



2019 ACADEMY OF MARKETING SCIENCE ANNUAL CONFERENCE

ANTECEDENTS OF THE SATISFACTION OF MOBILE SHOPPERS. A CROSS-COUNTRY ANALYSIS

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AGENDA

- Importance and Motivation
- Investigation Objectives
- Literature Review
- Hypothesis
- Methodology
- Results & Discussion
- Conclusions and Implications

IMPORTANCE AND MOTIVATION

- The use of Internet and mobile devices have had a positive impact on the relationship between stores and the consumer (Ko et al., 2009; Kaczorowska-Spychalska, 2017; Arora & Aggarwal, 2018; Duarte et al.,2018).
- The increase in the use of the Internet and the number of users of mobile devices have supported the explosive growth of mobile commerce (Lu and Su, 2009; Tandon et al., 2017).
- In the technology acceptance model (TAM), the attitude towards use is based on perceived usefulness and perceived ease of use (Davis et al., 1989). However, both factors also affect the affective evaluation of m-commerce

INVESTIGATION OBJECTIVES

- Check how some structural factors of the m-commerce and other inherent to the consumer affect the m-shopper
- This study aims to analyze this commercial phenomenon in the Latin American market, specifically by conducting a comparative study between mobile shoppers in Chile and México.
- Is mobile commerce able to offer an online shopping experience that satisfies mobile shoppers in Chile and México?

LITERATURE REVIEW

➤ **M-shopper satisfaction**

✓ The mobile customer satisfaction can be defined as the perception of total consumer consumption when using the mobile service, including post-purchase evaluation (Kuo et al., 2009).

➤ **Reputation of m-commerce**

✓ The corporate reputation of m-commerce can be defined as representing the positive perceptions perceived by the users (Kim, 2016).

LITERATURE REVIEW

➤ **Trust in m-commerce**

- ✓ Given the massive expansion of mobile devices, the findings in the electronic commerce literature have revealed that trust plays a key role as a precedent to a positive attitude towards the use of m-commerce (Lee and Park, 2013; Lee, 2005).

➤ **Affective evaluation of m-commerce**

- ✓ It has been revealed in the literature of technological marketing that an emotional connection with m-commerce will improve the shopping experience of the m-shopper (Ratten, 2011).

