

Combining Structural Equation Modeling and Analytic Network Process to Explore Determinants of Customer's Selection ...

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ABSTRACT

In recent years, Internet group buying has rapidly boomed and its consumptive disputes occurred frequently resulting in consumers tend to select the group-buying websites with caution in Taiwan. How to select an ideal group buying website has emerged a critical issue for group buying sector. Previous studies reported the influential factors of consumer selection on group buying websites including price, perceived risk, and conformity, etc., however, rare discussions on customer's classified determinants towards group buying websites. To cope with the above issue, this study aims to explore the customer's determinants and their importance on group buying websites selection. Customer's considerations of group buying websites selection were synthesized according to the empirical studies. A total of 326 effective samples of were collected through a survey. Data analysis involved two stages. First, the factorial structure was established by a structural equation modeling (SEM) approach. Confirmatory factor analysis (CFA) showed 13 factors within four facets of selecting a group buying website. Second, an Application network process (ANP) approach was employed to calculate the weights of facets and their factors. Results of ANP indicated the weight (number in bracket) for each facet: merchandise(0.32), customer service(0.30), efficiency(0.21), and the website image(0.15). The most important factor for each facet included quality of merchandise(0.134), privacy of customer service(0.130), efficiency of fulfillment, and characteristics of the website (0.057). The top five determinants were product's quality(0.134), customer's privacy(0.130), product's prices (0.110), order's fulfillment (0.082), and response to customer (0.080). Based on the findings, consumers regard merchandise as the foremost aspect including quality, price, and selectivity following by service aspect including privacy protection and customer service. If the group buying merchants offer valuable products, sound services, and fast fulfillment, customer will be favor on them.

Keywords : Group Buying Websites、Determinants、Structural Equation Modeling、Analytic Network Process

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