

From Idea to Impact: Reviewing Innovation Perspectives of Creators and Consumers in The Foodservice Sector

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Abstract

The foodservice industry is in a constant state of evolution, driven by the necessity for innovation to remain competitive. In this study, firm and consumer perspectives on innovation in the foodservice industry are examined. A comprehensive literature review of innovation in the foodservice industry is conducted, highlighting the different perspectives innovation can take, such as firm innovation, consumer innovativeness, and customer perceived innovativeness. Innovation is a complex concept that necessitates a holistic understanding and measurement of each perspective, as well as the consideration and collaboration of multiple perspectives when analysing innovation. Overall, the review finds that successful innovation in the foodservice industry requires a deep understanding of the needs and preferences of consumers. By focusing on the journey from idea to impact, the review provides valuable insights into how innovation can drive growth and success in the foodservice sector.

Keywords:

Innovation, innovativeness, firm innovation, consumer innovativeness, customer perceived innovativeness, foodservice

1 Introduction

Innovation has become a buzzword in today's rapidly changing world as businesses and organisations strive to stay competitive in a constantly evolving marketplace. The Global Innovation Index, which ranks countries based on innovation capabilities, shows a strong correlation between innovation and economic growth (WIPO, 2021). Countries that invest in innovation tend to have higher economic

development and competitiveness levels. Schumpeter (1934), one of the greatest economists, was the first to identify innovation as the bedrock of entrepreneurship, defining it as new methods of doing things better or unique combinations of production components (Liberto et al., 2022). Schumpeter's innovation concept can be applied in a variety of ways, including the introduction of a new product or a new form of an existing product that is of more outstanding quality than its predecessors; new market expansion; acquisition of new sources of raw materials; and the creation or destruction of a new industry structure in a monopoly position (Kotsemir et al., 2013; Śledzik, 2013). The two main functions of a corporate enterprise, according to Drucker (1954), were innovation and marketing. He emphasised the significance of innovation in entrepreneurship, stating that innovation should be viewed as a business opportunity to develop new or improved products and services (Alum & Drucker, 1986; Hofstrand, 2010). Then, European Commission (1995) defined innovation as the renewal and expansion of a company's product and service offerings, as well as the associated markets; the development of new manufacturing, supply, and distribution methods; and the implementation of changes in management, work organisation, and employee working conditions. As a result, the firm creates better products and services or improves production factors and output systems for business growth (Burgelman, 1984), improved profitability (Zahra & Covin, 1995), and competitive advantage (Covin & Miles, 1999; Shepherd & Patzelt, 2017).

However, from a realistic or theoretical perspective, many innovation-related issues are difficult to explain and measure. In reality, the firm's innovation effort does not achieve a satisfactory business outcome. In theory, unresolved problems concerning the process of the mechanism by which the innovation can explain the firm's competitive advantage remain. For example, what kind and degree of innovation does it encourage the consumer to undertake? How do the implementation and the change lead to innovation? The literature is either outdated, or the issues discussed are not sufficiently narrow; no scholars specifically review and summarise the existing related studies from the perspective of companies and consumers. The measurement of innovation was relatively shallow even for the latest research; for instance, only four vague items are measured for perceived innovativeness: "This firm changes the market with its offers," "This firm is a creative firm," "This firm is the first to launch new solutions," "This firm is an innovative firm" (van Riel et al., 2021). Some research adopted three to five items to measure innovativeness perspectives. Even though the studies on the relationship of innovativeness, either antecedent or outcome variable, have been quite rich, views are mixed and lack of coordinated perspective. Therefore, this paper reviews and provide insights on future relationship research to measure innovativeness perspectives, either within companies or amongst consumers, in a more comprehensive and holistic perspectives measurement.

