

THE EFFECTS OF HEDONIC AND UTILITARIAN VALUES ON CONSUMERS' CONTINUOUS INTENTION TO USE MULTICHANNEL RETAILERS' MOBILE APPLICATIONS: EVIDENCE FROM COLOMBO DISTRICT

Rathnayake, M.H.S.S.* and Rathnasiri, M.S.H.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*hashansadeepa520@gmail.com](mailto:hashansadeepa520@gmail.com)*

1. Introduction

Effective marketing techniques are essential in the face of intense rivalry in Sri Lanka's retail industry, significantly contributing to the country's economy. Consumers prefer tech-based platforms, particularly mobile shopping apps, in the fast-paced lifestyles of today. Hence, this study investigates the impact of hedonic and utilitarian values on consumers' continuous intention to use multichannel retailers' mobile applications in Colombo district, Sri Lanka, which were heavily utilized during the pandemic.

2. Research Methodology

The conceptualization of the study was underpinned by the Expectation-Confirmation Model of continuing IT Usage (ECM-IT). The researchers employed the survey strategy under the quantitative methodology in conducting this study. Using purposive sampling, 375 individuals in the Colombo district who have been purchasing products via the retailer's mobile application for more than three months were considered for data collection. The data analysis was carried out with multiple regression analyses using the SPSS 21 version after confirming the validity and reliability.

3. Findings and Discussion

The findings demonstrate that hedonic values, utilitarian values, perceived usefulness, ease of use, personalization, perceived enjoyment, and escapism have a significant positive impact on consumers' continuous intention to use multichannel retailers' mobile applications in Colombo district, Sri Lanka.

4. Conclusion and Implications

The results draw attention to the complexity of consumer preferences and the necessity of apps that are not only practical but also engaging and customized for each user, offering a much-needed break from the routine of everyday life. A comprehensive mobile app strategy can benefit retailers in Sri Lanka as it will boost user engagement and promote continuous usage. Furthermore, the findings indicate that multichannel retailers in Sri Lanka must implement more all-inclusive mobile apps that consider users' hedonic and utilitarian values.

Keywords: Continuous intention to use, Hedonic values, Multichannel retailers' mobile applications, Utilitarian values.