



Effective Factors on Consumer Buying Behavior in Group Buying

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Abstract

We live in an age that is accompanied by rapid changes. The expansion of the World Wide Web, electronic communications, the advancement and widespread use of information technology has provided a proper platform for business, economic and financial relations. Electronic service is one of the forefathers of the IT world, according to which all business, banking and credit activities are transferred from the traditional platform to the electronic platform. For this reason, the use of electronic systems in the commercial enterprises of the world is rapidly growing and the number of users of electronic services is increasing day by day. The use of this technology has been led to the development of business, facilitating the communication of economic agents, providing business opportunities for enterprises, improving productivity, reducing costs and saving time. Online group shopping businesses are a new generation of electronic business models that have been well uncouneted by their audience in recent years. Although these models have unique features that differentiate them from other e commerce models, comprehensive research has not been conducted in Iran to determine their specifications so far. Therefore, the researcher is trying to elaborate on this topic more widely in this article, based on foreign existent research. This research is an applied and descriptive-survey research. In this research, we tried to answer the research questions and measure the hypotheses by collecting information from 380 customers who shop online, through a questionnaire and analysing it with the help of software.

Keyword: group shopping, group media, online shopping



1. INTRODUCTION:

Identifying the characteristics of each business is the first step in designing the structures for evaluating, ranking, organizing and other management and oversight activities. Online business purchases are a new generation of electronic business models that have been well received by their audience in recent years. Although these models have unique features that distinguish them from other e-commerce models, comprehensive research has not been conducted in Iran to determine their specifications. Therefore, the researcher is trying to elaborate on this topic more widely in this article, based on foreign existent research.

Considering the significant increase in the use of the Internet in our country, retailers who want to improve their e-commerce themselves, it is necessary to determine the customer's online shopping behavior and adopt appropriate marketing and sales strategies. With the rise of Internet sites, retailing as a major trading platform and attracting consumers to purchase the Internet has become a vital issue for companies and researchers. In this regard, the benefits the internet offers to its customers, such as time and cost savings, ease of comparison of offers and price reductions, has made it an ideal tool for service delivery. Internet is a phenomenon that has become a special feature of the current era, and its users have grown dramatically throughout the world. This new medium has changed the behavior that a customer makes when buying. The survey of consumer buying and consumer behavior on the Internet is of immense importance for e-commerce companies to attract customers, increase sales and increase profitability. Accepting the Internet and doing it depends on a large extent on consumer communications and how people interact with the computer. In order to attract a customer, the company's Internet activities should be profitable for him, and a variety of services should be provided to him. Therefore, the content of the website and the services provided on the website should take into account the wishes and interests of the client and even provide facilities for creating his personal sections.

Social commerce refers to business activities that occur on social networks, which is a combination of social media, the Internet and shopping. The social commerce is rapidly expanding around the world and has various models, such as group buying, social purchases, community purchases, and specialized purchases. Among these models, the



most popular type of social business is the online shopping. Despite the growing popularity of group shopping sites, there is little to awareness of how to evaluate customers, group shopping sites and perceived value. The main purpose of this study is to recognize more about these issues.

2. HYPOTHESES:

customer perceived value is a source of competitive advantage that determines the growth and profitability of a company. (Chen & Dubinsky, 2003; Woodruff, 1997) A comprehensive definition of customer perceived value is the overall assessment by the client of the use of one of the products or services based on the perceptions of what he has received against what has been given. (Bishop, 1984; Zeithamel, 1988) In other words, this definition is based on the function that customers understand when they realize the benefits of investment costs for a product or service. This suggests that companies may be able to provide or increase value by changing two factors: First, customer perception of cost (eg low price), and second, viewing the benefits associated with buying, using, and disposing (For example, the extent of experience (product or service) (Fiore et al., 2005; Lee et al., 2014)

A study by Chen and Dobinsky (2003) shows that low prices and perceptions of customers have a positive relationship with risk, suggesting that low prices reduce risk perceptions. The price of group buying seems to be an important factor. Group purchasers have entered into a negotiated exchange process that the group will trigger a transaction at a lower price, considering the conditions pre-determined by the seller (for example, the minimum number of purchased products at a given time (Lee et al., 2016) In short, online customers, especially customers, tend to be low-priced, and low prices have a significant impact on customer perceptions of value-driven and Hedonic values. Accordingly, the following hypotheses are presented:

H1: The low price of the product has a direct positive impact on the utility-based value.

H2: The low price of the product has a direct positive effect on the Hedonic value.