2 Innovation and innovativeness

Although the business marketing literature may use the term's "innovation" and "innovativeness" interchangeably, they do have distinct connotations. Innovation is

explored on the outcome of the firm innovation effort (Kuczmarski, 2003; Schumpeter, 1934), whereas innovativeness relates to the business's ability to adapt to new ideas, services, and promotions (Crawford & Di Benedetto, 2003; Kunz et al., 2011). Novelty and newness of a firm were highlighted through past innovation studies (Grewal et al., 2011; Gunday et al., 2011; Johannessen et al., 2001), where they refer to the quality of being new, original, or unusual (Cambridge English Dictionary, n.d.). The new product, new service, new production technique, new market, new trading sources, and new organising method are some innovation activities that have developed throughout time (Johannessen et al., 2001). Innovation can be described as an outcome, a procedure, or a mindset (Kuczmarski, 2003). Product innovation, process innovation, marketing innovation, business model innovation, supply chain innovation, and management innovation are all examples of innovation as an outcome (Kahn, 2018).

There is a growing interest in the innovativeness concept of different marketing organisation structures, including the retail market (Grewal et al., 2011; C. Y. Lin, 2015), technology firms (Hong et al., 2017; Leckie et al., 2018; Zhang et al., 2020), hotel and foodservice industry (Ariffin & Aziz, 2012; Gómez-Rico et al., 2021; Jin et al., 2015; E. Kim et al., 2018). Innovativeness enables companies to differentiate themselves from competitors by creating unique products, services, or business models that meet customers' changing needs and desires (Teng & Chen, 2021). Innovativeness can drive growth by opening new markets, increasing market share, and generating new revenue streams. Companies that are unwilling to innovate have a risk of falling behind in a constantly evolving business environment. Innovativeness enables companies to adapt to changing market conditions, consumer trends, and emerging technologies, ensuring long-term success. Companies known for their innovativeness are often perceived as forward-thinking and dynamic, which can create a positive reputation and brand image in the eyes of consumers and investors (Calantone et al., 2002). Companies and organisations prioritising innovation are more likely to stay competitive, generate higher profits, and create new opportunities for growth and expansion (Hallak et al., 2018). By cultivating an innovative culture and investing in research and development, companies can unlock new opportunities and stay ahead of the curve.

Past researchers have looked at two perspectives of innovativeness in the service sector: firm innovativeness characteristics and customer innovativeness (Gómez-Rico et al., 2021; Hong et al., 2017; Jin et al., 2016; Karabulut, 2015). Firm innovativeness refers to the firm's competence in developing innovative efforts (Hurley & Hult, 1998). In contrast, consumer innovativeness is regarded as the individual's proclivity to acquire new things more frequently and rapidly than others (Midgley & Dowling, 1978). Both carry the unique area of innovativeness in the business value exchange, which involves the firm's capacity to supply novel products and the customer's ability to accept and discover innovativeness items. Innovative businesses are adaptable and receptive to a competitive market, while innovative consumers act as opinion leaders who are prepared to explore a variety of goods and influence other customers by sharing their experiences (Goldsmith et al., 2003; Hyun & Han, 2012). The idea of innovativeness in terms of the firm and consumers is crucial in establishing an innovative marketplace. The major challenge for future research is whether to stand on the innovativeness

perspective of owners or consumers. Both perspectives are essential in understanding the dynamics of innovation and creating an innovative marketplace. From the firm's perspective, innovativeness is critical to its survival and success in a competitive marketplace. Innovative businesses are more adaptable to changing market conditions and can develop new products and services that meet evolving consumer needs. They are also better positioned to respond to disruptive technologies and emerging trends, giving them a competitive advantage. On the other hand, innovativeness is also essential from the consumer's perspective. Innovative consumers are early adopters willing to try new products and services and provide business feedback. They can influence other consumers by sharing their experiences, leading to the adoption of innovations. Firm innovativeness and customer innovativeness are different but somehow related because the degree of consumer innovativeness could influence the judgement of firm innovativeness.

