Me and My Mobile Apps

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Abstract

This study explores consumers’ connection with mobile apps, antecedents of self-app connection; and the role of self-app connection in building continuance intention.

Consumers often develop a connection to brands, products, and technologies. Scholars in recent years have explored consumer connection with mobile devices and applications (Belk, 2013; Carter and Grover, 2015). The self-app connection is conceptualized as ‘the extent to which users of an app incorporate it into their self-concept’ (Newman, Wachter, & White, 2018).

Perceived Value is a consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given. Satisfaction is the post-choice evaluative judgment of a specific decision and plays a significant role in usage continuance intention. Usage frequency is likely to moderate relationships between continuance intention and its antecedents.

![Figure 1: Conceptual Model](image)

Through one qualitative and three quantitative studies, this paper builds SAC construct, develops and validates SAC scales, and empirically tests the proposed model in shopping and travel planning apps scenarios.

The data in the study supported major hypotheses. The study also demonstrates the non-linear role of usage frequency. This study contributes to the emerging literature on consumer technology relationships beyond simple utilitarian aspect. The study also has managerial implications as it provides evidence of a significant role of self-app connection in satisfaction – value – continuance intention. Further, it provides useful insights into the role of usage frequency.

References
