

Why do consumers repeat buying clothes with mobile devices?

Authors: Paula Rodriguez-Torrico, Sonia San-Martín and Rebeca San José

Purpose: To analyze the cognitive and experiential aspects that increase mobile customer satisfaction and trust as well as customer intention to repeat buying.

Framework:

- Morgan & Hunt's (1994) relationship marketing.
- Signaling theory (Kirmani y Rao, 2000).

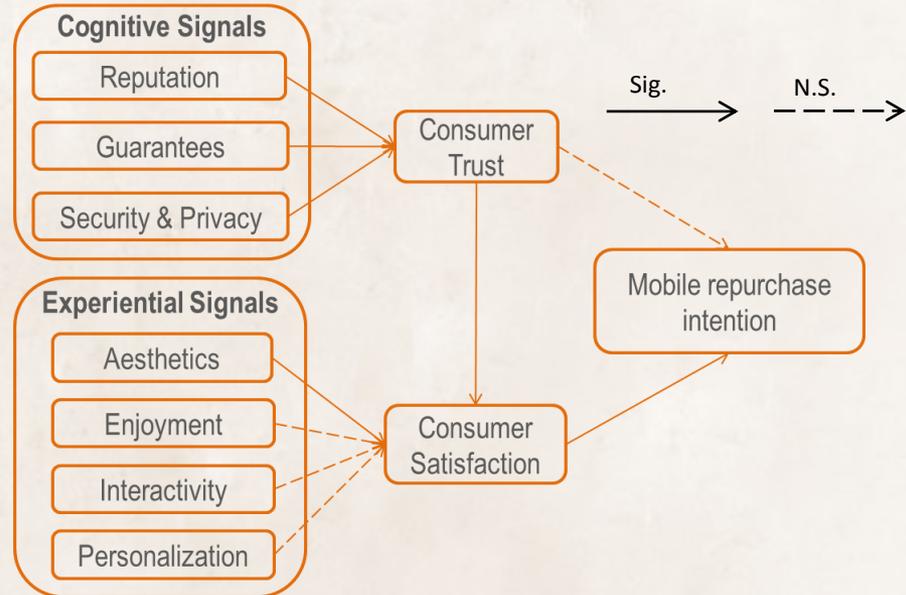
Methodology: Partial Least Squares approach was used to estimate the model. Using information gathered through a questionnaire to 123 mobile clothing consumers.

Bibliography:

KIRMANI, A. Y RAO, A.R., (2000). No Pain, No Gain: A Critical Review of the Literature on Signaling Unobservable Product Quality, *Journal of Marketing*, 64, 66–79.

MORGAN, R. M., & HUNT, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38.

Results:



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.