

Abstract

Olla A Elsaadany Gazar

Evaluation of the Factors That Affect the Mobile Commerce in Egypt and Its Impact on Customer Satisfaction

Abstract. M-Commerce is thought to be the next big phase in technology involvement following the E-Commerce era. However, its adoption and level of use is low in Egypt. This paper seeks to find out the factors influencing the Egyptian customers' behavior towards using mobile commerce in Egypt. Analyze the effective way to push the customer's intention toward M-commerce usage, and to measure their satisfaction after using the m-commerce. This study presents and tests the intention to adopt M-Commerce technology framework in Egypt through the critical antecedent factors including level of E-Commerce usage, perceived ease of use, perceived usefulness, the services cost, media, and attitude towards the M-commerce. Keywords: Mobile commerce, Adoption level, M-commerce services, Service quality, Customer satisfaction