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FACTORS ASSOCIATED WITH STATIC-PRICE ONLINE GROUP BUYING

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Abstract

Numerous researchers explore key influencers of online consumer behavior, and the willingness to transact in the online environment in particular. The proliferation of online group buying websites is changing marketing strategies and buyers' habits without doubt. The purpose of this research is to investigate and identify critical factors that affect the intention to purchase from group buying websites among student population. A survey-based approach was employed to investigate the research question among a group of students in a proctored environment. In line with the relevant findings related to key influencers, regression analysis demonstrated that trust, transaction cost and perceived security are significant influencers on student's intention to engage in online group buying activities, while internet privacy concerns are not.

Keywords: group buying, online shopping, trust, perceived security, transaction cost

1. INTRODUCTION

Popularity of online shopping is rapidly growing as customers perceive it as a way of purchasing products and services in a more simple and cost-effective way. Moreover, the convergence of content sites and social networks has resulted in emerging and innovative e-commerce business models (Hughes & Beukes, 2012).

As a result of this phenomenon, increased number of group buying websites emerged while the size of the group buying population and the dollar amount spent have significantly risen (Tai et al., 2012). Since 2008 group buying has been described as one of the most successful and profitable online business (Erdoğmuş & Çiçek, 2011). It is a business model where people with the same interests in products and services form a group and do the purchase together to achieve a discount (Cheng & Huang, 2013). At the same time, suppliers are able to create leverage to reduce their cost of recruiting customers. Thus, the goal of online group buying sites is to create a win-win situation both for suppliers and consumers, so as to maximize the aggregate social welfare by making each party better off than they would be in the absence of this mechanism for internet-based buying and selling (Kauffman et al., 2010).

Despite the increasing number of online shoppers, there is a significant number of online users that avoid shopping online due to security and privacy concerns (Lian & Lin, 2008) as well as trust issues towards the internet vendors (Grabner-Kräuter & Kaluscha, 2003; Kim et al., 2011). Belanger et al. (2002) indicated over a decade ago that the promotion and optimum use of security and privacy mechanisms and trustworthiness are essential elements for supporting the growth of B2C e-commerce models. Previous studies found that the abovementioned factors are strong predictors of an individual's intention of purchasing online and as such are key to success of today's online businesses. On top of these, this paper examines transaction costs as well because the transaction costs are mainly related to saving money (Kim et al., 2011) and the concept of saving is expected in group buying phenomenon.

The aim of this paper is to evaluate how trust, internet privacy concerns, perceived security and transaction cost affect the intention to purchase something online focusing on group buying website purchases specifically.

The paper is structured as follows. Second part of the paper presents the research background and the results of similar studies that enabled us to formulate the four research hypotheses. Third part details out the research model and the methodology, followed by the study results in the fourth section. The last, fifth part of the paper discusses and concludes the paper.

2. RESEARCH BACKGROUND AND HYPOTHESES

An integrated model encompassing the four determinate factors that affect the intention to purchase on group buying websites is proposed and tested in this study. The factors are presented hereinafter along with the context and background of group buying phenomena.

2.1. Group buying

As the internet develops it is becoming an increasingly prosperous network for many types of commerce. Group buying has become a particularly effective form of e-commerce. The concept of group buying has attracted the attention of both scholars, as they perceive it as an innovation in marketing practice and online shopping, and of practitioners as they realize that it is a novel way of reaching new customers and markets (Matsuo & Ito, 2002; Erdoğmuş & Çiçek, 2011).

Chen et al. (2012) developed a research model in which the seller provides customers with a group buying option and a regular spot-selling option, noting that the group buying mechanism is very often used with traditional selling methods. Consequently, it is not surprising that lots of authors have investigated different aspects of group buying, as well as different types of this phenomenon. E.g. using a data mining approach for exploring online group buying behaviour Liao et al. (2012) found important online group buying behavior patterns, including customer purchase preferences and demands, while Chen et al. (2009) illustrated how the online group buying auction mechanism can be effectively enhanced to produce higher welfare for all the participants.

Exploring the consumer's group buying intention, Tai et al. (2012) pinpointed gender, perceived price fairness, peer referent, initiator expert and initiator communication as significant influencers. In addition, the mediating impact of browsing time was partially backed up.

