Abstract
The diffusion of innovations is an important topic in the literature on consumer behaviour. In marketing, two perspectives characterize most of the work on this topic: the aggregate market perspective and the individual-level perspective. The analytical and empirical models for describing and forecasting the diffusion of an innovation have addressed the market in the aggregate, with little attention to the micro-level that characterizes the adoption decision. This paper seeks to revise these models of adoption in the field of IT.

Keywords
Models of adoption, innovations, Information Technology, consumer decisions.