Drivers of Customer Satisfaction from the Mobile Commerce and Mobile Marketing: The Case of Mobile Shopping Applications

Mobil Ticaret ve Mobil Pazarlamada Müşteri Memnuniyeti Faktörleri: Mobil Alışveriş Uygulamaları Örneği

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Abstract

The advents of mobile commerce, marketing and selling have introduced great opportunities not only to the traditional retail but also to new electronic retail industries. Mobile retailers (m-retailers) should use efficient and successful strategies to gain sustainable competitive advantages in mobile commerce (m-commerce). One of these strategies is improving their mobile customer satisfaction (m-customer satisfaction). The main objectives of this study are to (1) call mobile commerce's entrepreneurs attention to customer satisfaction in m-shopping, (2) provide a theoretical and empirical framework for determining drivers of m-customer satisfaction from m-shopping applications characteristics including convenience, usability, reciprocity, entertainment, appearance, accessibility, customization, interaction, privacy, security, trust, information quality, mobility and perceived price level, (3) determine antecedent factors for increasing m-customer satisfaction level in m-shopping in Turkey, which have not previously been investigated, and (4) and highlight what is needed to increase m-customer satisfaction from m-shopping and m-application. For those objectives, first, literature were reviewed about customer satisfaction to verify the drivers of customer satisfaction and m-customer satisfaction; second, the empirical study results conducted to determine the drivers of m-customer satisfaction and measured m-shoppers satisfaction level from m-stores in Turkey were presented.

Key Words: Mobile Marketing, Mobile Applications, Customer Satisfaction

Özet

Mobil ticaret, pazarlama ve satış alanındaki gelişmeler, sadece geleneksel perakende satış alanına değil aynı zamanda yeni elektronik perakende satış endüstrilerine de büyük olanaklar sunmuştur. Mobil satıcılar, mobil ticarette sürdürülebilir rekabet avantajı kazanmak için etkin ve başarılı stratejiler kullanmalıdırlar. Mobil müşteri memnuniyetinin sağlanması, bu anlamda kullanılabilecek stratejilerden bir tanesidir. Bu çalışmanın temel amaçları; (1) mobil ticaret girişimcilerinin dikkatini mobil alışverişteki müşteri memnuniyetine çekmek, (2) kolaylık, kullanılabilirlik, karşılıklılık, eğlence, görünüm, ulaşılabilirlik, kişiselleştirme, etkileşim, gizlilik, emniyet, güven, bilgi kalitesi, hareketlilik ve algılanan fiyat düzeyini içine alan mobil alışveriş uygulamalarının niteliklerinden yola çıkarak mobil müşteri memnuniyeti faktörlerini belirlemek amacıyla teorik ve pratik bir çerçeve hazırlamak (3) Türkiye'de henüz araştırılmamış olmakla beraber mobil alışverişte müşteri memnuniyetini arttırmak için öncelikli faktörleri belirlemek ve (4) Mobil alış veriş ve uygulamalarından müşteri memnuniyetini arttırmak için gerekli olan noktaları öne çıkarmaktır. Bu amaçlara ulaşabilmek için öncelikle müşteri memnuniyeti ve mobil müşteri memnuniyeti faktörlerini ortaya koyabilmek için müşteri memnuniyeti ile ilgili literatür taranmış, ardından Türkiye'deki mobil mağazalardan mobil alışveriş yapan müşterilerin tatmin düzeyini ölçmek ve mobil müşteri memnuniyetinin faktörlerini belirlemek için uygulama sonuçları sunulmuştur.

Anahtar Kelimeler: Mobil Pazarlama, Mobil Uygulamalar, Müşteri Memnuniyeti

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Introduction

Advances in information and communication technologies are not only offering new commercial channels to companies but also significantly influencing the way in which companies conduct their businesses and marketing activities. During the past decade, after the Internet, mobile communications has surged to the forefront of the business environments. Thus, in 21ˢᵗ century, these new advanced technologies have emotional impacts towards everything from lifestyle to business. The Internet has proven to be an efficient way of communicating, marketing and selling products and services. In parallel with Internet, mobile communications and 4G technologies have emerged to play an important role in business and especially in direct marketing.

In the literature, the performance improvement potential of electronics "e" is the use of internet and web technologies. An "e" can be put in front of concepts, if it requires the use of internet and web technologies. For example, in order to point internet store, online store or virtual store, instead of them, electronic store (e-store) was preferred. Similarly, in this study, "m" is the abbreviation of concepts related to mobile phones. In order to point mobile terms, m-commerce, m-marketing, m-store, m-advertising and m-customer satisfaction were used.

