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Precedents of the satisfaction of mobile shoppers. A cross-country analysis

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ABSTRACT

This investigation into m-commerce suggests a model in which some experiential dimensions of online shopping act as antecedents of m-shopper satisfaction. Causal relationships are tested by a model of structural equations. A non-probabilistic convenience sample composed of mobile buyers from Chile and Mexico is used. The results show that the m-shopper's satisfaction with their online shopping experience is a consequence of the reputation and trust that they perceive of mobile commerce. In turn, it is confirmed that satisfaction is a reaction to the affective evaluation of the mobile shopper. Affective evaluation is understood as the result of the hedonic and functional attributes perceived by mobile shoppers in their online shopping experience. Among m-shoppers from Chile and Mexico, differences are observed in the relationships between reputation and trust and between functional benefit and affective evaluation. This study contains some implications for mobile commerce managers who want to improve mobile buyer satisfaction.

1. Introduction

Using the Internet and mobile devices has had a significative effect on relationships between stores and consumers (Kuo et al., 2009). Thanks to this technological disruption, current consumers not only have the store as a traditional channel but also have at their disposal electronic commerce (e-commerce) and mobile commerce (m-commerce) that facilitate the making of purchase decisions (Maity and Dass, 2014; Wagner et al., 2013). It is in this context that retail sales through e-commerce worldwide amounted to 2.3 trillion US dollars in 2017. It is expected that this amount will increase by 110% by 2021 (Statista, 2019). In the same way, increased usage of the Internet and mobile devices have supported an explosive expansion of commerce using mobile technology (Lu et al., 2009). Mobile commerce is the facility through which products can be purchased anywhere via an Internet-enabled wireless device that allows users to search for products online without the use of a laptop (Clarke, 2001). The rapid transition from store to e-commerce to m-commerce (Chong, 2013; Wu et al., 2009), has allowed consumers to adopt attitudes that have had a positive impact on the intent to buy online (Korzaan, 2003) Fig. 1.

In line with the model for measuring the acceptance of technologies (TAM) suggested by Davis, 1989, it has been declared that perceived utility and perceived ease of use are not only the main supports of the attitude and intention of use of technology (Chang et al., 2015; San-Martín et al., 2013) but also positively influence user and/or consumer satisfaction (Ong et al., 2009; Liao et al., 2007). However, despite the evidence, this study suggests that perceived utility and perceived ease of use are the mainstay of the m-shopper's affective evaluation. This affective evaluation provokes positive effects on the satisfaction and trust of the m-shopper and the reputation of m-commerce. For measurement purposes, the perceived utility and the perceived ease of use are considered as the perceived functional benefit and the perceived hedonic benefit by the m-shopper.

Emerging onto the market through the online shopping experience, the mobile shopper (m-shopper) expects significant satisfaction (Varnali and Toker, 2010). In this new era of digital commerce, the satisfaction of the m-shopper is an essential part of the success of stores, and the findings have shown that mobile satisfaction positively impacts the consumer's intention to use m-commerce (Agrebi and Jallais, 2015; Koivumäki et al. 2008). Likewise, the beneficial effect of mobile shopper satisfaction on loyalty to m-commerce is highlighted (Kim et al. 2009a,b) and includes the positive effects of word-of-mouth (San-Martin et al., 2015) repetition of purchases (Rose et al., 2012; Lee and Jun, 2007) and price tolerance (Turel and Serenko, 2006). Despite the importance that mobile shopper satisfaction has for stores, there are contradictory arguments around the factors that determine it. On one hand, it has been argued that the satisfaction of the m-shopper is the result of the mobile device's performance and the accessibility of m-

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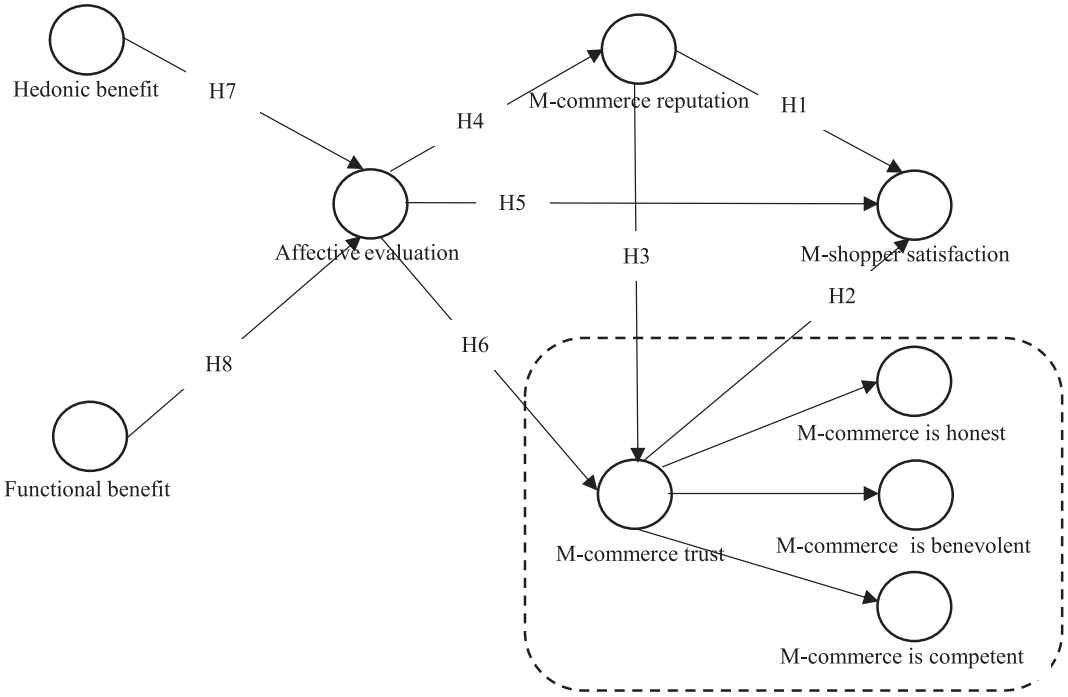

Fig. 1. Hypothesis.

commerce as well as entertainment and social influences (San-Martin et al., 2015). On the other hand, it has also been pointed out that it is a consequence of the quality of the provider and its website, the quality of the mobile technology (Suki, 2011) the quality of the information offered through the mobile service (Koivumäki et al., 2008) and of its perceived quality (Kuo et al., 2009; Turel and Serenko, 2006). Furthermore, it has been highlighted in the specialized literature that the functional and hedonic advantages discerned by the m-shopper positively influence satisfaction with m-commerce (Agrebi and Jallais, 2015). However, this study suggests that both the perceived functional and hedonic benefits first determine an affective evaluation of the mobile shopper (Bui and Kemp, 2013; Desmet et al., 2007) and that satisfaction with m-commerce depends on this evaluation (Carr et al., 2003). In the same way, it has been pointed out that mobile shopper satisfaction positively influences trust towards m-commerce (Hung et al., 2012; Rose et al., 2012; Suki, 2011, Kim et al., 2008). However, our investigation proposes that trust in m-commerce has a beneficial influence on the satisfaction of mobile shoppers (Susanto et al., 2016), a trust that, in turn, is a consequence of the reputation of m-commerce (Kim and Park, 2013) and of the affective evaluation carried out by the mobile shopper (Friedman, 2009). In addition, the findings indicate that trust in the m-commerce industry has been measured as a one-dimensional factor (San-Martin and López-Catalán, 2013) whereas this study suggests that it can be measured as a multidimensional factor composed of the honesty, benevolence and competence of m-commerce.

