FROM HABITUAL TO COMPULSIVE BEHAVIOUR. 360 DEGREES AROUND SMARTPHONE AMONG THE GENERATION Y — EMPIRICAL STUDY

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Liwia Delińska, Sylwia Badowska

Introduction

Nowadays, mobile technologies have resulted in an emergence of new behaviour patterns among young consumers. Some of the behaviour types are highly welcome, but some can be defined as undesirable or even harmful. One such behaviour is smartphone usage, which today is becoming an inseparable attribute of the representatives of the Y generation. The usage of smartphones has increased rapidly in recent years (Demirci et al., 2015, p. 85). Their common use derived from many functional advantages, but mobile phone usage can be 'dependency-forming, habitual and addictive' (Shambare et al., 2012, p. 577). Even though the smartphone addiction has not been recognised in psychiatry and the official diagnostic criteria do not exist, it has been defined as the overuse of smartphone to the extent that it disturbs users' daily life (Demirci et al., 2015, p. 85). Studies estimate that smartphone addiction ranges from anywhere between just above 0% and 35%, with one study reporting that 48% of undergraduate university students were smartphone addicts (Aljomaa et al., 2016, p. 159).

Therefore, this research sheds light on the issues of consumer behaviour and the mobile product usage. The study provides a supportive source for an in-depth understanding of consumer behaviour regarding the mobile product usage and the directions of marketing management activities concerning a technological product development. The scientific problem concerns finding the answer to the question whether young consumers show an inclination to an addiction to the specific technological product. The scientific goal is to identify the tendency of the Y generation to demonstrate habitual and/or compulsory behaviour on the example of the smartphone usage. The research hypothesis states that among the Y generation smartphone users a phonoholism phenomenon exists. To achieve the research goal, the frequency of activities undertaken using the smartphone and actions that follow in the wake of the smartphone use were studied. Then, the original Consumer Phonoholism Inclination Scale was proposed and applied. To obtain research data, a PAPI survey was carried out among people at the age of 19–24 in 2017 in Poland. The study provides a supportive source for an in-depth understanding of a technological product use.

Smartphone use in the light of habitual and compulsive behaviour

Literature review in the field of behaviourism enters into the equation in seeking explanations of the consumer behaviour. They have made a special contribution to the cognition and interpretation of repetitive and individual consumer behaviour, including habitual behaviour, also known as customary behaviour (Badowska, 2016, p. 244).

The habit is defined as the psychological disposition of repeating the acquired types of behaviour that are gradually absorbed by people and become visible in a recurring context (Wood, Neal, 2007, p. 843). Habits are also understood as more or less automatic types of behaviour or capabilities for non-reflective action in a special way, both of which are learned or acquired through repetition and support (Orbell, Verplanken, 2010, p. 374). They can be triggered by an occurrence of certain stimuli, such as: a specific location in which the person resides, a presence of some particular people, or a sequence of occurrences or actions, that takes place and in which the individual participates (Orbell, Verplanken, 2010, p. 374). Habitual behaviour can be distinguished from other types of behaviour based on automaticity (Verplanken, Orbell, 2003, p. 1314). Four automaticity characteristics can be distinguished: efficiency, inevitability, not-intentionality, unconsciousness (Trafimow, 2018; Marien et al., 2018, p. 52) and they do not always coincide with each other. Repeated actions in the same context procure that behaviour becomes difficult to control (Marien et al., 2018, p. 51).

Humans are advanced in developing habits to deal with changes in a complex social world they live in (Maturana, Varela, 1987). It can be said that the use of smartphones has become one of the technological habits that makes life easier in the modern world. It is argued that habitual behaviour is a strong predictor affecting the process of acceptance and use of technology (Venkatesh et al., 2012, p. 158). All the types of such behaviour have four elements: action, target, time, and context (Fishbein, 1980). For example: a person might check (action) social media (target) every evening (time) in bed (context). Theoretical perspectives have been extensively applied in the study of consumer behaviour related to the adoption and use of

technology such as: *gratifications theory*, UGT (Blumler, Katz, 1974), *Technology Acceptance Model*, TAM (Davis, 1989, pp. 319–340), *Technology Acceptance Model 2*, TAM 2 (Venkatesh, Davis 2000, p. 188), *Unified Theory of Acceptance and Use of Technology*, UTAUT (Venkatesh et al., 2003, p. 446). What is more, in a situation where habits become unwanted behaviour, compulsive behaviour can be observed. Compulsive tendencies are the main feature of problematic human behaviour (Luigjes et al., 2019, p. 4). The compulsive behaviour consists of repetitive acts, characterized by the feeling that one has to perform them, while one is aware that these acts are not in line with the one's overall goal (Luigjes et al., 2019, p. 10). According to the definition, the essence of compulsive behaviour is the sense of having to do something.

