

Adaptive Behaviour Related to Mobile Applications: Multiple Theoretical Perspectives

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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 behaviour, and the empirical literature in the area affirm the importance of examining user perspectives, and how they can influence user behaviour. Furthermore, when compared to 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 adaptive behaviour. Accordingly, the purpose of the study is to examine the influences of multiple perspectives on adaptive behaviour. Moreover, the empirical literature suggests that gender influences on the relationship between flow experiences and adaptive behaviour have not been addressed adequately. Therefore, this paper also addresses the moderating influence of gender on the relationship between flow experiences and adaptive behaviour. The quantitative research approach was adopted using a sample of individual mobile app users which is the unit of analysis, 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 the cognitive, conative and affective perspectives of an individual user influence adaptive behaviour positively. However, no moderating effect was found on the direct effect of flow experiences on adaptive behaviour. Furthermore, the conceptualisation of mobile app adaptive behaviour, and the development of a scale based on multiple perspectives to measure this construct, are significant empirical and theoretical contributions flowing from the current study. The findings of the study also have managerial implications for businesses and other similar organisations. Finally, this paper discusses the limitations of the study as well as directions for future research.

Keywords: Mobile apps, Adaptive behaviour, Multiple perspectives, Gender.

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