CONSUMER SELECTION

European consumers are using the internet more and more frequently (European Commission, 2019) and they increasingly rely on their mobile in their daily life (GSM Association, 2018). This makes mobile apps a promising source for health-related information. However, not all consumers are equally likely to use such apps (Elavsky et al., 2017; Serrano et al., 2017). Our aim is to identify consumer groups that vary in wellbeing and health status for the upcoming studies that deal with consumer responses to health-related apps.

Mobile apps are a promising source for health-related information.

Consumer use of health-related apps is driven by motivational, health-related and technological factors (Chae, 2018). In this context, we considered consumers' wellbeing (e.g. life satisfaction), their health (e.g. subjective health status) and their openness to try new things as main characteristics for their segmentation in order to identify relevant groups of consumers for the Stance4Health consumer studies. Upon identifying the relevant consumer groups (segments), these were described using socio-demographics and health-related measures (e.g. health history).

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Across European countries, more than 72% of consumers used the internet at least a few times per week in 2016.

Over 60% of people described their health as good or very good and people were on average rather satisfied with their life as a whole. The frequency of internet use, reported life satisfaction and health status differed by country (ESS Round 8, 2016). Due to such country differences, the segmentation conducted took into account the potential impact of the country.

The segmentation relied on data from the European Social Survey (ESS) (ESS Round 8, 2016; ESS Round 7, 2014). The ESS survey is conducted every two years to measure people's attitudes, beliefs and patterns of behaviour (https://www.europeansocialsurvey.org 2019). The survey is employed in various European countries, with the latest round involving 23 countries (ESS Round 8, 2018).

Identifying consumer groups that vary in key characteristics (e.g. wellbeing, health status) allows studying segments of consumers that react similarly to new health-related apps. Moreover, it facilitates the identification of best strategies to promote adoption and sustained use of health-related apps across the different groups of consumers with potential to use such apps. These insights gained will contribute to several upcoming activities in the **Stance4Health** project.

Visit www.stance4health.com for more information about our project.

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