

Gambling quit apps to the rescue: Considerations of app features for help-seeking problem gamblers.

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Gambling quit apps to the rescue: Considerations of app features for help-seeking problem gamblers.

Abstract

Testing the influence of technology elements on technology behaviour theory extends knowledge of acceptance of technology products. Healthcare technology, particularly apps, is underrepresented. Hence, consumers using apps to manage health conditions are vulnerable. This research focusses on problem gamblers and how app features can operate as determinants of consumer attitudes towards quit apps. Focus group discussions (n=25) and a survey (n=250) with help-seeking problem gamblers assessed 14 concept features for quit apps for perceived usefulness and overall app attitude. Four features were associated with positive consumer attitudes: bet blocking software, a quit workbook, a support chatroom and a distraction feature which employed games, meditation and mindfulness. The findings demonstrate that technology elements can contribute to key technology behaviour theory constructs which are traditionally measured as consumer constructs that do not reflect technology elements, such as app features. Furthermore, the research has created an empirically validated foundation for development of gambling quit apps.

Keywords: *quit apps; app features; mHealth*

Track: Transformative Consumer Research