At the same time, the evidence indicates that there are universal patterns of behavior adopted by mobile consumers when using m-commerce that are influenced by cultural differences (Harris et al., 2005; Lee et al., 2002). Proof of this is that, when wishing to use m-commerce, trust in digital transactions has a greater influence on digital shoppers in Australia, for example, than in Taiwan (Kao, 2009). In the same way, regarding the impulse of adopting m-commerce, in the USA this intention is affected by the pleasure of use perceived by digital consumers, whereas in China it is affected by the perceived utility (Dai and Palvi, 2009). From this perspective, to broaden the discussion, this study proposes a model with some antecedents that may be key factors in the mobile satisfaction of the m-shopper. Keeping in mind that it has been suggested that cultural differences may influence some factors inherent to the behavior of m-shoppers when making their shopping decisions, a study has been carried out in Chile and Mexico in order to demonstrate this proposal. Both these developing economies rank inside the potential leaders band of the Index Advancement Technological (IAT) for usage of the World Wide Web (UNDP, 2018). Similarly, both countries lead the ranking of competitiveness and productivity in Latin America (WEF, 2018).

2. Literature review

2.1. M-shopper satisfaction

Past studies have argued that mobile client satisfaction is characterised as the perception of total consumer consumption that uses the mobile services (Kuo et al., 2009). In the same way, it can be considered as a total response of the consumer to the shopping experiences in a m-commerce trading area (Lin and Wang, 2006). This has been attested to in specialized studies in psychology and marketing which have suggested that user satisfaction with m-commerce is a general evaluation after the experience with a mobile device (Sohn et al., 2017).

The obvious importance of the shopper‘s satisfaction with their mobile device is made tangible in the telematics and informatics literature, where it is stated that m-shopper satisfaction is a key antecedent to continuing to buy (Hew et al., 2017; Hsu and Lin, 2015). Similarly, specialized literature on decision support systems has also made it clear that satisfaction with m-commerce is determinant in the intention to commit to a mobile device (Kim et al., 2013). Moreover, it has been found in the literature specializing in computers and human behavior that there is a strong link between satisfaction with m-commerce and the user‘s lifestyle (Samaha and Hawi, 2016). From this perspective, the satisfaction of the m-shopper, on the one hand, could be defined as an emotional response to the degree and speed with which m-commerce is adopted, and on the other, as a response to the expected benefits of using m-commerce. In the same way, it could also be an emotional response to the coherence between the expectation of use and the real performance of m-commerce (Hung et al., 2007).

2.2. Reputation of m-commerce

According to the specialized materials on communications management, corporate reputation may be defined as representing the behavior of m-commerce as perceived by the user (Kim, 2016). In this sense, the findings in the international trade literature show that reputation is one of the most valuable intangible assets of companies that operate worldwide (Sarstedt et al., 2013). In turn, this finding has been confirmed in business-to-business marketing literature, arguing that reputation may be a general impression by a group or multiple stakeholders (Rindova et al., 2005).

From this perspective, a good reputation considers the quality of m-commerce, which will, therefore, affect the user's buying behavior (Walsh et al., 2016). In this way, findings found in industrial marketing management literature show that a good reputation can be an asset for m-commerce because the user will be assured that the supplier is credible (Hansen et al., 2008). Similarly, in business ethics literature, it is suggested that a good reputation may be a high-level factor that allows for a sustainable competitive advantage to be acheived over time (Lai et al., 2010). Given this background, a good reputation in m-commerce could be a significant competitive advantage to attract the m-shopper.

2.3. 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 favorable perception of m-commerce (Lee and Park, 2013; Lee, 2005). Likewise, it has been stated that trust is an important antecedent of the m-shopper‘s intention to obtain information and to make a purchase (Lu et al., 2010). Furthermore, it has become evident in retail literature and consumer services that trust is a key factor in an exchange. This exchange involves interdependence, uncertainty, and risk between the parties. (Premazzi et al., 2010). From a vantage point of marketing, trust may be defined as the perceived certainty of one party that the counterpart has integrity and reliability (Sirdeshmukh et al., 2002).

Past studies have demonstrated that trust may be conceived as a multifaceted construct (Zhao et al., 2018; Bordonova-Juste and Polo-Redondo, 2004) composed of honesty, benevolence, and competition between parties (Marinao et al., 2017). Honesty can be defined as the expectation that a counterpart keeps their word, fulfills their obligations and promises and is sincere (Sanzo et al., 2003). Benevolence is the expectation that the counterpart respects the interests and well-being of the other and tries to help and guide it (Mayer et al., 1995). Competence is the expectation that the counterpart has the necessary knowledge, skills, and competence to perform their functions (Sirdeshmukh et al., 2002). In this way, through honest, benevolent and competent signals, the m-shopper will be able to establish a bond of trust with m-commerce.

2.4. 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). In the same way, it has been suggested that the future sensitivity of mobile devices to human emotions will allow for greater personalizing of the experience of the m-shopper (Nielek and Wierzbicki, 2010). The specialized literature on emotions has affirmed that electronic commerce may be characterized as a form of affective technology strongly connected to the emotions of the user (Vincent et al., 2009). Similarly, it has been highlighted in the specialized literature on decision systems that mobile commerce, through repeated contact with its applications and the user's basic self-evaluations, provoke positive emotions in the user (Wu et al., 2016). In this context, m-commerce will be subject to a constant affective evaluation by m-shoppers. Affective evaluation indicates the subjective feelings of the consumer the client’s impression of the characteristics of a product (Park et al., 2013).

It has been demonstrated in the literature of cyber-psychology, behavior and social networks that the use of m-commerce, in a social context, helps regulate the affective state of the user, causing positive psychological benefits (Hoffner and Lee, 2015). The findings found in the information and management literature have shown that the affective state is a response to the different stimuli offered by m-commerce associated with the objectives and motivations of the m-shopper (Éthier et al., 2006). In addition, the mobile learning and organization literature affirms that mobile commerce has uniform effects on the affective state of users, so it does not distinguish between gender and age (Thorsteinsson and Page, 2014).

2.5. Hedonic benefit and the m-shopper

The pleasure experience of m-shoppers is a key element in building the virtual or interactive m-commerce environment (Parker and Wang, 2016; Davis, 2009). Given this context, the literature states that the hedonic benefit is better perceived by m-shoppers through a mobile device with a friendlier aesthetic (Kim and Sundar, 2014; Sela and Berger, 2012). It has been argued that the hedonic benefit emerges from the client's sensory experience, particularly from their desire to live pleasurable experiences in relation to the product or service (Hirschman and Holbrook, 1982). According to strategic e-commerce literature, the hedonic experience reflects the entertainment and enjoyment of the m-shopper when making purchases via m-commerce (Kalliny and Minor, 2006). The specialized literature on human behavior and computers has revealed that technological progress allows mobile commerce to provide hedonic responses to m-shoppers (Filieri and Lin, 2017).

