THE MODERATING EFFECTS OF GENDER ON CUSTOMER SATISFACTION AND CONTINUANCE INTENTION IN M-COMMERCE
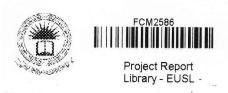
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ABSTRACT

Mobile commerce is the most popular feature around the world as well as in Sri Lanka. People are tending to do transactions with handheld devices by using those social media and also by using e-commerce websites. As well as most business organizations try to use m-commerce to sell their product and to increase their market. Therefore customer satisfaction and continuance intention have been identified as an important phenomenon in relation to mobile commerce. The main objective of this study is to measure the moderating effect of gender on customer satisfaction and continuance intention in Sri Lankan context. To achieve the objectives, a questionnaire was developed with items that capture the dimensions of customer satisfaction such as content, accuracy, and format, ease of use, timeliness, and safety and continuance intention. Questionnaires were conveniently distributed to the one hundred and fifty mobile commerce users in Matara district. Reliability analysis was perform to measure the internal consistency of the item used to measure the variables. Univariate analysis was performed to assess the degrees of the dimensions, correlation analysis was used to analyze the relationship between variables simple linear regression analysis was applied to identify the impact of satisfaction on continuance intention, and the moderation regression analysis was applied to analyze moderating effect of gender.

The results indicated that the dimensions and variables are at high level among the m-commerce customers in Matara district. And there is a significant positive relationship between satisfaction and continuance intention. The results found out that safety is the most significant dimension of predicting CI. And it found out gender has a positive moderating effect on the relationship between customer satisfaction and continuance intention in Matara district.

The findings of this study assist the mobile commerce providers, academics and practitioners to develop and implement the users' satisfaction and continuance intention in relation to mobile commerce.

Keywords: *Mobile Commerce, User Satisfaction, Continuance Intention, Gender*

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