

The role of consumer innovativeness in gastronomy: Bibliometric analysis and future research trends

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ABSTRACT

Keywords:

Innovation,
Consumer Innovativeness,
Gastronomy,
Bibliometric Analysis,
Scopus.

Consumer innovativeness is an emerging research area in gastronomy. The objective of this study is to demonstrate the evolution of trends in consumer innovativeness since its inception and highlight the importance of consumer innovativeness in gastronomy and culinary arts. To achieve this, 152 academic studies published Scopus database between 1974 and 2024 with the term "consumer innovativeness" in their titles were analyzed. The articles were analyzed using multidisciplinary document co-citation analysis and R Studio-Biblioshiny software to identify the theoretical foundations, research topics, contexts, and methodologies of previous studies. The study examined the number of articles by year, most cited articles and authors, journals with the highest publication volume on the subject, citation counts for these journals, authors' contributions to the consumer innovativeness literature, common citation networks, countries with the highest publication output and collaboration, word clouds, common word networks, and the findings obtained. The study's findings contribute to the general understanding of the current literature on consumer innovativeness and suggest future research areas.

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1. Introduction

Companies invest millions of dollars annually on innovation to gain a competitive advantage and introduce millions of new products to existing and new markets (Millemann et al., 2022). Innovation, defined as the act of bringing something new to a product or process, is the key source of competitive advantage in contemporary economies and evolving environments (Anning-Dorson & Nyamekye, 2020; Yang et al., 2022), particularly for service businesses like accommodation and tourism enterprises (Gomezelj, 2016). The concept of consumer innovativeness emerged from the theory of innovation diffusion, which has a long conceptual and empirical history among social science theories (Dearing, 2009, pp. 503). Indeed, this theory has attracted practical and academic interest for modeling and predicting the diffusion of innovations since the 1960s (Fourt & Woodlock, 1960; Mansfield, 1961; Chow, 1967; Bass, 1969; Floyd, 1962; Rogers, 1962). The theory's prominence stems from the international richness of studies and disciplines examining diffusion, and the diversity of new ideas, practices, programs, and technologies that are the objects of diffusion (Dearing, 2009, pp. 503). Innovation diffusion theory generally focuses on understanding what triggers the adoption of a source (e.g., an idea, product, or technology) (Vargo et al., 2020, pp. 527).

Many studies have demonstrated the importance of innovativeness in the adoption of new products (Goldsmith

& Hofacker, 1991; Hirschman, 1980; Hurt et al., 1977; Manning et al., 1995; Midgley & Dowling, 1978; Steenkamp et al., 1999). Past research has shown that innovators and early adopters typically exhibit higher consumer innovativeness than consumers in subsequent adoption stages (Heidenreich & Handrich, 2015). That is, innovativeness moderates the relationship between consumption values and purchasing behavior (Steenkamp & Gielens, 2003; Hur et al., 2012; Biswas & Roy, 2015a, 2015b), making it one of the important driving forces for organizational success (Pauwels et al., 2004, pp. 143). Innovativeness play a significant role in enabling businesses to gain a competitive advantage (Vandecasteele & Geuens, 2010) and achieve their targeted performances by capturing changing industry trends (Damanpour et al., 2009, pp. 650). Yet, despite continuous improvements in marketing and product designs, most new products fail when they enter the market (Berggren & Nacher, 2001, pp. 101; Srinivasan et al., 2009, pp. 6; Fu & Elliott, 2013, pp. 257). Rapid growth and changing market demands create challenges for practitioners and marketers in service sectors like tourism and gastronomy, necessitating innovativeness for revenue generation and sustainability amidst intense competition (Wang, 2014, pp. 1). Changing conditions make consumers more open to new options, eliminating familiar routines and increasing demand for high-level services and memorable experiences (Hornig et al., 2017; Molina-Collado et al., 2022). Therefore, innovativeness can provide a significant competitive

Research Paper

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advantage for all service sectors (Gomezelj, 2016; Kim et al., 2022; Shin & Perdue, 2022).

Tourism destinations aim to offer competitive services based on resources, infrastructure, supply chains, accommodation units, restaurants, cultural activities, and shopping centers (Weng et al., 2020). They also focus on innovativeness to compete with others (Hjalager, 2002; Ebersberger et al., 2021; Noone et al., 2022). A strong correlation exists between gastronomy tourism and innovation, with food-motivated tourists tending to be more innovative (Şimşek & Selçuk, 2018, pp. 32). Gastronomy research consistently demonstrates a direct relationship between consumer innovativeness and the successful dissemination of innovative products and services. This connection underscores the need for chefs, businesses, and managers to continuously develop new services and products through innovation processes (Harrington & Ottenbacher, 2013, pp. 5; Yavuz, 2021, pp. 427; İbiş, 2022, pp. 289). Given the increasing interest in consumer innovativeness, it is important to systematically examine the literature and identify guidelines for future research. Gastronomic innovation serves as a critical strategy for adapting to evolving consumer expectations and desires while providing unique experiences. Tourists' desire for diversity and to explore new flavors significantly impacts their travel motivation (Çalışkan et al., 2019). Akyürek & Kızılçık (2019) suggest that consuming certain foods and beverages can enhance visitor satisfaction and encourage repeat visits. Similarly, Wang (2015) found that novel dining experiences positively influence visitors' behavioral intentions. When examining previous studies, it is evident that comprehensive reviews have not specifically focused on consumer innovativeness.

