

Title: Just a click away: continuance intention for mobile branded apps

Author: Sook Fern Yeo, Cheng Ling Tan, Kah Boon Lim and Jun Jie Sum

Abstract: Branded applications have lately piqued the attention of a growing number of businesses looking to connect with and meet the needs of their target customers. This study aims to examine the factors influencing consumers' continuance intention towards the mobile branded apps. The participants were recruited over an online survey questionnaire using a cross-sectional study. It was found that perceived usefulness, perceived ease of use, and trust influence the continuance intention towards the mobile branded apps. Surprisingly, perceived enjoyment and information quality do not significantly affect the continuance intention towards the mobile branded apps. The results of the importance-performance matrix analysis (IPMA) demonstrated that both the importance and performance of perceived usefulness played a significant role in consumer continuance intention for mobile branded apps. This study adds to the existing body of knowledge on mobile applications by presenting thorough practical consequences that highlight the continued usage of social mobile applications.

Keywords: Branded apps, Continuance intention, Perceived usefulness, Trust, Information quality

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