The smartphone has become a ubiquitous device (Turner et al., 2017, p. 493). Cassavoy (2019) defined the smartphone as a device that enables the users making phone calls, but also adds in features that, in the past, have been only found on a personal digital assistant or a computer. The smartphone is essentially connected to the internet and offers personalized services as a result. Nowadays, smartphones allow for sharing information, gaining knowledge, taking photos, listening to the music, watching movies, finding locations, paying the bills, doing shopping and many others. The smartphone usage is characterized by the use of multiple apps (Lin et al., 2017). Times when the mobile phone was only used for calling and receiving calls have gone. The concept of smartphonisation (the use of the smartphones in various areas of life) has evolved (Steinberg, 2019, p. 3). In times of pervasive digitization, access to information and communication via the smartphone is an inseparable part of many consumers' lives. The smartphone penetration has social impacts produces unseen before. The smartphone overuse can be considered as one form of a technological addiction (Lin et al., 2017) which is defined as a type of behavioural addiction involving human-machine interaction (Griffiths, 1996, p. 19). Relationships between people are often replaced by the relationship between human and technology (Ejdys, 2017, p. 20). Repeated or excessive use of the mobile phone is called overuse (Demirci et al., 2015, p. 85), addiction (Aljomaa et al., 2016, p. 159), problematic use (Panova, Carbonell, 2018, p. 252) or phonoholism (Hoffmann, 2017, p. 315). The last one will be mainly used by the authors of this paper. Phonoholism is a mobile phone addiction which is a new phenomenon, but the mechanisms of addiction themselves do not differ significantly from other forms of addictive disorders. Hoffmann (2017, p. 317–318) specifies several types of phonoholism: dependence on continuous calls; addiction to text messages; dependence on new models of phones.

The highest level of the smartphone market penetration is observed among young adults at the age between 18 and 35 the so-called Y generation. In Poland in 2017, 63% of citizens (at the age of 15 and over) declared a mobile phone possession (Mobee Dick, 2018), and what is more in 2018, the smartphone penetration among the Internet users aged 15 and over reached the level of about 90% and

among people aged 25–34, this percentage was almost 95% (IAB Polska, 2018). The Y generation is characterized as new technology early adopters (Sullivan, Heitmeyer, 2008, p. 287) and heavy users of the Internet (Nusair et al., 2013). The representatives of the Y generation grew up in a technology environment being familiar with technological novelties and digital reality from the very early age. Most of them cannot imagine everyday life without the smartphone associated with the use of online resources (Refuel Agency, 2015). The consumers of the Y generation outnumber all other generations regarding smartphone voice minute used, sent or received text messages and wireless data transmitted (Lenhart et al., 2010). Smartphones are also used by them as an important tool to stay connected with family and peers through social media (Kolsaker, Drakatos, 2009, p. 272). The Y generation is defined as one of the most influential segments of the mobile industry (Lenhart et al., 2010). It is difficult to estimate accurately the length of the use of individual mobile applications by smartphone users. Some apps allow to measure the exact time of using the smartphone, for instance Moment, Instant – Quantified Self, or My Phone Time. Each of such applications allows to satisfy specific needs and wants. Due to the fact that any application can be installed on one's smartphone, these devices are highly customized. It can be said that mobile devices are becoming an important part of young adult consumers' lifestyles (McGuigan, 2005, p. 53). Thus, understanding the behaviour of the consumers representing the Y generation is crucial for the technology-related industries, due to its purchasing power and the intensity of the use of the mobile devices (Kim, Hahn, 2012, p. 134). Moreover, researchers of habitual intentions and habitual usage behaviour argued that habits are strong predictors of using technology and they affect shaping consumer changes of purchase (Venkatesh et al., 2012, p. 158). The previous research shows that consumers in contact with the Internet mainly use a smartphone (45%) and a combination of a smartphone and a laptop (31%), which is not indifferent to the development of m-commerce (Chmielarz, Parys, 2017, p. 43).