They also show that customers measure features that are directly related to online experiences. 3 Characteristics that are important in group buying experience include convenience, website quality and access to product or service (Gupta & kim, 2010; Swaminathan et al., 1999) In general, previous research has shown that the likelihood of



the adoption and use of new technologies by customers is measured in term of easy to use, useful and convenience (Devaraj et al., 2002)

In addition to convenience, website quality is important for online shoppers. Researchers have found that website quality is a key factor in predicting users' intention to use the website. It's obvious that online shoppers are looking to use a website to access information and evaluate and buy a product or service. Therefore, if a website provides customers with relevant information and good services, customers find this site useful and usable (Gupta & Kim, 2010).

Access to products is another important feature that affects the overall experience of customers in group buying. Chukararo et al. (2013) in their study showed that the distance between the store and the customer affects online customer buying behavior. For example, a spa ticket may be worthless for a customer if the spa is located at a great distance from the customer. In short, the amount of experience that involves the convenience, the quality of the website and the easy access, has a positive impact on customer perception of value-driven and Hedonic value. Therefore, the following assumptions are made:

H3: Experience has a positive direct impact on utility-based values.

H4: Experience has a positive direct impact on Hedonic value.

Previous studies have shown that online referrals have played a major role in influencing future prospects to help them to be sure. (Kim & Park, 2013; Ha, 2004) Lee et al. (2016) showed that social media browsing has a positive impact on customer perceptions of value. Because it means that the browsing of social media will help prospective clients reduce uncertainty and doubt and reduce customer perceptions of overall costs associated with group buying. Also, customers' perceptions of cost reductions increase their perceptions of utility-based, Hedonic value. Therefore, the following assumptions are made:

H5: When customers believe in browsing social media, their Perceived utility value increase.

H6: When consumers believe in browsing social media, their perceptions of Hedonic value increase.

Many studies (Chen & He, 2003; Ha, 2004; yoo et al., 2000) show that familiarity with the brand has a direct impact on customer attitudes and customer buying decisions, since



the likelihood of choosing a familiar brand of an unfamiliar brand is to avoid doubts. One of the hallmarks used by customers to evaluate products or services, especially less well-known products or services, is the reputation of retail channels through which products or services are distributed to the market (Leingpibul et al., 2013; Yoo et al., 2000) Lee et al. (2016) state that customers use the reputation of a group buying website to evaluate less well-known products or services, and to use perceived value-driven and Hedonic value when a reputable group site is well-known. We therefore propose the following assumptions:

H7: When customers see good website buying, their Perceived utility value increases.

H8: When customers see good web site shopping, their perception of Hedonic value increases.

Akhtar (2009) tested the relationship between price and customer satisfaction, and showed that 88% of customers in a low-cost group were satisfied, while in the other group at a higher price, 53% of the customers were satisfied. This finding suggests that pricing is a crucial factor for customers' experience in dealing with online retail. Customer perceptions are expected to be positive from the low priced Hongt Group shopping site. Therefore, the following hypothesis is presented:

H9: Customers will rely heavily on the reputation of the group's shopping website when the price is low.

We predict that the low price will also affect the belief in social media browsing. Previous research shows that customer participation in oral-to-mouth advertising varies according to price (Lee et al., 2016) Akhtar (2009) in his study of the impact of prices on the willingness of clients to engage in oral-to-mouth advertising showed that 93 percent of low-priced clients show a tendency to engage in oral-to-mouth advertising, the high-priced group showed up to 56 percent. This means that the price affects the customers' intentions for oral advertising activities. Similarly, therefore, in order to rely. Accordingly, the following hypothesis is presented:

H10: Customers are more likely to be browsing social media when it's low.

Researchers believe that social media browsing is an irony to build a positive reputation and affects customers' attitudes towards group buying sites. Our assumption is based on the fact that the information provided through social media reviews will reduce the perception of risks and costs, and will have a positive impact on perceived customer



perceptions of the site buying site (Ehsaei & Hussin, 2012; Kim & Park, 2013). ; Ku, 2012) Therefore, the following assumptions are made:

H11: Customers are more likely to believe in the reputation of having a group buying when they have a positive assessment of their experience.

H12: Customers are more likely to believe in the popularity of their collections when they believe in browsing social media.

Researchers believe that the perceived value of customers has a positive impact on the intention to re-buy customers (Anderson & Srinivasan, 2003; Chen & Dubinsky, 2003; Gupta & Kim, 2010; kim et al., 2007; Zeithamel, 1988). Gupta and Kim (2010) have shown that perceived value of customers is a strong predictor of buying in online purchases. Based on past studies, it can be said that customer perceptions of utility and Hedonic value have a positive impact on customer buying intent. Therefore, the following assumptions are made:

H13: Utility-based values have a positive impact on the intention to re-buy customers from a group shopping website.