This has been further confirmed in the human-computer interaction literature where it is established that mobile commerce sensory technologies provide a hedonic experiential value for the m-shopper (Xu et al., 2012).

2.6. Functional benefit and the m-shopper

It is confirmed in associated literature that technological progress allows mobile commerce to provide functional responses to m-shoppers (Filieri and Lin, 2017). The findings have allowed mobile commerce utility technologies to provide a functional value for the m-shopper (Xu et al., 2012). In this sense, it has been proven that efficiency and convenience are the main attractive features of m-commerce (Parker and Wang, 2016). It is also argued that the functional benefit perceived by consumers is a consequence of the purchase of services and/or products commensurate with their needs (Babin et al., 1994). The findings in the specialized literature reveal that mobile devices which incorporate state-of-the-art touchscreen technology, and allow for the most dynamic and intuitive experience, improve the functional experience of the m-shopper (Kim and Sundar, 2014; Sela and Berger, 2012). Therefore, the perceived utility and user friendliness in enabling devices to visit m-commerce are the main indicators of the functional benefit perceived by the m-shopper (Malaquias et al., 2018; Malik et al., 2013). In this context, the functional benefit sensed by m-shoppers reflect the time, location, adaptability, personalization and effectiveness of the purchase as offered by m-commerce (Yang, 2010; Venkatesh et al., 2003).

3. Hypothesis

3.1. Reputation of m-commerce as antecedent of the satisfaction of the m-shopper

The effect of reputation on consumer satisfaction has been analyzed

from many perspectives. The studies on information resource management have revealed that the degree of m-shopper satisfaction relates to the reputation of mobile applications (Zheng and Jin, 2016). Similarly, previous studies in marketing and business reveal that reputation has a strong and direct effect on consumer satisfaction (Xie and Haugland, 2016; Su et al., 2016). Likewise, in the literature on industrial management and data systems it has been shown that the reputation of social networks can have a positive effect on the satisfaction of its members (Casaló et al., 2009). Moreover, in the area of e-commerce, the marketing literature points out that reputation has a great effect on consumer satisfaction (Jin et al., 2008). In the services sector, business management literature has shown that a brand's reputation has a strong impact on consumer satisfaction (Sengupta et al., 2015). From this perspective, for the relationship between the m-shopper and m-commerce it can be proposed that:

H1. The reputation of m-commerce directly and positively affects m-shopper satisfaction

3.2. Trust in m-commerce as antecedent of the satisfaction of the m-shopper

Different studies have addressed the association between trust and satisfaction. These studies suggest that it is consumer satisfaction that influences trust (Hung et al., 2012; Rose et al., 2012; Suki, 2011; Kim et al., 2008). However, this suggests that in m-commerce there is an inverse path, in which trust influences consumer satisfaction. Furthermore, associated literature on industrial management and data systems suggest that trust in m-commerce has a strong effect on the satisfaction of m-shoppers (Susanto et al., 2016). Similarly, findings in the material on customer information and behavior systems indicate that trust in e-commerce has a direct and strong effect on m-shopper satisfaction (Kim et al., 2009a,b; Wagner and Rydstrom, 2001).

At the same time, it has been confirmed in the industrial marketing literature that trust in the business strongly influences consumer satisfaction (Xie and Haugland, 2016). This relation between trust and satisfaction is also confirmed in organizational studies which show that the trust of employees in their organization positively influences job satisfaction. (Paillé et al., 2010). In a similar manner, this strong link between consumer trust as a precedent for satisfaction has been supported in marketing literature through the relationship between the consumer and luxury products (Chiou and Droge, 2006). With this in mind, the following can be proposed in relation to trust and satisfaction in the area of m-commerce:

H2. Trust in m-commerce directly and positively affects the m-shopper,s satisfaction

3.3. Reputation of m-commerce as antecedent of the trust in mobile commerce

The relationship between reputation and trust has been observed from different approaches. The literature on industrial marketing management has shown that reputation is a key antecedent of trust (Keh and Xie, 2009). Similarly, the findings reported in the information management literature show that an e-commerce company‘s reputation has a strong effect on consumer trust (Pavlou, 2003; Kim and Park, 2013). In this sense, also in the context of electronic commerce, this synergy between reputation and consumer trust is supported in the international marketing literature through a multicultural analysis between South Korea and the US (Jin et al., 2008). In the literature of information science, the findings also show that, for the users of social networks, the reputation of members is a key antecedent to establish relationships of trust among each other (Siau and Shen, 2003). According to this approach, and within the framework of in m-commerce, the following hypothesis can be proposed:

H3. The reputation of m-commerce directly and positively affects trust in m-commerce

3.4. Affective evaluation of the m-shopper as antecedent of the trust in m-commerce

Past studies have highlighted the connection between consumer emotional state and reputation. It has been demonstrated in marketing studies that the affective experience of the client with the brand will directly and positively affect the reputation of the brand (Ozyer, 2016). In the specialized material on reputation, it is affirmed that the construction of good employee practices also directly and positively affect reputation, which in turn increases the emotional appeal of the company (Friedman, 2009). Also, the business management literature affirms that the affective commitment of employees has a strong impact on the reputation of the company (Helm, 2011) It has also been argued in the literature of corporate communications that the employees' emotional identity with the organization is an important antecedent of the corporate reputation (Cian and Cervai, 2014). In this context, the relation between affective evaluation and trust in mobile commerce can be hypothesized as follows:

H4. The affective evaluation of the m-shopper directly and positively affects the trust in m-commerce

3.5. Affective evaluation as antecedent of the satisfaction of the m-shopper

In general, the relationship between emotional state and satisfaction has been widely observed. In the seminal study by Oliver (1993), it is argued that the effect of the consumer towards the attributes of the product directly and positively influence satisfaction. In the same way, it has been demonstrated in the specialized literature on industrial ergonomics that the positive feelings towards a mobile device directly and positively affect the satisfaction of the m-shopper (Hong et al., 2008). Likewise, it has been verified in the study material that the affective experience of the customer with the product positively affects their satisfaction (Homburg et al., 2006). Similarly, the business management literature confirms that the emotional response connected to the consumer experience are significant antecedents of satisfaction (Caro and García, 2007). Also, the literature of applied psychology has stated that the perceived affective climate of an organization will positively impact the satisfaction of work personnel (Carr et al., 2003). From this perspective, in the framework of m-commerce, the connection between satisfaction and affective evaluation can be hypothesized as follows:

H5. Affective evaluation directly and positively affects the satisfaction of the m-shopper