Even though the addiction to cell-phone/smartphone appeared also as an academic issue, only limited studies of this phenomenon have been conducted. Most of previous studies (see below) concerning the smartphone addiction were conducted among the representatives of the Y generation (mostly among college students). In comparison with other demographic groups, young people showed an intensive level of this product use and thus, also a higher level of probability to be prone to smartphone addiction, e.g. in South Korea (Kim et al., 2017), USA (Roberts et al., 2014), Turkey (Demirci et al., 2015), Switzerland (Haug et al., 2015), Hungary (Kormendi et. al., 2016), China (Lan et al., 2018).

Despite the fact that in the literature of the field the smartphone addiction has not been defined precisely yet, some attempts to measure this occurrence have actually been undertaken. Some scales to explore the phenomenon have already been proposed e.g. Smartphone Addiction Proneness Scale (SAPS) (National Information

Society Agency of South Korea, 2011), Smartphone Addiction Scale (SAS) (Kwon et al., 2013b), Smartphone Addiction Scale for Adolescents (SAS-SV) (Kwon et al., 2013a), Korean Smartphone Addiction Proneness Scale for youth (KSASFY) (Kim et al., 2014), Manolis/Roberts Cell-Phone Addiction Scale (MRCPAS) (Roberts et al., 2014), Mobile Phone Internet Addiction Scale (MPIAS) (Hu et al., 2017).

Research methodology

The research sheds light on the issues of consumer behaviour and the mobile product usage. The scientific problem concerns finding an answer to the question whether young consumers show an inclination to an addiction to specific technological goods. The scientific goal is to identify the tendency of the Y generation to demonstrate habitual and/or compulsory behaviour on the example of the smartphone use. The reason to conduct the study among the representatives of the Y generation is a specific characteristics of this population in term of smartphone usage. The research hypothesis states that among the Y generation smartphone users a phonoholism phenomenon exists. The detailed research topics include the verification pertainin to:

1. the most used smartphone content and frequency (activities undertaken using the smartphone, namely: checking emails, surfing the internet, reading news, using social media, using mobile apps, watching video, listening to the music, taking photos, playing games);
2. actions that follow in the wake of smartphone usage, namely: regular daily activities, professional and social lives, personal feelings;
3. the level of inclination to phonoholism (mobile phone addiction).

In this study, the selective quota sampling procedure was employed. The study covered the students of the Faculty of Management at the University of Gdansk in May–June 2017 in Poland. The paper questionnaires were distributed and a total of 235 questionnaires were collected. Then seven questionnaires were rejected due to the significant lack of data. The characteristics of the respondents are presented in Table 1.

The analysis consisted of the two stages: firstly, a statistic descriptive analysis was conducted to recognise the characteristics of the respondents and their regular activities concerning the smartphone usage. Secondly, the level of Consumer Phonoholism Inclination Scale Indicator (CPhISI) was evaluated. To measure the requested level of the consumer phonoholism inclination indicator, an original specific scale was proposed, the so-called Consumer Phonoholism Inclination Scale (CPhIS). The CPhIS is a 7-item construct concerning the following statements, namely: checking the smartphone after waking up, using the smartphone before going to sleep, using the smartphone in bathroom, using the smartphone during classes, using the smartphone during meetings with friends, using the smartphone during meals, feeling bad without the smartphone. The positive sounding construct statements were verified by the respondents using a five-point Likert-type self-rating scale with options ranging from 1 (definitely yes), to 5 (definitely no). The proposed scale was validated according to validity assessment procedure for the management practice proposed by Czakon (2019). Therefore, those seven construct items were chosen using content validity and it was executed on a selection of the proposed statements. To verify the scale reliability an internal-consistency test was accomplished. The internal consistency validity of CPhIS was verified with a Cronbach's alpha of 0.82 (for the male 0.84; for the females 0.81).

