

Components Influencing Stickiness in Mobile Application

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Abstract

The aim of this study is to find out users view of mobile application features and interrelationships among identified mobile application characteristics, mobile app usefulness and mobile app stickiness. Utilizing a self-administered online survey (n =123) drawn from a Delhi cell phone users, this examination tests the proposed model that clarifies why stickiness is improved during the post-adoption stage. The results show that users impression of mobile application characteristics, perceived ubiquity, perceived informativeness and perceived personalization have a positive association with mobile application usefulness, along these lines prompting expanded stickiness. Moreover, perceived personalization is found to become the stronger indicator of usefulness. The discoveries of this study give managerial implications to creating compelling mobile application strategies including utilitarian advantages, and thereby improving users' stickiness intentions. This paper is the principal endeavor to build up a conceptual structure that incorporates users' perceptions of mobile application characteristics into the hidden process of post-adoption behavior.

Keywords: *Mobile application, mobile stickiness, perceived ubiquity, perceived informativeness, perceived personalization*

Introduction

With the fast increment in cell phone reception, an assortment of mobile applications have been presented in the shopper showcase and have changed the way buyers play out all behavior of day by day assignments and exercises (e.g. shopping, paying bills, discovering nearby organizations, playing amusements, talking with peers and getting driving directions(kim et al. 2013).As intense computerized showcasing and deals instruments, mobile applications give new chances to create income for advertisers since customers purchase applications as well as influence item/to benefit buys utilizing retail applications (Taylor and Levin, 2014). The portable applications showcase has exponentially developed since the principal application store opened in 2008 with 500 applications. As per a current review, mobile applications will create incomes of more than \$77bn by 2017 (Capgemini, 2014). To get the consideration of requesting buyers, expansive partnerships like Apple, Android, Blackberry, Microsoft and Google are contending to grow more appealing mobile applications; more than 1.4 million applications were discharged into the portable market in February 2015 (Statista, 2015). While earlier work has concentrated on the underlying selection phase of portable innovation acknowledgment (Davis et al., 1989; David and Levin, 2014; Kim et al., 2007), there is a deficiency of research that analyzes the impacts of mobile application qualities on client saw advantages and post-reception practices. In like manner, the basic role of this examination is to research connections among the key highlights of portable applications (i.e. pervasiveness, usefulness and personalization) and their post-adoption behavior.

Literature Review

Features of Mobile app

Mobile applications have produced expanding enthusiasm among advertisers as a result of their positive effect on purchaser reactions to the supporting brand (Hutton and Rodnick, 2009). As per ABI Research (2012), purchasers tend to visit stores all the more regularly (48 for each penny), purchase a greater amount of the brand's items and administrations (40 for every penny), share their shopping background with a companion (35.8 for every penny) and converse with others about the brand (30.8 for every penny) subsequent to downloading mobile applications. Mobile application promoting varies from other internet showcasing exercises as far as the accompanying one of a kind attributes. To begin with, omnipresence mirrors the physical parts of portable applications that are for all intents and purposes utilized whenever and anyplace (Barnes and Huff, 2003; Okazaki and Mendez, 2013). Second, personalization in mobile applications includes "the capacity to give substance and administrations that is custom fitted to people in light of learning about their inclinations and practices" (Adomavicius and Tuzhilin, 2005). It has been recognized that mobile applications have changed the way retailers and shoppers speak with each other in light of the fact that retailers can give more customized data to buyers through their merchandise, administrations and thoughts in view of customer consent (Scharl et al., 2005). Kim et al. (2013) brought up that mobile applications can be recognized from conventional on the web and mobile showcasing. At last, instruction improves the probability of utilizing mobile applications in light of their utilitarian and educational highlights (Kim et al., 2013; Okazaki et al., 2009).

Mobile app stickiness as post-adoption behavior

Scholarly consideration on mobile use has moved from the mobile technology adoption process that spotlights on achieving new clients to post-adoption behavior that burdens proceeded with reception(continued use) (Chou et al., 2013; Park et al., 2011; Racherla et al., 2012). Stickiness speaks to the capacity to urge purchasers to remain on a site longer and to increment return to/reuse goal for a favored site (Li et al., 2006).