2. Theoretical Background

The Concept of Innovativeness

Before discussing the concept of innovativeness, it is necessary to address the concept of innovativeness itself. Rogers (1983, pp. 11) defines innovativeness as an idea, practice, or object perceived as new by an individual or another entity, while Kotler & Keller (2012, pp. 633) define it as any goods, services, or ideas that are considered new by someone, regardless of how far back they go in history. Innovativeness encompasses all activities related to creating a new product or production process, from scientific research and development to commercialization (Kamien & Schwartz, 1982, pp. 2). Innovativeness is also associated with the subjective perceptions of individuals or groups in society, not just the introduction of a new product or service to the market (Michalak & Bartkowiak, 2021, pp. 32).

A literature review reveals a lack of consensus in conceptualizations of innovativeness (Roehrich, 2004, pp. 671). Koschate-Fischer et al. (2017, pp. 521) define it as the propensity to search for new products and experience them, while Midgley & Dowling (1978, pp. 230) define it

as the degree to which an individual is open to new and different thoughts, and makes decisions without being influenced by others' experiences. Individuals open to innovativeness are more inclined to adopt product or service innovativeness earlier compared to others (Jeong et al., 2017, pp. 401).

These definitions, however, only cover the behavioral aspect of being innovative (Eryiğit, 2020, pp. 107). Yet, innovativeness can also be considered as an innate personality trait, associated with an individual's tendency to try new products more and make faster purchasing decisions than others (Im et al., 2003; Roehrich, 2004; Vandecasteele & Geuens, 2010).

Types of Innovativeness

In tourism, innovativeness refers to process innovativeness that enhances products and business processes. These two types of innovativeness have been further categorized into various subtypes. Novelli et al. (2006) divide tourism innovativeness into four groups: product, process, marketing, and management innovativeness, whereas Enz & Harrison (2008) argue that it covers five areas: business model innovativeness, products, services, processes, and marketing channels. Vila et al. (2012) discuss four types of tourism innovativeness, namely product innovativeness, process innovativeness, customer loyalty, and marketing and management innovativeness. Hjalager (2010, pp. 2) identifies five types of innovativeness: product or service innovativeness, process innovativeness, managerial innovativeness, marketing innovativeness, and institutional innovativeness. These are considered in more detail below.

Product or service innovativeness refers to new or improved changes made by a business to enhance its offered products or services. In hotels, product innovativeness may involve the alteration of existing products (e.g., updated menus or renovated hotel rooms) or the development of new service offerings (e.g., new room types or check-in technology). Zhang et al. (2020) suggest that product innovativeness can increase guest satisfaction and loyalty. Process innovativeness entails changes in the methods and procedures used to deliver a service, such as speeding up practices, reducing costs, and enhancing quality. This may involve implementing new software systems or automating tasks like check-in and check-out. Process innovativeness can increase the efficiency of hotel operations and improve guest experiences (Koens et al., 2018). Managerial innovativeness are changes made to how a business is managed or organized, such as restructuring departments, implementing new training programs, or adopting new management practices. In hotels, these innovativeness may involve transitioning to a more customer-centric approach or implementing sustainability initiatives. Marketing innovativeness involve improving one's understanding of the market, particularly customer needs, preferences, and behaviors. In hotels, marketing innovativeness may include conducting market

research to identify new target markets or developing customer personas to tailor marketing efforts. Such innovativeness can enable hotel establishments to develop more personalized and relevant approaches to guest services. A better understanding of the market can increase guest satisfaction by offering satisfying and memorable experiences (Sigala & Gretzel, 2017). Institutional innovativeness refers to changes like supported business clusters, legal frameworks, networks, and organizations (Park et al., 2023, pp. 2). Tourism businesses, for example, are innovating institutionally by forming vendor partnerships or implementing new business models to increase sales and profitability. Additionally, businesses are embracing institutional innovativeness to address various challenges, including situations such as disasters and crises (Brouder, 2020). During crisis periods, institutional innovativeness encourages tourism entrepreneurs to collaborate or compete with each other and other stakeholders within the same value chain, such as employees and suppliers (Divisekera & Nguyen, 2018). Encouraging institutional innovativeness in the tourism sector helps businesses achieve a more flexible, resilient, and sustainable structure.

