Décisions Marketing n°106, April-June 2022, 181-196

Retailer Applications: A Comparison of Communicated and Perceived Value

Catherine Madrid and Mariana Vlad
Bordeaux University (France)

Abstract

- ***Objective***

The goal of this research is to compare the communicated value of retailers when providing mobile applications with the perceived value of applications' users.

- ***Methodology***

Our approach is based on literature review, analysis of 200 reviews posted on the Google Play site for Casino and Leclerc application, and semi-structured interviews with 11 application users.

- ***Results***

We show the consistency of the communicated value with the perceived value for utilitarian, cognitive, experiential and symbolic benefits. The results also reveal a gap in self-expression benefit and the existence of numerous functional, cognitive and hedonic sacrifices.

- ***Managerial and societal implications***

These results highlight the need for retailers to reassure users about the ease of use of these applications and to better promote their applications in terms of symbolic and self-expression benefits.

- ***Originality***

This work helps to better understand the acceptance and uses of retailers' applications. The theoretical framework of perceived and communicated value has enabled us to understand respectively the uses and the axes of progression of the retailers to increase these uses. The originality also comes from the dual methodological approach regarding perceived value: interviews with consumers actually using the retailer applications and reviews posted on the Google Play site.

- ***Keywords:*** communicated value, perceived value, retailers' mobile applications, grocery shopping.

To contact the authors: catherine.madrid@u-bordeaux.fr

Madrid C. and Vlad M. (2022), Retailer Applications: A Comparison of Communicated and Perceived Value, *Décisions Marketing*, 106, 181-196.