H14: Hedonic value have a positive impact on the intention to re-buy customers from a group's shopping website.

Given the above hypotheses, the following conceptual model can be presented:

3. RESEARCH BACKGROUND:

3.1.Value:

Consuming and buying concepts impregnated with value. Value as one of the strongest forces in the market for consumer behavior and understanding can be determined (Holbrook, 1996)

Value is the sort of contrast between what a customer receives and what he is paying for gaining an advantage, and therefore as a general consumer judgment in balancing the benefits derived from what is in contrast to It is lost, defined. Value plays a very important role in predicting customer choices and their future purchases. As a result, value judgments will lead to consumer preferences, and this will lead to participation in the buying process and subsequent attention. (Overby & Lee, 2006)

Zeitamel (1988) defines the value of the customer as the overall customer assessment of the perceived product desirability of what he has received and what he lost.

Zeitamel and Beitner (1996) have proposed four interpretations of value as follows:



1. Value, whatever I want from a product or service.
2. Value, all that I gain, against what I lose.
3. Value, low price.
4. Value is the quality I get in return for paying the price.

From Zeitamel et al. (1996), the perceived value of the customer reflects the exchange of quality or benefits that he received from the price at which it is to be achieved.

Hirschman (1984) argues in his study of the value of buying for consumers. He shares the value of buying into two types of value-based buying value and a pleasurable buying value. Perceived utility value includes conscious follow-up of results and intentions; that is, people work in order to get something. Pleasant value includes immediate response to need, which is seen in many human behaviors; that is, people do the work because they like it. The Hedonic values reflects two issues. First, doing an action for reward, and secondly, an internal interest; for example, people are participating in a competition that, if successful, will receive that foreign reward, but at the same time they will receive an internal reward and that satisfaction an individual's inner thrill. But basically there are people who have a strong desire for Perceived utility value. Therefore, they do not pay much attention to the internal and external rewards and their actions will be more gradual and logical.

As with other behaviors, these two types of value are useful in the publication of rewards, several scholars have acknowledged that buying experiences can actually be worthwhile and cost-effective (Fischer & Arnold, 1990).

Today, there are many changes in consumer values and culture. In the past, consumers were loyal to specific products or brands, and they used them to meet their bio-needs, and only if they were dissatisfied with the products they were replacing. Also, aspects of fun, entertaining, and excitement ... were not important when using those products. But in today's competitive world, these values and expectations have changed. According to the researcher, consumer purchases can be subdivided into addictive purchases and essential purchases. Today's values have had a significant impact on consumers' behavior and choice of products and brand names. Given this, consumer values include two types of Hedonic **values** and Perceived utility value; the difference between people in choosing these values and their importance when buying products is significant. (Cardoso & Pinto, 2010)



There have been many theories about consumer behavior over the years. Some of these theories come from the social sciences: psychology, sociology, or economics. Other theories rely on the effects of marketing variables and emphasize the effects of external stimuli, such as advertising, physical product differentiation, packaging, development, access, product presentation at the exhibition, direct sales, and so on. Most theories focus on both individual and environmental variables. Although these theories give us information on alternative brands with similar products, they do not say how these comparisons should be made into buying decisions. In pursuit of this goal and designing a comprehensive theory of consumer behavior, many researchers have turned to social psychosocial research to form a vision.

A group of theories mainly refers to the expected value models that have a specific relationship because they create theoretical connection between the evaluation criteria and the concept of the perspective. Also, these models provide a general view of the level of consumer satisfaction with a product that results in the re-purchase of that product. The criteria for this estimate are the beliefs of customers about the level of product responsiveness to their needs. For the past 83 years, Fishbein expectation value models have been presented in 1963, which include the behavioral model of consumer expectation value, the theory of rational behavior and the theory of planned behavior. (Kalafatis et al, 1999)

3.2.Hedonic value:

The first definition of pleasure shopping dates back to 1982, which emphasized the pleasurable buying motive rather than consumer on the product. In 1962, Stern provided a pleasurable purchase that created the opposite category: planned purchase and unplanned purchases with pleasure. According to this categorization, in the shopping behavior with planning, the timing of the use of the information searched is clear and follows a rational decision, but unplanned purchases refer to all purchases without pre-set scheduling and the delightful shopping is also included in this category. With the difference that the decision-making process takes place at a higher pace in buying pleasure (Hausman, 2000)

