

Examining the Effect of Psychological Distance on Branded app Consumer Brand Engagement

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Abstract

Enabled by the pronounced advancement in technology, branded apps has dramatically changed the way consumers communicate with brands. However, in spite of the proliferation of numerous mobile apps, many brands are still striving to find ways to engage users. Without engagement, the mobile app is unable to attract users to continue usage and brands are unable to establish relationship with customers. Therefore, grounded on construal level theory (Trope and Liberman, 2010), present study provides a fresh perspective to examine the determinants of psychological distance, which exert impact on facilitating consumer brand engagement and usage intention. An online survey with 396 valid data was conducted. This research contributes by showing the five influences of psychological distance facilitates the establishment of engagement. Specifically, perceived synchronicity, localization, homophily, ease of use and design aesthetics are the key determinants that drive users' engagement with branded mobile apps, which in turn leads to continuous usage intention, brand attitude and brand loyalty. The research provides valuable findings where practitioners can emphasize to drive consumer brand engagement in branded app usage.

Keywords: *Psychological distance; Branded Apps; Engagement*

Track: Digital Marketing & Social Media