ABSTRACT

Online group-buying is a very popular shopping way in recent years. It has some attractive advantages, including the use of cheaper price to buy goods, to save freight and shopping time, to join group-buying family to know more new friends, etc. Especially in an economic downturn, online group buying will not only help consumers save lots of money, but also for many stores to bring endless business opportunities. Therefore, the development of online group buying is becoming more quickly, and be loved by many net users. Before consumers purchase products, they will first evaluate products. An important basis for product evaluation is the consumer's product knowledge. In addition, Consumers can evaluate products and make the final purchase decision with online word-of-mouth through community discussions, blogs and other online channels. Any purchase may hide risks. If consumers have sufficient product knowledge or grasp full the word-of-mouth, they can effectively reduce the risk of buying and influence their purchase intentions and purchase decisions. Therefore, this study is based on product knowledge and online word-of-mouth to explore the online group buying intention correlation.

The results of this study are as follows:
1. The higher the level of consumers’ product knowledge, the higher the consumer’s online group-buying intention.
2. The higher the online word-of-mouth communicator’s credibility and professional degree, the higher the consumer’s online group-buying intention.
3. The higher the level of consumers’ product knowledge, the more attention on the online word-of-mouth.
4. Consumers more emphasis on the online word-of-mouth, the more can promote their product knowledge degree.
5. In the demographic variables, in addition to gender and the highest level of education, the other variables (including age, occupation, average monthly income, whether online group buying experience) in the consumer’s online group-buying intention will have a significant difference.

Keywords: product knowledge, word-of-mouth, electronic word-of-mouth, online word-of-mouth, online group-buying, purchase intention, online group-buying intention.