

Abstract

Mobile app users uninstall their downloaded mobile apps after a few days of usage and split their digital time between a few common mobile apps. This contemporaneous mobile app user behavior and the empirical literature in the area affirm the importance of examining user perspectives and how they can influence user behavior. Furthermore, in light of the Theory of Mind (TOM), the Innovation Diffusion Theory (IDT) focuses only on cognitive perspectives and lacks the incorporation of affective and conative perspectives in understanding adoptive behavior. Accordingly, the purpose of the study is to examine the influences of multiple perspectives on adaptive behavior. Moreover, the empirical literature suggests that gender influences on flow experiences and adaptive behavior has not been addressed adequately. Consequently, the paper also addresses the moderating influence of gender on the relationship between flow experiences and adaptive behavior. The quantitative research approach was adopted using a sample of individual mobile app users in the age group 21 to 30 years who use more than 60% of their digital time on mobile apps. The findings have revealed that cognitive, conative and affective perspectives of an individual user influence adaptive behavior positively. However, no moderating effect was found on the direct effect of flow experiences on adaptive behavior. Further, the conceptualization of mobile app adaptive behavior and the development of a scale based on multiple perspectives to measure this construct, are significant research and theoretical implications of the current study. With respect to applying these study findings, managers/ app designers should consider the nature of consumer behavior in developing, launching and maintaining a mobile app. The findings of the study also indicate to managers that they should not differentiate the users of mobile apps based on gender in the Sri Lankan context. Moreover, it is important for managers to benchmark these multiple perspectives with actual user experiences offered by mobile apps. This will help them retain app users while reducing the churn rate.

Keywords: Mobile apps, adaptive behavior, multiple perspectives, gender