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Understanding usage intention in innovative mobile app service: Comparison between millennial and mature consumers

Hee Jin Hur, Ha Kyung Lee, Ho Jung Choo



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Highlights

- We study consumers with high technological innovativeness.
- They adopt app services if they find it easy to use and useful and they enjoy it.
- We study consumers with high fashion innovativeness.
- They adopt fashion service because it is fun to use rather than useful.
- We analyze the differences in acceptance between millennials and mature consumers.

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