Thus, future research should aim to understand how the perspectives of both owners and consumers can be integrated to create an innovative marketplace. It requires understanding how businesses can effectively engage with innovative consumers to co-create new products and services that meet their needs. In addition, examining how consumers can provide feedback to businesses that foster ongoing innovation and improvement is also important. An ideal innovative marketplace is where businesses and consumers work together to create new and better products and services that benefit everyone involved. The major challenge for future research is that existing studies are mainly based on empirical methods, and theoretical research on related issues needs to be vigorously promoted. However, theoretical research involves many situations and complicated conditions, and obtaining valuable results is difficult, thus necessitating the continuous advancement of basic research.

3 Firm innovativeness in the foodservice sector

Several previous studies explored the innovation dimensions from the perspectives of foodservice owners or managers in order to understand the firm's innovation effort (Chattopadhyay & Shah, 2014; Chou et al., 2012; Ivkov et al., 2016; Lee et al., 2016, 2019; Ottenbacher & Harrington, 2009). They looked at many elements of innovation that the owners had used in their foodservice business. Some research concentrated on a single aspect of innovation, such as M. C. Ottenbacher & Harrington (2009), who identified the contribution of product innovation to quick-service restaurant performance. Other researchers explored the firm innovativeness in various aspects, including product, process, menu, marketing, management, and technology. Chattopadhyay and Shah (2014) determined the positive effect of fundamental innovativeness in restaurants in order to achieve organisational performance, such as product, service, marketing, and process innovation. Ivkov et al. (2016) advocated five innovation areas in the restaurant industry, which were design and atmosphere, food and beverages, technology application, responsible business, and human resources. The restaurateurs ranked food and beverage innovativeness as the most vital innovation area based on their business experiences. Lee et al. (2016) adopted five types of

innovation (product, service, process, management, and marketing) which significantly impacted restaurant performance. Then, Lee et al. (2019) explored the development of the innovation process and the obstacles to innovation. The summary of the research findings is reported in Table 1.

Table 1: Summary of firm innovation research

	Author	Focus	Methodology	Key findings
1	Ottenbacher & Harrington (2009)	To outline the innovation process activities described by quick-service restaurant (QSR) managers	Qualitative method: Six semi-structured interviews with QSR chain executives Context: Quick-service restaurant chains	A new product innovation process is structured: Product optimisation, operational procedures, training, marketing
2	Chou et al. (2012)	To investigate the perceived innovation characteristics, attitudinal and behavioural decision factors on adopting green practices in the restaurant industry in Taiwan	Quantitative method: survey; SEM Context: Taiwan restaurant industry Sample: 245 restaurant practitioners (e.g., owners, managers, chefs, supervisors)	Perceived innovation characteristics cover four dimensions: relative advantage, compatibility, complexity and observability. Perceived innovation characteristics have direct positive effects on attitude and indirect positive impacts on behavioural intention to adopt green practices
3	Chattopadhyay & Shah (2014)	To examine a possible relationship between innovativeness, effectiveness and efficiency of a restaurant.	Quantitative method: survey; regression analysis Context: Indian restaurant industry Sample: 175 restaurant owners/managers	Service innovation leads to operating effectiveness, increasing customer service level, quality, and satisfaction.
4	Lee et al. (2016)	To examine a higher-order structural model investigating business innovation, the owners' entrepreneurial self-efficacy (ESE), and human capital as drivers of restaurant performance	Quantitative method: survey; PLS-SEM Context: café restaurant Theory: Self-efficacy theory, theory of innovation	Five types of innovation: product, service, process, management, marketing Restaurant innovation activities positively influence restaurant performance.
5	Ivkov et al. (2016)	To identify current innovation activities from manager's perspectives of the restaurant industry	Quantitative method: survey; ANOVA Context: Full-service casual dining restaurant industry in Serbia, Slovenia, and England Sample: 74 restaurant managers	Food and beverages ranked as the most important innovation area in the restaurant industry, followed by human resources, design/atmosphere, technology application, and responsible business.
6	Hallak et al. (2018)	To examine a theoretically derived structural model on	Quantitative method: survey, telephone	The restaurant owner's degree of innovation

		resilience, creative self-efficacy, firm innovation, and performance in the context of upscale restaurants	interviews; PLS-SEM, MGA Context: Australian upscale restaurant sector Sample: 187 restaurant operators	significantly affected the firm performance.
7	Lee et al. (2019)	To explore the sources for creative ideas, the different types of innovations, and barriers to their implementation.	Mixed method: survey, telephone interviews; thematic analysis Context: Australian restaurant industry Sample: 18 restaurant owners	Types of innovation developed: marketing, product, process, management