Besides Internet and personal computers, mobile phone (mobile smart phone) is very important for marketers, because it is so popular and gives to people mobility. Therefore, emerging mobile technology has been expected to bring a lot of opportunities for marketers. If m-commerce is adopted by mobile phone users, m-stores (m-retailers) can get a new revenue-generating direct marketing tool after Internet.

M-retailers need to remain competitive in highly competitive business industry. One of the ways of remaining competitive and improving competitive advantage is to attract more customers and increase customer retention. To succeed them, customer satisfaction is one of the key concepts. From both the theoretical and the empirical perspectives, customer satisfaction is very important for companies' competitiveness and can be considered the essence of success in today's highly competitive world of business. Thus, most of the managers have been placing significant attention on customer satisfaction to increase their profitability and market share and battle for competitive differentiation. In this study, m-commerce, m-marketing, m-customer satisfaction concepts are analyzed and details of the drivers of m-customer satisfaction, research methodology, questionnaire design, data collection and data analysis are provided.

Mobile Marketing, Mobile Commerce and Mobile Application

One of the marketers' desires is to be able to interconnect with potential customers and to contact them anywhere and anytime. M-phone made a revolutionary contribution to fulfilling the anywhere and anytime connectivity marketers' wishes (Barutçu, 2007: Barutçu 2008). Yuan and Cheng (2004) emphasized that m-marketing is getting increasingly popular because m-phone is a personal device used in marketing. Scharl et al. (2005) defined m-marketing as using a wireless medium to provide m-consumers with time- and location-sensitive, personalized information that promotes products, services and ideas, thereby benefiting all stakeholders. Shortly, m-marketing refers to marketing activities and programs performed via mobile phone in m-commerce.

The rapid growth of m-phone has come up with a new term: m-commerce. It has a strong impact on industries like e-commerce in general (E-Business Report, 2000) and transformed m-commerce into a major driving force for the next wave of e-commerce (Liang and Wei 2004). The growth and use of m-commerce as an emerging technology has the potential to dramatically change the way consumers make business. M-commerce driven by

wireless communication technology is also generating interest from marketers (Aungst and Wilson, 2005). In the literature, all mobile commerce definitions are very similar. In principle, any transaction with a monetary value conducted via mobile communication networks can be considered m-commerce (E-Business Report, 2000). As regards this definition, Siau et al. (2001) defined m-commerce as a new type of e-commerce transaction conducted through m-devices using wireless telecommunication networks and other wired e-commerce technologies; Clarke (2001) defined m-commerce as the application of wireless communications networks and devices to the execution of transactions with monetary value; Frolick and Chen (2004) defined m-commerce as any form of mobile communication between a business and its customer; Dholakia and Dholakia (2004) defined m-commerce for electronic commerce transactions carried out via m-phones and wireless terminals; Bai et al. (2005) simply identified as the transaction conducted over a wireless telecommunication network, either directly or indirectly.

M-commerce, m-marketing and m-shopping are carried out via m-applications. The number of applications available for download in leading app stores is 1.5 million in Android and 1.4 million in Apple's App Store as of May 2015 (www.statista.com, Last visited: 30 May 2015). Thus, m-consumer satisfaction from m-shopping and m-application has been the subject of much attention in the m-marketing, m-stores and m-commerce.

Customer Satisfaction Concepts

From both the theoretical and the empirical perspectives, for companies' competitiveness, customer satisfaction is very important and is considered the essence of success in today's highly competitive business world (Bitner and Hubbert, 1994). Most of the managers are placing significant attention on customer satisfaction today. In fact, a Juran Institute study found that a full 90% of the top managers were convinced that maximizing customer satisfaction maximizes profitability and market share (Bhote, 1996). Moreover, customer satisfaction was the key to retaining their customers, building customer loyalty and gaining more profits (Reichheld, 1996). Customer satisfaction has increasingly been identified as one of the key factors in the battle for competitive differentiation and customer retention (Su, 2004). Therefore, the aim of managing customer satisfaction is to obtain a higher rate of customer retention and improve a company's market share and profits.

