An Analysis of Literature on Consumer Adoption and Diffusion of Information System/Information Technology/Information and Communication Technology

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ABSTRACT
This paper provides a comprehensive and systematic review of literature pertaining to consumer/household/residential adoption and diffusion issues in relation to ICT/IT/IS to ascertain the current “state of play” within the field along a number of dimensions. Eighty articles on the adoption, acceptance and diffusion of ICT/IT/IS, published in 54 peer reviewed journals between 1998 and 2008, were reviewed, from which information on a series of variables were extracted. The subsequent findings suggest that the positivist paradigm, empirical and quantitative research, the survey method and the TAM theory were predominantly used when investigating the topics of the adoption and diffusion of technology within the consumer/household/residential context.

Keywords: Adoption, Bibliometric Analysis, Consumer, Diffusion, E-Commerce, E-Government, E-Health

INTRODUCTION
The study of the adoption and diffusion of Information and Communication Technologies (ICTs) is one of the more mature research areas within the Information Systems (IS) discipline, however, much of the activity within this area tends to focus upon conducting investigations from the organizational and/or end-user/employee perspectives. As a result, researchers...
have been far less frequent to approach the
topic of technology diffusion and adoption
from the residential/household perspectives
of consumers and citizens. While the key role
of ICTs within business and government is
now well-recognized, it is equally important
to acknowledge that in modern society, ICTs
have become prevalent in the daily home
lives of many individuals in forms such as
e-commerce, e-government, e-learning, e-health,
and e-working. Indeed, the UN recognizes the
importance of the various participating parties
—including the citizen as well as organizations
within the digital environment in promoting the
development of the information society. This
relatively recent emergence of the technology-
contextualized home environment has, in turn,
generated numerous issues worthy of investiga-
tion. This includes understanding the awareness,
adoption and usage of emerging technologies
and electronic services, and the social exclu-
sion created due to the unequal adoption of
technology by different segments of society.
Such residential/household-related issues are
clearly of interest to IS researchers, having been
the focus of a variety of publications including
Blackwell (2004), Brown and Venkatesh
(2005), Brown et al. (2006), Dwivedi et al.,
(2006), Shannon (2006) and Venkatesh and
Brown (2001). However, given the broad range
of issues which offer potentially fruitful areas
for investigation, and the varying approaches
that may be employed to explore them, it is
sometimes unclear where such research outputs
have been published.

Reviewing and profiling the existing litera-
ture on IS/IT adoption and diffusion is likely
to be of use to researchers in assisting them to
identify currently under-explored research is-
ues and select theories and methods appropriate
to their investigation: all of which are critical
issues for conducting productive, original and
rigorous research. This will also help to identify
the existing strengths and weaknesses of the
pertinent research streams, promote discussion
regarding critical issues in the area, and assist
in the identification of alternative theoretical
and methodological perspectives (Venkatesh
et al., 2007).

There have been a number of reviews and
meta-analytic articles published in the IS area
to date. However, perhaps due to the custom-
ary inclination of the IS researcher to make use
of the Technology Acceptance Model (TAM),
almost all of the existing studies have focused
primarily upon reviewing the literature relating
to technology acceptance within the organisa-
tional context rather providing a comprehensive
review in general on the area of adoption and
diffusion within the consumer/household/
residential context (a number of these studies
are identified and briefly discussed). Thus, the
general aim of this exploratory paper therefore
is to provide a more comprehensive and sys-
tematic review of the literature pertaining to
IS/IT adoption and diffusion research in order
to ascertain the current “state of play” within
the area along a number of dimensions. This
overall aim is realised by means of the following
objectives: 1) to identify the journals publish-
ing most articles on IS/IT adoption, acceptance
and diffusion within the consumer/household/
residential context; 2) to present the general
trends on adoption and diffusion research ac-
cording to the year of publication; 3) to identify
countries (and hence areas of greatest activity)
with the largest number of publications on IS/
IT adoption, acceptance and diffusion within
the consumer/household/residential context; 4)
to identify authors active in the area of IS/IT
adoption, acceptance and diffusion consumer/
household/residential context; 5) to classify
the publications according to three keywords
‘Adoption’, ‘Acceptance’ and ‘Diffusion’;
6) to classify the publications according to
three keywords ‘Consumer’, ‘Household’ and
‘Residential’; 7. to classify adoption and dif-
fusion publications according to the research
paradigm; 8) to classify adoption and diffusion
publications on the basis of their use of primary
research data (empirical and non empirical); 9)
to classify adoption and diffusion publications
on the basis of the nature of primary research
data (quantitative and qualitative); 10) to

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