

Year: 2014
Volume: 59
Issue: 2

STUDIA
Universitatis Babeş-Bolyai
OECONOMICA

THE INFLUENCE OF SELECTED MOBILE-DEVICE RECREATION FACTORS ON QUALITY OF LIFE: A GENDER-BASED PERSPECTIVE

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Abstract. Notwithstanding the trajectory in mobile-device based recreation participation, limited attention has been devoted to studies on the factors influencing m-recreation as well as the subsequent relationships with quality of life among users. A quantitative study was followed using a structured questionnaire that incorporated existing scales. The survey rendered 269 usable responses. Initially, an exploratory factor analysis (EFA) was conducted with principal components, whereby a four-factor structure was established, revealing the underlying dimensions of participation in mobile-device recreation. The identified factors pertained to hedonistic consumption behaviour (enjoyment); involuntary consumption behaviour (dependency); obsessive consumption behaviour (addiction); as well as mandatory consumption behaviour (critical mass). The results of this study provide a platform for further investigations into the properties of an m-recreation scale, with a view to conduct further validity assessments that may serve to delineate the specific criteria that are relevant for similar studies. Therefore, cumulative research is required to keep abreast of behavioural trends and changes in the recreational motivations of users, along mobile device platforms.

JEL classification: M22

Keywords: mobile-device, recreation, m-recreation, quality of life, gender, users

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