

Determinants of Continuous Usage Intention of Mobile Apps in Online Shopping in the Western Province of Sri Lanka

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Abstract

To succeed in a rapidly growing mobile commerce environment, understanding the continuous usage intentions of mobile customers is critical, as it is associated with the customer retention rate. The foundation of future continuous app usage is influenced by superior customer experience. However, previous researchers have not addressed customer experience of mobile apps in the context of continuous usage, adequately. Moreover, today's app users tend to drop app usage soon after first-time use, even if they had accepted apps earlier. This behaviour enhances the significance of identifying the determinants of continuous usage intention of mobile apps. This quantitative study used the convenience sampling method to collect data by distributing online questionnaires. The researchers received 392 responses from shopping app users in the Western Province, during the COVID-19 pandemic in Sri Lanka. The structural equation modeling method was used to analyse the data. The findings reveal that customer experience, task-technology fitness, and satisfaction significantly influence continuous intention, while perceived usefulness is insignificant. The results also reveal that app design, security and customer services are the most influential influencers of customer experience. The findings also highlighted the mediating effect of customer satisfaction. The study also pointed out to a reluctance of Sri Lankan customers to use mobile apps continuously for online shopping. The findings are helpful for online market stakeholders to understand the antecedents of customer retention and to make critical decisions to ensure their survival in the mobile industry. Since the study of customer experience is a long-term process, future researchers can scrutinise how each phase of the customer online journey influences continuous usage intention. These scholars can also integrate customer demographic variables to examine how they affect the continuous usage intention.

Keywords: Mobile apps, Continuous usage intention, Customer online journey, Customer experience, Confirmation, Task technology fitness, Satisfaction, Perceived usefulness.

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