Studying the relationship between intention and behavior in online group buying, Cheng & Huang (2013) explore antecedents of intention to engage in online group buying of both potential and current consumers of online group buying websites. The results show that the intention for potential consumers is influenced by experiential electronic word-of-mouth, relational embeddedness of the initiator, and service quality attitude. Conversely, for existing consumers intention to engage in online group buying is determined by the structural and relational embeddedness of the initiator, system quality attitude and intention.

With regards to types of online group buying systems there are mainly two (Erdoğmuş & Çiçek, 2011): (i) the ones that offer a product/service using a dynamic pricing mechanism and where masses of consumers collectively buy to enjoy price discounts and (ii) the ones that offer a product/service at a static, large discount price which is principally more than 50%.

Dynamic discount prices are decided by price-quantity functions or price-quantity tables defined by the sellers. If in a predetermined time buyers succeed to form a group, every one of them receives the product/service at the same discounted price. Thus, every potential buyer is willing to make effort to expand the buying group size to increase the likelihood of getting a lower price. In that regard, Kauffman et al. (2010) introduce the demand externalities phenomenon strictly defined as a positive feedback - the more people engaging in an auction result in more people wanting to join.

Contrary, in the *static-price type* of the online group buying the only requirement is that the total number of the buyers must be greater than the predetermined minimum number of buyers. Our research relates to this latter, static-price type of a group buying website and the factors linked to decisions to transact using the website. In this case, the website acts as an intermediary - on the one hand its responsibility is to make contacts and arrange the buying-related activities and on the other hand to stimulate consumers to participate in group buying. Taking the established and unquestioned marketing tactic of utilizing coupons and advancing it for modern commerce channels this mechanism has experienced a large growth since a Chicago based group buying website Groupon was launched in 2008 (Hughes & Beukes, 2012). Their success resulted in the emergence of numerous websites for group buying around the world.

2.2. Trust towards group buying websites

Trust is a concept studied across various disciplines. As a cross discipline idea it is often defined as "a psychological state comprising the intention to accept vulnerability based upon positive expectations of the intentions or behavior of another" (Rousseau et al., 1998, p.395). Grabner-Kräuter and Kaluscha (2003) argue that trust only exists in an uncertain and risky environment. Conversely, Morgan and Hunt (1994) conceptualize trust as existing when one party has confidence in an exchange partner's reliability and integrity. In a broad sense, trust is the confidence a person has in what other people will do based on previous interactions (Gefen, 2000).

With the development of electronic commerce, a strong interest for exploring and defining trust in an online environment arose. In an online context, trust is "an attitude of confident expectation in an online situation of risk that one's vulnerabilities will not be exploited" (Corritore et al., 2003, p. 740). Influencing the outcome of a transaction, trust has become a significant factor in online shopping. One of the reasons is the perceived level of risk associated with online purchasing (Anderson & Srinivasan, 2003). Trust allows consumers to overcome perceptions of risk and uncertainty and to engage in behavior such as following advice offered by the online vendor, sharing personal information with the online vendor, and of course purchasing from the online vendor's website (McKnight et al., 2002).

A failure on the part of organizations to acquire their clients' trust could significantly thwart users from engaging in online transactions with the organizations (Beldad et al., 2010) whereas the trust in the online vendor will positively affect intended use of a B2C website (Gefen, et al., 2003, Jarvenpaa et al., 2000). More specifically, increased degrees of trust in an e-commerce vendor will increase people's intentions to purchase products on that vendor's website (Gefen, 2000; Gefen & Straub, 2003). The more trustworthy an online vendor is perceived by a customer, the customer's intention to buy from this vendor is stronger (Büttner & Göritz, 2008). In fact, trustworthiness or trust was explored in across-industry website effectiveness studies such as tourism and travel online sales sites (Kim et al., 2011; Taylor et al., 2009), internet banking sites (Huang et al., 2011; Bhattacharjee, 2002), online stores (Lee & Lee, 2005; Teo & Liu, 2007), industrial buying sites (Doney & Cannon, 1997); where trust was always perceived as an important predictor. A relation between trust and intention to engage in online group buying was examined and confirmed by Shiao & Luo (2012).

