Determinants of clothing repurchase through mobile devices

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Abstract

Purchasing clothes via mobile devices is a growing sector. This paper analyzed the cognitive (reputation, guarantee and security & privacy policies) and experiential aspects (aesthetics, interactivity, enjoyment and personalization) that increase customer satisfaction and trust of the mobile buying process as well as customer intention to repeat buying using this same channel. Our analysis used a sample of mobile purchasers from a clothing company’s mobile website. The results indicate that the cognitive signals show greater influence than the experiential in relational variables. Satisfaction, meanwhile, is enhanced by the attractiveness of the mobile website and buyer trust. Finally, both satisfaction and trust are key factors in the customer’s intention to repeat buying clothes via mobile devices.

Keywords: Mobile commerce, consumer behavior, relationship marketing, signaling theory, mobile repurchase.

JEL codes: M300, M310.
1. Introduction

Mobile commerce seems to be already part of the present. According to the latest report by the Online Business School (OBS, 2014), the estimated global penetration of smartphone users in 2014 was 1.75 billion, representing a 22.5% increase compared to 2013 and a 24.4% percentage of the online population. In addition, forecasts for 2017 predict a penetration of 33.8%, which would represent 2.5 billion potential buyers using mobile devices. The data in this report also reveals the growth of users who buy via a mobile phone: since 2012 smartphone buyers have increased by 25% and those who shop via tablet by 54%. As of May 2014, 60% of smartphone users had made a product or service purchase (OBS, 2014).

Mobile commerce includes those purchases of goods and services made through wireless handheld devices (Chong, 2013). These devices are usually small, lightweight and portable and can be used on the move (Khalifa and Shen, 2008). According to this definition, mobile commerce includes two types of devices: smartphones and tablets. We also focused on purchasing through the mobile website, because of the mobile options available (mobile website, apps, etc) to a greater extent (Wong, 2012). The mobile website is a version of a website on the Internet where to access it users can operate with the preinstalled browser and so they do not need to do any prior downloading before using it (Wong, 2012).

The sector concerned with this work, the purchase of clothing, is leading in the growth of mobile commerce. According to a study conducted by a specialized digital marketing consultancy, Ditrendia, mobile clothes purchasing is one of the fastest growing business sectors in recent years. Globally clothing is among the five products purchased by mobile users, just behind electronics, books and toys. Clothing is bought by a 37% of consumers via the tablet while 30% make their clothing purchases via their smartphone (Ditrendia, 2014).

Therefore, assuming the adoption of mobile commerce, 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 how the quality of the mobile website signals and how the seller clothing behavior affects the satisfaction and trust of individuals who shop for clothes through this channel.

From an academic point of view, this paper contributes greatly to the literature of mobile clothing commerce, since the literature integrating both contexts –mobile purchasing and clothing– is still limited. Furthermore, most studies have focused on analyzing the determinants of mobile commerce adoption. This article goes one step further; firstly, it discusses variables that, to date, have not been analyzed in relation to each other in the literature of mobile clothing commerce. Secondly, from a business perspective this article provides indispensable knowledge for going beyond the mere transaction to acting on improving long-term consumer-seller relationships.

This paper addresses Holbrook and Hirschman (1982) considerations of the cognitive and experiential motivations that lead the consumer in their decision making process. To this regard, the buyer’s environment is encompassed by, on the one hand,
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a series of cognitive signals: reputation, guarantees and security and privacy policies, and, on the other, experiential signals: aesthetics, interactivity, enjoyment and personalization of the mobile website. Finally, the sample used increases the value of the results, due to the fact that it is composed of buyers who have previously used a mobile (smartphone and/or tablet) to do clothes shopping.

The article is structured as follows: 1) the theoretical framework is presented; 2) the proposed model and justification of the hypotheses are shown; 3) the empirical study is developed and finally the implications and conclusions are discussed.

2. Theoretical Framework

To date, most studies that have examined consumer behavior in the clothing mobile commerce focus on the factors that have led to their adoption (Hahn and Kim, 2013; Kim, Ma, and Park, 2009; Ko, Kim, and Lee, 2009). Accepting that clothing mobile purchasing is not a remote factor, we believe that it is necessary to go a step further in the analysis of consumer behavior to analyze the determining factors in maintaining long term consumer-seller relationship. Given that we have customers who have already adopted mobile technology for clothes shopping, we will analyze how companies should act in order to maintain long-term relationships with their customers.