Foodservice practitioners showed the importance of firm innovation in gaining competitive advantage and firm performance. Innovation can take many forms, such as the introduction of new menu items, improvements in the efficiency of operations, or the use of new technology to enhance the customer experience (Sharafuddin et al., 2022). For instance, the Third Wave café in Torquay, Australia, which is situated on a beautiful stretch of coastline, was innovatively designed by employing eco-friendly materials. By repurposing weathered sheet metal, which can be easily disassembled and relocated, the interior structure is both attractive and functional (Alyssa et al., 2022). Then, Bluedot's Tempo suite of services is an excellent example of a firm leveraging technology to innovate and meet the changing needs of its customers. Inspired by Pokemon-Go, it offers drive-through and curbside pickup and provides augmented reality experiences to customers while they wait (Gagne, 2022). Innovation is critical in the foodservice industry because it is a highly competitive marketplace. Consumers are constantly seeking new and unique experiences, and by innovating, foodservice businesses can differentiate themselves from their competitors and create a unique value proposition for their customers (Paus et al., 2022). Innovation enhances firm performance, reduces costs, and increases profitability by refining processes and management procedures (Lee et al., 2019). For instance, new technology could enhance customer experience, which reduces waiting time and simplify financial calculation; thus, a business can improve customer satisfaction and loyalty, leading to repeat business and positive word-of-mouth. Business that embraces innovation could gain a competitive advantage and achieve sustained success in a highly dynamic and competitive marketplace.

4 Consumer innovativeness in the foodservice sector

Customer innovativeness, on the other hand, was primarily assessed in order to evaluate the prospective customer acceptance of innovation (Hwang et al., 2020). Consumer innovativeness refers to the degree to which an individual is willing to adopt and use new products, services, and ideas (Hyun & Han, 2012). Consumer innovativeness is often more prominent in the technology sector because technology

products and services are often characterised by rapid change, continuous improvement, and a high degree of complexity (Hong et al., 2017; Zhang et al., 2020). Companies that involve technology often rely on innovative consumers to drive the adoption of new products and services. Innovative consumers are often early adopters of new technologies and are more likely to share their experiences with others, influencing the opinions and behaviours of their peers. In the hospitality sector, consumer innovativeness dimensions were mainly developed in the setting of the robotic restaurants, where the researchers inspect the customers' inclination to accept new service offerings rather than standard employee service. When new service technology or production methods are established, the degree of customer innovativeness becomes critical, as it can forecast the success of the innovation idea (Lowe & Alpert, 2015). Consumers who are early adopters of new technologies may be more likely to be innovative, as they are willing to take risks and try new things. Table 2 displays the summary of consumer innovativeness research in the foodservice industry.

