Continued Usage with Attachment on Mobile Devices Influencing Perceived Value and Perceived Enjoyment

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57. McCelland, D.C., Personality, Henry Holt, New York, 1951.


The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions. Research on how store environment cues influence consumers’ store choice decision criteria, such as perceived merchandise value and shopping experience costs, is sparse. Especially absent is research on the simultaneous impact of multiple store environment cues. Our results also suggest that perceived monetary price, relative to merchandise quality, has a substantially stronger influence on perceived merchandise value, even though the videotaped scenarios contained no price information. Factors influencing customers’ perceived value of using WTA include: perceived fee, enjoyment, perceived difficulty, perceived wait time, perceived risk, and information quality are discussed. Mobile-communication and mobile-commerce have been the subjects of several studies which have investigated multiple areas, including: identifying factors influencing user adoption (Bruner & Kumar, 2005; Liljander, Gillberg, Gummerus, & Riel, 2006; Wu & Wang, 2005); consumer perceived value (Mahatanankoon, Wen, & Lim, 2005); and user satisfaction (Scharl, Dickinger, & Murphy, 2005). As mobile technology has continued to expand, physical devices and software developers are starting to explore more applications. Nah et al.