Relational Variables

Relationship marketing refers to “all marketing activities directed toward establishing, developing, and maintaining successful relational exchanges” (Morgan and Hunt, 1994, p. 12). According to the Morgan and Hunt’s (1994) relationship marketing approach, trust and satisfaction are two essential variables for building and maintaining long-term relationships, in general, as well as with mobile commerce, in particular (Sanayei, Shaemi, and Jamshidi, 2011; Suki, 2012; Yeh and Li, 2009). Therefore, that’s why they are among the most investigated variables in the literature (Curtis, Beach, Abratt, Huizenga, and Rhoades, 2011). Trust in the mobile commerce context refers to that set of specific beliefs dealing primarily with mobile vendor integrity, benevolence, competence and predictability. Satisfaction, meanwhile, refers to the affective response or feeling of a customer based on his/her experience with all aspects developed by the seller marketing their products and services (Lin and Wang, 2006). In mobile commerce the role of these variables is more complex and crucial than in an offline context due to the environmental uncertainty and information asymmetry (Wei, Marthandan, Chong, Ooi, and Arumugam, 2009), as well as its novelty, intangibility and device characteristics (small screens, slow speed, limited data processing capacity, etc.). Such aspects make the development of trust and satisfaction more difficult (Yeh and Li, 2009). Furthermore, clothes belong to
an experiential product category in which key informational attributes cannot be known without direct experience (Song and Kim, 2012).

An important relation to consider in mobile commerce is the study of satisfaction as a result of trust. Trust has been highlighted as the most important factor of mobile consumer satisfaction (Chong, 2013). In the clothing industry this relation has been studied as well by Curtis et al. (2011). They noted that trust is a predictor of consumer satisfaction and the desire to continue maintaining a relationship with the firm. Consequently:

**H1:** Consumer trust in the firm increases consumer satisfaction with it.

In addition to a relationship between trust and satisfaction it has been shown that each is important in its own way regarding the consumer behavior. Trust is the variable that most strongly influences the customer’s intention to continue making purchases via mobile (Chong, 2013). It also has an effect on the increase of mobile commerce use (Lee, 2005; Wei et al., 2009) with the intention of adopting mobile purchasing behavior (Kao, 2009; Zhang, Zhu, and Liu, 2012). When considering selling clothes, trust plays a decisive role in the consumer’s decision making process as it increases their intention to purchase on the web (Vila and Kuster, 2014) and their willingness to repeat purchasing on the web (Curtis et al., 2011).

Satisfaction has also emerged as a strong predictor of consumer’s intention to continue making mobile transactions (Kumar and Ravindran, 2012), as well as the intention to continue making payments via mobile (Zhou, 2013). Similarly, Chong (2013) notes that satisfaction is an important driver of the intention to continue making purchases via the mobile. If we focus on clothes, Nawi and Mamun (2014) used a model appropriate for measuring consumer satisfaction with clothing companies and they stress the importance of this relational variable in the consumer’s behavioral intention. This relationship had already been studied by other researchers, confirming its positive influence on customer’s intention to buy clothes on the Internet (Kim and Damhorst, 2010) and to repeat the purchasing of clothing (Curtis et al., 2011). Therefore, hypotheses 2 and 3 are as follows:

**H2:** Consumer trust increases his/her intention to repeat mobile buying clothes.

**H3:** Consumer satisfaction increases his/her intention to repeat mobile buying clothes.

**Determinants of Trust and Satisfaction**

As discussed above, mobile clothing purchases are increasing; companies consequently must act now to create and maintain durable relationships with their customers; and thus promote the repurchasing by current customers. For all consumers who have little experience in the channel, the intangible nature of purchases made
through a digital medium is added. In this context, the consumer cannot see or touch the product or physically interact with it and its vendors before purchasing, so an asymmetry arises in the availability of information needed to make a decision regarding purchasing the product. In this situation, the signaling theory applied to mobile commerce posits that consumers can rely on certain aspects of the company and the mobile website to infer the quality of products, the vendor and be satisfied and trust the company (Kirmani and Rao, 2000). That is why now we raise some of the mechanisms that mobile clothing firms should be developing to mitigate these problems and to build customer loyalty.

The signals used to determine the customer-seller relationship are divided into two types: cognitive and experiential signals. The Holbrook and Hirschman (1982) experiential approach posits that consumers do not only shop rationally and deliberately but they are also guided by an experiential motivation, based on positive emotions and the fun of shopping. In mobile commerce, we proceed to develop this approach using the two types of signals: cognitive—comprised of reputation, guarantees, and security and privacy policies—; and experiential which refers to the aesthetics, interactivity, enjoyment and personalization of the clothing mobile website.