Customer satisfaction is often defined as the customers' post-purchase comparison between pre-purchase expectation and performance received (Oliver, 1980). According to Zeithaml et al. (1990), customer satisfaction depended on the balance between customers' expectations and customers' experiences with the products and services, and they added when a company is able to lift a customer's experience to a level that exceeds that customer's expectations, then that customer will be satisfied. Oliver (1999) defined customer satisfaction as an evaluation of the perceived discrepancy between prior expectations and the actual performance of the products or services. Kotler (2000) defined customer satisfaction as a customer's feelings of pleasure or disappointment resulting from comparing product's perceived performance in relation to his/her expectations. Kim et al. (2003) emphasized that customer satisfaction was a post-purchase attitude formed through a mental comparison of the product and service quality that a customer expected to receive from an exchange. The reason why customer satisfaction is important is that improving customer satisfaction has a higher chance of purchasing products and service from the same store and remaining loyal customers (Kim and Eom, 2002).

The majority of consumer satisfaction research has been focused on the product and service levels and discussed extensively traditional retailing literature. Nowadays, m-customer satisfaction is accepted as one of the key influence in m-customers' future purchase

intentions and decisions, and known as one of the indicators of the m-stores' future profits in m-commerce. M-customers who are not totally satisfied might not pay for a product and service from m-store, if they have a choice of shopping somewhere else. Therefore, determining the key drivers of m-customer satisfaction is increasingly drawing the attention of academic researchers and m-store managers. For example many academician like Taha et al. (2013), Okazaki and Mendez (2013), Li and Yeh (2010), Kuo et al. (2009), Choi et al. (2008), Wang and Liao (2007), Kim et al. (2005), Wu and Wang (2005) and Cheong and Park (2005) determined some drivers for m-customer satisfaction as transaction process, system quality, content reliability, convenience, usability, reciprocity, entertainment, appearance, accessibility, customization, interaction, privacy, security, trust, information quality, mobility and perceived price level, visibility, customer service, functionality of mobile device, and availability. To sum up, different factors, sub factors and researchers of each driver in the mobile marketing literature were seen. Therefore, empirical studies should be conducted to determine drivers of m-customer satisfaction and measure m-customer satisfaction level in Turkey.

Research Methodology

The purposes of this research are to develop a framework for determining the drivers of m-customer satisfaction, measure m-customer satisfaction level from m-shopping applications and examine current intentions about m-shopping in Turkey.

Questionnaire Development

Although m-commerce has entered and penetrated everyday life, customer satisfaction in m-commerce has rarely been studied because of its short history (Choi et al. 2008: 315). Reviews on the subject reveal the existence a few numbers of index models for m-customer satisfaction with a trend to the specialization of a specific domain in m-commerce. Researchers used different factors that affects m-customer satisfaction in m-commerce even they used the same model. For example, both Taha et al. (2013) and Choi et al. (2008) concentrated around ACSI (American Customer Satisfaction Index) and uses eleven factors in their research as the antecedents of m-customer satisfaction in mobile commerce. But the factors they use in their studies are different than each other. Taha et al. (2013) used appearance, entertainment, reciprocity, mobility, usability, convenience, accessibility, customization/ interaction, security, trust, privacy. Choi et al. (2008) preferred convenience, transaction process, system quality, content reliability, perceived price level, visibility, security, customer service, customization, functionality of mobile device, and availability. Therefore, different factors, sub factors and researchers of each driver in the mobile marketing literature were seen and analyzed.

In this study, fourteen essential factors for m-customer satisfaction were categorized into convenience, usability, reciprocity, entertainment, appearance, accessibility, customization, interaction, privacy, security, trust, information quality, mobility and perceived price level by reviewing different articles and self-created. As seen in Table 1, the questions, reflected drivers of m-customer satisfaction, were developed based on these literatures or created by researchers. The questionnaire was prepared in Turkish, and then translated in English.

