In the study, it is aimed to draw the limits of the diversity in the innovation ecosystem within the scope of consumer behavior, and a road map to be followed for future studies has been revealed. For this purpose, a systematic literature analysis was applied to 1098 articles obtained from the Web of Science database. In the following parts of the study, the analysis findings were visualized and interpreted. In the conclusion part of the study, suggestions were made for future studies.

Theoretical Framework

Innovation

In the globalizing and rapidly changing world, businesses have to change, renew, and be more creative in order to survive and compete. This obligation also requires businesses to be more innovative. While creating value, businesses also provide sustainable competitive advantage by making innovations in various fields. In other words, innovation is a competitive power for businesses.

The concept of innovation, which derives from the Latin word "innovates," can be realized in every field from designing a new product in a business to marketing the product (Dereli, 2015, p. 1366). Conceptually, innovation, first used by the economist Schumpeter, brings together innovation and creativity. According to Schumpeter (1982, p. 36), innovation is defined as a radical change that has no continuity and is different from existing technology. In the Oslo Manual (2005, p. 18) prepared by the Organization for Economic Co-operation and Development (OECD) and Eurostat, innovation refers to the application of a new or significantly improved product, service, or process in a new marketing method, business practice, workplace organization, or external relations. Granstrand and Holgersson (2020, p. 1), on the other hand, emphasized that the innovation system consists of three elements, namely actors, activities, and artifacts, in their definition of the innovation ecosystem. Although there are many different definitions in the literature for the concept of innovation, the focus of the definitions is to create value by introducing a new idea.

A new idea and value generation concepts, which are also at the center of innovation, are also the two most basic stages of the innovation process. In the first stage, a new idea emerges, and in the second stage, this new idea is commercialized.

Consumer Behavior-Centered View of Innovation

The concept of innovation is a concept that should be examined from the point of view of consumers as well as from the point of view of businesses. Putting consumer demands and needs in the focus of innovation also increases the acceptance rate and success of innovation. There have been many consumer-centric innovations over the years. Some of these are electric vehicles (Wilton & Pessemier, 1981, p. 162), home computers (Dickerson & Gentry, 1983, p. 225), and solar energy (Labay & Kinnear, 1981, p. 271).

Besides these old examples, during the Covid-19 period, some global innovations were created. These are Paranoid Fan (USA)—helped sports fans in various ways: Lush (UK)—30-second self-timing soap; Woolworths (Australia)—shopping hours for the elderly and disabled only; and Donut Robotics (Japan)—smart masks (Ganapathy, 2022, p. 10). While creating consumer-oriented innovations, why and how consumers accept innovations has also been investigated. In the studies on how consumer-oriented innovations are adopted in the literature, the adoption of innovation has generally been tried to be explained based on the "theory of planned behavior," "technology acceptance model," and "diffusion of innovation" theories and models.

While examining the concept of innovation within the scope of consumer behavior in the literature, one of the issues to be addressed is consumer innovativeness. Consumer innovativeness can be briefly defined as the degree to which a person accepts any innovation. It has been considered as a personality trait since the late 1970s (Tellis et al., 2009, p. 6). Hirschman (1980, p. 284) defined innate innovativeness as an unobservable predisposition toward innovation practices in product categories. Steenkamp et al. (1999, p. 55) explained innate consumer innovativeness as the tendency to buy new and different products and brands rather than being limited to previous choices and consumer patterns. In order to better explain the reasons underlying this tendency, the existence of four forces is emphasized. These forces are defined by Roehrich (2004) as stimulation need,

novelty seeking, independence toward others' communicated experience, and need for uniqueness.

Theories Related to Innovation in Consumer Behavior

In order to understand the place of the concept of innovation in consumer behavior, it is important to know the most frequently used theories in explaining behavior. The main of these theories are as follows.