3.6. Affective evaluation of the m-shopper as antecedent of the trust in m-commerce

The relationship between emotional state and trust has been approached from different points of view. It has been argued in the telematics and computer literature that positive m-shopper emotions have an impact on trust in mobile commerce (Wu et al., 2017). Similarly, evidence in the decision systems literature indicates that user emotions in mobile applications positively impact trust in the mobile device (Wu et al., 2016). From a sociological perspective, trust between one party and another is the result of the emotional investment of one of the parties in the other (Lewis and Weigert, 1985; Morrow et al., 2004). Furthermore, management literature has shown that affective attachment between individuals has a strong impact on mutual trust (Williams, 2007). Similarly, the findings in the risk analysis literature confirm that feelings associated with previous experiences directly and positively affect trust. (Terpstra, 2011). Additionally, in the research material on personality and social psychology it has been found that in a relationship between two parties, the emotional state on one side positively affects the trust that can be placed on the other (Dunn et al., 2003). According to these arguments, and within the framework of mobile commerce, it can be proposed that:

H6. The affective evaluation of the m-shopper directly and

positively affects trust in m-commerce

3.7. The hedonic benefit perceived by the m-shopper as antecedent of the affective evaluation

Various studies reveal the positive connection between the hedonic benefit and the consumer‘s emotional state. It has been verified in marketing material that the hedonic engagement of the client with the attributes of the product directly and positively affect their emotional experience (Chitturi et al., 2007). Similarly, through the seminal study of Mano and Oliver (1993) it is discovered that the post-consumer assessment of the product‘s hedonic value is an important antecedent of the consumer's emotional experience. The findings in the literature specializing in the relationship between knowledge, technology and politics show that the user's affection for a smartphone is a consequence of the device's hedonic characteristics (Desmet et al., 2007). The findings in the brand management literature show that a high hedonic value attached to a product‘s attributes directly impact the customer's positive emotions (Chaudhuri and Holbrook, 2002). Furthermore, in the framework of electronic commerce, it is found in retail literature and distribution management that a high hedonic purchase value positively regulates the consumer's emotional purchase (Bui and Kemp, 2013). Building on this approach, within the framework of m-commerce, the relationship between hedonic benefit and affective evaluation can be proposed as follows:

H7. The hedonic benefit recognized by the m-shopper directly and positively affects the affective evaluation of m-commerce.

3.8. The functional benefit perceived by the m-shopper as antecedent of the affective evaluation of m-commerce

Different previous studies have revealed the connection between the consumer‘s affective state and functional benefit. It has been verified in associated marketing studies that the functional engagement of the client with the attributes of the product directly and positively affect their emotional experience (Chitturi et al., 2007). Similarly, discoveries in the specialized literature on the relationship between knowledge, technology and politics show that the user's affection towards a smartphone is a consequence of the functional characteristics of the device (Desmet et al., 2007). In addition, through the seminal study of Mano and Oliver (1993) it is affirmed that the post-consumption assessment of the functional value of the product is an important antecedent of the consumer's emotional experience. The findings in the brand management literature show that a high functional value given to the attributes of the product will have a direct impact on the positive emotions of the consumer (Chaudhuri and Holbrook, 2002). From this perspective, in the context of mobile commerce, the connection between the functional benefit and the affective evaluation can be hypothesized as follows:

H8. The functional benefit recognized by the m-shopper directly and positively affects the affective evaluation of m-commerce.

4. Methodology

4.1. Development of scales

In this section the intention is to establish the appropriate scale to measure the relationships that support this study. On one hand, the reputation of m-commerce, the trust in m-commerce and the affective evaluation carried out by the m-shopper are antecedents of the m-shopper’s satisfaction. Therefore, the reputation of mobile commerce is a forerunner of trust in mobile commerce. In contrast, the reputation and trust in mobile commerce are consequences of the affective evaluation carried out by the m-shopper. The affective evaluation of m-commerce is the result of the hedonic benefit and the functional benefit perceived by the m-shopper. To verify if each of the scales are satisfactory in terms of dimensionality, reliability and validity, various methodological processes were conducted in stages (Deng and Dart, 1994).

Firstly, scales were built for content validity by means of a thorough examination of associated studies and a rigorous consideration of the scales employed by them. For example, for satisfaction the reference of Kim et al. (2013), Choi and Lee (2012) was used; for reputation, Nguyen and Leblanc (2001), Jarvenpaa et al. (2000), Fombrun et al. (2000); for trust Idimudia and Raisinghani (2014), Atkinson and Butcher (2003), McKnight et al. (2002) and for affective evaluation Yeh et al. (2016), Yoo et al. (1998) and Madden et al. (1988). For the elaboration of the hedonic benefit scale Chun et al. (2012) and Kim et al. (2013) were used by way of reference, and for the construction of the functional benefit scale Park and Chen (2007), Choi and Lee (2012) and Chun et al. (2012) were used.

A critical incident study was then carried out, in which participants described those constructs that formed part of the analysis. This study involved 50 participants chosen in a non-probabilistic sample for ease of convenience. Through this procedure, the previous scale of satisfaction of the m-shopper, the reputation of the m-commerce, the trust in the m-commerce, the affective evaluation and the hedonic and functional benefits perceived by m-shoppers were obtained. A second debugging process of these scales was then carried out as suggested by De Wulf and Odekerken-Schörder, (2003). A number of focus groups were conducted consisting of regular m-shoppers from various online stores, as were surveys with specialists and business leaders from the department store retail industry in Chile and Mexico. Through this procedure it was possible to verify the most appropriate dimensions for each construct. Zaichkosky's method (1985) was used and modified for this study. The experts qualified every item with respect to their dimension, using the following alternatives: clearly representative, somewhat representative, not representative.

Lastly, the decision was made to conserve those items that were of a high level of agreement (Lichtenstein et al. 1990). Through this process it was possible to acquire the scales to construct the questionnaire which was built in the subsequent stage. With this initial questionnaire, a quantitative pre-test was performed on a sample of 50 random participants. Later an exploratory factorial analysis was performed with this data and the Cronbach's Alpha was determined for every resulting dimension. Through this process it was possible to validate the existence of each proposed dimension. The indicators were composed as statements and the answers written according to a 7-point Likert scale (see Table 1). All indicators were composed in a clear and concise manner that ensured all interviewees would be able to understand and answer with ease.

4.2. Data collection

A non-probabilistic sample (Soroa-Koury and Yang, 2010; Aldás-Manzano et al., 2009) was used with m-shoppers that had purchased at least once through online stores in Chile and Mexico (see Table 2). This was verified by means of statements open to the respondents. Following the procedure, the next stage saw the data collected. A total of 1464 m-shoppers took the final survey, 710 in Santiago and 754 in Mexico City.

5. Results

5.1. Assessment of the measurement model

Once the data was collected, a psychometric analysis was carried out to acquire scales with a good degree of dimensionality, reliability and validity. An exploratory factorial analysis, a confirmatory factorial analysis and several reliability analyses with Alpha, Construct Reliability and Extracted Variance (AVE) of Cronbach were then applied. To identify those items that did not fit their dimension, factor analyzes of the main components with varimax rotation were carried

Table 1
Measurement Scales.

