

A Study on the Relationship among Group-buying Website Image, Conformity, Perceived Value and Purchase Intention

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ABSTRACT

Groupon USA has entered into the Taiwan market since 2010. The corporation created a new purchasing style by building a group-buying platform on internet. However, some group-buying websites have been repeatedly complained due to the credit controversies that caused more than half group-buying websites had been eliminated. Buying markets tend to centralized, 80% domestic buying-market share took over by three group-buying websites. The group-buying websites' images and herd behaviors should be concerned. The purpose of this study is to investigate the effects of group-buying website image, conformity and perceived value on purchase intentions of group-buying consumers on internet, and the mediating effect of perceived value. This study adopted a survey approach with online and paper questionnaires, 432 valid questionnaires were collected. The conclusions of SPSS regression analysis revealed: (1) Group-buying website image has positive effects on the perceived value and the purchase intention. (2) Conformity has positive effects on purchase intention. (3) In this study, the perceived value has a mediating effect. The value of the goods has a complete mediating effect on the website reliability and purchase intention, and has a part mediating effect on the rest of variances. The suggestions to the group-buying websites are to choose cooperative companies carefully, put emphasis on the image of the websites, enhance the community managements to create the product experiments, and build the consumers' confidence and loyalty to the group-buying websites.

Keywords : Website Image、Conformity、Perceived Value、Purchase Intention

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