

Study of consumer's intention to pay in smartphone applications usage: a perceived value perspective

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ABSTRACT

While the number of smartphone is rapidly growing in recent years, its apps has becoming the new profitable model. Nevertheless, few empirical studies have been conducted on the exploration of smartphone apps users' behavior. This study applies user's perceived value to explore what factors influence their intention to buy the smartphone apps. The proposed model was empirically evaluated by using survey data collected from 260 users concerning their perceptions of the smartphone apps. The findings show that perceived value factors (economics, emotional) and trialability significantly affect user's willingness to buy. The results may provide further insights into software design and marketing strategies.

Keywords : SmartPhone、Perceived-Value、Willingness to Buy、Trialability

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