Consumer Innovativeness

The concept of consumer innovativeness emerged from the theory of innovation diffusion. Due to differing perspectives on how to define and measure consumer innovativeness, there is no consensus (Roehrich, 2004; Kuswati, 2018). Nevertheless, there is a consensus in the literature that consumer innovativeness plays a significant role in determining consumers' acceptance of new products (Im et al., 2003; Kaushik & Rahman, 2014; Kim et al., 2017; Al-Jundi et al., 2019). Consumer innovativeness can be defined as the tendency of consumers to consume innovativeness as the consumption of novelty (Roehrich, 2004, pp. 671). This is further characterized as a personality trait in those individuals who seek innovativeness and tend to purchase new and different products more frequently and quickly than others (Midgley & Dowling, 1978; Manning et al., 1995; Hirschman, 1980). Similarly, according to Steenkamp et al. (1999, pp. 56), consumer innovativeness is the tendency of consumers to try new or different products or services rather than sticking with their current or past choices. Likewise, Raskovic et al. (2016, pp. 3684) define it as the inclination to purchase new products or services instead of practicing conventional consumption methods. Foxall et al. (1999) demonstrated that individuals with consumer innovativeness tendencies tend to be the first to purchase newly introduced products and services. Individuals exhibit different attitudes toward innovative products (Rogers, 2003; Koschate-Fischer et al., 2018). Consumer innovativeness becomes a consumer habit through the purchase and adoption of new products (Midgley & Dowling, 1978; Roehrich, 2004). Individuals with high levels of innovativeness have a positive impact on the evaluation of new products (Vandecasteele and Geuens,

2010). Roehrich (2004) explains consumer innovativeness as resulting from the need for differentiation, which drives consumers to seek, experience, and purchase the newest products. Consumer innovativeness involves a willingness to purchase newly introduced products or services earlier than other consumers (Hirschman, 1980; Wang et al., 2008). That is, individuals with a higher propensity to adopt new products are more interested in innovativeness, enjoy creative exploration, and desire change (Choo et al., 2014). Aaker (1990) defines consumer innovativeness as an individual's earlier acceptance of innovativeness than other individuals. The adoption and diffusion of innovativeness depends on individual characteristics and the nature of the innovativeness (Rogers, 2003). Higher consumer innovativeness is associated with increased satisfaction with a product or service, intention to reuse, and intention to recommend (Oh, 2016).

Consumer innovativeness can explain or predict specific observable consumer behaviors (Midgley & Dowling, 1978). Consumer innovativeness is both positively and negatively related to sociodemographic, behavioral, and personality factors (Ostlund, 1972; Robertson & Myers, 1969). For example, Persaud et al. (2017) showed that individual innovativeness influences consumers' purchasing decisions while Koschate-Fischer et al. (2017) found that experiencing a life-changing event increases consumer innovativeness behavior. According to Hong et al. (2017), consumer innovativeness is positively associated with both hedonic and utilitarian values. Researchers have reached different conclusions regarding the development of consumer innovativeness. Some argue that it is an innate characteristic (Wood & Swait, 2002; Im et al., 2003; Bartel & Reinders, 2011), whereas others argue that it develops later based on interest (Goldsmith et al., 1995; Citrin et al., 2000), and some argue that consumers show a uniform attitude toward adopting innovativeness (Bartels & Reinders, 2011; Kaushik & Rahman, 2014). In addition, it is emphasized that it is important for all members of society to have more or less innovativeness, as it determines the dimensions of innovativeness (Midgley & Dowling, 1978, pp. 235).

From this perspective, Venkatraman (1991, pp. 52) divides innovativeness into cognitive and sensory innovativeness. The former refers to the preference for new experiences that stimulate the mind (e.g., enjoying solving new problems), whereas the latter refers to the preference for new experiences that stimulate the senses (e.g., enjoying new activities like skydiving). In line with this, Wood & Swait (2002, pp. 2) measure the underlying foundations of innate innovativeness using two subscales that reflect the cognitive and sensory components. The first is "need for cognition," whereby consumers think about logical consequences in decision-making by avoiding abstract concepts; the second is "need for change," whereby consumers view innovativeness as a lifestyle and pursue novelty. Both elements influence the individual's overall innovativeness. Finally, Bartels & Reinders (2011, pp.

602) suggest three fundamental dimensions of consumer innovativeness: innovativeness as a personality trait or “innovativeness innate,” “interest-specific/category-specific product-based innovativeness,” and innovativeness as realized behavior or “innovative behavior”. Despite the thorough examination of innovativeness, there is still a need to improve the literature study with a more critical synthesis of past studies. This technique may expose specific gaps or inconsistencies addressed in the research. For example, whereas different research addresses the behavioral and personality characteristics of innovativeness, there is a distinct lack of agreement on the underlying mechanisms that drive these activities. Furthermore, the various definitions and classifications of innovativeness among studies indicate potential differences that require further investigation.