Based on the above, we formulated the following hypothesis:

H1: High levels of trust towards group buying websites will positively affect the intended use of group buying websites.

2.3. Transaction cost in group buying websites

E-commerce reduces transaction cost which is generally defined as the combination of coordination cost, operations risk and opportunism risk (Clemons et al., 1993). Bunduchi (2005) interprets the transaction costs in internet-based electronic market contexts - coordination cost being the cost of exchanging information and incorporating that information into decision processes, transaction risks being the risk associated with the other parties in the transaction willfully mishandling the transaction, and opportunism risks associated with a lack of bargaining power. The influence of transaction cost on trust and satisfaction among other variables was studied by Kim et al. (2011) concluding that the positive effect on satisfaction can be claimed but not on trust as well.

In addition, the search cost in online transactions of consumers has attracted much attention in recent research of e-commerce contexts. Most of this interest stems from the fact that the costs associated with comparing products and services and their prices using the web must significantly decrease compared to shopping in stores. Consequently, the consumers should be better-informed and therefore the online retailers would have to engage in tough price competition leading to significantly lower prices of products and services (Hann & Terwiesch, 2003).

Following up on the discussion, the hypothesis is derived:

H2: High levels of perception that online shopping is in fact saving money will positively affect the intended use of group buying websites.

2.4. Internet privacy concerns

Privacy is a term for which it is difficult to find a generally accepted definition that may be operationalized across studies conducted by researchers in different disciplines (Dinev & Hart, 2005). It can be broadly defined as the ability to manage information about oneself (Belanger et al., 2002). Two forces threaten privacy (Mason, 1986): the growth of information technology with its enhanced capacity for surveillance, communication, computation, storage, and retrieval and the increased value of information in decision making.

Consumer privacy is on the one hand the ability to control if there are other actors present in the environment during a market transaction and on the other hand the act of disseminating information during such transaction (Goodwin, 1991). As far as digital privacy is concerned, it can be inspected as an exchange of consumers' personal information for online benefits and annoyances (Ashworth & Free, 2006). Internet users are becoming more and more conscious of how their information is being collected, recorded so as not to be used by companies or individuals for undesired purposes (Kim et al., 2011; Dinev & Hart, 2006).

The lack of consumer confidence in privacy has been a major problem hindering the expansion of e-commerce (Malhotra et al., 2004) while the lack of rules and effective legislation governing digital privacy has been one of the major issues (Brown & Muchira, 2004). Internet privacy concerns have a negative effect on users' intention to transact (Dinev & Hart, 2005).

However, individuals are willing to disclose personal information in exchange for some economic or social benefit based on their assessment that their personal information would be used fairly and they would not experience negative consequences (Culnan & Armstrong, 1999).

Economic benefit from purchasing on group buying websites is fairly visible so it is expected that if potential users evaluate the benefit as substantial, there would be no problem with revealing personal information. Nevertheless, consumers' privacy concerns will negatively affect their intent to purchase internet products or services (Eastlick et al., 2006).

Based on the discussion the hypothesis is derived:

H3: High levels of internet privacy concerns will negatively affect the intended use of group buying websites.

2.5. Perceived security

Perceived website security is the level of security that users feel while they are shopping on e-commerce sites (Yenisey et al., 2005). Users' perception of security can be very different from the real security level on the e-commerce site. The perceived security can be related to operational and policy-related factors. The operational factors are hands-on practical actions the users expect the companies employ to ensure their security while the perceived policy-related factors are rules and principles adopted and enforced by companies to prevent any harm to site and user security.

Due to a fact that buyers and sellers meet in a virtual environment that facilitates high anonymity, online shopping sites produce greater security concerns than face to face commercial interactions (Lian & Lin, 2008). Among other variables, security of online transactions significantly affects the initial willingness of an individual to shop over the internet (Liao & Cheung, 2001).

An exploratory factor analysis of various predictors of intention to purchase a product or service via internet revealed four underlying dimensions: information content, design, security and privacy (Ranganathan & Ganapathy, 2002). Of these, security came out as the best predictor. Privacy had the second highest discriminant analysis coefficient and loading, supporting our abovementioned decision to tackle both security and privacy concerns with our research model. Thus another hypothesis is derived:

H4: High levels of perceived security will positively affect the intended use of group buying websites.

