



Relationships between apparel mobile website quality, consumer satisfaction, and intent to purchase: an empirical study of U.S. Consumers

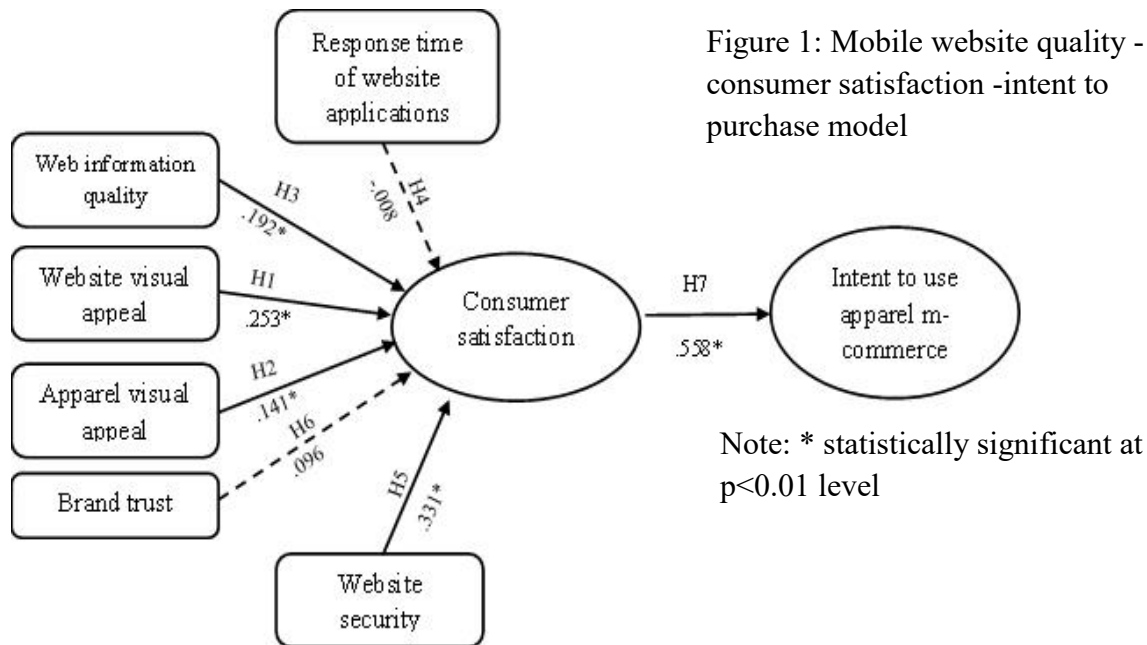
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Mobile commerce (or m-commerce) is a quickly growing retail channel that consumers have recently begun adopting for on-the-go shopping needs. M-commerce retailers have gained acceptance from device portability and mobility that allows consumers to complete business transactions over the Internet via smartphone or other mobile devices (Watson et. al, 2013). While market statistics have shown m-commerce experienced stronger growth rates than other retail channels, prior studies reveal that certain changes are necessary to encourage greater interest among consumers (Li et al., 2012). Mobile website quality has been identified as one of most concerned issues by consumers (Google, 2012). Pabalkar (2014) indicates that many m-commerce websites require significant improvements to meet consumer online shopping needs and retain their loyalty. However, our knowledge about the dimensions of mobile website quality and their effects on consumer satisfaction is still very limited (Pabalkar, 2014). To narrow the gap in the literature and generate useful insights for marketers, this research explored the effect of apparel mobile commerce website quality on consumer satisfaction and consequently intent to purchase to reveal the possible areas of improvement for future success of apparel m-commerce.

The WebQualTM model provides the theoretical framework for measuring mobile website quality (Loiacono et. al, 2007). In addition to the constructs of web information quality, website visual appeal, response time of website applications, website security, and brand trust adapted from WebQualTM, apparel visual appeal construct was developed and included based on literature review (e.g., Ha and Lennon, 2010). Six mobile website quality dimensions, consumer satisfaction, and intent to use apparel m-commerce are all multi-item latent constructs. Data was collected through an online survey on Amazon Mechanical Turk that targeted United States apparel mobile commerce users. 293 useful responses were received. Factor analysis, correlation, and multiple regression were applied for data analysis. Figure 1 illustrates the research model with the hypothesis testing results.

Web information quality, website visual appeal, apparel visual appeal, website security show significantly positive effects on consumer satisfaction of apparel mobile websites, while the impacts of response time of website applications and brand trust on consumer satisfaction are insignificant. These website quality constructs collectively exhibit good explanatory power, accounting for 40.6% of variance in consumer satisfaction of apparel mobile websites. Consequently, consumer satisfaction of apparel mobile websites positively affects their intent to purchase apparel through the mobile websites and accounts for 31.1% of variance in purchase intention.



The findings suggest that apparel m-commerce retailers should focus more attention on: 1). the visual appeal of offered apparel and sufficient product information on mobile website to ensure successful mobile relationships with consumers; 2). website visual appeal to create an effortless interaction for consumers seeking convenient and portable mobile experiences; and 3). website security to make consumer feel comfortable with mobile shopping.

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