Generation Y’s Satisfaction and Dissatisfaction with Mobile Shopping Apps

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Abstract

There are an increasing number of mobile application downloads. Many companies start to develop mobile shopping apps to facilitate their business, such as Macy’s, Neiman Marcus, Gap, and H&M. It is noted that consumers may have positive or negative experiences of purchasing products via these apps.

Shopping app usage is growing fast among generation Y. This generation is technology-savvy and has great market potential. While this generation has become an important market segment, satisfying this group is challenging. It is necessary to have better knowledge of their satisfaction and dissatisfaction with shopping apps. The objectives of the current study are to explore different attributes of generation Y’s satisfaction and dissatisfaction with shopping apps and to provide suggestions for app developers and m-commerce marketers.

According to Herzberg’s motivation-hygiene theory, satisfaction and dissatisfaction are distinct dimensions, and the factors of satisfaction and dissatisfaction are different. Motivation factors contribute to satisfaction while the absence of them would not lead to dissatisfaction. In contrast, the absence of hygiene factors result in dissatisfaction, whereas their presence would not generate satisfaction. Based on the above theory, the current study will identify different factors of generation Y’s satisfaction and dissatisfaction with mobile shopping apps. The current study will enrich existing research on consumer purchase experience, mobile applications, and human-computer interaction. It will also help marketers and researchers gain better insight on generation Y consumers and mobile app marketing.