

Gender Role in Social Influence Effects on Behavioral Intentions for Mobile Application Usage

Magdalena Kowalska
University of Szczecin

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Abstract

This study explores the influence of gender on the impact of Social Influence (SI) on Behavioral Intentions (BI) to use mobile applications. Utilizing the CAWI methodology, the research examined a sample of 2400 respondents from Poland. The results of this study underscore the significant role of SI on the BI of both male and female mobile application users. While the regression models for both genders demonstrated that SI significantly predicts BI, with substantial F-test values indicating a strong fit, the mechanisms of SI operated similarly across genders. These insights are pivotal for developers and marketers in mobile applications market.

Subject Areas: *Consumer Behavior; Digital & Mobile Marketing*