LITERATURE REVIEW

➤ **Hedonic benefit perceived by the m-shopper**

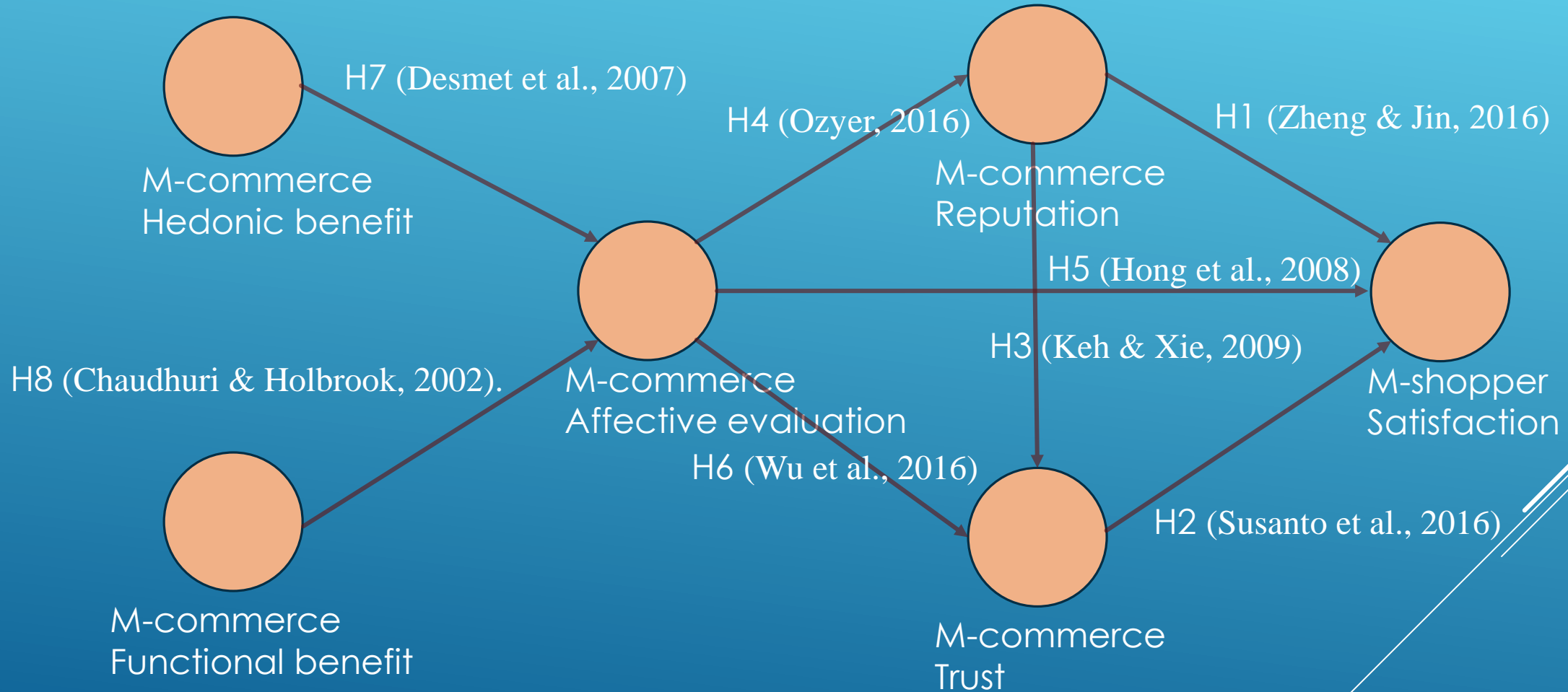
✓ The hedonic experience of the m-shopper is a key element in building the virtual or interactive m-commerce environment (Parker and Wang, 2016; Davis, 2009).

➤ **Functional benefit perceived by the m-shopper**

✓ It has been confirmed that technological progress allows mobile commerce to provide functional responses to m-shoppers (Filiari and Lin, 2017).

HYPOTHESES

For this study 8 hypotheses were formulated...



METHODOLOGY

- ✓ Development and validity of measurement scales.
- ✓ Preparation of survey.
- ✓ Collection of data through the application of survey to a non-probabilistic sample for convenience.
- ✓ Specifically, the final survey was applied to a total of 1,464 m-shoppers, 710 in Santiago, Chile and 754 in México City, México.

METHODOLOGY

➤ Assessment of the measurement model

- ✓ With the data obtained, a psychometric analysis was carried out to obtain scales with a good degree of reliability, validity and dimensionality.
- ✓ For this purpose, an exploratory factorial analysis (EFA), a confirmatory factorial analysis (CFA) and several reliability analyses with Alpha, Construct Reliability and Extracted Variance (AVE) of Cronbach were applied.

METHODOLOGY

➤ Assessment of the measurement model

- ✓ To identify those items that did not fit their dimension, factorial analyses of principal components with varimax rotation were carried out (Hair et al., 1998).
- ✓ In accordance with this procedure, it was necessary to eliminate *indicator 4* from the functional benefit scale and *indicator 1* from the hedonic benefit scale.
- ✓ Both indicators presented a degree of unidimensionality, with factor loads less than 0.4 (Larwood et al., 1995).

METHODOLOGY

➤ Assessment of the measurement model

- ✓ For the proposed final model, the adjustments were very satisfactory: IFI 0.973; CFI 0.973; RMSEA 0.051; Normed χ^2 4.824; $p < 0.001$.
- ✓ Once the optimum model was verified, the reliability of each of the scales was checked.
- ✓ For this, three tests were applied: Cronbach's Alpha (limit 0.7), Composite Construct Reliability (limit 0.7) (Henseler et al., 2015) and Analysis of Extracted Variance (limit 0.5) (Fornell and Larcker, 1981).
- ✓ All scales have a good degree of construct validity, convergent and discriminant.

