This article describes how the mobile app market is growing day by day. Mobile app stores have created the opportunity for the users to publicly provide feedback on mobile apps that they have installed or used. In this way, users are involved in the design and development of mobile apps, which was done by designers and developers before. Online user reviews are a useful source to know the user’s perception about mobile apps and thus provide a way of co-value creation. This article is conducted to investigate the factors affecting the acceptability of mobile Apps. Main purpose of this article is to use online reviews for construction of a model instead of using existing acceptance theories. The model proposed in this research is based on the analysis of reviews and app information extracted from the Google Play Store. The ratings and number of installs are two key indicators of the popularity of an app. Other characteristics like price, category and size also influence the user’s selection of an app. The findings showed the appropriateness of the proposed model and hypotheses for evaluating mobile apps acceptability and popularity. This article provides mobile app developers and marketers with an insight into the mobile app popularity and acceptability dynamics.