3. RESEARCH MODEL AND METHODOLOGY

Here the general conception of the four factors, the outline of the questionnaire and its technical implementation, and the research sample is presented. The specification of the research items is available in the appendix.

3.1. Measurement development

Based on the presented discussion, an integrated model encompassing the four determinate factors that affect the intention to purchase a product or a service via group buying website is put forward and tested hereinafter. These include online group buying website's trust, transaction cost, internet privacy concerns and perceived security. The research model and related hypotheses are illustrated in Fig. 1.

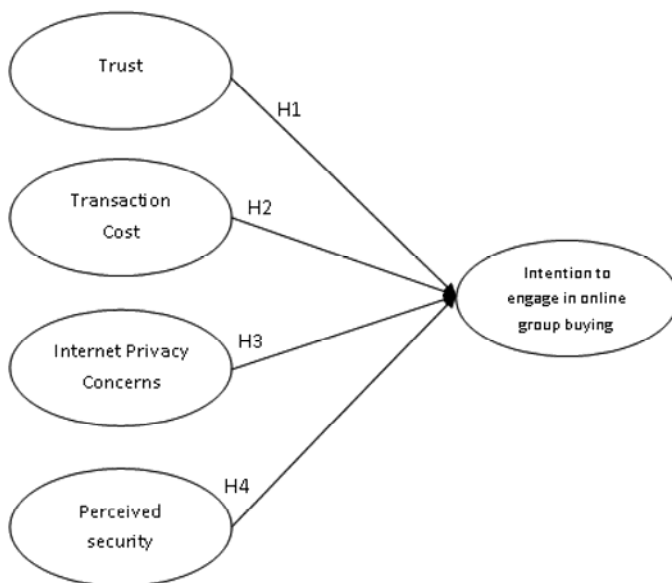
The definitions of the factors are as listed:

1. Online trust is a reliance on a company by its stakeholders with regard to the company's business activities in the electronic medium, and in particular, its website (Shankar et al., 2002, p. 325).
2. Transaction cost is the cost involved in all activities, time and effort related to searching for information, monitoring processes to ensure the best deal and adapting to changes and customer service (Teo & Yu, 2005, p. 455).
3. Internet privacy concerns are concerns about possible loss of privacy as a result of a voluntary or surreptitious information disclosure to a B2C e-commerce site (Dinev & Hart, 2005).
4. Perceived security is the subjective probability in the customer's eyes that his or her personal or financial information will not be shown, saved, and/or stolen during e-commerce and storage by outside parties (Flavián & Guinaliú, 2006).

The four composite variables are believed to be the key influencers on the intention to purchase a product or a service via group buying website.

Figure 1

Research model



For the empirical research scale items from related studies are reused and adapted (see details in the Appendix). The questionnaire contains questions related to trust (measuring scale is based on Kim et al., 2011; Shiau & Luo, 2012; Doney & Cannon, 1997), transaction cost and perceived website security (both measured based on Kim et al., 2011) and internet privacy concerns (based on Dinev & Hart, 2005). To measure the intention to engage in online group buying the scale based on the study from Suh & Han (2002) was used.

The questionnaire comprised of four parts (i) personal information, (ii) general internet usage and attitude towards computers, (iii) attitudes toward online shopping in general and (iv) group buying habits for participants who actually use the group buying websites.

The personal information part included questions on sex and monthly income. The second part included questions on computer and internet usage and individual attitudes towards computers. Third part included questions on the constructs of trust (TR), perceived website security (PS), internet privacy concerns (PC) and transaction cost (TC).

The research was conducted in Croatia and thus measurement scale was translated into Croatian. The research instrument was carefully reviewed by senior researchers with experience in information systems evaluation to ensure clarity and validity of the questionnaire.

3.2. Research sample

The participants of the study were the first-year students of the Faculty of Economics in Split. Similarly to an earlier referred article (Lian & Lin, 2008) the respondents come from a relatively homogeneous group (first-year students) and mostly share a similar background in terms of education, economic situation etc. General statistics of the sample population is presented in Table 1.