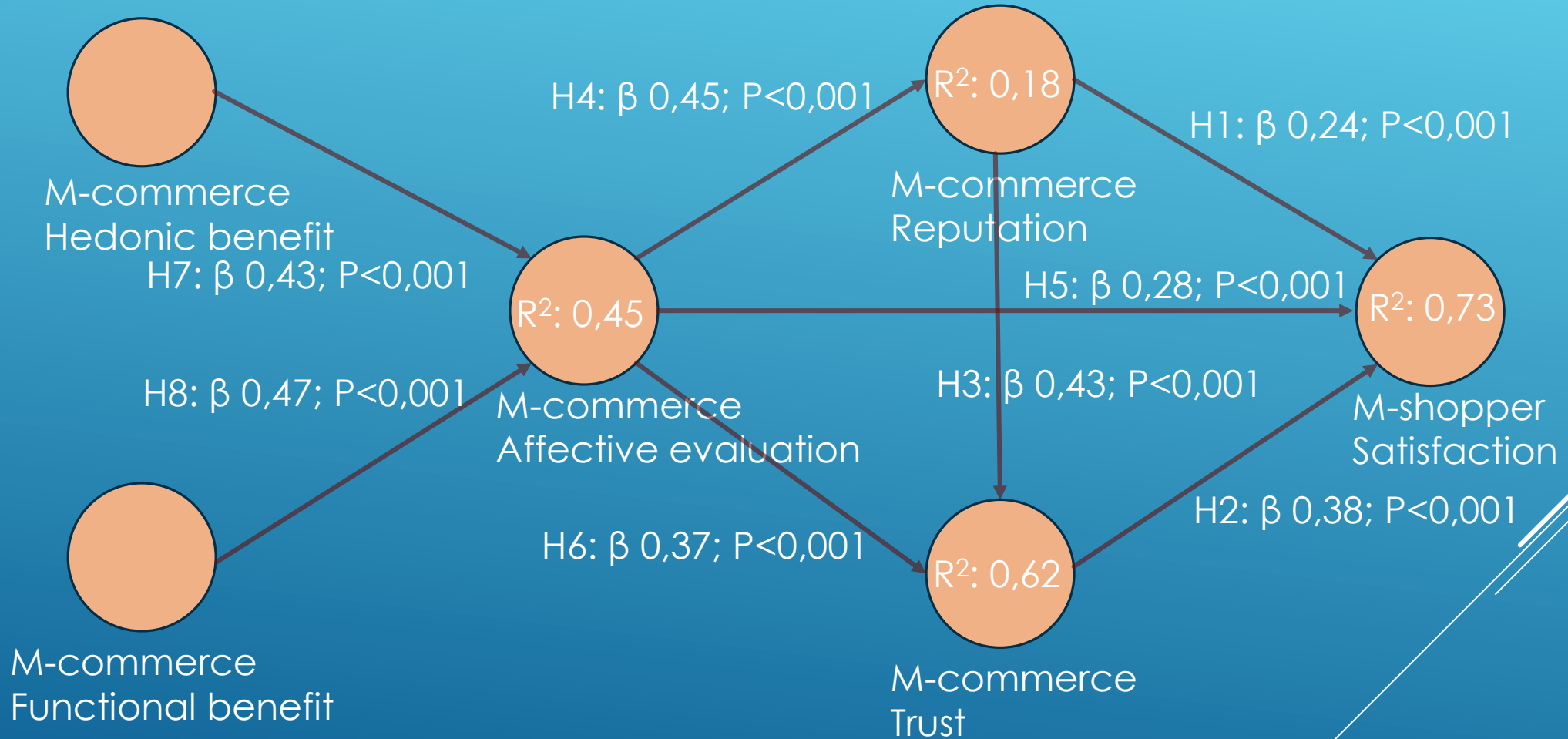
METHODOLOGY

➤ Multigroup analysis

- ✓ Significant differences were found in two of the eight relationships established between the groups in Chile and México.
- ✓ This was verified by the values obtained, on the one hand, in the **relationship between the hedonic benefit and the affective evaluation** ($\chi^2 = 2650.639$, $CR = -4.444$, $p < 0.001$) and, on the other hand, in the **relationship between functional benefit and affective evaluation** ($\chi^2 = 2650.533$, $CR = 4.457$, $p < 0.001$).
- ✓ **Hedonic benefit** on affective evaluation. Chile > México
- ✓ **Functional benefit** on Affective evaluation. Chile < México

RESULTS

All relationships were positive and significant...



DISCUSSION

- ✓ It has been established that the satisfaction of the m-shopper is a consequence of the reputation of m-commerce, also of the affective evaluation made of m-commerce and of the trust in m-commerce.
- ✓ These results are consistent with previous studies (Sarstedt et al. 2013) (Casaló et al., 2009; Zheng and Jin, 2016; Éthier et al., 2006; Ratten, 2011).
- ✓ The reputation of m-commerce plays a very important role as antecedent of the trust that the m-shopper can deposit in m-commerce (Kim and Park, 2013).

DISCUSSION

- ✓ A high hedonic purchase value will positively influence the emotional experience of the m-shopper (Bui and Kemp, 2013) and the functional value obtained by the m-shopper positively influences their emotional experience (Parker and Wang, 2016).

DISCUSSION

- ✓ Although previous studies suggest that the functional benefit perceived by the m-shopper is negatively related to their emotions (Li et al., 2012), the results of this study indicate the opposite.
- ✓ From this point of view, a positive emotional shopping experience will be a consequence, on the one hand, of the entertainment and enjoyment of the m-shopper when making purchases in m-commerce (Kalliny and Minor, 2006) and, on the other, access to mobile devices equipped with touch interfaces that allow intuitive, dynamic and fast interactions (Kim and Sundar 2014; Sela and Berger, 2012).

