

# **Factors affecting users engagement and continued intention to use mobile applications (Case study: mobile application users in Rasht city)**

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**The growing popularity of mobile technologies and applications, lead many organizations, companies and businesses to develop their services and relations with consumers through mobile applications. Therefore, it is important to understand how to design applications based on consumer preferences. This research seeks to understand which features of mobile applications stimulate consumer engagement and lead to continuous use of mobile applications. In this study, four factors that are considered important in the use of smart devices are: 1) functionality, 2) design solutions, 3) interaction and 4) Information Quality (quality of content). In this research we used questionnaire to collect data 318 respondents. The data was analyzed making use of Structural Equations Modeling (SEM). The results indicate that perception of such features as functionality, information quality and consumer interaction will result in higher engagement leading to continuous usage of mobile applications. Moreover, consumer engagement positively influenced users' intention to continuous usage of mobile applications. But inconsistent with expectation, design solutions feature is not found to be positively related to consumer engagement with mobile applications. Keywords: Mobile phone, Mobile applications, Consumer engagement, Consumer behavior.**

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