**Cognitive signals.** We understand cognitive signals to be the functional aspects through which consumers can infer the quality and goodwill of the company in asymmetric informational contexts. In this case, we use reputation, guarantees and security and privacy policies as cognitive signals according to the literature. These variables have been widely associated with trust and consumer behavioral intentions by researchers (Lee, Ang, and Dubelaar, 2005; Eastlick and Lotz, 2011; Ha, 2004; Sha, 2009; Wang, Beatty, and Foxx, 2004; Wu, Liao, Hung and Ho, 2012). In mobile commerce they have an impact on the development of trust (Casaló, Flavián, and Guinalíu, 2007; Yeh and Li, 2009).

First, a firm’s **reputation** is an external information source that acts on the consumer responses and future intentions (Kim and Lennon, 2013). It shows the reliability of the firm’s commitments, makes consumers recognize its work, and it is critical in the development of trust in the initial stages and maintaining it in the future (Kim and Prabhakar, 2004). In the mobile context, research stressed the importance of reputation as it relates to consumer trust (Casaló et al., 2007), which is considered the most important factor in its development (Davis, Sajtos, and Chaudhri, 2011). In the case of clothing, consumers tend to have more positive emotional experiences with those companies with the best reputation, in addition to seeing a reduced perceived risk on the web (Kim and Lennon, 2013; Kim, Yang, and Kim, 2013).

**Guarantees** are other signals used by the firm to demonstrate its good will. These are related to the quality service and its ability to comply with the consumer’s expectations, meeting consumer’s requirements. They appear as an explicit contract, detailing the solutions to future contingencies and defective products (Emons, 1988). In mobile commerce, structural guarantees (compensation for losses and the protected consumer information) are the major determinants in the initial stage of the development of trust (Davis et al., 2011; Kim, Shin, and Lee, 2009) and are decisive
in generating consumer trust (Davis et al., 2011). In the clothing industry, it has been proven that the perception of a clothing brand guarantees increased intention by the buyer to accept brand extension towards other product categories, to pay a higher price for their product and to recommend it (del Rio, Vázquez, and Iglesias, 2001). In situations of asymmetric information, the clothing company should provide guarantees to support the development of constructive and balanced relationships with new clients (Johnsen and Ford, 2008).

Finally, security and privacy policies are identified as critical to increasing trust in the website (San Martín and Jiménez, 2011) and to developing brand trust (Ha, 2004). Privacy refers to the legal requirements and best practices in the treatment of personal data, while security concerns technical safeguards to ensure that these legal requirements and good privacy practices are effectively fulfilled (Casaló, Flavian, and Guinaliu, 2006). In the mobile context, in its infancy, privacy and security policies are crucial for companies to win consumer’s trust (Davis et al., 2011; Urban, Amyx, and Lorenzon, 2009). In the textiles and clothing industry, several authors have noted that aspects related to security and privacy policies play an important role in the purchasing (Ha and Stoel, 2012; Kim and Kim, 2004), in improving the emotions experienced with the seller and in reducing the perceived risk by users of the website (Kim and Lennon, 2013). Therefore we propose that:

H4: Reputation (H4a), guarantees (H4b), and security and privacy policies (H4c) positively influence consumer’s trust in the company.

**Experiential signals.** Experiential aspects also affect the mobile shopper behavior (López-Catalán and San-Martín, 2013; Rao and Troshani, 2007; Li, Dong, and Chen, 2012). The experiential characteristics of a mobile website are a determining factor in the use of it by the consumer (Ballantine, 2005; Dholakia and Zhao, 2009; Sánchez-Franco and Rondán-Cataluña, 2010; Wang and Li, 2012). We propose four types of experiential signals: aesthetics, interactivity, enjoyment and personalization of the mobile website. In the clothing industry, they have been given great prominence: they have been used to explain the intention of the consumer to be faithful to the clothing company (Kim and Niehm, 2009; Song, Fiore, and Park, 2007; Sullivan, Kang, and Heitmeyer, 2012), as predictors of satisfaction with the retailer (Lee et al., 2011; Ha and Im, 2012) and of intent to buy clothes online (Kim and Kim, 2004; Lee and Park, 2009; Mc Cormick and Livett, 2012).