Planned Behavior Theory

Planned Behavior Theory (TPB) is a theory that explains how customers make decisions about adopting and using innovations (Lee, 2009. p. 132) According to TPB, three factors affect consumers' intention to adopt new technologies: attitude, social norms, and perceived behavioral control. Perceived advantages and costs toward innovation are related to the attitude variable. Social norms mean that people take into account the expectations of others around them. Perceived behavioral control is related to people's capacity and confidence to adopt innovation. These variables in theory affect the adoption and use of innovations by influencing consumers' intentions and behaviors (Ajzen, 2022. p. 665).

Innovation Diffusion Theory

This theory, which explains the adoption process of a new product or service and how this innovation spreads, was put forward by Everett Rogers (Rogers et al., 2005. p. 3). The theory consists of (1) knowledge, (2) persuasion, (3) decision, (4) implementation, and (5) verification (Zheng & Jia, 2017. p. 2). It tries to explain how innovation spreads in society, why some individuals adopt innovation faster than others, and why others resist innovation.

Diffusion Theory

This theory explains the factors affecting the speed and diffusion of innovation, the categories of adoption, and the interactions between people involved in the adoption process (Yuen et al., 2021. p. 506). Adoption categories in the theory are innovators, early adopters, early majority, late majority, and laggards (Bowers et al., 2009. pp. 42–43).

Technology Acceptance Model

There are two important elements in this theory: perceived ease of use and perceived usefulness. The perceived ease of use from these elements expresses how easy it is perceived by the consumer to use that innovation. Perceived usefulness, on the other hand, expresses the consumer's belief about how much benefit will be gained by using that innovation. It is one of the most frequently used theories in the literature on the adoption of technology (Marangunić & Granić, 2015. p. 81–83).

Innovation Theory

This theory explains how consumers respond to innovations and accept new products or services. Consumers' attitudes toward innovation, innovativeness levels, risk perceptions, and social connections and their importance are discussed within the scope of the theory (Claudy et al., 2015. p. 528–530).

New Concepts in Consumer Behavior Related to Innovation

The concepts of circular economy, co-creation, sharing economy and sustainability shape awareness, preferences, and demands of consumers in the process of adopting, using, and continuing to use innovations. The roles of the concepts of circular economy, co-creation, sharing economy, and sustainability in the relationship between consumer behavior and innovation in the studies in the literature are as follows.

Circular Economy

A circular economy is an economic concept that focuses on extending the life of resources and reducing waste. Consumers like products and services that decrease waste output and make better use of resources. In this context, consumer acceptance of innovations is linked to their choice of products and services that adhere to circular economy principles (Suchek et al., 2021. p. 3686–3688).

Co-Creation

Co-creation is a method in which customers connect with producers and actively participate in the process of value creation. Consumers participate in the creation of products or services by conveying their ideas, comments, and desires to producers during the innovation process. This gives customers greater say and engagement in the innovation process (Voorberg et al., 2015. p. 1333–1335).

Sharing Economy

The sharing economy is an economic concept in which people expand their consumption of products and services by sharing them. Through creative sharing platforms and applications, consumers may share, rent, or trade resources. While the sharing economy promotes more efficient and sustainable resource usage, it also pushes consumers to prioritize economic value and accessibility (Liu et al., 2019. p. 1).

Sustainability

Sustainability refers to a method that balances environmental, social, and economic issues. Consumers choose products and services that have a low environmental effect, conserve natural resources, rely on renewable energy sources, and promote fair working conditions. Sustainability-focused innovations enable customers to adopt choices that are consistent with environmental and social values, which strengthens the importance of innovation in consumer behavior (Varadarajan et al., 2017. p. 14–15).

Methodology

Innovation on Consumer Behavior in Literature: A Bibliometric Analysis

In the study, a systematic literature review was made of the studies in the literature from 1992 to 2022 regarding the concept of "innovation" on consumer behavior. For analysis, articles containing the keyword in topic "innovation" and "consumer behav*" were searched from the Web of Science database. A total of 1098 articles were reached. Bibliometric analysis was applied to the articles with the R Studio analysis program.

Figure 1 shows the word cloud that has 48 most repetitive words in the data set. "Innovation" and "consumer behavior" keywords are excluded from the word cloud because they are used to search articles for creating data set. In the word cloud, it is seen that keywords such as "sustainability," "marketing," "e-commerce," "internet," and "adoption" are common words in articles.

