

CITY UNIVERSITY OF HONG KONG
香港城市大學

**Digital Literacy and Brand Self-Congruity: the Role of Customer
Experiences**

數字素養和品牌自我一致性：客戶體驗的作用

Submitted to
College of Business

商學院

in Partial Fulfillment of the Requirements
for the Degree of Doctor of Business Administration

工商管理博士學位

By

Muhammed Emin SARAÇ

August 2022

二零二二年八月

Abstract

The research develops a framework that examines how digital literacy influences mobile customer experiences and how mobile customer experience impacts brand-self congruity which in turn influences customers' mobile app repurchase intentions and participation intention through mobile customer experience. In addition, the research observes the prevention focused customer emotion and promotion focused customer emotion as moderator variables in the relation of digital literacy and mobile customer experience.

The research methods in this study are classified as quantitative (i.e., survey) and qualitative (i.e., in-depth interviews) methods to investigate research questions of interest. The main body of this research consists of people who use mobile grocery applications for shopping in Turkey. The sample in the study are chosen using the random sample selection technique from among the people using the application. The random sample selection technique consists of the researcher choosing the sample without using any criteria.

The findings of the research supports the hypothesized positive effects. The results of the dissertation, which are focused on the use of structural equation modeling on a survey of 510 mobile app users, shows the role of utilitarian variables in driving a successful mobile customer experience at the different customer journeys.

The study illustrates that each digital literacy dimension (cognitive digital literacy and technical digital literacy) has a positive impact on variance of mobile customer experience (sticky journey and smooth journey). Moreover, mobile customer experience affects variance of brand-Self Congruity, positively. Finally, it can be seen that brand-self congruity has a positive impact on variances of repurchase intention through mobile app and participation intention. All the findings on the study results that they all have positive impacts on their connections as antecedent variables, mediator variables and consequences.

Finally, the paper aims to give practical suggestions on how to develop mobile customer experience and the handling of digital literacy for effective marketing are proposed based on the insights from the research findings and executives' point of view.

Keywords: *customer experience, m-commerce, grocery retailer, digital literacy, brand self-congruity*