3. Method

Bibliometrics was first defined by Groos & Pritchard (1969) as “the application of mathematical and statistical methods to books and other forms of communication.” Bibliometrics encompasses various methodologies, such as author and document analysis, citation analysis, and word and text analysis. All these methods employ multivariate techniques to examine relationships, content patterns, and interactions among scientific publications (Haba et al., 2023). By summarizing the state of the literature, bibliometric studies play a significant role in understanding, mapping, and identifying gaps in scientific knowledge (Donthu et al., 2021). Because they rely on statistical methods, which eliminate subjective influences in assessments (Donthu et al., 2021), these studies can provide a more objective evaluation of the literature. The present study applies bibliometric analysis to quantitatively evaluate scientific studies, analyze scientific outputs, and determine research trends in one specific scientific field (Bokun & Nazarko, 2023, pp. 6). More specifically, it reviews the literature on consumer innovativeness and assesses the significance of consumer innovativeness in gastronomy and culinary arts. The study also aims to reveal emerging research trends in consumer innovativeness. By addressing several research gaps, it seeks to suggest future research directions. To conduct the bibliometric analysis, the study follows a five-step process commonly used for selecting articles and systematically analyzing data (Seuring et al., 2005; Dohale et al., 2020; Kumar et al., 2023). The study addresses the following research questions:

Q1: What is the longitudinal distribution of studies related to consumer innovativeness?

Q2: Who are the most prolific authors in consumer innovativeness?

Q3: How has the production of authors in consumer innovativeness changed over time?

Q4: What shape is the network among authors in consumer innovativeness?

Q5: Which sources related to consumer innovativeness have the highest H-index values and impact factors?

Q6: What are the most cited studies related to consumer innovativeness?

Q7: Which countries contribute the most research on consumer innovativeness?

Q8: How much international collaboration is there among researchers in consumer innovativeness?

Q9: What are the most relevant institutions regarding consumer innovativeness?

Q10: What are the main themes studied in consumer innovativeness?

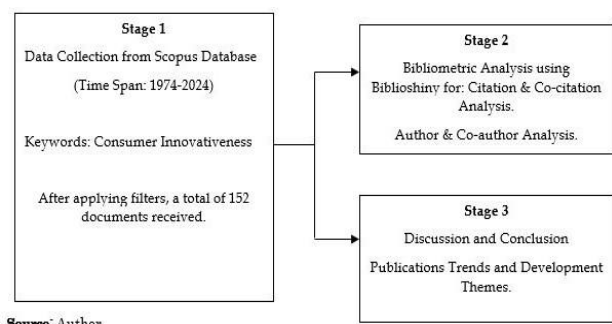


Figure 1. Schema of the study

This study utilized thorough selection criteria, such as relevance to consumer innovativeness, peer-reviewed status of papers, and language limits (English), to ensure the inclusion of high-quality, relevant research. The present study followed the following five steps in the analysis:

- Step 1. Rationale for selection of time period

The bibliometric analysis considered sources from 1974, when the first publication related to consumer innovativeness was published. The time period was also based on the research questions, purpose of the analysis, and the availability and completeness of the data.

- Step 2. Rationale for selection of database

The articles related to consumer innovativeness were gathered from the Scopus Core Collection maintained by Elsevier. This database was used because it is considered the world’s largest repository for abstracts and citations of peer-reviewed literature (Zanjirchi et al., 2019), and recognized by the scientific community as a high-quality digital bibliometric platform that provides the necessary information for wide range of subject areas (Gaviria-Marin et al., 2019).

- Step 3. Rationale for paper selection

A search was conducted in the Scopus database using the keyword “consumer innovativeness” for sources published between 1974 and 2024, which produced 152 articles for further analysis. Some articles were also excluded because they were not in English. The decision to exclude non-

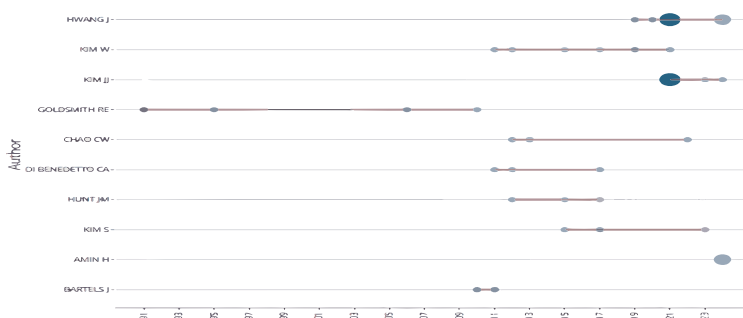


Figure 2. The time trend: academic research on consumer innovativeness (1974–2024).

Source: Scopus

English publications was made in order to maintain the study's focus and ensure consistency.