In the word tree shown in Figure 2, the distribution of the frequencies of the words is given in order. In addition to the leading words in the word cloud, keywords that related innovation on consumer behavior such as "social media," "sustainable consumption," "circular economy," and "purchase intention" are frequently discussed in the literature.



Figure 1. Word Cloud.

Figure 3 shows the trend topics related to innovation on consumer behavior from 2001 to 2021. Trending topics by years are as follows, according to the periods.

- Between 2001 and 2010, the concept of “shopping” and the effects of innovation on consumer behavior began to be seen.
- By 2005, studies involving the concepts of “electronic commerce” and “motivation” increased. In the studies, e-commerce was considered as an innovation. In the face of this innovation, the motivations of consumers to adopt innovations were investigated.
- In the studies published between 2005 and 2010, the subjects of “Internet,” “banking,” and “mobile communication systems” were studied frequently.
- Between 2011 and 2015, the keywords “innovativeness,” “innovation diffusion,” “marketing strategy,” and “social networks”

stood out. In the studies in this period, the effect of innovativeness as a personality trait on the adoption of innovations was investigated. In addition, studies based on the diffusion of innovations model have been carried out.

- In the studies in the last period between 2016 and 2021, it was seen that those trend topics such as “artificial intelligence,” “sharing economy,” and “digital transformation” started to be studied within the scope of consumer behavior. In addition, the keyword “covid-19” at the end of the graph draws attention. The effects of the Covid-19 pandemic, which affected the whole world as of the end of 2019, and the forced digitalization accelerated by the pandemic on consumer behavior were investigated.

The thematic map of the innovation on consumer behavior is given in Figure 4. In the thematic map, the motor themes in the

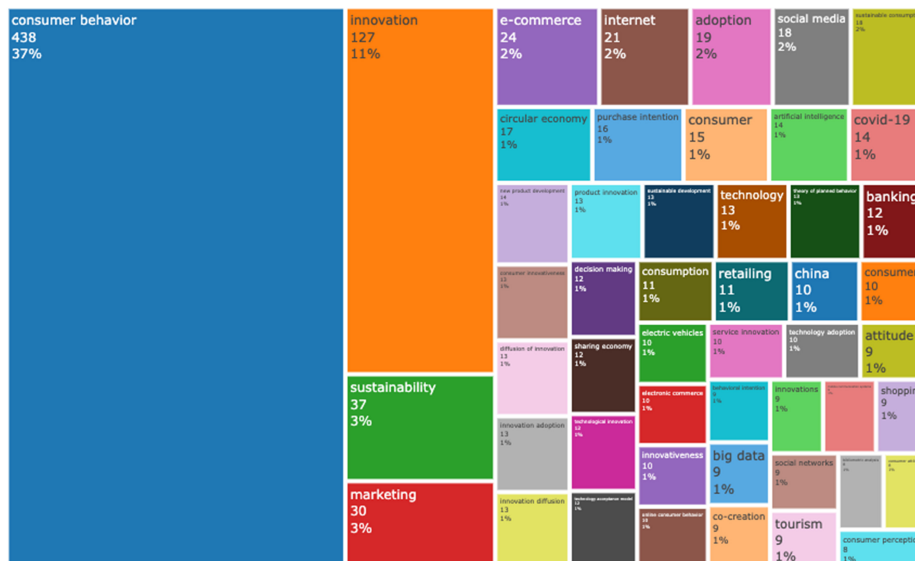


Figure 2. Word Tree.