Table 2: Summary of consumer innovation research

Author	Focus	Methodology	Key findings
1 Hyun & Han (2012)	To create and test a model of a patron's innovativeness formation toward a chain restaurant brand.	Qualitative method: Internet survey; AMOS SEM Context/sample: 433 chain restaurant patrons	Innovativeness: "try new menu next time", "tell my friends about the new menu", "try the new menu before other people try it" Patrons' innovativeness is formed by satisfaction, trust, brand attitude, advertising effectiveness, sales promotion, and perceived risk in new menu trial
2 Hwang et al. (2020)	To understand the role of motivated consumer innovativeness	Quantitative method: survey; SEM Context/sample: 427 robotic restaurant customers in Korea	Motivated consumer innovativeness cover four dimensions: functional, hedonic, cognitive, social Consumer innovativeness positively impact on the overall image of a robotic restaurant.
3 Jin et al. (2016)	To examine the impact of consumer innovativeness and restaurant image in upscale restaurant	Quantitative method: survey; SEM Context/sample: 398 upscale restaurant patrons residing in the United States	Consumer innovativeness: "among the first to try latest menu", "first to know the names of the latest food", "know latest menu before others". Innovative customers, grateful to the restaurant for having their needs for novelty satisfied, were more likely to perceive prices as fair and were more likely to report positive behavioral.
4 Kim et al. (2021)	To apply the concept of consumer innovativeness to the robotic restaurants field	Quantitative method: survey; SEM Context/sample: 409 robotic restaurant customers in Korea	Consumer innovativeness consists of four dimensions: quality experience seeking, hedonic experience seeking, venturesomeness, social distinctiveness Consumer innovativeness has a positive effect on overall image, increases desire, and improve word-

			of-mouth intentions / intentions to use
5	Li et al. (2021)	To propose a new serial mediation model by focusing on two sub-dimensions of consumer innovativeness (i.e., social, hedonist innovativeness)	<p>Quantitative method: online questionnaire; SEM</p> <p>Context: organic food sector</p> <p>Sample: 1037 Chinese consumers</p> <p>Theory: diffusion of innovation (DOI) theory, theory of planned behavior (TPB)</p>
			Social innovativeness affects organic food adoption behaviour, while hedonist innovativeness affects organic food adoption behaviour only through the mediation of consumer knowledge or the serial mediation of consumer knowledge and consumer attitudes.

Consumer innovativeness is a multidimensional construct that reflects the extent to which consumers are open to change and willing to take risks when it comes to trying new things. Dimensions including functional, hedonic, cognitive, social, quality experience seeking, hedonic experience seeking, venturesomeness, and social distinctiveness were examined by past studies (Hwang et al., 2020; J. J. Kim et al., 2021). Consumers who are high in innovativeness tend to be more receptive to new products and services, more likely to seek out information about new products and services, and more willing to experiment with new ideas and approaches. Consumer innovativeness is important for businesses because it can help them identify potential early adopters of new products or services, and design marketing strategies that appeal to these innovative consumers. It can also help businesses to develop new products and services that meet the evolving needs and preferences of consumers, and stay ahead of competitors in the market.

5 Innovativeness in customer perspectives

Considering both parties in the product-value exchange of a business, the customer-centric viewpoint on the firm innovativeness is emerging in the literature. The findings would have been more useful if they had addressed customer perception of the firm's innovativeness. The customer perceived innovativeness relates to the customer's subjective assessment of a firm's potential to generate unique and innovative output (E. Kim et al., 2016). Customer perceived innovativeness differs from customer innovativeness in that perceived innovativeness pertains to the customer's opinion of the company's innovativeness, whereas customer innovativeness refers to the customer's willingness to accept novel offerings. Innovativeness research trend shifted from the firm's view (owners or managers) (Calantone et al., 2002; H. F. Lin, 2007; Ottenbacher & Harrington, 2009) to the customer perspective (E. Kim et al., 2018; C. Y. Lin, 2015). The customer-centric notion is based on Kunz et al. (2011)'s concept of firm innovativeness, in which the customer assesses the company's ability to supply unique and innovative features and performance. It is the consumers' personal view and attribution of a firm's capability based on the information, knowledge, and experience.

At the same time, consumer innovativeness and customer perceived innovativeness are related concepts but different. Consumer innovativeness is a trait or characteristic of a person, while customer perceived innovativeness is a perception of the product or service from the customer who is using it. Consumer innovativeness is an individual-level characteristic that is relatively stable over time and is influenced by factors such as personality traits, lifestyle, and socio-demographic characteristics. Customer perceived innovativeness, on the other hand, is a product- or service-level characteristic that can vary depending on the context, purchase experience, and comparison with other products or services. Consumer innovativeness focuses on the decision-making process in adopting new products or services, but customer perceived innovativeness focuses on the perception of how innovative a specific product or service from the customer perspectives. In addition, they are measured differently, as consumer innovativeness assess an individual's attitude towards innovation, their perceived risk associated with adopting new products, and their willingness to pay a premium for innovative products, while customer perceived innovativeness examines a customer's perception of the product or service's novelty, uniqueness, and originality. Jin et al. (2015) defined perceived innovativeness as the consumer view of a firm's long-term creative capabilities, proven through unique and novel solutions and offerings.