The construction of the scale suggests that the lower scores indicate the higher level of the CPhIS indicator, and thus the higher risk of the smartphone addiction. The total score on the scale can vary between minimum 7 and maximum 35. Based on the scale, the respondents were classified into five groups according to their inclination to the smartphone addiction: the section A (7.00–12.600) for the definitely phonoholism inclined consumers; B (12.601–18.200) for the phonoholism inclined ones; C (18.201–23.800) neither phonoholism inclined nor non-phonoholism inclined ones; D (23.801–29.400) for the non-phonoholism inclined ones and E (29.401–35.000) for the definitely non-phonoholism inclined ones. Then for all the seven statements, the results obtained by each person were summed up. At this stage all the respondents whose answers to any of the seven statements contained

Table 1. The demographic data of the respondents by gender and age (n=228)

gender							
item	female		male		lack of data		total
n	157		71		0		228
%	69		31		0		100
age in years							
item	20	21	22	23	24	lack of data	total
n	6	141	40	17	8	16	228
%	2.6	61.8	17.5	7.4	3.5	7.0	100

Source: authors' development

Table 2. The structure of the respondents' answers regarding the frequency of activities undertaken using the smartphone

item	gender	scale	no. of answers				
			% of respondents' answers				
			aggregated amount of respondents' answers (%)				
			1-daily	2-once a week or more often	3-less than once a week	4-never	total
checking emails	F	n	92	45	18	2	157
		%	58.60	28.66	11.46	1.27	100.00
	M	n	33	22	13	3	71
		%	46.48	30.99	18.31	4.23	100.00
	total	n	125	67	31	5	228
		%	54.82	29.39	13.60	2.19	100.00
surfing the internet	F	n	132	23	2	0	157
		%	84.08	14.65	1.27	0.00	100.00
	M	n	63	8	0	0	71
		%	88.73	11.27	0.00	0.00	100.00
	total	n	195	31	2	0	228
		%	85.53	13.60	0.87	0.00	100.00
reading news	F	n	102	37	15	3	157
		%	64.97	23.57	9.55	1.91	100.00
	M	n	51	11	8	1	71
		%	71.83	15.49	11.27	1.41	100.00
	total	n	153	48	23	4	228
		%	67.11	21.05	10.09	1.75	100.00
using social media	F	n	149	5	2	1	157
		%	94.90	3.18	1.27	0.64	100.00
	M	n	64	7	0	0	71
		%	90.14	9.86	0.00	0.00	100.00
	total	n	213	13	2	1	228
		%	93.42	5.70	0.88	0.44	100.00
using mobile apps	F	n	128	23	6	0	157
		%	81.53	14.65	3.82	0.00	100.00
	M	n	57	8	6	0	71
		%	80.28	11.27	8.45	0.00	100.00
	total	n	185	31	12	0	228
		%	81.14	13.60	5.26	0.00	100.00
watching video	F	n	66	64	25	2	157
		%	42.04	40.76	15.92	1.27	100.00
	M	n	31	29	10	1	71
		%	43.66	40.85	14.08	1.41	100.00
	total	n	97	93	35	3	228
		%	42.54	40.79	15.35	1.32	100.00

cont. Table 2

item	gender	scale	no. of answers				
			% of respondents' answers				
			aggregated amount of respondents' answers (%)				
			1-daily	2-once a week or more often	3-less than once a week	4-never	total
listening to the music	F	n	87	45	24	1	157
		%	55.41	28.66	15.29	0.64	100.00
	M	n	40	23	5	3	71
		%	56.34	32.39	7.04	4.23	100.00
	total	n	127	68	29	4	228
		%	55.70	29.82	12.72	1.75	100.00
taking photos	F	n	79	62	16	0	157
		%	50.32	39.49	10.19	0.00	100.00
	M	n	24	31	14	2	71
		%	33.80	43.66	19.72	2.82	100.00
	total	n	103	93	30	2	228
		%	45.18	40.79	13.16	0.88	100.00
playing games	F	n	21	22	59	55	157
		%	13.38	14.01	37.58	35.03	100.00
	M	n	13	18	20	20	71
		%	18.31	25.35	28.17	28.17	100.00
	total	n	34	40	79	75	228
		%	14.91	17.54	34.65	32.89	100.00

Source: authors' development

deficiencies or no gender was indicated were rejected. Finally, 228 of the young respondents were selected (157 female and 71 male). Then the average results and standard deviations for the gender groups were valuated.

Research results

At the beginning the respondents were asked about the frequency of activities performed using a smartphone. All the responses have been included in Table 2. Using social media was the most frequent activity undertaken. Almost all of the respondents indicated that they use smartphones for this purpose daily. Over 8 out of 10 young people each day surf the internet and use mobile apps. More than half of respondents use their smartphones every day to read news, check emails and listen to the music. Slightly less than half take photos and watch videos daily. The most rarely undertaken activity is playing games.