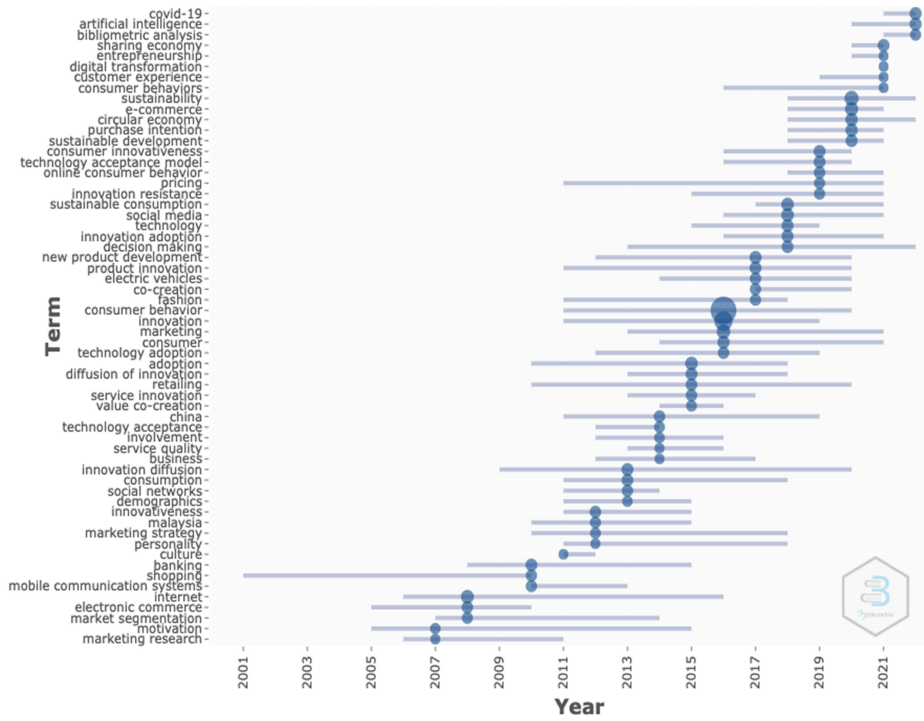


Figure 3.
Trend Topics.

right-upper quarter show the most important and developed main fields of study. Motor themes on the thematic map have three topic groups. The first group (blue) includes “sustainable,” “circular economy,” and “purchase intention” topics; the second group (gray) covers “theory of planned behavior,” “technology acceptance model,” and “behavioral intention” topics; and the third group (yellow) has “covid,” “sharing economy,” and “co-creation” topics.

The niche themes in the left-upper quarter show the topics have strong ties among themselves and differ from other topics. Niche

themes on the thematic map have two topic groups. The first group (light blue) includes “service innovation,” “communication,” and “retail” topics and the second group (brown) covers “diffusion innovation” and “demographics.”

The emerging and declining themes in the left-down quarter show the topics developing or declining topics. The emerging and declining themes have three topic groups. The first group (purple) includes “social media,” “sustainable consumption,” and “consumer innovativeness” topics; the second group (green) covers

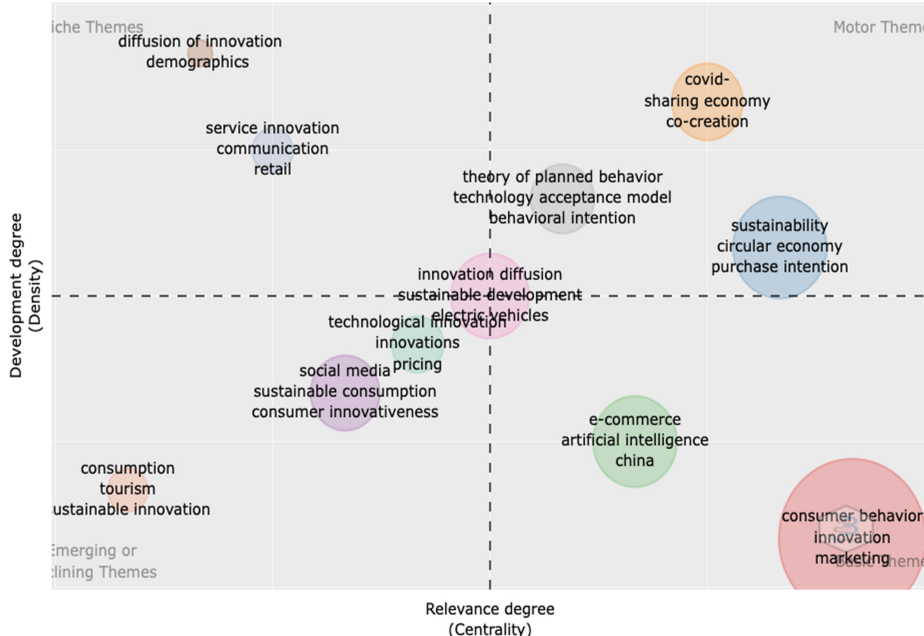


Figure 4.
Thematic Map.