- Step 4. R Studio-Biblioshiny review and analysis

Detailed citation and co-citation analyses were conducted on the 152 articles. In addition to the analysis of definitions for conceptual clarity, the analysis was conducted on various categories such as basic analysis, publication count, journals, countries, authors, universities, sectors, and different research tools. Tables were extracted in BibTeX format and analyzed using R Studio-Biblioshiny software.

- Step 5. Identification of research gaps

Based on the review and analysis, several research gaps were identified. Based on these, scope recommendations were proposed for future research in consumer innovativeness.

4. Research Findings

Table 1 shows the basic information about the articles analyzed in the study.

Table 1: Basic statistics of articles on consumer innovativeness

Information about the data	Results
Time span	1974-2024
Sources (journals, books, etc.)	102
Annual average increase in article count (%)	3.8
Average citations per article	62.43
Document type	
Article	133
Document contents	
Authors' keywords	427
Authors	
Total number of authors	315
Authors of single-authored articles	11
Authors of multi-authored articles	304
Collaboration among authors per article (%)	2.76
International collaboration among authors (%)	27.07

Source: By author

As Table 1 shows, a total of 1,225 articles from 325 sources on consumer innovativeness and published between 1974 and 2024 were analyzed. The average annual increase in

the number of articles was 3.8%, with an average citation count of 62.43 per article. Among the analyzed articles, 133 with the key terms were reviewed, provided by 427 authors. A total of 315 authors were involved in the reviewed articles, of which 11 were single authored and 304 multi authored. The collaboration rate among authors per article was 2.76%, while the international collaboration rate was 27.07%.

Figure 3: Most frequently published author

Source: Scopus

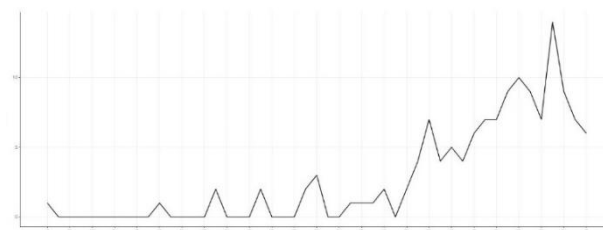


Figure 2 shows annual production of articles on consumer innovativeness from internationally indexed journals in the Scopus database. Following the first study in 1974, the numbers increased noticeably after 2008, such that 152 articles were published in 2022, 6 publications were already published by early 2024.

Figure 3 displays the most relevant authors in the field with the number of published studies of each one. The most relevant author is Hwang J. (7 studies), followed by Kim W. (6 studies), and Kim JJ. (5 studies).

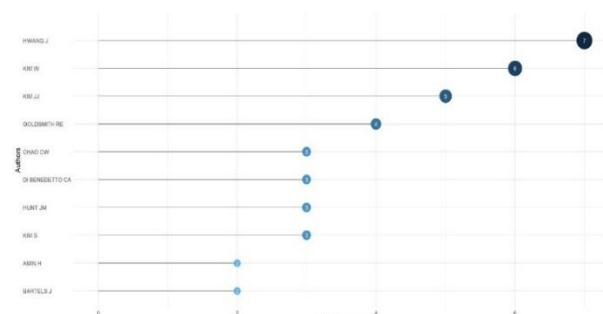


Figure 4: Authors' production over time

Source: Scopus

Table 2: Sources with the highest h-index values and impact ratings

Journals	h-index	g-index	TC	NP	YC
Journal of Business Research	5	5	795	5	2004
International Journal of Consumer Studies	4	4	111	4	2006
International Journal of Bank Marketing	3	3	625	3	2005
Journal of Consumer Marketing	3	3	380	3	2006
Journal of Global Scholars of Marketing Science: Bridging Asia and the World	3	3	41	3	2012
Journal of International Consumer Marketing	3	3	66	3	1991
Asia Pacific Journal of Marketing and Logistics	2	2	57	2	2011
European Journal of Marketing	2	2	76	2	1986
Gadjah Mada International Journal of Business	2	2	42	2	2011
Journal of Distribution Science	2	2	6	3	2016

*TC: Total citation count NP: Number of publications YC: Year of citation
Source: Scopus

Figure 4 shows author productivity over time. The size of the circle representing each author corresponds to the increase in the annual citation, while the darkness of the circle indicates the increase in the annual citation count. Overall, Figure 4 indicates that citation counts for all authors have increased significantly since 2021, especially in Hwang J.'s publications during 2021.