Customers assess and appraise the innovativeness of firms in various aspects, including new market offers, innovative product characteristics, novel design aspects, and creative promotional approaches, as well as the company's overall innovativeness image and dynamic market activity in comparison to its' competitors (Jin et al., 2015; E. Kim et al., 2016; Kunz et al., 2011). Customer perceived innovativeness is affected by the firm's newness, creativity, and market differentiation (Kunz et al., 2011). Customer perceived innovativeness refers to the degree to which consumers perceive a product or service as innovative, novel, or unique. A product or service that is highly creative and unique compared to other offerings in the market is more likely to be perceived as innovative by consumers. Customers may regard a company as innovative if its differentiated products, services, designs, and marketing approaches perform well in the marketplace. Thus, the market impact and performance of a firm's innovation efforts can be assessed by assessing the customer perceived innovativeness, as a firm will not be viewed as innovative if its unique ideas fail in the market. Another critical role of monitoring customer perception of innovativeness is to interpret and foresee the customers' rejection and negative responses to new items that corporations anticipated would be effective (Lowe & Alpert, 2015). Understanding customer perceived innovativeness provides insights and contributes to the literature on innovation management as well as the targeted customers' acceptance level in the innovation domain (Magnusson et al., 2014). The foodservice firm's product, technology, and marketing trend can be observed and analysed through a systematic innovation management. The summary of past literature regarding customer perceived innovativeness is showed in Table 3.

Table 3: Summary of customer perceived innovativeness research

Author	Focus	Methodology	Key findings
1 Jin et al. (2015)	To test perceived restaurant innovativeness, perceived image of restaurant innovativeness, brand credibility, brand preference, and customer loyalty	Quantitative method: survey, SEM Context/sample: 375 patrons of U.S. fine-dining restaurants	Five dimensions of perceived innovativeness: food quality, environment quality, service quality, satisfaction with existing service, and price fairness. Perceived innovativeness of food quality, perceived innovativeness of environment quality, and price fairness are significant predictors of perceived image of restaurant innovativeness.
2 Kim et al. (2018)	To identify customer perceptions of restaurant innovativeness	Mixed method: written interviews, questionnaire; NVivo, SEM Context/sample: 514 restaurant customers	The four dimensions: menu, technology-based service, experiential, and promotional contributes to the second-order customer perceptions of restaurant innovativeness construct
3 Clauss et al. (2019)	To study the influence of customers perceived business model innovativeness (CPBMI) on customer satisfaction and customer value co-creation behavior	Quantitative method: survey; PLS-SEM Context/sample: 435 restaurant customers in Germany	Three dimensions of customer perceived business model innovativeness: value creation, value proposition, value capture Perceived value creation innovativeness and value proposition innovativeness positively affect customer satisfaction and customer value co-creation behavior.

Customer perceived innovativeness construct is gaining interest in the foodservice research field, as the perceived innovativeness by customers may not correspond to the firm's effort and investment viewed by the owners and managers. Jin et al. (2015) first started to discuss the role of customer perceived image of restaurant innovativeness in various quality aspects, such as the perceived innovativeness of food quality, environmental quality, and service quality. Then, Kim et al. (2018) developed and conceptualised a multidimensional scale of customer perceptions of restaurant innovativeness, which are the perceived menu, technology-based service, experiential, and promotional innovativeness. Menu innovativeness focuses on uniqueness, food trends, new quality-based product and customisation, while service innovativeness involves technological advancement in food ordering, convenience procedures and cutting-edge service. Other experiential factors include atmosphere, and employee interaction, while promotional innovativeness involves marketing programs, and communication platforms. Later, scholars applied the concept of multidimensional customer perceived innovativeness and investigated the interrelationship between customer behaviour in the context of the restaurant (E. Kim et al., 2019; Teng & Chen, 2021; Yen et al., 2020).