Empirical data for this research was obtained using an online survey that has several advantages over traditional paper-based surveys, such as fast response time, cost-efficiency, and geographical flexibility. Also, there is the potential to collect large amounts of data in a relatively small amount of time and the elimination of data entry and processing requirements (Shiau & Luo, 2012).

Online questionnaires were filled out by students in a proctored environment, i.e. after IT classes in computer labs and under surveillance of a teaching fellow. The students were instructed to access the link to the online questionnaire which was placed on the official e-learning website of the Faculty. They were instructed to close any other programs running on their computers. The participants were given enough time to complete the questionnaires finishing in approximately 20 minutes. A total number of 285 questionnaires were valid and analyzed.

Table 1

General statistics of the sample (N=285)

Measure	Items	Frequency	Percent
Gender	Male	78	27.4
	Female	207	72.6
Monthly Income/Allowance	Less than €54	139	48.8
	€55 - €109	73	25.6
	€110 - €164	34	11.9
	€165 - €219	0	0.0
	€219 - €274	19	6.7
	More than €275	20	7.0
Approximate daily amount of time spent using a computer	Less than 1 hour	71	24.9
	1 - 3 hours	142	49.8
	3 - 5 hours	46	16.1
	More than 5 hours	25	8.8

4. DATA ANALYSIS AND RESULTS

Factor analysis with VARIMAX rotation was used to assess the discriminant and convergent validity. The threshold of factor loading is 0.5. Based on the criteria, all the items were used to obtain an overall score for concepts i.e. none of the items were eliminated. Table 2 illustrates the factor loadings presenting the five-factor structure.

Table 2

Factor loadings

Factor/Components	F1	F2	F3	F4	F5
<i>Trust</i>					
TR5	0.800				
TR2	0.797				
TR4	0.789				
TR3	0.760				
TR1	0.753				
TR6	0.730				
<i>Internet Privacy Concerns</i>					
PC4		0.895			
PC3		0.891			
PC2		0.854			
PC1		0.811			
<i>Intention to engage</i>					
IE2			0.849		
IE1			0.845		
IE3			0.840		
IE4			0.819		
<i>Transaction cost</i>					
TC2				0.848	
TC1				0.840	
TC3				0.781	
TC4				0.692	
<i>Perceived security</i>					
PS3					0.809
PS2					0.792
PS1					0.772
PS4					0.725

Cronbach's α is employed to test instrument reliability ranging from 0 to 1, with values of .60 - .70 deemed the lower limit of acceptability (Hair et al., 1998). Table 3 demonstrates that all the α values are reasonably good (>0.8).

Table 3

Instrument reliability

Variables	Trust	Transaction cost	Internet privacy concerns	Perceived security	Intention to engage in online group buying
Number of items	6	4	4	4	4
Cronbach's α	0.920	0.878	0.908	0.878	0.920

Table 4 illustrates the descriptive statistics of this study. For each variable, means and standard deviation are computed. This study used multiple regression analysis, with trust, transaction cost, perceived security and privacy concerns as independent variables and the intention to engage in online group buying as a dependent variable.

Table 4

Descriptive statistics (N=285)

Variables	Mean	Standard Deviation
Trust	2.7882	.66978
Transaction cost	3.2046	.74141
Internet privacy concerns	3.6342	.67181
Perceived security	2.5548	.76797
Intention to engage in online group buying	2.8818	.80093

The model is: $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$

Variables are chosen using the STEPWISE method. Summary of regression analysis is presented in table 5. The final regression model (see table 6) consists of three regressor variables since they fulfilled the criterion $\alpha^* \leq 5\%$. The independent variables are: X_1 : transaction cost, X_2 : trust, X_3 : perceived security.

Table 5

Summary of regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Durbin-Watson
1	.496 ^a	.246	.243	.68978	
2	.577 ^b	.333	.328	.64991	
3	.586 ^c	.343	.336	.64620	1.825

a. Predictors: (Constant), Transaction cost

b. Predictors: (Constant), Transaction cost, Trust

- c. Predictors: (Constant), Transaction cost, Trust, Perceived security
 d. Dependent Variable: Intention to engage in online group buying

Coefficient of determination (R^2) is interpreted as the proportion of response variation “explained” by the regressors in the model. For this model, the value of R^2 is 0.343 meaning that 34.3 percent of the variation in the response variable can be explained by the explanatory variables.

