

Examining factors influencing customer satisfaction and trust towards vendors on the mobile internet

Abstract

This study aims to examine factors influencing customer satisfaction and trust towards vendors on the mobile Internet. Data were analysed among 200 respondents who completed the questionnaire by employing multiple regression analysis. Results revealed that customer satisfaction towards the vendor was significantly influenced by ease-of-use, responsiveness, and brand image. Meanwhile, customer trust towards the vendor in m-commerce is affected by responsiveness, brand image and satisfaction towards the vendor in m-commerce. The findings imply there is a need for a vendor in m-commerce to put greater focus on the factors that can generate more satisfaction and trust from the customers. The paper rounds off with conclusions and an agenda for future research in this area.