In the midst of fierce competition, developing innovation in the foodservice business was vital for improving quality and performance to gain sustainability and competitive advantage (Ottenbacher & Gnoth, 2005). Researchers and practitioners are increasingly interested in how to innovate in the service industry (Ebersberger et al., 2021; Shin & Perdue, 2022). Considering patents and copyrights in the service sector are difficult to access, continual innovation is essential to remain competitive. Service providers can compete on the value of money by using innovative management structures, technology to improve operational efficiency, and delivery techniques (L. Lin, 2013). Innovation in the foodservice industry can take many forms, such as developing new products or services, introducing new preparation techniques, creating new marketing models, or adopting new technologies. Customer perspectives on firm's innovation can be a valuable source of feedback for firms that are seeking to improve their innovation strategy and performance. Firms can identify areas of strength and weakness, refine their innovation strategy, and prioritise investment decisions. This provides a competitive advantage as businesses could respond to changing consumer preferences and market trends. Customer perceptions on the innovative features or benefits of their products can help firms enhance their product development process, prioritise investment in research and development, and differentiate their products from competitors. Firms can evaluate the effectiveness of their innovation initiatives, identify areas of improvement, and benchmark themselves against competitors by tracking changes in customer perception of their level of innovation.

6 Conclusion and recommendation for future research

In conclusion, innovativeness is needed to examine from multiple perspectives, as the concept highlights the complexity and the need for a multidisciplinary approach to understand its implications and applications. Innovativeness is a multifaceted concept that can be understood and applied in various ways, depending on the context and purpose. It emphasises the importance of considering multiple perspectives when examining innovativeness and the need for ongoing research and collaboration to advance our understanding of this complex phenomenon. The review of innovativeness acknowledges the numerous factors that contribute to it, including creativity, newness, quality, and customer perception. It highlights the significance of innovativeness in driving business success and consumer behaviour.

While there has been a significant amount of research on innovativeness, several areas still require further exploration. In detail, follow-up studies are suggested to conduct the following potential research directions, as innovativeness is a vast concept. Some potential future research topics can be studied, including emerging technologies, a comprehensive and reliable scale of innovativeness, and the impact of innovativeness on employee outcomes. Future research may examine how new technology could drive innovation, which in turn, foodservice firms can leverage these technologies to gain a competitive advantage. Additionally, future research could focus on refining and validating existing measures or developing new ones that capture the multidimensional

nature of innovativeness. While innovativeness is often associated with business performance, its impact on employee outcomes, such as job satisfaction and engagement, is poorly understood. Employee well-being and productivity regarding the firm's innovation effort can be studied in the future.

Overall, innovativeness is crucial for creating value for foodservice businesses and consumers' loyalty, and for remaining competitive in a constantly evolving market. Innovativeness is examined from multiple perspectives, including the firm, consumer, and customer perception. From the firm's perspective, innovativeness is a vital component of the long-term success of any business. Firms that can innovate are better positioned to identify new opportunities, develop new products and services, and respond to changing consumer preferences. In consumer innovativeness, it is an essential factor for individual to associate innovative products and services with higher quality and greater satisfaction, which leads to increased customer loyalty and repeat purchase. Customer perceived innovativeness reflects how customers view a firm's innovation efforts and whether they consider them to be innovative and valuable, where it serves as a benchmark for firms to evaluate their innovation strategies and identify areas for improvement. Innovativeness is important for businesses to stay up-to-date with emerging trends that can help them drive innovation and maintain their competitive edge. By leveraging innovativeness effectively, businesses can enhance their performance, improve customer satisfaction, and create greater value.

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