Satisfaction (Sat)		
Sat1	With mobile commerce, I feel very satisfied	
Sat2	With mobile commerce, I have had very satisfactory experiences	
Sat3	With mobile commerce, I have achieved very important experiences	
Sat4	With mobile commerce, I feel very satisfied with its characteristics	
Sat5	Mobile commerce is ideal for me	
Reputation (Rep)		
Rep1	Mobile commerce has a very good reputation	
Rep2	Mobile commerce has a better reputation than other forms of commerce	
Rep3	Mobile commerce is well respected by people	
Rep4	People speak very well about mobile commerce	
Rep5	Mobile commerce has historically had a good reputation	
Trust (Tru)		
Honesty	Hosm1	Mobile commerce is very reliable
	Hosm2	Mobile commerce is very integrated
Benevolence	Besm1	Mobile commerce acts to my benefit
	Besm2	Mobile commerce acts in my favor
Competence	Cosm1	Mobile commerce knows what to do
	Cosm2	Mobile commerce solves my life
Affective evaluation (Affe)		
Affe1	Mobile commerce makes me feel happy	
Affe2	Mobile commerce makes me feel content	
Affe3	Mobile commerce makes me feel cheerful	
Affe4	Mobile commerce makes me feel fun	
Affe5	Mobile commerce makes me feel excited	
Hedonic benefit (Heb)		
Heb1	Mobile commerce makes me forget my problems	
Heb2	Mobile commerce relieves my stress	
Heb3	Mobile commerce helps me escape my routine	
Heb4	Mobile commerce relaxes me	
Heb5	Mobile commerce is a pleasure for my senses	
Functional benefit (Fub)		
Fub1	Mobile commerce is easy to use	
Fub2	Mobile commerce does what I need	
Fub3	Mobile commerce has the functions I need	
Fub4	Mobile commerce is designed for me	
Fub5	Mobile commerce is useful for me	

Table 2
Sample Profile.

Gender of Respondent	%	Marital Status	%
Male	44,8	Married	17.6
Female	55,1	Single	77.3
Otro	0,1	Divorced or Separated	3.4
Total	**100**	Widowed	0.4
		Other	0.7
		No response/don't know	0.6
		Total	**100**
Age Range of Respondents	**%**	**Education**	**%**
20–30	56,8	Incomplete primary	0.3
31–40	15,9	Complete primary	0.3
41–50	12,4	Incomplete secondary	1.0
51–60	9,6	Complete secondary	27.5
60o más	5,2	Incomplete technical (high school/ vocational training)	1.7
Total	**100**	Complete technical (high school/ vocational training)	4.9
		Incomplete university	34.1
		Complete university	18.9
		Incomplete graduate study	4.0
		Complete graduate study	6.6
		Other	0.3
		No response/don't know	0.3
		Total	**100**
Current Employment	**%**	**Monthly Family Income (US$) ***	**%**
Part-time job	10,7	Under 278	5.4
Full-time job	32,0	Between 279 and 463	4.0
Looking for a job	6,6	Between 464 and 863	8.0
Housewife	2,3	Between 864 and 1.389	16.8
Retired	0,4	Between 1.390 and 1852	21.4
Student	45,8	Between 1.853 and 2.778	20.0
No response/don't know	2,2	Between 2.779 and 3.704	15.4
Total	**100**	Between 3.705 and 5.556	3.2
		Over 5.557	2.2
		No response/don't know	3.6
		Total	**100**

*1 US$ = 656 Chilean pesos and 18.42 Mexican's pesos, as of Abril, 2017.

out (Hair et al., 1998). In accordance with this process, no elimination of indicators from the scales evaluated was necessary (see table 3). Every indicator presented an amount of unidimensionality, with factorial loads greater than 0.4 (Larwood et al., 1995).

With regards to the differing scales used in this investigation, a Confirmatory Factor Analysis (CFA) was developed to corroborate whether the variables or indicators adequately fit the model (Huang et al., 2015). The requirements considered subscribed to the measures outlined by Jöreskog and Sörbom (1993). The first being to eliminate those indicators that had a weak convergence condition with the latent variable to which it corresponded. A student's t greater than 2.28 ($p < 0.01$) was put forth as the requirement. The second measurement being to isolate the variables whose translated loads in standardized coefficients were less than 0.5. Thirdly, those indicators with a linear R^2 ratio less than 0.3 were removed. For this procedure, the AMOS SPSS statistical package was utilized in its 24th version. For this analysis, the first and second criteria were not applied to eliminate indicators, since each showed a strong convergence with its corresponding latent variable, surpassing in all cases a student's t of 2.28. In addition, in all cases the standardized coefficients were higher than 0.5. In order to confirm that trust in m-commerce was really a multidimensional construct, a strategy of rival models (Steenkamp and Van Trijp, 1991) was used, contrasting a first-order model with another, second order model. In both instances, the second order model demonstrated a superior correspondence than the first order model (Table 4), substantiating the construct's multidimensionality. In this way, it has been shown that trust is a multidimensional factor composed of the honesty, benevolence and competence of m-commerce.

Accordingly, a confirmatory factor analysis was applied to the trust construct, inclusive of its three dimensions. After, the process was performed with all the variables of the proposed final model, including satisfaction, reputation, trust, affective evaluation, hedonic benefit and functional benefit. It was not necessary in either case to remove any indicators. Both for the trust model in m-commerce and for the proposed final model, the adjustments were very satisfactory. In fact, for the trust model: IFI 0.995; CFI 0.995; RMSEA 0.056; Normedχ^2 4.734; $p < 0.001$. For the proposed final model: IFI 0.941; CFI 0.941; RMSEA 0.059; Normedχ^2 5.175; $p < 0.001$. When the optimum model was obtained, each scale was checked for reliability. For this, Cronbach's Alpha (limit 0.7), Composite Construct Reliability (limit 0.7) (Henseler et al., 2015) and Analysis of Extracted Variance (limit 0.5) were used (Fornell and Larcker, 1981). The normality of the data was assessed by observing the univariate normality utilizing the asymmetry and kurtosis test. For all variables, the results showed that the absolute values of bias and kurtosis are less than 2 (Hsu and Lin, 2015). The results show (in Table 5) that in all cases the minimum values established by these reliability parameters are met.

Finally, the validity was verified, considering the content validity and the construct validity. All scales in this analysis present a good degree of content validity, as a result of an in-depth analysis of the associated study material. An examination of critical incidents with m-shoppers that visited the online points of sale in Chile and Mexico were included in this study. Subsequently, through focus groups with m-shoppers and detailed interviews with business leaders and specialists in both Chile and México, the scales were refined. To comply with the

Table 3
Factorial Confirmatory Analysis of Scales.

