

Abstract

There is little empirical research conducted in Tanzania focusing on the continuance usage of Bring Your Own Device (BYOD). Therefore, this study aimed at filling this empirical gap, by studying the factors influencing continuance adoption and usage of BYOD among employees in telecommunication firms. A questionnaire-based survey was employed for data collection, in which 133 responses were collected from employees of three telecommunication companies which are: Vodacom Tanzania, Tigo Tanzania and Airtel Tanzania. The study found that satisfaction and security concerns had a positive influence on the continuance intention to adopt BYOD, performance expectancy had a positive influence on the confirmation, confirmation had a positive influence on satisfaction, and perceived cost had a negative influence on satisfaction and continuance intention respectively. The relationships between security concerns and satisfaction, management support and continuance intention were not supported. The findings imply that firms should address performance expectancy, satisfaction, user expectations, security concerns, costs and management support issues to ensure smooth continuance adoption of the BYOD.