

# Understanding Consumer Internet of Things Appropriation: A hierarchical component modelling approach

**Zeling ZHONG**

LITEM, Univ Evry, IMT-BS, University of Paris-Saclay, 91025, Evry, France.

**Christine BALAGUE**

LITEM, Univ Evry, IMT-BS, University of Paris-Saclay, 91025, Evry, France.

Cite as:

ZHONG Zeling , BALAGUE Christine (2019), Understanding Consumer Internet of Things Appropriation: A hierarchical component modelling approach. *Proceedings of the European Marketing Academy*, 48th, (8012)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



# Understanding Consumer Internet of Things Appropriation: A hierarchical component modelling approach

## **Abstract**

The Consumer Internet of Things (CIoT), which has attracted increasing attention in recent years, is beginning to offer advantageous new services based on advances in IoT technologies, changing our daily lives. Nevertheless, previous literature has provided little insight into smart connected objects (SCO) consumers' appropriation measure and impact. The current research examines this appropriation through an empirical investigation of 505 SCO users by combining marketing and IS perspectives. The results show that CIoT appropriation is a higher order formative construct having knowledge, consciousness, self-adaptation, control, creation, psychological ownership as its first order reflective sub-dimensions. Furthermore, the study reveals a positive impact of CIoT appropriation on extra role behaviors, perceived value of SCO and satisfaction of life, as well as the mediating role of extra role behavior on the relationship between appropriation and perceived value of SCO.

**Keywords:** *Consumer Internet of Things; Extra role behavior; Appropriation*

**Track:** Consumer Behaviour