“technological innovation,” “innovations,” and “pricing” topics; and the third group (orange) has “consumption,” “tourism,” and “sustainable innovation” topics.

The basic themes in the right-down quarter show the topics that include subjects of general importance for the studies to be carried out. The first group (red) includes “consumer behavior,” “innovation,” and “marketing” topics; the second group (light green) covers “e-commerce,” “artificial intelligence,” and “china.” In addition to all quarters, in the middle of the thematic map, showing the pink topic group includes “innovation diffusion,” “sustainable development,” and “electric vehicles.” If this last group developed, it will take part in the motor themes.

In Figure 5, the most cited publications in studies related to innovation on consumer behavior are presented by authors from USA, United Kingdom, China, and Germany, respectively.

Figure 6 shows the annual production of studies related to innovation in consumer behavior. According to the figure, it has been observed that the number of studies has increased gradually.

Figure 7 illustrates the corresponding author’s country. The colors of the figure mean to single or multiple authors. Green bars show a single corresponding author, and orange bars demonstrate multiple corresponding authors.

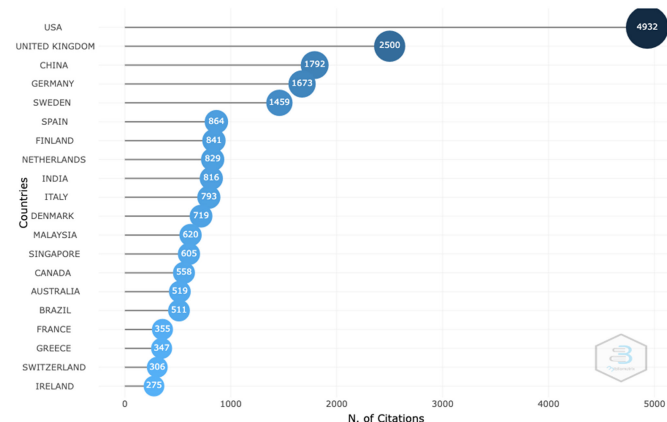


Figure 5. Most Cited Countries.

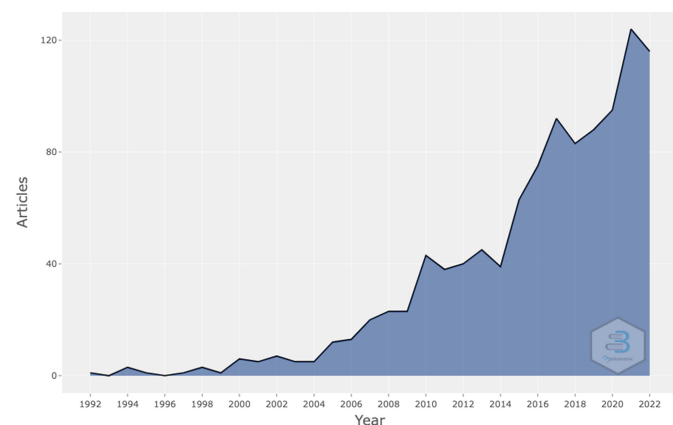


Figure 6. Annual Production.

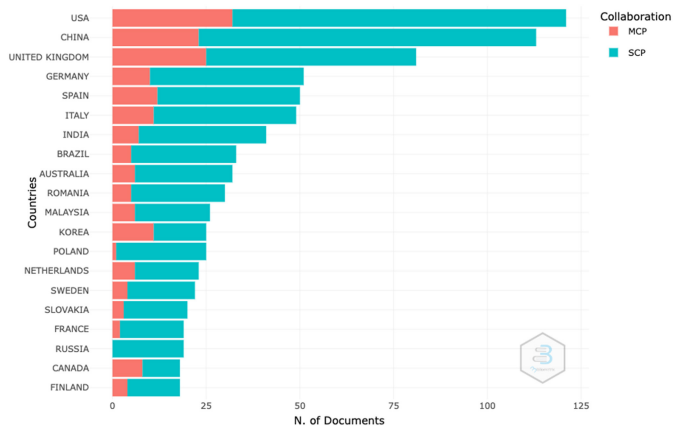


Figure 7. Corresponding Author’s Country.