Sub scales	Variable		Factor load	Variance Explained (%)	Own value
Satisfaction	Sat1		0.84	71.45	3.57
	Sat2		0.86		
	Sat3		0.81		
	Sat4		0.88		
	Sat5		0.84		
Reputation	Rep1		0.79	68.66	3.43
	Rep2		0.80		
	Rep3		0.87		
	Rep4		0.87		
	Rep5		0.81		
Trust	Honest m-commerce	Hosm1	0.75	86.63	1.73
		Hosm2	0.77		
	Benevolent m-commerce	Besm1	0.85	89.14	1.78
		Besm2	0.85		
	Competent m-commerce	Cosm1	0.80	78.50	1.57
		Cosm2	0.71		
Affective evaluation	Affe1		0.89	81.14	4.0
	Affe2		0.93		
	Affe3		0.93		
	Affe4		0.90		
	Affe5		0.86		
	Heb1		0.87		
Hedonic benefit	Heb2		0.91	79.3	3.9
	Heb3		0.89		
	Heb4		0.91		
	Heb5		0.88		
Functional benefit	Fub1		0.84	73.4	3.6
	Fub2		0.89		
	Fub3		0.91		
	Fub4		0.80		
	Fub5		0.85		

Table 4
Multidimensional analysis of the trust in m-commerce.

Indicators		Recommended value	First-order	Second-order
			Trust	
Absolute	NCP	Minimum	574.81	56.150
	ECVI	Minimum	0.51	0.08
	RMSEA	< 0.08	0.23	0.08
Incremental	NFI	High (close to 1)	0.85	0.98
	IFI	High (close to 1)	0.86	0.98
	CFI	High (close to 1)	0.86	0.98
Parsimony	AIC	Minimum	619.811	104.15
	Normed χ^2	[1; 5]	59.87	10.35

validity of the construct, and analysis was applied to determine whether the proposed scale, already refined, complied with the convergent and discriminant validity. The convergent validity was confirmed recognizing that all the standardized coefficients of Confirmatory Factor Analysis (CFA) were statistically significant at 0,01 and greater than 0,5 (Bagozzi and Yi, 1988). To establish the presence of discriminant validity, the confidence interval test was employed (Anderson and Gerbing, 1988). The first test consists of constructing the confidence intervals resulting from the correlations between the different latent variables that compose the CFA model of trust in m-commerce.

As reported by this test, there is a discriminant validity, when the value 1 is not contained in the confidence interval (Bagozzi, 1981), indeed, the correlations in all cases, move away considerably from this value. The second test consists of comparing the variation obtained between the χ^2 statistic of the proposed CFA model and the value of this statistic in identical-albeit alternative-models that contain pairs of latent variables for which it is desired to determine their discriminant validity, coefficient at 1. According to this test (see table 6), both the trust model and the proposed full model have discriminant validity since the statistic χ^2 of the model obtained is significantly lower (or better fits the model) than other alternatives models (Bagozzi and Phillips, 1982).

5.2. Assessment of structural model

The structural model was evaluated using the statistical software SPSS AMOS version 25, using a structural equation model. Values obtained from the adjustment of the model are kept inside the acceptable ranges (Bagozzi, 1981): IFI 0.921; CFI 0.921; RMSEA 0.068; Normedχ^2 6.514; $p < 0.001$. As demonstrated in Fig. 2, through the standardized β obtained, the reputation of m-commerce (β 0.24; $p < 0.001$), trust in m-commerce (β 0.38; $p < 0.001$) and the affective evaluation (β 0.28, $p < 0.001$) performed at m-commerce directly and positively affect the satisfaction of the m-shopper (R^2 0.73). As can be seen, for m-commerce in Chile and Mexico, these factors have an important role as antecedents of m-shopper satisfaction.

Similarly, the reputation of mobile commerce (β 0.43, $p < 0.001$) directly and positively affects trust in m-commerce (R^2 0.62, $p < 0.001$). The affective evaluation made to m-commerce directly and positively affects the reputation of m-commerce (β 0.45, R^2 0.18, $p < 0.001$) and trust in m-commerce (β 0.37, R^2 0.62), $p < 0.001$). In turn, the hedonic benefit (β 0.43, $p < 0.001$) and the functional benefit (β 0.47, $p < 0.001$) perceived by the m-shopper directly and positively affect the affective evaluation made to m-commerce (R^2 0.45). Finally, it is revealed through standardized λ values that trust is composed of honest m-commerce (λ 0.75, $p < 0.001$); benevolent m-commerce (λ 0.98, $p < 0.001$) and competent m-commerce (λ 0.90, $p < 0.001$).

As can be seen in Table 7, it was possible to validate each of the relationships raised through the eight hypotheses of this study.

5.3. Multigroup analysis

Initially, the optimum results obtained through the methodological procedure described validating the psychometric quality of the scales and subscales that support the theoretical model of this study allow us to carry out an analysis of equivalence of measures between groups. Having verified this requirement, it is possible to perform the comparison between groups, then, by using AMOS SPSS, version 25, to observe the chi-square difference and the Comparative Fit Index (Cheung and Rensvold, 2002) between an unconstrained model (configurable invariance) (χ^2 = 3388.8; df = 844; CFI = 0.916; $p < 0.001$), and a constrained model (metric invariance) (χ^2 = 3476.8; df = 877; CFI = 0.914; $p < 0.001$) (Yu and Shek, 2014).

The values obtained reveal a good fit with the constrained model (metric invariance model). As can be observed, the variation of the indexes between the two models ($\Delta\chi^2$ = 88; Δdf = 33; ΔCFI = 0.002; $p < 0.001$) are statistically significant. Due to the sensitivity of χ^2 to sample size, the criterion of considering the increase in CFI at $0.002 < CFI = 0.01$ (Cheung and Rensvold, 2002) was chosen to confirm that there is metric equivalence between the Chilean and Mexican m-shoppers.

With this background, it is possible to check whether there are differences at the level of each specific relationship raised in the eight hypotheses of this study (Byrne, 2004). Through AMOS, SPSS, version 25, the multigroup analysis (see Table 8) of both groups was performed (Chile - Mexico). In both groups, the eight relationships were significant ($p < 0.001$). To continue with the analysis, the value of χ^2 was obtained for each of the eight relationships to be compared between the two groups (scalar invariance). To measure the difference of χ^2 (Yu and Shek, 2014), the values obtained were compared against a reference value of χ^2 = 3395.43 (99% confidence level (CL). Values above this

Table 5
Reliability and Validity of Constructs.