The second field of the study was to identify the types of activities that accompany the use of smartphones. All the responses have been included in Table 3. Following the obtained data, the vast majority of respondents indicated

that they use their smartphones before going to sleep. More than three-quarters of the respondents confirmed that they use smartphones during classes at the university and check the smartphone immediately after waking up. More than half of the young people use smartphones during meetings with friends. Less than half of the respondents confirmed that they use their smartphone in the bathroom. Slightly more than a third of the young people use the smartphone during their meals. Among the respondents, almost half of them admit that they feel bad, when they do not have their smartphones with them.

Analysing the data obtained with the usage of the proposed scale, it should be noted that the average result of the consumer phonoholism inclination scale for the whole studied population amounts to 16.71. The women obtained a lower result at the level of 16.5, while the men's outcomes totalled 16.85. The female responses were more focused around the average (SD = 5.58) than male ones' declarations (SD = 6.34). The data has been shown in Table 4.

Referring to the proposed classification sections, the whole surveyed respondents can be systematized into a group of the consumers inclined to phonoholism. Thus,

Table 3. The structure of the respondents' answers regarding the actions that follow in the wake of the smartphone usage

item	gender	scale	no. of answers					
			% of respondents' answers					
			aggregated amount of respondents' answers (%)					
			1-definitely yes	2-rather yes	3-neither yes nor no	4-rather no	5-definitely no	total
Immediately after waking up I check my smartphone	F	n	71	52	16	16	2	157
		%	45.22	33.13	10.19	10.19	1.27	100.00
			78.35		10.19	11.46		
	M	n	35	15	10	6	5	71
		%	49.30	21.13	14.08	8.45	7.04	100.00
			70.43		14.08	15.49		
	total	n	106	67	26	22	7	228
		%	46.49	29.39	11.49	9.65	3.07	100.00
			75.88		11.49	12.72		
I use my smartphone before I go to sleep	F	n	78	65	5	7	2	157
		%	49.68	41.40	3.18	4.46	1.27	100.00
			91.08		3.18	5.73		
	M	n	39	21	5	5	1	71
		%	54.93	38.03	7.04	7.04	1.41	100.00
			92.96		7.04	8.45		
	total	n	117	86	10	12	3	228
		%	51.32	37.72	4.39	5.26	1.32	100.00
			89.04		4.39	6.58		
I use the smartphone in the bathroom	F	n	36	34	25	26	36	157
		%	22.93	21.66	15.92	16.56	22.93	100.00
			44.59		15.92	39.49		
	M	n	26	13	12	7	13	71
		%	36.62	18.31	16.90	9.86	18.31	100.00
			54.93		16.90	28.17		
	total	n	62	47	37	33	49	228
		%	27.19	20.61	16.23	14.47	21.49	100.00
			47.80		16.23	35.96		
I use the smartphone during classes at the university	F	n	55	72	16	13	1	157
		%	35.03	45.86	10.19	8.28	0.64	100.00
			80.89		10.19	8.92		
	M	n	22	33	7	9	0	71
		%	30.99	46.48	9.86	12.68	0.00	100.00
			77.47		9.86	12.68		
	total	n	77	105	23	22	1	228
		%	33.77	46.05	10.09	9.65	0.44	100.00
			79.82		10.09	10.09

