# Chapter 2
# A Systematic Literature Review on Factors Affecting Customer Engagement in Mobile Applications

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## ABSTRACT

*The purpose of this research study is to understand the key factors that affect customer engagement in mobile applications. This paper is an attempt at synthesizing all the available literature in this area through a systematic literature review methodology using PRISMA of 31 papers from the year 2000 to December 2021 extracted from Scopus, and arriving at a conceptual framework and proposed model which can be tested empirically later in future research studies. The concept of customer engagement has been widely researched and analysed over the past decade, but the factors affecting customer engagement in mobile applications have emerged in the literature in recent years only, and specific factors have not been highlighted can be discussed in more detail. This study proposed a conceptual framework which shows that mainly three factors are responsible for mobile app engagement which are hedonic factors, utilitarian factors, and social factors.*

## INTRODUCTION

The usage of mobile phones in India has increased drastically with the growth in usage of smartphones requirement on mobile technologies such as mobile apps has also increased, and people now prefer using the mobile apps to make purchases in comparison to desktops. The onset of the pandemic of COVID-19 has further accelerated the usage of mobile applications. More and more people are using smartphone apps for their daily tasks. Mobile applications more popularly known as apps are operating system that can run on mobile phones and other wireless devices and are very popular amongst people at the moment. They are used for specific reasons such as gaming, shopping, cab booking, banking, travel, hotel booking, instant messaging, health and fitness as well. Over the year's traditional models of business have been replaced by adoption of digital technologies and platforms such as mobile applications across many organisations due to technological advancements. Almost all aspects of business are now prone to technological advancement.

It has been acknowledged by marketing firms that these apps provide digital platforms to form psychological and experiential connection which is formed due to habitual usage due to convenience (Wang, Malthouse, & Krishnamurthi, 2016). Mobile applications help customers build long-term relations with customers increasing credibility and helping in developing a positive attitude towards the brand thus increasing profit margins (Bellman et al., 2011).The retention rate of mobile app users is very low and attrition rate is very high in mobile app users(Kim & Baek, 2018).

Relationship marketing as contrary to transactional marketing has been highlighted by(Kim, Kim & Wachter 2013).Engagement has been found to be accountable for favorable customer experiences when interacting with a media channel or brand (Glavee-Geo et al., 2020).Consumers react positively to brands that have more engaging apps(Bellman et al., 2011).Previous literature draws attention to the fact that consumer engagement had enhanced consumer online experience(Li et al., 2020). Loyal customers generate a lot of positive word of mouth and use social forums to discuss about the app bringing in new customers (Handayani et al., 2020).Hence it becomes important to understand the concept and encourage customer loyalty in consumers (Dragovic et al., 2020).Studies measuring customer engagement in mobile application have come into literature very recently and there is a lot of scope for research in the areas of factors affecting customer engagement in mobile applications, usage patterns and habits of customers using mobile applications (Rasool et al., 2020)

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