Table 6 lists the results of significance testing of the study variables. An expression describing the studied model is derived: $Y = 0,429 + 0,364X_1 + 0,340X_2 + 0,127X_3$.

Table 6.

Regression model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	1.086	.191		5.673	.000
	Transaction cost	.557	.058	.496	9.606	.000
2	(Constant)	.492	.205		2.397	.017
	Transaction cost	.380	.062	.338	6.138	.000
3	Trust	.416	.069	.334	6.065	.000
	(Constant)	.429	.206		2.078	.039
	Transaction cost	.364	.062	.324	5.867	.000
	Trust	.340	.077	.274	4.396	.000
	Perceived security	.127	.062	.121	2.061	.040

- a. Dependent Variable: Intention to engage in online group buying

The regression results suggest the following: transaction cost, trust and perceived security are significant influencers on the intention to engage in online group buying among participants. Thus, hypotheses H1, H2 and H4 are confirmed. The strongest influence on the studied dependent variable has the construct of transaction costs. But, privacy concerns cannot be confirmed as a significant influencer on the intention to engage in online group buying. Therefore the hypothesis H3 is not supported.

5. DISCUSSION AND CONCLUSION

This study developed a model for exploring student’s intention to engage in online group buying. The results support previous body of research concluding that trust, transaction cost and perceived security are important predictors of a consumers’ intended behavior on online purchasing sites. The analytical results are discussed below:

This research stresses out the importance of transaction costs in the intention to engage in online group buying. The positive relationship between transaction cost and the intention to engage in online group buying is in accordance with a study by Kim et al. (2011) who suggested that transaction cost is positively correlated with the overall

satisfaction. This is confirmed by other researchers as well - the higher levels of consumer satisfaction caused by the perception of saving money result in higher levels of intended use (Chena & Cheng, 2009).

It is once more confirmed that trust is one of the key issues researchers must pay their attention to. In this case, the construct of trust was adapted in order to examine trust on static-price online group buying websites, i.e. trust regarding particular group buying websites is examined. This way of examining trust as a predictor of the intended use is important since it gives a perspective on participants trust towards group buying websites and can be re-examined after a period of time, perhaps when group buying becomes even more popular. Results are inline with the findings related to importance of trust in online e-commerce settings (Beldad et al., 2010; Gefen et al., 2003; Büttner & Göritz, 2008; Suh & Han, 2002; Taylor et al., 2009; Lee & Lee, 2005) and in online group buying in particular (Shiau & Luo, 2012).

Confirming that perceived security positively affects the intention to engage in online group buying, this research is in accordance with findings from Liao & Cheung (2001) and Ranganathan & Ganapathy (2002). Security is important to students as well (Yenisey et al., 2005). Considering strong relation of the security items and the site's effort to make its users aware of these security items should be a good guide mark for group buying websites. To conclude, online group buying websites need to address security issues in order to attract more actual consumers and to develop a surrounding of trustworthiness to annul the perceived level of risk.

However, this study is not without limitations. Firstly, results might be more accurate if students from all years of study were engaged. This was not possible because a proctored environment for all students could not be ensured. By involving more students from different years of study, a wider picture on the issues would be gained. Also, students from higher years of study might have more experience with online shopping in general as well as with group buying and therefore could generate more detailed results as it would be possible to explore the relation between all the predictors with purchasing habits and compare these to the intention to engage in future purchases.

In conclusion, this study examined how student's trust in online group buying websites, opinion on the concept of saving money by engaging in online shopping and perceived security influence the intention to engage in online group buying in the future. The following conclusions are drawn:

High levels of online trust towards group buying websites positively affect the intended use of group buying websites.

High levels of perception that online shopping is in fact saving money positively affect the intended use of group buying websites.

High levels of internet privacy concerns are not a significant predictor of the intended use of group buying websites.

High levels of perceived security positively affect the intended use of group buying websites.