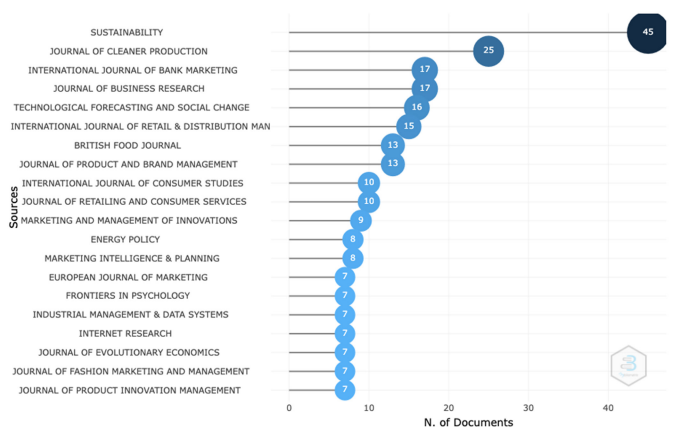


Figure 8. Most Relevant Sources.

Most relevant sources are demonstrated in Figure 8. “Sustainability” is the most relevant source of innovation in consumer behavior.

Conclusion and Recommendations

Key Findings

In the study, it is aimed to reveal the general view of the studies on innovation in consumer behavior in the literature in the last 30 years. In the studies carried out in these years, prominent topics were determined, which theories were used while studying innovation in consumer behavior, and trending topics for future studies were highlighted. As seen in Word Cloud, the concept of “sustainability” is by far the most prominent keyword in the literature. Accordingly, it is understood that studies on innovation in consumer behavior also focus on sustainability. In Word Tree, on the other hand, it has been determined that concepts such as circular economy, co-creation, and the sharing economy are included in which both sustainability and sharing are supported. In the Trend Topics graphic, it is seen that in addition to the studies carried out in the focus of the Covid-19 pandemic in recent years, studies that include both digital (“digital transformation”—“artificial intelligence”) and sustainability (“sustainability”—“circular economy”—“sustainable development”) in innovation have been emphasized. Unlike other graphics, the most frequently used theories (“theory of planned behavior”—“technology acceptance model”) in the literature are noticed in Thematic Map. In

addition, it has been seen that the topic group in the middle of Thematic Map includes the “innovation diffusion” theory, as well as “sustainable development” and “electric vehicles.” This topic group is the most suitable topic group for development. Future studies on this subject will be needed in the literature.

Further Research and Practices

Based on the findings of the study, suggestions were made under the following headings for future academic studies and practitioners in the sector.

Sustainability and Green Innovation

Environmental challenges such as climate change and resource depletion should be emphasized in future research. Policies and initiatives that encourage sector practitioners to create innovations to improve environmental sustainability and invest in green technology can be proposed. Academic research may concentrate on challenges such as creating sustainability assessment and evaluation measures, assessing green innovation processes, and examining sustainable business models.

Digital Transformation and New Technologies

In the future, advanced technologies will play an essential role. Industry practitioners may be encouraged to embrace digital transformation and provide creative solutions employing new technologies like artificial intelligence, the Internet of things, and blockchain. Academic research can look at the consequences of digital transformation, the adoption of new technologies, and data security and privacy.

Customer Experience and Personalization

Customer experience and personalization techniques are becoming more important as consumers' expectations and preferences evolve. Practitioners might be instructed to employ data analytics and artificial intelligence technology to create customer-focused innovations and deliver individualized products and services. Customer behavior, experience design, emotional commitment, and loyalty are examples of academic research themes.