DISCUSSION

- ✓ The functional and hedonic attributes are not only important predictors of the intention of the m-shopper to use m-commerce (Malik et al., 2013), but also play a key role as antecedents of the affective evaluation of the m-commerce.
- ✓ The findings of this study show that, despite the technological and competitive similarities between Chile and México, there are marked differences in the functional and hedonic benefits perceived by the m-shopper when visiting m-commerce.

DISCUSSION

- ✓ For the m-shopper in Chile it is more important that the shopping experience in m-commerce be pleasant and relaxed. Enjoy the time spent buying online
- ✓ For the m-shopper in Mexico it is more important to find what you are looking for in m-commerce, in the shortest possible time

CONCLUSIONS AND IMPLICATIONS FOR THEORY AND PRACTICE

- ✓ This study contributes to the theoretical discussion regarding the factors that influence the satisfaction of the m-shopper.
- ✓ It has been confirmed that reputation, affective evaluation and trust have a direct and positive influence on the satisfaction of the m-shopper, with a strong link between reputation and trust.
- ✓ It has also been confirmed that the hedonic and functional benefits perceived by the m-shopper have a direct and positive influence on the affective evaluation of m-commerce.

CONCLUSIONS AND IMPLICATIONS FOR THEORY AND PRACTICE

- ✓ Some significant differences between m-shoppers in Chile and México are also revealed.
- ✓ From a managerial point of view, this study has implications for m-commerce managers, particularly if they wish to build a successful online shopping experience for the m-shopper distinguished from physical stores in its own right.
- ✓ This study can serve as a support for academics to check the antecedent relations of the satisfaction of m-shoppers.

**¡THANK YOU VERY MUCH FOR
YOUR ATTENTION!**

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