First, aesthetics is defined as the degree to which a person believes that the mobile website is aesthetically appealing (van der Heijden, 2003). In mobile commerce, research has mostly shown the influence of aesthetic design in the ease of use of mobile technology (Cyr, Head and Ivanov, 2006; Li and Yeh, 2010; Okazaki and Mendez, 2013) as well as a determinant of the adoption of mobile commerce (Lee and Benbasat, 2004). Aesthetics also depends on the category of the product. The importance of aesthetics is higher for durable, hedonic and experiential products, such as clothing (Tractinsky and Lowengart, 2007). Likewise, an attractive clothing
website leads consumers to spend more time on it (McCormick and Livett, 2012) and increase satisfaction, indirectly through the emotions of the user (Ha and Im, 2012).

Second, interactivity is defined as the degree to which two or more communicating parties can synchronize and act on each other, through the communicative medium with their messages (Liu and Shrum, 2002). Mobile website interactivity has been confirmed as an important factor in increasing satisfaction with the mobile retailer (Yeh and Li, 2009). In the context of selling clothes, website interactivity has a crucial role. Consumers improve their perception about the quality of the clothing website, which leads them to a better assessment of the site and more likely to be loyal to it (Kim and Niehm, 2009). It is also important in building satisfactory relationships between the company and the consumer improving user satisfaction (Lee et al., 2011).

The third experiential signal addressed is enjoyment, which refers to a mobile shopper’s perceived fun, pleasure and attractiveness with the mobile website (Chen and Teng, 2013). In this context it is necessary to include this variable in the models since users usually associate mobile with enjoyment and fun (Chong, 2013). It has been confirmed that there is a positive relation between enjoyment and brand equity (Wang and Li, 2012) and on users’ satisfaction (Chong, 2013). On the other hand, clothes are considered a hedonic product whose consumption is experiential and produces pleasure and fun (Ha and Stoel, 2012). In both contexts –mobile and clothing– enjoyment improves the user’s attitudes toward clothing mobile commerce (Kim et al., 2009).

Finally, personalization is the tendency for businesses to adapt products and services for their customers (Davis et al., 2011). Personalization directed to each consumer is critical in mobile commerce, due to mobile users increasingly personalized demand for information (Mahatanankoon and Vila-Ruiz, 2007). Additionally, in the initial stages of use, personalization positively increments consumer satisfaction (Yeh and Li, 2009). Regarding the clothing industry in particular, mobile website personalization is considered as one of the aspects that must be integrated into the mobile clothing retailer’s strategy (Magrath and McCormick, 2013). And in practice, many retailers take this into account in the design of their clothing catalogs (Tung, Jai, Davis and Burns, 2014). From the consumer’s point of view, Lee et al. (2011) have concluded that a high level of personalization of the clothing website has led users to perceive a better performance. Furthermore, these authors also noted that positive experiences with personalization increase buyer’s satisfaction. Therefore:

**H5**: Aesthetics (H5a), interactivity (H5b), enjoyment (H5c) and personalization (H5d) of the mobile website increase buyer satisfaction with the company.

Next, the proposed model is summarized in Figure 1.
3. Method

Sample selection and data collection

This empirical study is based on information gathered through an online questionnaire given to online and mobile customers of a Spanish clothing company. The company contacted 1,649 customers via email and provided them the link to the questionnaire. The email reached 1,612 customers of whom 655 (40.63%) opened it. These buyers had access to the questionnaire for 15 days in June 2014. The final useful sample of mobile shoppers amounted to 123 individuals, almost all women (99.2%) aged mostly between 36 and 50 years (64.2%), and mainly employees with direct contact with customers (66.7%). All respondents had already bought clothing from the company on the mobile website.

Measurement Variables

The chosen variables were taken from the literature and were measured using the 5-point Likert scales adapted from previous research. Aesthetics was measured using three items taken from Mathwick, Malhotra and Rigdon (2001); enjoyment was measured by three items previously used by Lu and Su (2009); interactivity was measured with five items adapted from Ballantine and Fortin (2009); personalization was measured based on a study by Swaid and Wigand (2012); to measure guarantees and security and privacy policies three and six items, respectively, were adapted from
Burke (2002), Harris and Goode (2004), Ramus and Nielsen (2005), Ranaweera, McDougall, and Bansal (2005) and Yadav and Varadarajan (2005); reputation was measured using three items for measurement adapted from Kim et al. (2009). Trust was measured using four items adapted from Ganesan (1994) and Doney and Cannon (1997) and satisfaction using four items based on the research of Bennett, Härtel, and McColl-Kennedy (2005); finally, the four items used to measure mobile repurchase intention were obtained from Kim and Forsythe (2007).