Student's characteristics regarding the studied issues are found to influence the intended use of group buying websites and these findings are quite consistent with

previous researches. However, in previous researches internet privacy concerns were cited as a significant predictor of the intended use of online shopping sites; although our results do not point to that. Possible explanation may be that students as a population are generally more open and not so concerned about privacy.

APPENDIX

Appendix		
Construct	Measurement items	Source
Trust	TR1. Online group buying websites are reliable.	(Kim et al., 2011)
	TR2. Online group buying websites have integrity.	(Kim et al., 2011)
	TR3. Online group buying websites are trustworthy.	(Kim et al., 2011) (Suh & Han, 2002) (Bhattacharjee, 2002) (Lee & Lee, 2005) (Doney & Cannon, 1997)
	TR4. Online group buying gives me a feeling of trust.	(Shiau & Luo, 2012) (Suh & Han, 2002) (Gefen & Straub, 2003)
	TR5. The online group buying vendor gives me a trustworthy impression.	(Shiau & Luo, 2012)
	TR 6. I believe that online group buying website would act in my best interest.	(Huang et al., 2011) (Lee & Lee, 2005) (Suh & Han, 2002) (Doney & Cannon, 1997)
Transaction cost	TC1. Online purchasing can save money compared to offline purchasing.	(Kim et al., 2011)
	TC 2. Online purchasing can provide more discount than offline purchasing.	
	TC 3. Online purchasing is the right choice when price and other expenses are considered.	
	TC 4. Considering the cost of purchasing, I get reasonable quality and service.	
Internet privacy concerns	PC 1. I am concerned that the information I submit on the internet could be misused.	(Dinev & Hart, 2005) (Taylor et al., 2009) (Dinev & Hart, 2006)
	PC 2. When I shop online, I am concerned that the credit card information can be stolen while being transferred on the internet.	(Dinev & Hart, 2005) (Taylor et al., 2009)
	PC 3. I am concerned about submitting information on the internet because of what others might do with it.	(Dinev & Hart, 2005) (Chellappa & Sin, 2005) (Dinev & Hart, 2006)
	PC 4. I am concerned about submitting information on the internet because it could be used in a way I did not foresee.	(Dinev & Hart, 2005) (Taylor et al., 2009) (Dinev & Hart, 2006)

Perceived security	PS 1. Using credit cards to purchase online is safe.	(Kim et al., 2011)
	PS 2. In general, making payments online is risk free.	
	PS 3. My privacy would be guaranteed online.	
	PS 4. Online companies can be trusted to safeguard my personal information.	
Intention to engage in online group buying	IE 1. I intend on using group buying websites in the future.	(Shiau & Luo, 2012) (Jarvenpaa et al., 2000)
	IE 2. I could see myself buying a product from the group buying store in the future.	(Lee & Lee, 2005)
	IE 3. I will frequently use this group buying site in the future.	(Suh & Han, 2002) (Taylor et al., 2009)
	IE 4. I will recommend group buying websites to others.	(Suh & Han, 2002) (Taylor et al., 2009)

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ČIMBENICI POVEZANI S ONLINE GRUPNOM KUPOVINOM UZ STATIČKE CIJENE

Sažetak

Brojni znanstvenici istražuju ključne utjecaje na online ponašanje kupaca i spremnost za obavljanjem online transakcija. Širenje online stranica za grupnu kupovinu bez sumnje mijenja marketinške strategije i navike kupaca. Svrha ovog istraživanja je istražiti i identificirati ključne čimbenike koji utječu na kupovinu s internetskih stranica za grupnu kupovinu među studentskom populacijom. Kako bi se analizirala tema istraživanja rabila se anketa među skupinom studenata u nadziranom okruženju. U skladu s važnim spoznajama vezanim uz ključne utjecaje, regresijska analiza pokazala je da su povjerenje, transakcijski trošak i percipirana sigurnost značajni utjecaji na namjeru studenata da se uključe u online grupnu kupovinu, dok privatnost na internetu ne utječe.

Ključne riječi: *Grupna kupovina, online kupovina, povjerenje, percipirana sigurnost, trošak transakcije*

JEL klasifikacija: *D12, L81, L86, M39*

