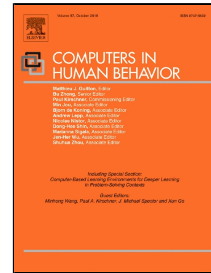


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Perceived values on mobile GMS continuance: A perspective from perceived integration and interactivity

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Abstract: Despite mobile government microblogging service (GMS) initially attracted a huge number of followers, its discontinuance rate remains high. How to lead citizens to continue use mobile GMS is a question that many government agencies are asking. The present study attempts to understand the factors that affect mobile GMS continuance by focusing on the influences of perceived integration and perceived interactivity on citizens' value evaluations. The research model was empirically tested against data collected from 619 mobile GMS users in China. The results of structural equation modeling analysis shown that perceived (online-offline) integration and perceived (citizen-government) interactivity positively affect both two extrinsic values (information value and social value), and two intrinsic values (hedonic value and emotional value) of using mobile GMS. Information value, social value, and hedonic value in turn further positively affect mobile GMS continuance. However, the influence of emotional value on mobile GMS continuance was not significant. Theoretical and practical implications of the findings are also presented.

Keywords: *Mobile government microblogging; perceived value; perceived integration; perceived interactivity; continuance intention.*

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