Table 1. Some of the prior researches on drivers of m-customer satisfaction

Drivers	Description	Researchers (Reference)
Convenience	Quick shopping	New Created
	Finds the content they need	Taha et al. (2013), Li and Yeh (2010), Wang and Liao (2007)
	Efficient filtration to find the products	New Created
	Voice call to search products	New Created
	Use of mobile payment systems	Wang and Liao (2007)
	Easy to use menu	Taha et al. (2013), Li and Yeh (2010), Kuo et al. (2009), Wang and Liao (2007), Choi et al. (2008), Kim et al. (2005), Cheong and Park (2005), Wu and Wang (2005)
	Comparing of different products' characteristics that customers need	New Created
Usability	Adequate product range	New Created
Reciprocity	Provides possibility to customers for sharing their comments	Taha et al. (2013)
	Provides possibility to customers for sharing their favorite products on social media	Taha et al. (2013)
Entertainment	Provides enjoyable experience	Taha et al. (2013), Cheong and Park (2005)
	Encourages customers to shopping	Taha et al. (2013)
Appearance	Attractive design	Okazaki and Mendez (2013), Li and Yeh (2010),
	Uses fonts properly	Kuo et al. (2009), Wang and Liao (2007), Choi et al. (2008), Kim et al. (2005)
Accessibility	Works errorless	Taha et al. (2013), Kuo et al. (2009), Choi et al. (2008)
Customization	Customized content for individuals	Li and Yeh (2010), Wang and Liao (2007)
Interaction	Video chat opportunity	New Created
	Quick responses to customer inquiries	Taha et al. (2013), Kuo et al. (2009),Wang and Liao (2007), Choi et al. (2008)
	Answers About Inquiries is Useful and Solve Problems	Taha et al. (2013), Choi et al. (2008), Cheong and Park (2005)
Privacy	Warrants to keep my personal information	Taha et al. (2013)
Security	Warrants to keep my credit card information	Taha et al. (2013)
Trust	High transaction trustworthiness	Taha et al. (2013), Li and Yeh (2010)
	Consistency of products' views with the real products	New Created
Information quality	Up to date content	Taha et al. (2013), Kuo et al. (2009), Wang and Liao (2007), Choi et al. (2008), Kim et al. (2005)
Mobility	Provides information navigation to present instant information	Taha et al. (2013)
Perceived Price Level	More appropriate price offers according to traditional shops	Choi et al. (2008)

Methodology, Scaling and Sampling

The primary data was collected through survey methodology. Most questions were presented on nominal and interval scales. In the structured questionnaire, there were sixty-five questions in four sections. In first section, seven questions were asked for the characteristics of respondents and their mobile phones. In the second section, twenty-six pair of questions designed by KANO Model was constructed for ideal mobile shopping application that respondent wants to use. However, these questions have not analyzed in this paper yet. In third section, twenty-six questions were asked to determine their current satisfaction levels from m-shopping applications. In the fourth section, six questions are asked to find out their attitudes towards m-shopping, measure overall m-customer satisfaction level from m-shopping process, and determine their repurchase intention from m-stores.

The survey sample frame is students in the Pamukkale University, Denizli-Turkey. Thus, the survey is conducted among students who review/purchase products and services and/or find the most affordable products and services from m-shopping applications. A sample size was determined according to the formula of determining the sample size [n = N $t^2(p*q)$ / d^2 (N-1) + $t^2(p*q)$]. P is 0,8 because the proportion of the population, students, having the smart phones is very high. Thus, sample size is determined as 245 among 55.000 students in Pamukkale University. The questionnaire was pre-tested by twenty students in order to construct the validity of the measurement scale. 267 questionnaires were distributed to students in different faculties, vocational and graduate schools. The students volunteered to participate the survey were selected by convenience sampling method, a non-probability sampling method, because of their convenient accessibility and proximity to the researcher. 22 questionnaires were not evaluated because of some missing answers and 245 completely answered questionnaires used for analysis.

The reliability of the questionnaire was assessed by the Cronbach alpha reliability coefficient. Reliability value was calculated as 0,854 and exceeded the suggested value of 0.70. With SPSS 15.0 for Windows, frequency and descriptive data analysis were used to analyze data collected from survey. Mean and standard deviations of questions used Likert scale were calculated. Multiple regression analysis was used to analyze the relationship among the drivers of m-customer satisfaction, overall m-customer satisfaction, retention and recommendation.

Findings of Research

245 questionnaires were answered in the survey. As seen Table 2, among the 245 respondents, 64,1% were females, 51,8% of the respondents were ages 21-23, 56,7% of the respondents were undergraduate students, 48,6% of the respondent's monthly income was below 500 TL and 42% of their family income was 2000-4000 TL. In terms of the respondents 'mobile phone band name and operating systems, among 245 students, 51,84% of them has Samsung and 13,47% of them has Apple-IPhone, 81,2% has Android and 13,5% of them has Apple iOS.

As seen in Table 3, according to the descriptive statistics of m-customer satisfaction drivers from m-stores, results showed that a majority of the m-customers stated that m-shopping applications characteristics like quick shopping, comparing of different products' characteristics, efficient filtration to find the products, use of mobile payment systems, easy to use menu, finds the product/service contents they need, adequate product range, provides possibility to customers for sharing their comments, provides possibility to customers for sharing their favorite products on social media, provides enjoyable experience, encourages

customers to shopping, attractive design, uses fonts properly, works errorless, quick responses to customer inquiries, answers about inquiries is useful and solve problems, warrants to keep my personal information, warrants to keep my credit card information, high transaction trustworthiness, consistency of products' views with the real products, up to date content and the price level are very satisfactory.