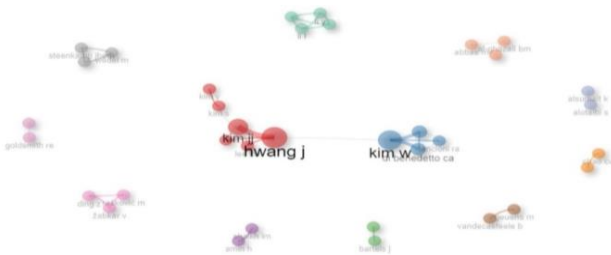


Figure 5: Co-authorship network analysis among authors
Source: Scopus

In Figure 5 shows the results of the co-citation analysis for scientific studies related to consumer innovativeness, with specific clusters within the network structure represented in different colors. Overall, there were two main distinct clusters, represented in red and blue. The most influential authors in each of the two clusters were Hwang, J. and

Kim, W., respectively. This network provides valuable insights into the impact of collaborative efforts on research progress and trends. These hyperlinks connect users to esteemed academics and potential domains for multidisciplinary cooperation, which can foster innovation in the field of gastronomy. Gaining insight into these networks can facilitate the identification of influential researchers and the exploration of topics that could potentially influence the culinary arts and consumer behavior in the gastronomy.

Table 2 presents the h-index and g-index values, total citation counts, total number of publications, and year of citation burst for the top 25 sources in consumer innovativeness, based on the h-index values, which indicate a journal's efficiency.

Regarding the h-index values in Table 2, the Journal of Business Research ranked first with an h-index value of 5 (i.e., 5 publications identified in the field). It also experienced a citation burst after 2004. The International Journal of Consumer Studies ranked second with an h-index value of 4, followed by the International Journal of Bank Marketing (h-index value = 3). Regarding number of citations received, the top three journals were Journal of

Table 3: Most cited articles

Title of study	Author(s)	PY	TC	AA
Measuring consumer innovativeness	Goldsmith R.E. & Hofacker, C. F.	1991	919	27.03
A cross-national investigation into the individual and national cultural antecedents of consumer innovativeness	Steenkamp J.B.E. & Wedel, M.	1999	825	31.73
Consumer innovativeness: Concepts and measurements	Roehrich G.	2004	465	22.14
An empirical study of innate consumer innovativeness, personal characteristics, and new-product adoption behavior	Im S. Bayus, B. L., & Mason, C. H.	2003	427	19.41
Adoption of Internet shopping: the role of consumer innovativeness	Varma Citrin A. Sprott, D. E., Silverman, S. N., & Stem Jr, D. E.	2000	356	14.24
Consumer innovativeness and the adoption process	Manning K. C. Bearden, W. O., & Madden, T. J.	1995	303	10.10
The effect of consumer innovativeness on perceived value and continuance intention to use smartwatch	Hong J.C. Lin, P. H., & Hsieh, P. C.	2017	283	35.38
The relationship between consumer innovativeness, personal characteristics, and online banking adoption	Lassar W. M. Manolis, C., & Lassar, S. S.	2005	281	14.05
Consumer innovativeness and perceived risk: implications for high technology product adoption	Hrunyawi pada T. & Paswan, A. K.	2006	246	12.95
The role of consumer innovativeness and perceived risk in online banking usage	Aldás-Manzano J. Lassala-Navarré, C., Ruiz-Mafé, C., & Sanz-Blas, S.	2009	234	14.63

*PY: Publication year TC: Total citation count AA: Annual Average
Source: Scopus

Business Research (795 citations), International Journal of Bank Marketing (625), and Journal of Consumer Marketing (380).

Table 3 displays the most cited articles, of which “Measuring consumer innovativeness” (Goldsmith & Hofacker, 1991) ranked top with 919 citations. The number of citations and the temporal distance (Yearly TM) indicate its prominence as a precursor to significant research trends. For example, the article “The effect of consumer innovativeness on perceived value and continuance intention to use smartwatch” (Hong et al., 2017) has an annual citation count of 35.38, followed by “A cross-national investigation into the individual and national cultural antecedents of consumer innovativeness” (Steenkamp et al., 1999), with 31.73. Both studies address the impact of consumer innovativeness on consumers.

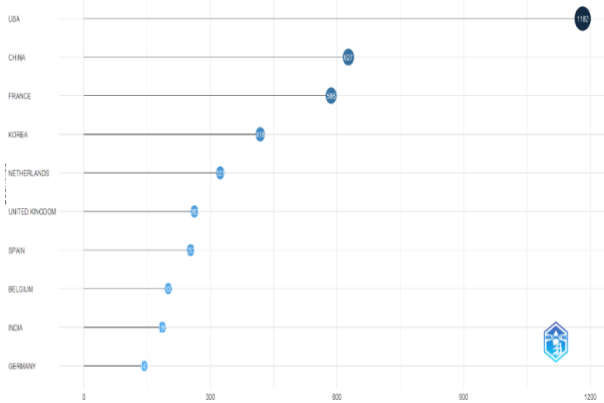


Figure 5: Most cited countries

Source: Scopus

Figure 5 presents the countries ranked by number of citations of their scientific output. The United States stands out with 1,182 citations, followed by China (627), France (586), and Korea (418).

