

Emotions and consumers' adoption of innovations: an integrative review and research agenda

C. Valor Martínez; P. Antonetti; B. Crisafulli

Abstract-

**The dominant models of innovation adoption have traditionally overlooked the role of emotions, despite the relevance of this construct in consumer decision-making. To address this historical gap, a notable stream of research on emotions in innovation adoption has emerged in recent years. To enrich our understanding of the psychology of innovation adoption, this paper integrates insights from research on emotions in psychology with a **

Index Terms- Consumers; Technology; Discrete emotions; Integrative review; Innovation adoption; Affect

Due to copyright restriction we cannot distribute this content on the web. However, clicking on the next link, authors will be able to distribute to you the full version of the paper:

[Request full paper to the authors](#)

If your institution has an electronic subscription to Technological Forecasting and Social Change, you can download the paper from the journal website:

[Access to the Journal website](#)

Citation:

Valor, C.; Antonetti, P.; Crisafulli, B. "Emotions and consumers' adoption of innovations: an integrative review and research agenda", Technological Forecasting and Social Change, vol.179, pp.121609-1-121609-16, June, 2022.