Table 2. Respondents' profile

Gender	N	%	Education Level	N	%
Female	157	64,1	Graduate Degree	20	8,2
Male	88	35,9	Undergraduate Degree	139	56,7
Total	245	100,0	Associate Degree	86	35,1
Age	**N**	**%**	Total	245	100,0
≤ 18	2	,8	**Mobile Phone Brand Name**	**N**	**%**
19-20	81	33,1	Apple-IPhone	33	13,47
21-23	127	51,8	Samsung	127	51,84
≥ 24	35	14,3	Windows Phone-Nokia Lumia	4	1,63
Total	245	100,0	Sony	11	4,49
Monthly Student Income	**N**	**%**	LG	15	6,12
≤ 500 TL	119	48,6	General Mobile	13	5,31
501-1000 TL	89	36,3	HTC	5	2,04
1001-1500 TL	19	7,8	Others …………………	37	15,10
≥ 1501 TL	17	6,9	**Total**	245	100,0
Total	244	99,6	**Mobile Phone Operating System**	**N**	**%**
Monthly Family Income	**N**	**%**	Apple iOS	33	13,5
≤ 2000 TL	102	41,6	Android	199	81,2
2001-4000 TL	103	42,0	Microsoft Windows Phone OS	6	2,4
4001-6000 TL	23	9,4	Blackberry OS	1	,4
≥ 6001 TL	15	6,1	Others …………	6	2,4
Total	243	99,2	**Total**	245	100,0

Consequently, in terms of these variables, m-customers' expectations from m-stores and m-shopping are partly met, and m-stores managers are meeting m-customer needs. However, most of the m-customers indicated that m-shopping applications characteristics like voice call to search products, video chat for negotiations, and customized content for individual, and information navigation to present instant information were dissatisfactory for m-customers, and they are not satisfied. Thus, these dissatisfactory characteristics are the areas to be improved by m-stores application designers.

According to the 3 attitude statements towards m-shopping, the respondents have positive attitudes ($\bar{x} = 3,6337$, std. deviation=1,00129) towards m-shopping with m-shopping applications. In previous studies, m-customers had negative attitudes towards m-shopping in 2007 and 2008 (Barutçu, 2007: Barutçu 2008). Therefore, Turkish m-customers changed their attitudes towards m-shopping. Results also revealed that a large majority of m-customers are satisfied from m-shopping and m-applications ($\bar{x} = 3,7265$, std. deviation= 1,19541). Moreover, respondents are willing to continue m-shopping from m-stores ($\bar{x} = 3,7469$, std. deviation=1,21519), and most of the m-customers recommend their friends to use m-shopping ($\bar{x} = 3,5000$, std. deviation= 1,19842). Consequently, the respondents have repurchase intentions and continue to shop from m-stores with m-shopping applications.

Table 3. Descriptive statistics of m-customer satisfaction drivers

Drivers	Mobile Shopping Applications Characteristics	Mean	Std. Deviation
Convenience	Quick shopping	3,4694	1,21638
	Comparing of different products' characteristics	3,2776	1,19275
	Efficient filtration to find the products	3,5041	1,21624
	Voice call to search products	2,6281	1,36423
	Use of mobile payment systems	3,1025	1,25780
	Easy to use menu	3,4041	1,27876
	Finds the product/service contents they need	3,5224	1,23661
Usability	Adequate product range	3,3975	1,13753
Reciprocity	Provides possibility to customers for sharing their comments	3,2857	1,34591
	Provides possibility to customers for sharing their favorite products on social media	3,5429	1,21543
Entertainment	Provides enjoyable experience	3,3959	1,19527
	Encourages customers to shopping	3,3333	1,25967
Appearance	Attractive design	3,4407	1,15991
	Uses fonts properly	3,5347	1,20272
Accessibility	Works errorless	3,3320	1,21735
Customization	Customized content for individuals	3,0571	1,29817
Interaction	Video chat opportunity	2,5514	1,39969
	Quick responses to customer inquiries	3,1639	1,20943
	Answers about inquiries is useful and solve problems	3,1557	1,08882
Privacy	Warrants to keep my personal information	3,5861	1,20218
Security	Warrants to keep my credit card information	3,6889	1,23401
Trust	High transaction trustworthiness	3,5720	1,13453
	Consistency of products' views with the real products	3,4074	1,18647
Mobility	Provides information navigation to present instant information	2,9180	1,32460
Information quality	Up to date content	3,7131	1,18966
Perceived Price Level	More appropriate price offers according to traditional shops	3,4549	1,28701