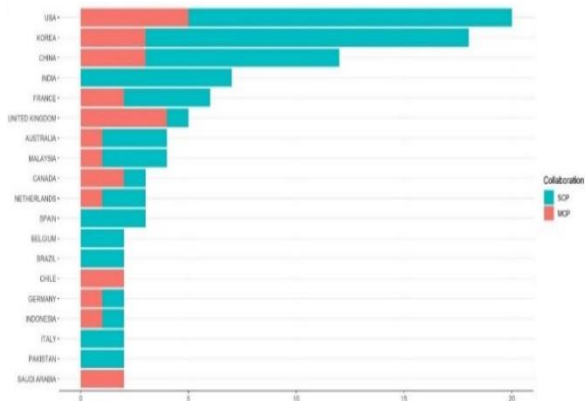


Figure 6. International collaboration among countries publishing papers on consumer innovativeness

Source: Scopus

Figure 6 shows the degree of international collaboration among the countries with the highest publication output in consumer innovativeness. SCP (Single Country Publications) measures production within the country itself, while MCP (Multiple Country Publications)

measures collaborative research among researchers from multiple countries. The United States ranks first both in terms of the number of publications and number of publications conducted in collaboration with researchers from other countries. The United Kingdom ranks second, followed by Korea and China.

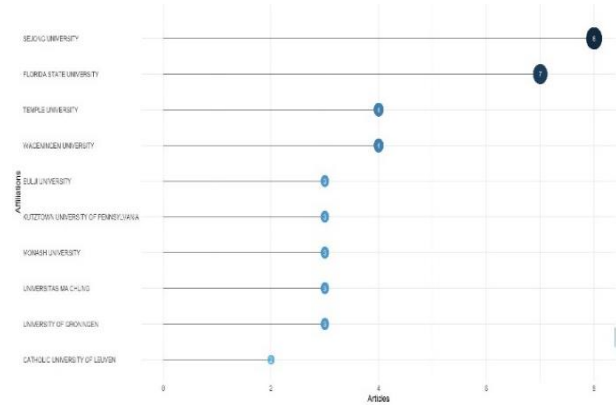


Figure 7: Most relevant institution

Source: Scopus

Figure 7 presents the institutions with the highest publication output in consumer innovativeness. Sejong University leads with 8 articles attributed to the most relevant researchers, followed by Florida State University (7), and Temple University and Wageningen University (4).

Figure 8 presents word clouds for the most frequently repeated 50 words for four different categories. The size of each word’s font size is proportional to its frequency. The first category comprises the key terms preferred by the study authors. The six most commonly used key terms were consumers, study, research, product, adoption, and intention. The second category comprises the index terms generated by the Biblioshiny software from the studies’ key words and titles. The three most frequently used

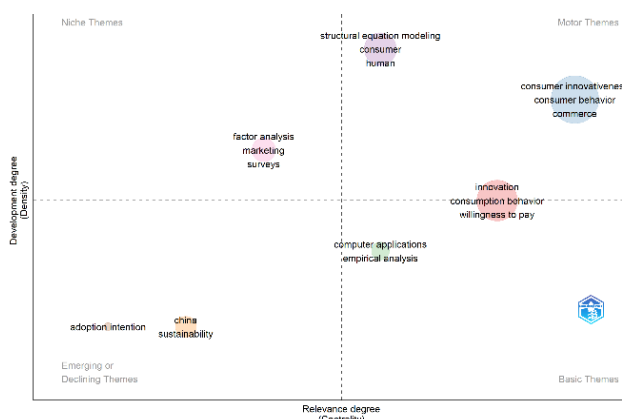


Figure 10: Thematic map

Source: Scopus

Figure 10 presents a thematic map of the keywords related to articles on consumer innovativeness. The three most prominent themes in the largest cluster (blue) were consumer innovativeness, consumer behavior and commerce. Hence, these themes represent both the fundamental research areas of the field and continue to evolve. In the area for isolated and enhanced themes, a cluster (pink) was formed by the themes innovativeness, consumption behavior, and willingness to pay. The emerging or disappearing themes included adoption intention. These issues emphasize the changing preferences and behaviors of customers, which can provide insights for culinary innovation and strategic marketing. These themes demonstrate the impact of consumer trends on gastronomy and research, facilitating the development of more focused and efficient culinary initiatives.

5. Conclusion

Repetitive purchases or consumption diminish the marginal utility and attractiveness of products, leading to consumer boredom (McAlister & Pessemier, 1982). Consumer innovativeness is also a critical factor for innovative tourists to meet their needs and thrive (Hassan et al., 2013, pp. 258; İbiş, 2022, pp. 291; Ling et al., 2023). Accordingly, catering to tourists' quest for innovativeness and access to different experiences plays a role in ensuring the future success of businesses (Levav and Zhu, 2009; Kwon et al., 2023). Consumer innovativeness has been acknowledged as a significant variable in the accommodation and tourism sector, while recent research in the restaurant industry indicates its critical importance in the successful dissemination of innovative products and services (Jin et al., 2016; Wang et al., 2018; Kim et al., 2020). The rapid growth of the gastronomy sector and the increasing need for innovativeness make it urgent to review the existing body of knowledge and outline future research agendas in a timely manner.