To measure guarantee, interactivity, personalization, reputation and satisfaction formative scales were used. Security and privacy policies, aesthetics, enjoyment, trust and intention of repurchase were measured with reflective scales.

**Validation and data analysis**

Since the model is composed of reflective and formative scales the Partial Least Squares (PLS) approach was used (Chin, 1998; Chin and Newsted, 1999). This estimation is strong for small samples and allows the use of non-normal variables. The Smart PLS statistics program was used to estimate the model. Table 1 shows the weights for the formative scales, and the loadings for the reflective scales as well as measures of reliability. To dismiss the multicollinearity for formative scales two statistical indicators were used: the variance inflation factor (VIF), whose values are below 5; and tolerance, whose values are above 0.10 (Hair et al., 2014). We proceeded to remove three formative indicators whose weights are the opposite sign than expected. In the reflective scales convergent validity was confirmed: the average variance extracted (AVE) showed all values greater than 0.5; composite reliability (CR) values exceeding 0.6 in all cases; and Cronbach Alfa, greater than 0.7 for all latent variables. Discriminant validity was also checked, as the square root of the AVE, in all cases, it was higher than the correlation between variables (Fornell & Larcker, 1981). The intention to repurchase is explained directly by satisfaction and indirectly by trust.

**Table 1. Weights/Loadings and Validity and Fiability Measures**

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</table>
4. Results

Table 2 shows the estimation of the structural model. The results suggest that trust greatly explains satisfaction and this in turn influences the intention to repurchase via mobile; therefore H1 and H3 were confirmed. H2 is rejected, because trust itself does not imply repeat purchase. However, there is an indirect effect through satisfaction with a coefficient of 0.3467 (p <0.05). Moreover, the importance of cognitive signals in generating consumer trust in the company confirmed H4a, H4b and H4c. Guarantees offered by the company to return clothes if the customer is not satisfied or if the product is of low quality are the main factor for consumer trust development, followed by the firm’s reputation and security and privacy policies.

As for the experiential signals, only the aesthetics of the mobile website is significant in enhancing consumer satisfaction, so H5a is confirmed, but not H5b, H5c and H5d.
Table 2. Structural Model

<table>
<thead>
<tr>
<th>Path</th>
<th>Coefficient</th>
<th>T - test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust $\rightarrow$ Satisfaction</td>
<td>.7495*</td>
<td>10.0242</td>
</tr>
<tr>
<td>Trust $\rightarrow$ Int. Repurchase</td>
<td>.1205</td>
<td>.7316</td>
</tr>
<tr>
<td>Satisfaction $\rightarrow$ Int. Repurchase</td>
<td>.3017*</td>
<td>1.7882</td>
</tr>
<tr>
<td>Guarantee $\rightarrow$ Trust</td>
<td>.3781*</td>
<td>2.603</td>
</tr>
<tr>
<td>Reputation $\rightarrow$ Trust</td>
<td>.2381*</td>
<td>1.8847</td>
</tr>
<tr>
<td>Security &amp; privacy $\rightarrow$ Trust</td>
<td>.1764*</td>
<td>1.7773</td>
</tr>
<tr>
<td>Aesthetics $\rightarrow$ Satisfaction</td>
<td>.2224*</td>
<td>1.7103</td>
</tr>
<tr>
<td>Enjoyment $\rightarrow$ Satisfaction</td>
<td>-.0882</td>
<td>.9695</td>
</tr>
<tr>
<td>Interactivity $\rightarrow$ Satisfaction</td>
<td>.0423</td>
<td>.259</td>
</tr>
<tr>
<td>Personalization $\rightarrow$ Satisfaction</td>
<td>.0248</td>
<td>.2685</td>
</tr>
</tbody>
</table>

Note. Significant coefficients are in boldface. * p< 0.1 * p< 0.05.

Satisfaction is positively influenced by consumer trust in the company and aesthetics of the mobile website. But, indirectly through trust, satisfaction is increased via guarantees ($\lambda$=0.2834; p <0.05), reputation ($\lambda$=0.1784; p <0.1) and security and privacy policies ($\lambda$=0.1322; p <0.1).

