The Impact of Retail App Attributes on Consumers' Perceived Value and Continuance Intention

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In recent years, consumers have increasingly shifted from in-store purchasing to online shopping. Retail firms therefore promote consumer purchasing behavior not only through in-store sales promotions but also via various forms of retail media. This study comprehensively examines how the characteristics of retail applications influence perceived value—specifically utilitarian and hedonic value—and, in turn, how perceived value affects users' intentions to continue using the Apps. The results indicate that the characteristics of retail applications partially influence perceived value, and that perceived value overall has a significant positive effect on intentions for continued application use.