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Factors influencing consumers' attitude towards adoption and continuous use of mobile applications: a conceptual model

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Abstract

Mobile apps have changed the business ecosystem. Mobile apps industry has experienced unprecedented growth and is emerging as a popular tool among market practitioners as they can directly get connected to consumers with just a single click. It's also an essential consumer tool and is used for varied reasons like information gathering, shopping or watching videos. The conventional theoretical models i.e. TRA, TAM, TPB, UTAUT, and DOI have studied the technology acceptance, similarly ECT and IS continuance model have focused on continuous use of technology. Advancement in technology, changing consumption patterns, availability of improved resources and infrastructure, changing demographics make it vital to study pre-existing models in the light of mobile apps. This paper builds on these theoretical models and explores the factors that trigger the app adoption and it's continuous among Indian consumers. The paper proposes a conceptual model for the adoption for two types of mobile apps i.e. utilitarian and hedonic. The paper proposes satisfaction and habit as mediating variables. They explain the mechanism behind the continuous usage of the app after its adoption.

1. Introduction

Mobile apps are facilitating consumers in every sphere of life from searching information to making purchases [1].Consumers mean the users of smartphone who have downloaded apps on their mobile and are using them for information search, shopping, networking, banking, and video streaming. Consumers and industry both are experiencing a new wave of technology. Marketers are now increasingly adopting consumer orientation and trying every possible way to get connected with consumers 24*7 beyond the barriers of locations. Similarly, consumers are now more aware of the world around and can seek any information with just a single-click on the screen of theirmobiles. Mobile app usage has taken over mobile web usage. The app market is flooded and consumers have wide variety of apps available on different app store platforms and can be easily accessed by

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consumers on their mobile with the connectivity of the internet. This clutter of apps leads to the complexity in the minds of consumers and reduces the loyalty towards mobile apps. Google [2] reported that 25% of the apps installed on the mobile are never used by consumers and 26% of the apps are abandoned after single use. Retention [3]has become now the new concern in app market than acquisition stating that 80% of all apps churn within 90 days. So, mobile engagement becomes an essential issue for marketers.

Mobile apps have proliferated in the Indian market and consumers are increasingly using it for shopping [4], social networking [5], entertainment [6], health related [7], banking [8] etc. In the context of Indian consumersApp Annie, a leading business intelligence, and analyst firm reported that mobile app market is in early maturity stage and due to 30% penetration rate of the smartphone in the app market creates an ideal opportunity to grow more in coming years[9]. Therefore, it is important to study the app market and explore

- The factors that trigger the app adoption among Indian consumers, and
- The factors those are responsible to retain app consumer and ensuring continuous usage of the app by them.

India is becoming the fastest mobile growth market as the rise predicted by the marketers is nearly around three quarters of the world's population by 2020. India will add around 310 million new subscribers to mobile economy in the coming three years. This rapidly evolving consumers of, humongous Indian mobile apps market requires special attention of the researchers. The study explores the factors that motivate the adoption and the continuous usage of the mobile apps. The study proposes a conceptual model of mobile app adoption and continuous use in the Indian context.

2. Contemporary theories and their applicability to mobile apps

Mobile apps are classified into two categories on the basis of their nature i.e. utilitarian apps and hedonic apps. Utilitarian apps are the apps which consumers use for information seeking i.e. these apps are task-oriented, rational and considered as a work related while hedonic apps are used by consumers to indulge in activities like shopping, entertainment,more related to fun and playfulness than task-oriented behavior [10]. Factors like user interface or perceived ease of use, perceived usefulness, and aesthetic appeal are more influential in the adoption of utilitarian apps while in case of hedonic apps emotions, achievement, enjoyment and social norms play an important role.[11], [12].

Technology acceptance has been studied over the years for measuring the attitude towards technology or behavioral intention to accept technology and TRA, TPB, TAM and IDT frameworks have been developed andsupported by researchers [13], [14], and [15]. Ajzen and Fishbein[16] developed TRA (Theory of Reasoned Action) which argued that intention determines behavior and attitude influenced this intention and in turn behavior. Based on TPB (Theory of Planned Behaviour) model by Ajzen[17], acceptance of a technology is influenced by behavioral, normative and control beliefs and leads to a certain behavior. TAM (Technology Acceptance Model) derived from TRA intends to clarify the behavior of technology acceptance and widely used by researchers in the field of technology acceptance[18], [19], [20].UTAUT (Unified Theory of Acceptance and Use of Technology) and its extension UTAUT2 is a comprehensive model proposed byVenkatesh et al. [21]by combining eight previous models of technology acceptance. This was adopted by Wong and Tan [6] in their study on behavioral intention to use m-TV in Malaysia. Hewet al.[22] used this model in their study of behavioral intention to use mobile apps in Malaysia. However, these models were focusing only on pre-adoption behavior. In this paper we are extending this work by including post-adoption behavior to capture what catalyses consumers' to continue using the app after they have downloaded mobile apps.Expectation confirmation theory is the well-established and most acceptable theory by researchers in their studies to understand user satisfaction and IS (Information System)continuance. After the app is downloaded (adopted) the consumers form an initial expectation. After the initial consumption, they form perceptions about the performanceof the app. The level at which theexpectation meets their perceived performance will determine their level of satisfaction. Satisfied