Why do consumers repeat buying clothes with mobile devices?

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Purchasing clothes via mobile devices is a reality. Promising products can be sold through this channel. Since mobile commerce, in general, is a fact, one wonders about the factors that more specifically influence an individual’s decision to repeat clothing purchasing. In particular, the aim of this paper is to analyze the cognitive (reputation, guarantee and security & privacy policies) and experiential aspects or signals (aesthetics, interactivity, enjoyment and personalization) that increase customer satisfaction and trust in the mobile buying process, as well as customer intention to repeat buying using this same channel. The final useful sample amounted to 123 mobile clothing consumers. The results indicate that the cognitive signals show greater influence than the experiential in relational variables. On the one hand, reputation, guarantee and security & privacy policies directly increase the trust in the company, and indirectly the intention to repurchase clothing by mobile devices. On the other hand, satisfaction is enhanced by the attractiveness of the mobile website. Finally, both satisfaction and trust are key factors in the customer’s intention to repeat buying clothes via mobile devices. This work goes one step further; first, it discusses variables that, to date, have not been analyzed in relation to each other in the literature of mobile clothing commerce. Second, from a business perspective this article provides indispensable knowledge for going beyond the mere transaction to acting on improving long-term consumer-seller relationships.

Biography

Paula Rodríguez-Torrico is a PhD candidate at University of Burgos, Spain. Her dissertation research focuses on online and mobile consumer behavior. She holds Bachelors of sciences degree in Marketing and a Masters degree in Research in Business Administration. Her Master thesis focused on consumer segmentation in two digital contexts: e-commerce and m-commerce. She received an award to the Best Paper in Marketing from the ESIC (spell out) Business & Marketing School at the XXIX AEDEM Annual Meeting held in San Sebastian on June 2015.

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