

instance, automatic caching under Wi-Fi should be enabled in view of the high cost of cellular data.

(3) Considering the positive impact of new perceived value on continuance intention, new functions with mobile features should be designed for the extended product at the mobile terminal. For example, the voice messaging and quick response (QR) code-scanning of WeChat, the navigation of Baidu Map, and the photo uploading of Weibo all manifest mobile features.

The future research will replace the theoretical continuance intention with real consumer behavior and consider even more influencing factors.

ACKNOWLEDGMENT

This paper is supported by “the Fundamental Research Funds for the Central Universities”, South-Central University for Nationalities (Grant Number: CSY19021).

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