Hypothesis

- H1. Perceived ubiquity has a positive effect on mobile application usefulness.
- H2. Perceived informativeness has a positive effect on mobile application helpfulness.
- H3. Perceived personalization has a positive effect on mobile application helpfulness.
- H4. Mobile app usefulness has a positive association with stickiness.

Research Model

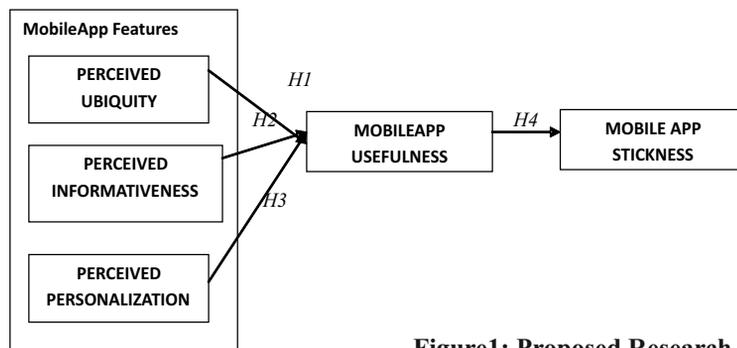


Figure1: Proposed Research Model

Method

Sample

To find out respondents for the study, the researcher has used a consumer group of smart phone users. A sample of 123 e-shoppers is collected using snowball technique sampling technique from Delhi City using structured questionnaire and were given survey invitations via email and whatsapp. Among these, 90 were female and 43 were male. Their ages ranges from 18 to 67 years, with the median age of 32 years. A five-point Likert-type scale (1 = strongly disagree, 5= strongly agree) was used for measurement of items.

Data Analysis

To test the hypothesis, Multiple Regression is used.

Results and Discussion

To strengthen the results, reliability Analysis using Cronbach Alpha test was used, the Cronbach Alpha values of all the variables were calculated ranging from 0.743 to 0.802 which is more than 0.5 and proves that variables are reliable and acceptable

Hypothesis Testing

The multiple regression was conducted on the mean scores of mobile app features (perceived ubiquity, perceived informativeness and perceived personalization) from 123 e-shoppers. Mobile app usefulness was taken as a dependent variable and perceived ubiquity, perceived informativeness and perceived personalization as an independent variable. In Table 1 the B value tells us about the relationship between independent and dependent variable. Here all the B values are positive perceived ubiquity=.253, perceived informativeness =.194 and perceived personalization=.311, indicating that there is a positive relationship between mobile app features and mobile app usefulness. In Table 2, the B values are positive perceived ubiquity=.253, perceived informativeness=.194 and perceived personalization=.311, indicating that there is a positive relationship between mobile app features and mobile app usefulness.

Table-1 Coefficients of Multi Regression of Mobile App Features and Mobile App Usefulness

| MODEL | | UNSTANDARDIZED COEFFICIENTS | | STANDARDIZED COEFFICIENTS | T | Sig. |
|-------|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.862 | 0.998 | | 3.872 | .000 |
| | PERCEIVED UBIQUITY | 0.165 | 0.059 | 0.253 | 2.814 | .006 |
| | PERCEIVED INFORMATIVENESS | 0.252 | 0.123 | 0.194 | 2.057 | .042 |
| | PERCEIVED PERSONALIZATION | 0.175 | 0.048 | 0.311 | 3.614 | .000 |

A. Dependent Variable: Mobile app Usefulness

| MODEL | | UNSTANDARDIZED COEFFICIENTS | | STANDARDIZED COEFFICIENTS | T | Sig. |
|-------|-----------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.584 | .973 | | 3.684 | .000 |
| | MOBILE APP USEFULNESS | 0.724 | .079 | 0.637 | 9.166 | .000 |

A. Dependent Variable: Mobile app Usefulness

Discussions

Managerial Implications

The discoveries of the present investigation additionally give critical managerial implications to mobile marketers. This examination reveals useful strategies for developing effective content for mobile applications. Specifically, our discoveries recommend that accentuating customized features of mobile applications (e.g. adding an individual touch to update a mobile application or sending personalized push notifications/in-application messages) produces more positive perception of usefulness, which thusly assume a critical role in building mobile application stickiness..

Limitations and Suggestions for Future Research

To begin with, discoveries were gotten from a one-shot correlational study. There is no guarantee that our proposed model sets up causal directions among the latent constructs.

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