5. Discussion and Implications

Mobile commerce posits an opportunity for clothing retail, so managers should act immediately. This study integrates the main cognitive and experiential aspects that clothing firms should take into consideration to reinforce their long-term relationships with mobile customers, also in the mobile context. First, satisfaction and trust are considered as key variables in the long-term relationships by consumer and firm. Our results show that both of them have a prominent role in consumer intent for the repeat of buying clothes through a mobile confirming the principles of the relationship marketing approach and the results obtained in previous analyses (Chong, 2013; Nawi and Mamun, 2014). These results show the need to go beyond the mere transaction and try to attract customers by improving their satisfaction and generating trust, as already established by several authors (Chong, 2013; Kim et al., 2009; Zhou, 2011). This is, perhaps, a most delicate moment in this regard, as many consumers still have not used their smartphones or tablets to buy clothes or have done it rarely. At this point firms should work on creating and maintaining long-term relationships with customers, establishing a philosophy based on relationship marketing since satisfaction and trust are essential for repeat purchases in the mobile context.
Second, this work reflects the importance of cognitive signals in the development of trust towards the clothing company in the context of mobile commerce, supporting all proposed relationships, which is in line with previous results obtained in the mobile context (Davis et al., 2011; Kim et al., 2009). In contrast, the relationship between experiential signals and consumer satisfaction has not been confirmed as anticipated; only the aesthetics of the mobile website seems to be effective in increasing consumer satisfaction. These facts are probably due to the limited use of mobile commerce to buy clothes which, as we have noted throughout this work, is in the early stages of their growth. According to several authors consumers with more experience in the digital environment show a lower risk perception making distant transactions than those with less experience (Kwon and Noh, 2010; Kuhlmeier and Knight, 2005; Liebermann and Stashevsky, 2002). In these contexts, buyers assign more importance to functional aspects that reduce the perception of risk such as security, guarantees and reputation than design aspects of mobile website due to their lack of experience in the context. Finally, the mobile website’s aesthetics is the only relevant factor to increase satisfaction. This may be because it is crucial when buying clothes from a distance. In this case, consumers have no chance to touch or try on the garment; a nice product presentation helps them make decisions (Song and Kim, 2012).

The academic contribution of this work has several aspects. First, the use of a theoretical framework composed of relational and signaling approaches that develop a full networked model. Second, the analysis of clothing purchases through mobile devices is still little studied by academics that focus mainly on the variables of technology adoption. This study integrates multiple variables in a model that can strengthen the relationship between the company and the consumer, as another contribution. Besides, these variables are selected taking into account both the cognitive and experiential motivations of the individual. Another aspect to note is the use of a sample of real buyers, who have already purchased through this channel and have real mobile experiences.

There are several *implications* for clothing companies. First, the results show the importance of the relational approach in the clothing mobile commerce. Both trust and satisfaction are crucial for repeat purchases by mobile users, so the companies should focus its efforts not only on customer attraction, but also on their loyalty. This is true in a traditional context and even more in a distance shopping context, as the mobile one is. By applying a philosophy of relationship marketing, companies will be able to keep a portfolio of loyal customers who are willing to make purchases and develop a long-term relationship with the company. In each case they should prioritize the functional aspects such as guarantees, reputation and security and privacy policies because they are basic to developing and laying the foundation of consumer trust. Clothing companies can act providing easy, accessible and understandable guarantee policies to the consumer; developing and publishing their privacy policies in a clear and transparent manner; using labels or certificates to ensure security of the purchases. However, they should not overlook the
experiential signals, especially those of aesthetics. As time passes hedonic aspects may become important in the development of the mobile buyer’s satisfaction with the clothing industry. To do this, clothing companies should start designing their mobile websites so that they are visually appealing, combining colors, text, images and sound consistently.

Finally, this study acknowledges some limitations. The first drawback was that the study was composed of clients from the same company and mostly women, who can be homogeneous as they correspond to a specific profile given by the style of clothing sold by the company. Besides, the time period in which the study was conducted can influence the results, which could vary as time passes. Future research may consider replicating the study to see the role of signals when the mobile technology is in a more mature phase. Also, it would be interesting to replicate the results with a more even distribution of men and women. Second, it should be replicated in other sectors. Finally, it would be interesting to include variables related with the unique characteristics of mobile devices, for example ubiquity, in future studies or works. In addition, this study can act as a baseline for future research either replicating this model or other investigations into the role of mobile technology’s use in distant clothing purchases.

6. References


Determinants of clothing repurchase through mobile devices


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Determinants of clothing repurchase through mobile devices


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