Subscales	Variable		Cronbach's Alpha	Composite Reliability	Average variance extracted	Skew	Kurtosis
Satisfaction	Sat1		0.899	0.926	0.715	−0.531	−0.144
	Sat2					−0.483	−0.300
	Sat3					−0.292	−0.527
	Sat4					−0.489	−0.281
	Sat5					−0.436	−0.324
Reputation	Rep1		0.884	0.916	0.687	−0.382	−0.356
	Rep2					−0.083	−0.821
	Rep3					−0.118	−0.472
	Rep4					−0.232	−0.449
	Rep5					−0.192	−0.578
Trust	Honest m-commerce	Hons1	0.845	0.730	0.581	−0.153	−0.604
		Hons2				−0.135	−0.473
	Benevolent m-commerce	Bens1	0.878	0.840	0.725	−0.400	−0.367
		Bens2				−0.371	−0.349
	Competent m-commerce	Coms1	0.721	0.729	0,574	−0.353	−0.208
		Coms2				−0.469	−0.539
Affective evaluation	Affe1		0,941	0.956	0.811	−0.269	−0.670
	Affe2					−0.280	−0.539
	Affe3					−0.319	−0.559
	Affe4					−0.358	−0.565
	Affe5					−0.402	−0.568
Hedonic benefit	Heb1		0,935	0.951	0.794	0.271	−1.001
	Heb2					0.144	−1.143
	Heb3					0.020	−1.129
	Heb4					0.044	−1.107
	Heb5					0.067	−1.057
Functional benefit	Fub1		0.909	0.933	0.735	−0.766	−0.082
	Fub2					−0.574	−0.314
	Fub3					−0.652	−0.186
	Fub4					−0.376	−0.468
	Fub5					−0.758	−0.089

Table 6
Discriminant Validity.

Confidence Interval Test			
Bi-variate Relationship	Confidence Intervals	Difference χ^2 (df)	
Full Model			
Hedonic benefit - Reputation m-commerce	0.295–0.307	2203.6 (1)	2153.1 (416)
Reputation - Satisfaction m-shopper	0.587–0.599	2164.8 (1)	
Trust m-commerce– Satisfaction m-shopper	0.677–0.689	2161.0 (1)	
Affective evaluation - Trust m-commerce	0.533–0.545	2169.9 (1)	
Functional benefit - Trust m-commerce	0.623–0.635	2154.9 (1)	
Hedonic benefit - Trust m-commerce	0.400–0.412	2155.7 (1)	
Reputation m-commerce - Trust m-commerce	0.588–0.600	2189.3 (1)	
Functional benefit - Satisfaction m-shopper	0.745–0.765	2160.8 (1)	
Functional benefit - Affective Evaluation	0.526–0.542	2212.7 (1)	
Hedonic benefit - Affective evaluation	0.508–0.532	2155.7 (1)	
Affective evaluation - Reputation m-commerce	0.427–0.439	2181.9 (1)	
Affective evaluation - Satisfaction m-shopper	0.575–0.591	2153.2 (1)	
Hedonic benefit-functional benefit	0,203–0,219	2212.7 (1)	
Hedonic benefit - Satisfaction m-shopper	0.354–0.370	2171.1 (1)	
Functional benefit - Reputation m-commerce	0.561–0.573	2165.2 (1)	
Trust Model			
Honest m-commerce– Competent m-commerce	0.656–0.676	62.6 (1)	62.2 (6)
Benevolent m-commerce–Honest m-commerce	0.670–0.694	70.4 (1)	
Benevolent m-commerce–Competent m-commerce	0.656–0.676	90.3 (1)	

Note: All coefficients significant at a level of 0.001.

threshold of χ^2 will be proof that notable variation exist between groups. To observe the bias of $\Delta\chi^2$ given its sensitivity to the sample size (Cheung and Rensvold, 2002), the calculation of the critical proportion for both groups was completed. A critical ratio greater than ± 1.96 will indicate that there are significant differences between the groups (Byrne, 2004). Therefore, through both procedures, significant variations were identified in two of the eight relations established between the groups in Chile and Mexico. This was verified by the values obtained in the relationship between the m-commerce reputation (Chile β 0.51; Mexico β 0,38, $p < 0.001$) and the trust m-commerce ($\chi^2 = 3398.8$, CR = −3.107, $p < 0.001$) and, in the relation between functional benefit (Chile β 0.35; Mexico β 0,56, $p < 0.001$) and evaluation affective ($\chi^2 = 3400.5$, CR = 3.454, $p < 0.001$).

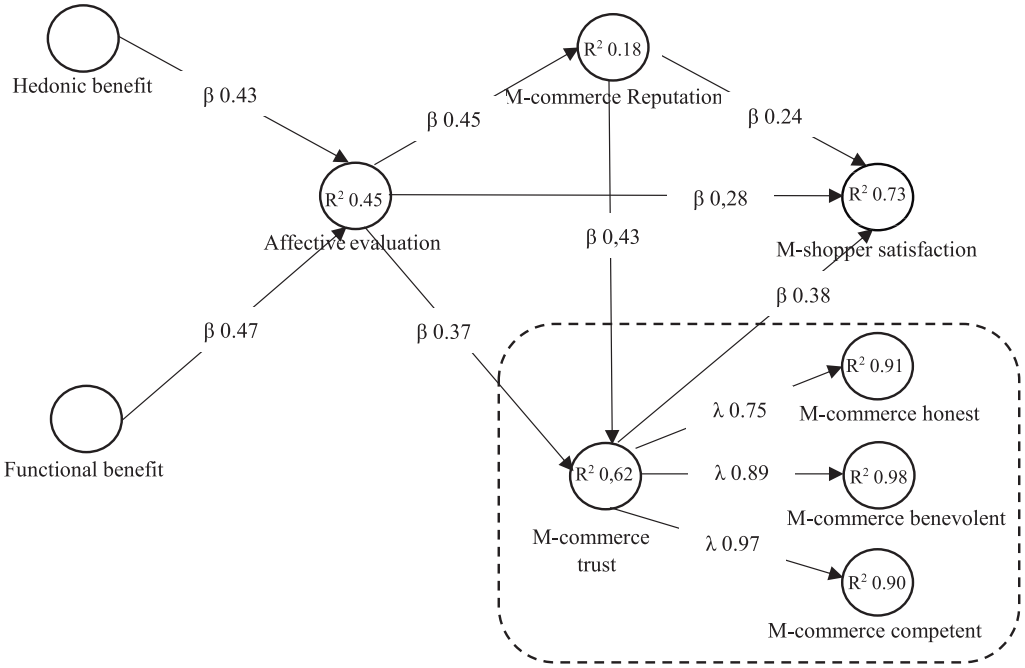

Fig. 2. Structural model.

6. Discussion and conclusion

6.1. Discussion

It has been established that the satisfaction of the m-shopper is a consequence of the reputation of m-commerce, of the affective evaluation made to mobile commerce, and of the trust in mobile commerce. These findings are in agreement with past studies in the field of technology. In this sense, the care that online stores must provide to the reputation of their m-commerce is evident given that it is a main intangible asset of the company (Sarstedt et al., 2013) that can support user satisfaction (Casaló et al., 2009; Zheng and Jin, 2016). The affective evaluation that is made to m-commerce is a key factor of emotional bonding with the m-shopper (Éthier et al., 2006). From this perspective, m-commerce through online stores will concentrate all the necessary efforts to create positive emotions in the m-shopper. In this way, the m-shopper‘s states of happiness, joy and fun will be the best expression of a positive affective evaluation of m-commerce. This effort will improve the online shopping experience (Ratten, 2011).

A positive affective evaluation of mobile commerce will influence the m-shopper’s satisfaction (Hong et al., 2008; Homburg et al., 2006). Although it has been insisted that it is the satisfaction of m-shopper that influences trust in m-commerce (Hung et al., 2012; Rose et al., 2012; Suki, 2011; Kim et al., 2008), the findings of this research are to the contrary.