Collaboration and Networking

In the innovation process, collaboration and networking facilitate the exchange of new ideas and expertise. Academic research may investigate the usefulness and success of innovation networks by cooperating with industry practitioners. These investigations can lead to the development of various approaches and metrics for assessing the efficacy and performance of innovation networks. It is also capable of identifying best practices and methods for managing collaboration and networking operations. These activities can better lead industry practitioners through the cooperation and networking processes, increasing the total impact of innovation.

Training and Talent Development

Future research should concentrate on the development of originality and creative thinking abilities. More programs and courses in innovation management and entrepreneurship might be offered by educational institutions. Practitioners could consider providing training and development opportunities to encourage their staff to embrace an innovative culture.

Data Security and Ethics

In the innovation process, data security and ethics are critical. It can help to lead the sector by addressing concerns like academic research, data protection measures, ethical standards,

and legislation. Practitioners can be given materials to help them establish and execute data security and ethical policies.

Global Cooperation and Market Potential

Innovation is a phenomenon that crosses borders. Strategies that will create a competitive edge in the global market can be suggested to practitioners in the sector by focusing on academic research, international cooperation, and market potentials.

The study and application recommendations given above are an important guide for every individual and business who want to follow the developments in the sector, discover new opportunities, and gain sustainable competitive advantage.

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Genişletilmiş Özet

Amaç: Bu çalışmanın amacı son 30 yılda (1992-2022) Web of Science veri tabanında yer alan tüketici davranışlarında inovasyon konulu çalışmalarının bibliyometrik görünümünü ortaya koymaktır.

Yöntem: Çalışmanın amacı doğrultusunda Web of Science veri tabanında konusunda "innovation" ve "consumer beh*" anahtar kelimelerini içeren makalelere R Studio programı kullanılarak sistematik literatür taraması yapılmıştır. Veri seti oluşturulurken 1992-2022 yılları arasında kalan çalışmalar seçilmiştir. Doküman türü sadece makale seçeneği seçilerek sınırlandırılmıştır. İnovasyon tüketici davranışı kapsamında ele alındığından veri setinden fen bilimleri dergileri çıkarılmıştır. Toplam 1098 makale ile veri seti oluşturulmuş ve R Studio programı ile veri seti görselleştirilmiştir.

Bulgu ve Sonuçlar: Data setine ilişkin bulgular çalışmada kelime bulutu, kelime ağacı, yıllara göre trend konular ve tematik harita gibi şekil ve grafikler kullanılarak görselleştirilmiştir. Çalışmanın kelime bulutunda "sürdürülebilirlik" kavramının literatürde en öne çıkan anahtar kelime olduğu görülmektedir. Buna göre, tüketici davranışlarında inovasyon üzerine yapılan çalışmaların aynı zamanda sürdürülebilirliğe de odaklandığı anlaşılmaktadır. Kelime ağacında ise dönüşüm ekonomisi, birlikte yaratma, paylaşım ekonomisi gibi hem sürdürülebilirliğin hem de paylaşımın desteklediği kavramlara yer verildiği tespit edilmiştir. Trend konular grafiği incelendiğinde son yıllarda Covid-19 pandemisi odağında yürütülen çalışmalara ek olarak hem dijitali ("dijital dönüşüm"- "yapay zeka") hem de sürdürülebilirliği ("sürdürülebilir inovasyon"- "dönüşüm ekonomisi"- "sürdürülebilir kalkınma") içeren çalışmaların yapıldığı vurgulanmıştır. Tematik harita'da diğer grafiklerden farklı olarak literatürde en sık kullanılan teoriler ("planlı davranış teorisi"- "teknoloji kabul modeli") göze çarpmaktadır. Ayrıca tematik haritanın ortasında yer alan konu grubunun "yeniliklerin yayılması" teorisinin yanı sıra "sürdürülebilir kalkınma" ve "elektrikli araçlar" konularını da içerdiği görülmüştür. Bu konu grubu geliştirme için en uygun konu grubudur. Literatürde bu konuda ileride yapılacak çalışmalara ihtiyaç duyulacaktır.