This study reported a bibliometric analysis of the leading research trends on consumer innovativeness between 1974

and 2024 and suggests directions for future research. Descriptive statistics, graphical outputs generated by R Studio-Biblioshiny, and cluster networks of various themes were presented and discussed. The growing trend of consumer innovativeness is demonstrated by the rise in annual publication numbers. Relevant research is mostly published in business or finance journals, such as the Journal of Business Research, International Journal of Consumer Studies, and International Journal of Bank Marketing. One of the more valuable contributions of the present study is demonstrating the evolution of research themes in articles on consumer innovativeness. Initially, many studies focused on behavior and perceived value marketing. However, researchers then began to focus on issues related to information and technological innovativeness. In light of the technological revolution in financial services, it is not surprising that researchers have shifted their focus towards topics like digital marketing and online purchasing. Technology in gastronomy allows enterprises to deliver unique and new experiences. Consumers accept and respond to these advances based on their innovativeness. An exploration of consumer innovation in gastronomy involves analyzing customer responses to novel recipes, environments, and technologies. AI and robots have transformed the gastronomy industry, allowing restaurants to offer new dining experiences. Innovative consumers are more likely to accept and enjoy innovations like robot chefs and AI-driven services (Hwang et al., 2020; Kim et al., 2021; Alotaibi et al., 2022). These consumers exhibit a higher rate of adoption of new technologies and are more inclined to experiment with new products (Lowe & Alpert, 2015). In order to be pragmatic, it is imperative that we implement these discoveries in the process of designing menus and dining experiences. Comprehending the impact of consumer innovation on various domains enables firms to adapt their strategies. Contemporary technologies utilized in menu design and service delivery have the potential to entice innovative diners and enhance their dining experiences.

6. Future research directions

Based on the review of literature, the following research gaps were identified, which could be undertaken in the future studies which suggests the following areas for impactful future research: online behavioral intentions; markets and globalization; and transforming product marketing to fit consumer innovativeness. Also future research on consumer innovativeness should explore several key areas. Firstly, the impact of artificial intelligence on consumer behavior, particularly in terms of AI-driven recommendations and their influence on the adoption of novel products, presents a significant avenue for investigation. Secondly, the relationship between sustainability and consumer innovativeness warrants further study to understand how eco-friendly products and services can drive innovative consumption patterns. Additionally, cross-cultural comparisons are essential to

comprehend how different cultural contexts affect consumer innovativeness, which can help tailor global marketing strategies. Lastly, the influence of social media on consumer innovativeness, especially through platforms and influencers, should be examined to understand its role in shaping the adoption of new products and services. These areas offer promising directions for advancing the understanding of consumer innovativeness in a rapidly evolving market landscape. Also, researchers may study how gastronomy technology affects consumer behavior or how new dining concepts affect customer pleasure. Conducting focused research on consumer innovativeness can improve academic and industrial strategy by revealing its practical implications. The study examined the current state of research on consumer innovativeness to provide future researchers with an overview of the topic, its previous development, and current trends. Given that consumer innovativeness is a multidisciplinary field of study, the data were retrieved from the Scopus database for comprehensive examination. Because the data were limited to this database, it is recommended that future studies also use databases like WoS, IEEE Xplore, EBSCO, Emerald, Science Direct, Taylor and Francis, and Springer, depending on the quality and accessibility of these databases.

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The role of consumer innovativeness in gastronomy: Bibliometric analysis and future research trends

Abstract

Consumer innovativeness is an emerging research area in gastronomy. The objective of this study is to demonstrate the evolution of trends in consumer innovativeness since its inception and highlight the importance of consumer innovativeness in gastronomy and culinary arts. To achieve this, 152 academic studies published Scopus database between 1974 and 2024 with the term “consumer innovativeness” in their titles were analyzed. The articles were analyzed using multidisciplinary document co-citation analysis and R Studio-Biblioshiny software to identify the theoretical foundations, research topics, contexts, and methodologies of previous studies. The study examined the number of articles by year, most cited articles and authors, journals with the highest publication volume on the subject, citation counts for these journals, authors' contributions to the consumer innovativeness literature, common citation networks, countries with the highest publication output and collaboration, word clouds, common word networks, and the findings obtained. The study's findings contribute to the general understanding of the current literature on consumer innovativeness and suggest future research areas.

Keywords: Innovation, Consumer Innovativeness, Gastronomy, Bibliometric Analysis, Scopus.

Authors

Full Name	Author contribution roles	Contribution rate
Nurgül Boz:	Conceptualism, Methodology, Formal Analysis, Resources, Data Curation, Writing - Original Draft, Writing - Review & Editing	100%

Author statement: Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards. **Declaration of Conflicting Interests:** The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article

This paper does not required ethics committee report

Justification: The methodology of this study does not require an ethics committee report.