cont. Table 3

item	gender	scale	no. of answers					
			% of respondents' answers					
			aggregated amount of respondents' answers (%)					
			1-definitely yes	2-rather yes	3-neither yes nor no	4-rather no	5-definitely no	total
I use my smartphone during meetings with friends	F	n	28	56	30	41	2	157
		%	17.83	35.67	19.11	26.11	1.27	100.00
			53.50		19.11	27.38		
	M	n	19	17	16	14	5	71
		%	26.76	23.94	22.54	19.72	7.04	100.00
			50.70		22.54	26.76		
	total	n	47	73	46	55	7	228
		%	20.61	32.02	20.18	24.12	3.07	100.00
			52.63		20.18	27.19		
I use the smartphone during meals	F	n	23	43	26	48	17	157
		%	14.65	27.39	16.56	30.57	10.83	100.00
			42.04		16.56	41.40		
	M	n	15	10	14	21	11	71
		%	21.13	14.08	19.72	29.58	15.49	100.00
			35.21		19.72	45.07		
	total	n	38	53	40	69	28	228
		%	16.67	23.25	17.54	30.26	12.28	100.00
			39.92		17.54	42.54		
When I do not have the smartphone with me, I feel bad	F	n	36	43	29	32	17	157
		%	22.93	27.39	18.47	20.38	10.83	100.00
			50.32		18.47	31.21		
	M	n	16	15	10	19	11	71
		%	22.54	21.13	14.08	26.76	15.49	100.00
			43.67		14.08	42.25		
	total	n	52	58	39	51	28	228
		%	22.81	25.44	17.10	22.37	12.28	100.00
			48.25		17.10	34.65		

Source: authors' development

Table 4. The average and standard deviation of the Consumer Phonoholism Inclination Scale

respondents' group	n	average	standard deviation	minimal	maximal	type	
				outcomes (references: min =7 max=35)		consumers	behaviour
female	157	16.65	5.58	7	30	inclined to phonoholism	habitual
male	71	16.85	6.34	7	32		
total	228	16.71	5.81	7	32		

Source: authors' development

Table 5. The type of consumer in each section of the Consumer Phonoholism Inclination Scale

section	A (7,000-12.600)	B (12.601-18.200)	C (18.201-23.800)	D (23.801-29.400)	E (29.401-35.000)
%n	25.44%	33.77%	28.07%	11.40%	1.32%
type of consumers	definitely inclined to phonoholism	inclined to phonoholism	no inclined to phonoholism nor non-inclined to phonoholism	non-inclined to phonoholism	definitely non-inclined to phonoholism

Source: authors' development

their usage of the smartphone appears at least as habitual behaviour. This applies to both the tested women and men, but it seems that the women show a slightly greater tendency towards phonoholism, because they obtained a lower level of the surveyed indicator.

Regarding the analysed data, it should be noted that 25.44% of the surveyed young people obtained a score from section A (7.000 to 12.600 points). Next, 33.77% of the respondents belong to consumers with the score from section B (12.601–18.200). Another 28.07% of the young ones received points in section C (18.201–23.800), and finally 11.40% of respondents and 1.32% of the young people systematized to sections D (23.801–29.400) and E (29.401–5.000), respectively.

Applying the suggested classification, the studied population may be segmented. The respondents who are qualified to section A can be defined as strongly inclined to phonoholism and they are those who demonstrate a certain level of compulsive behaviour in relation to their smartphone use. The next group of this mobile phone users are people with some inclinations to phonoholism and are classified in section B. It seems that their behaviour is still habitual, but with a tendency towards compulsive one. The third group is represented by the smartphone users classified to section C, that is, i.e. neither inclined or nor inclined to phonoholism. Those young people do not exhibit any particular customs in case of the smartphone. Finally, in section D and E people who do not show any inclinations to phonoholism are classified and their habitual usage of the mobile phone appears to be low. The data have been shown in Table 5.

Discussion and conclusions

Consumer behaviour can be analysed from different perspectives. One of the approaches refers to consumer habits or, also, unwanted types of behaviour of the so-called compulsive ones. Referring to the presented data, it is worth noticing that, the smartphone has become an inseparable attribute of everyday life for the tested young people. It is related to the change of this mobile phone's functionality from a communication device to a multifunctional product. It is accompanied by a parallel fall in prices of internet access services and the appearance of free spots to the mobile network. The continuous and uninterrupted product usage may be related to the value that the product brings to the consumer's life or simply the habits that accompany the user's activities. But sometimes it happens that the product

usage shift into the overuse stage at which consumers cease to control their behaviour by abusing a product.

