Why do consumers repeat buying clothes with mobile devices?
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**Purpose:** To analyze the cognitive and experiential aspects that increase mobile customer satisfaction and trust as well as customer intention to repeat buying.

**Framework:**
- Signaling theory (Kirmani y Rao, 2000).

**Methodology:** Partial Least Squares approach was used to estimate the model. Using information gathered through a questionnaire to 123 mobile clothing consumers.

**Results:**

![Diagram showing the relationship between cognitive signals, experiential signals, consumer trust, consumer satisfaction, and mobile repurchase intention.]

**Conclusion:**
- Cognitive signals show greater influence than the experiential in relational variables.
- Both satisfaction and trust are key factors in the customer’s intention to repeat buying clothes via mobile devices.

**Bibliography:**