The trust is a multidimensional factor formed by the honesty, benevolence and competence of m-commerce. In fact, the findings of this study indicate that when m-commerce is perceived to act in an honest, benevolent and competent manner, the satisfaction of the m-shopper is positively affected. (Lee and Park, 2013; Lee, 2005). Therefore, the trust acts as a key antecedent of the satisfaction of the m-shopper (Susanto et al., 2016). These efforts focused on reputation management (Kim, 2016), affective evaluation (Nielek and Wierzbicki, 2010) and trust in m-commerce (Lu et al., 2010) will be the best way to strengthen the satisfaction of m-shoppers (Jin et al., 2008; Hong et al. 2008; Kim et al., 2009a,b). The challenge for e-stores is then to recreate the satisfaction of the m-shopper, not only from the customer's perspective (i.e. trust and affective evaluation), but also, considering organizational elements of m-commerce (i.e. reputation).

The reputation of m-commerce plays a very important role as antecedent of the trust that the m-shopper can deposit in m-commerce. This finding is in agreement with other research in the area of electronic commerce (Kim and Park, 2013; Jin et al., 2008). This strong bond generated between reputation and trust acts as a support for the satisfaction of the m-shopper. Furthermore, in communication through social networks, reputation becomes the main antecedent of trust among users of mobile devices (Siau and Shen, 2003). Therefore, given the speed of the flow of virtual information, it is very high risk not to maintain and permanently improve the reputation of m-commerce.

The functional and hedonic factors of m-commerce influence positively on the satisfaction of the m-shopper (Agrebi and Jallais, 2015). However, it has been proven that both factors first strengthen the affective evaluation of m-commerce as an important antecedent of m-shopper satisfaction. The affective evaluation that the m-shopper makes

Table 7
Status hypotheses.

Hypothesis	Value	Path			Result
H1	(+)	M-commerce reputation	→	M-shopper satisfaction	Supported
H2	(+)	Trust in m-commerce	→	M-shopper satisfaction	Supported
H3	(+)	M-commerce reputation	→	Trust in m-commerce	Supported
H4	(+)	Affective evaluation	→	M-commerce reputation	Supported
H5	(+)	Affective evaluation	→	M-shopper satisfaction	Supported
H6	(+)	Affective evaluation	→	Trust in m-commerce	Supported
H7	(+)	Hedonic benefit	→	Affective evaluation	Supported
H8	(+)	Functional benefit	→	Affective evaluation	Supported

Table 8
Multi-group analysis.

Relationships			Difference χ^2 (df)		Critical ratios for differences between parameters		
			(99% Confidence)		Chile	México	Critical ratios (CR)
					Estímate		
M-commerce reputation	→	M-shopper satisfaction	3392.7(845)	3395,4(844)	0.324***	0.189***	1,979**
Trust m-commerce	→	M-shopper satisfaction	3388.8(845)		0.456***	0.458***	0.026
M-commerce reputation	→	*Trust m-commerce*	*3398.8(845)*		*0.476****	*0.286****	*−3.107****
Affective evaluation	→	M-commerce reputation	3392.2(845)		0.353***	0.454***	1.843*
Affective evaluation	→	Trust m-commerce	3390.0(845)		0.228***	0.279***	1.080
Affective evaluation	→	M-shopper satisfaction	3393.7(845)		0.192***	0.307***	2.222**
Hedonic benefit	→	Affective evaluation	3395.2(845)		0.448***	0.323***	−2.494**
Functional benefit	→	*Affective evaluation*	*3400.5(845)*		*0.392****	*0.609****	*3.454****

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10.

to m-commerce is an outcome of the hedonic and functional benefit perceived by the m-shopper. These findings are in line with past studies (Desmet et al., 2007). In this way, a high hedonic purchase value will positively influence the emotional experience of the m-shopper (Bui and Kemp, 2013; Li et al., 2012). Equally, the functional value obtained by the m-shopper positively influences their emotional experience (Parker and Wang, 2016; Desmet et al., 2007). Although previous studies suggest that the functional benefit perceived by the m-shopper is negatively related to their emotions (Li et al., 2012), the findings of this investigation suggest 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 enabled with touch screen technology that allow for a speedier, more dynamic and intuitive interaction (Kim and Sundar, 2014; Sela and Berger, 2012). In this sense, 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 mobile commerce.

The findings indicate that there are technological and competitive similarities between Chile and Mexico. However, the m-shoppers in Chile value the reputation of m-commerce as an endorsement of their trust to buy online more than the m-shoppers of Mexico. This conclusion agrees with Kim and Noh (2012). This indicates that consumers may use a store online reputation as an antecedent for assessing their trust in the store online when making purchases. It is also consistent with the findings reported by Pavlou (2003), who affirms that the reputation of a web retailer is an important antecedent of the trust of online shoppers.

The m-shopper in México, cares more to live a shopping experience through a mobile commerce that is easy, accessible and capable of fittings ones needs and desired designs. This result agrees with those obtained by Lee et al. (2002), who report that the functional value perceived when using the mobile internet service has a greater impact on the users of Korea than on the users of Japan. It is also in accordance with the findings of Stephanie et al. (2011), who affirms that for users of mobile data services in the USA functional services are more important than for users in Singapore.

6.2. Conclusion

In this study it has been verified that the perceived utility and the perceived ease of use are the main support of the m-shopper affective evaluation. And that this affective evaluation triggers positive effects on the satisfaction and trust of the m-shopper and the reputation of the m-commerce. Trust that has been measured as a multidimensional construct composed of the honesty, benevolence and competence of m-commerce. This study adds to the discussion surrounding the factors that determine the satisfaction of the m-shopper. It is confirmed that the affective evaluation, reputation and trust directly and positively influence 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 directly and positively influence the affective evaluation of mobile commerce. Some significant differences between the m-shoppers in Chile and Mexico are revealed.

6.3. Managerial implications

This research has implications for m-commerce managers wanting to build an online shopping experience that is satisfactory to the m-shopper. Taking good care of the reputation of m-commerce should be a permanent challenge for managers, demonstrating that m-commerce is trustworthy and of good quality. Building an emotional m-shopper experience based on ease of use and relaxed navigation by m-commerce should be a priority.

6.4. Limitations and future research

The main limitation of this study is the non-probabilistic sampling method used for convenience. From this method it is not possible to infer that the characteristics of this sample are the characteristics of the population. To correct this limitation, it is suggested that a probabilistic sampling method be used in future investigations.

Although the proposed causal model works optimally, there is an important limitation for this research, since Chile and Mexico have similar technological and competitive environments. The characteristics of this environment restrict the generalization of the results obtained and therefore, researchers are encouraged to extend this study to countries with more significant technological and competitive differences.

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Declaration of Conflicts of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Appendix A. Supplementary data

Supplementary data to this article can be found online at https://doi.org/10.1016/j.elerap.2019.100919.

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