According to the obtained data, 89.04% of the respondents use it before bedtime, and 79.82% exert it during classes at the university, and 75.88% of young people check the smartphone just after waking up. Importantly, 48.25% of the respondents indicated that they feel bad without the product by their side. What is more, referring to the proposed scale, 33.77% of these consumers show a tendency to use the smartphone commonly, and another 25.44% of the young respondents tend to abuse the product. Thus, it seems that among the first group of the smartphone users, their behaviour appears to be habitual, while the second group has a tendency to demonstrate compulsive proceedings. Therefore, referring to the proposed hypothesis suggesting that among the Y generation smartphone users a phonoholism phenomenon exists, the obtained results verified this supposition positively. According to the outcomes, the observed situation may be a result of an excessive use of the technological product by the product users, which finally may even affect addictive behaviour. Moreover, in a wider marketing context, a change in the role and functions of technological products in young people's lives can be observed. The results suggest that mobile solutions have been incorporated into the 360-degree daily activity of the young consumers. The name 360 degree activity (suggested by the authors) refers to full visibility from all sides. It means that all activities during the day appear to be supported by the smartphone. It also poses a question concerning the boundary at which the product ceases to be a generation's fashionable gadget, and becomes an indispensable device for the implementation of everyday activities or even being somehow addictive to its users. In this group, a departure from the consumers' satisfaction of product usefulness to the transition to the function of their feeling of safety at the psychological level can be noticed. This seems to be related to the change of product functionality from communication to multifunctional, and making a relation between the user and the device more complex and multi-layered. Further studies should focus on finding answers to the reasons for the observed phenomenon. It would be interesting to determine the causes and factors moderating the occurrence. Initially, we suggest that they may lie in the social, cultural or psychological fields, which requires application of in-depth qualitative research in future.

The topic discussed in this article concerns marketing, which is part of management sciences, i.e. their subdiscipline

(Sudoł, 2016, p. 164). Referring to marketing management in the field of product development, we suggest that the process of forming a technological product needs to include some functions and mechanisms controlling both the frequency and length of user's contact with this device. It should focus on protecting users from the development of addictive behaviour. This particularly concerns young generations more inclined to excessive use of technological good and services. In future, a further product development should pay attention to delivering significant values to its users. It should definitely avoid quantitative stimulus and incentives to use the device longer, but to make it use more effectively.

Lastly, from the methodological perspective, it is worth noting that the proposed Consumer Phonoholism Inclination Scale could be applied in evaluation of smartphone addiction. It presents an applicable value for defining differences and similarities in consumer behaviour, developing consumer segmentation and creating micro segments.

Finalizing the considerations, it should be emphasized that with regard to the sampling method applied for this study and the size of the group examined, the received applications should not be translated into the whole segment of the Y generation consumers in Poland. The results suggest the characteristics of the group being verified and accentuate the observed direction of their behaviour. However, the generalization of the data obtained requires carrying out wider and in-depth studies using representative methods, which is strongly recommended by the authors.

Liwia Delińska, M.Sc.
University of Gdansk
Faculty of Management
ORCID: 0000-0002-1183-6247
e-mail: liwia.delinska@ug.edu.pl

Sylwia Badowska, PhD.
University of Gdansk
Faculty of Management
ORCID: 0000-0001-6332-1184
e-mail: sylwia.badowska@ug.edu.pl

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Od zachowań nawykowych do kompulsywnych. 360 stopni wokół smartfonu wśród pokolenia Y – badania empiryczne

Streszczenie

W niniejszym artykule przedstawiono wyniki badań dotyczących zachowań konsumentów i wykorzystania produktów mobilnych. Problem naukowy dotyczy określenia w populacji młodych konsumentów skłonności do uzależnienia od produktu technologicznego? Celem badania jest identyfikacja wśród przedstawicieli pokolenia Y tendencji do wykazywania zachowań nawykowych i/lub kompulsywnych na przykładzie smartfona. Badanie zostało przeprowadzone w 2017 roku za pomocą metody PAPI wśród konsumentów w wieku 19-24 lata. Zaproponowano autorską skalę konsumenckiej skłonności do fonoholizmu (KSF). Wyniki sugerują, że smartfon został włączony do 360-dniowej codziennej aktywności młodych konsumentów. Niektórzy przedstawiciele pokolenia Y wykazują zachowania nawykowe względem smartfonów, zaś znaczna liczba badanych przejawia tendencję do zachowań niepożądanych, w tym kompulsywnych ze względu na skłonność do nadużywania produktu technologicznego. Wyniki przyczyniają się do pełniejszego zrozumienia użytkowania produktów technologicznych.

Słowa kluczowe

zachowania nawykowe, zachowania kompulsywne, smartfon, fonoholizm, skala skłonności fonoholizmu konsumenckiego, uzależnienie od produktu, uzależnienie od smartfonu, generacja Y