

CONSUMER ADOPTION JOURNEY: DEVELOPING AN INTEGRATED FRAMEWORK

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The thesis placed significant emphasis on exploring the consumer technology adoption journey from two distinct perspectives: the conceptual level and the framework-based level. It comprises three separate studies aimed at achieving this goal. Firstly, a systematic literature review (SLR) was conducted to provide a comprehensive overview of the existing research on the adoption journey. Secondly, a thorough definition and scale development were undertaken to establish a clear understanding of consumer technology adoption. Lastly, an integrative framework was developed to provide a holistic view of the adoption process. The study primarily focuses on the context of smart products, which play a crucial role in the phygital transformation across various industries including retailing, hospitality and tourism, as well as personal and work-related affairs.

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