

Does Privacy Calculus Matter Users' Continuance Intention on Mobile-based Online Dating Apps?

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Abstract

In this research, we examine users' decision to continue using Mobile-Based Online Dating Apps (MBODA). By incorporating the Privacy Calculus Theory and Social Capital Theory, we develop a research model to examine the key values that users derive from dating apps. The model is incorporated second-order factors to capture the domain of perceived risk and perceived benefit constructs include two subdimensions (tech risk/social risk and tech benefit/social benefit) to investigate different impacts. Furthermore, we consider both users' own experience and others' eWOMs (feedbacks) to study the relationship with trust. Moreover, we posit attitude as a mediator between trust and continuance intention of MBODA. The study can contribute for MBODA companies to understand what factors can reinforce users' perception and decision making to continue using MBODA. In addition, multi-dimensional constructs (perceived risk and perceived benefit) can broaden the horizon of privacy concern literature.

Keywords

Mobile-Based Online Dating Apps (MBODA), Privacy Calculus Theory, Social Capital Theory, Trust, Continuance use of MBODA.