

A Study on The Usage of M-Health Apps

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ABSTRACT

M-Health has successfully revolutionized the traditional healthcare delivery allowing the large segment of people to access quick facility with connected mobile device especially in large countries. At this juncture, the study on diffusion of M-Health apps on smartphone users is of great importance to the customers and marketers. The emotional decision making takes an upper hand for using health apps. The present study is carried out to understand the psychological thought process that goes behind the minds of the consumers while using a health app. Consumers are not driven by rational thinking but by emotional desires like connected care between Doctor's office visits, reduce own healthcare costs, convenient access to providers and ability to obtain information at any time. With the rise of M-Health apps, the future of healthcare industry looks even more expanded and the opportunities available are numerous.

KEY WORDS: *M Health, Apps, Healthcare, Mobile Technology.*