

Download and Run: An Investigation of Consumer Empowerment Through the Effects of Digital Self-Tracking

Mujde Yuksel and George R. Milne

Abstract Marketing scholars acknowledge the digital age's unique capacity for empowering consumers (Day 2011; Labrecque et al. 2013; Ramani and Kumar 2008). Digital self-tracking (DST) opportunities such as mobile phone fitness apps are among these empowering technologies, enabling consumers to track and control everything from daily activity and health to productivity and financial records. Surprisingly, DST has not attracted much scholarly attention, despite its everyday significance. The present study provides an empirical examination of consumer empowerment in the context of running apps. Theoretically, this context contributes to the exploration of digital empowerment in relation to consumers' self-tracking behaviors. Findings demonstrate that this form of consumer empowerment is associated with increased behavioral intentions toward engaging in running with cognitive evaluations mediating this relationship. Discussed are the theoretical consequences, practical implications, and the potential for future research.

References available upon request.

M. Yuksel (✉)
Suffolk University, Boston, MA, USA
e-mail: myuksel@suffolk.edu

G.R. Milne
University of Massachusetts Amherst, Amherst, MA, USA
e-mail: milne@isenberg.umass.edu