The relationships among m-customer satisfaction drivers were tested using the multiple regression analysis with fourteen factors entered into the regression equation simultaneously. The R^2 was used to assess the model's overall predictive fit. Overall m-customer satisfaction level from m-store shopping was the dependent variable; fourteen factors were entered as independent variables. The average scores of the factors representing each variable were used in the data analysis. Properties of the causal paths, including Beta (β, standardized path coefficients), t-values, and variance explained for each equation are presented in Table 4.

As can be seen from Table 4, the R^2 value of ,459 indicated that 46% of the variance in m-customer satisfaction was explained by the fourteen independent variables, with a significant F value of 8,908 ($p < 0,05$). Thus, 54% of the variance in m-customer satisfaction was explained by the other independent variables.

Table 4. Multiple regression analysis for the drivers of m-customer satisfaction

Dependent	Independent	R	R^2	F	Beta*	T	Sig.
Overall satisfaction from m-store	Convenience	,677	,459	8,908	-,181	-2,020	,045
	Usability				,411	3,959	,000
	Reciprocity				,007	,108	,914
	Entertainment				,265	3,077	,002
	Appearance				-,101	-,961	,338
	Accessibility				,032	,373	,710
	Customization				,025	,336	,737
	Interaction				-,156	-1,827	,070
	Privacy				,113	,997	,320
	Security				,167	1,460	,147
	Trust				,088	,903	,368
	Mobility				-,149	-1,525	,129
	Information quality				,043	,451	,653
	Perceived Price Level				,255	2,952	,005
Recommendation to other m-customers	Overall satisfaction from m-store	,744	,554	299,995	,744	17,320	,000
Repurchase intention	Overall satisfaction from e-store	,762	,580	336,204	,762	18,336	,000

*β, standardized path coefficients

The regression analysis results shown in Table 4 indicated that just four, convenience usability, entertainment and perceived price level, drivers of m-customer satisfaction are significant. Convenience, usability, entertainment and perceived price level had the strongest effect on m-customer satisfaction levels towards using with beta weights (β) of 0,045; 0,000; 0,002 and 0,005 respectively, with all being significant at $p < 0,05$. Thus, quick shopping, comparing of different products' characteristics, efficient filtration to find the products, voice call to search products, use of mobile payment systems, easy to use menu, finds the product/service contents they need, adequate product range, provides enjoyable experience, more appropriate price offers are the most important variables to influence buying behaviors from m-stores.

The influence of m-customer satisfaction on m-customers' repurchase intention and recommendation behaviors were also analyzed. M-customer satisfaction was significantly and positively influences repurchase intention using beta weights of 0,762 ($p < 0,000$), and recommendation to other m-customers using beta weights of 0,744 ($p < 0,000$). Therefore, m-customer should be satisfied to repurchase from m-stores and recommend m-shopping other m-customers.

Conclusion

One of the key elements of m-marketing is realizing m-customer satisfaction. Managers of m-stores should have a better understanding of m-marketing strategy and also have an interest in safe and captivated m-shopping and high m-customer satisfaction since it is essential ingredients for successful long term m-marketing success. Therefore, m-store marketers need to be aware of the overall m-shopping processes and how various drivers of the m-shopping affect m-customer satisfaction level. Defining the drivers of m-customer

satisfaction can support m-store managers in further changing their strategies and help to improve m-customer satisfaction levels from m-shopping applications.

This study investigates the drivers that possibly influence the m-customer satisfaction of m-stores among m-customers by using 245 questionnaires. Findings of the study indicate that m-store designers and managers may need to put emphasis on specifying convenience, usability, entertainment and perceived price level, and their sub categorizes. These factors can lead to repurchase intention from m-stores, because, totally satisfied m-customers can repurchase products and service repeatedly from m-stores. They also need to solve voice call to search products, video chat for negotiations, customized content for individual and information navigation to present instant information problems. Respondents are not satisfied from these four m-shopping applications' characteristics.

Consequently, the m-shopping applications should be designed to satisfy the m-customers wants and wishes. The key is how to convert voices of m-customers into design characteristics. In the further study, the Kano Model will be used to prioritize the drivers of m-customer satisfaction, and transfer the wants of m-customers into the right design characteristics of m-stores in order to increase m-customer satisfaction.

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