Pleasant shopping is an unplanned purchase that is characterized by two factors: the first factor is relatively quick decision-making in the purchase, and the second factor is a subjective suspicion about the quick possession of the goods. Pleasant shopping is a



purchase that is influenced by arousal and less pronounced as a reasonable purchase. In general, buyers have less attention to thinking and thinking about the delightful values in their buying practice, and they are more attracted to the goods emotionally, and their tendencies are quickly met. These consumers often show less attention to the potential negative consequences that might be the result of their actions. Recent research shows that in the United States and Britain, many factors affect the conduct of pleasure shopping, including the emotional and environmental conditions of consumers. Several studies have shown the impact of the environmental situation and the consumer's emotional state on the pleasure shopping behavior (Kacen & Lee, 2002)

pleasurable buying is unintentional, because it is buying this feeling; in fact, people are not actively looking for a certain item and they have no plans to buy a particular item before they go shopping. Indeed, consumers' tendencies are more pleasurable to buy from their personality traits (Jones & et al, 2003)

pleasurable shopping is one of the most attractive areas in the field of marketing and consumer behavior. Because every person buys a pleasure at least once in his lifetime. In many developed countries, buying can represent a lifestyle and a type of activity. Of course, buying pleasure can be indicative of lack of maturity, narrow mind and lack of strong will in the individual. In the world of buying and consuming, pleasure shopping has a lot to do with inappropriate individual behaviors and behaviors whose negative consequences include personal and financial issues, after-purchase satisfaction, social responses, and more personalized self-esteem, but sometimes The pleasure shopping is considered to be a normal behavior and even with positive consequences. For example, a sudden purchase of a gift for a patient or a friend can take a positive image. (Cob & Hoyer, 1986)

pleasurable shopping is a complicated yet pleasurable phenomenon. Because the person does not pay attention to the consequences of his actions in the future; it should be noted that simply having a sense of pleasure does not necessarily lead to action, but various variables can affect the relationship between pleasure and practice. This behavior is an experience, but an experience that happens very quickly. Delightful shopping can be likened to hijacking or snatching merchandise, so choosing goods and being individually more unconscious. In fact, buyers who experience peculiar purchases do not surrender to any stimulus or demand. There are various factors that may inform the user about the



need and inform him at the same time that the result of the purchase and the pleasure is the feeling of what it is about. Factors such as financial position, time, the kind of look at issues and social status, and perhaps even delightful purchases, can affect the creation and evaluation of it and the speed of purchase. (Hoch & Loewenistein, 1991)

Maniac shopping Since Crapillin created this term in 1915, it was a favorite amongst the psychiatrists. He explained it in a face-to-face: it's a special case; they can not do anything about it. Patients are definitely not able to think differently to understand the stupid outcome of their actions and probably not to do so. They do not even feel the momentum, they act out of their nature, like the worm, which grows violently inflorescences. In the newer literature, pleasure shopping has been defined as a chronic duplicate purchase that has become the primary response to events or negative emotions. It affects not only the individual but also his family and his community. This process can lead to exorbitant debt, severe debt and bankruptcy. (Lee & Mysyk, 2004)

Consumers with a more Hedonic values have a desire to enjoy a variety of lifestyles. Therefore, the probability of arousal of their behavior by discovering, novelty and diversity is very high. It is anticipated that these consumers will advance in the process of distributing new products. Because new products or different brand names may provide them with more suitable ways to meet the needs of nature and excitement (Raju, 1980) On the other hand, consumers with weaker Hedonic value tend to be more aware of the value of products and show more repetitive behaviors. (Lichtenstein et al, 1990)

The likelihood of switching a brand or buying new products by these types of consumers is very low and most likely a majority member who does not buy new products and act as a lazy and loose person on the market. While consumers in the past only changed their product or brand in the event of dissatisfaction, today values have shifted to consumers, especially younger ones, and have struggled to reach new products and brand names. So that they can make a difference in their lives. As a result, the tendency and tendency of new products or brand names to be expected to be related to consumer values. (Wang et al., 2000)

Perceived utility value

The Perceived utility value suggests that people express their feelings in a way that maximizes encouragement and at least punishment on the part of others. In this sense, the expression of an attitude, such as the conditional response, is action-oriented; for



example, the seller may find that positive words against a customer (that is, the expression of favorable attitudes) increases the chance of sales. (Bloch & Bruce, 1984)

Essential goods have tangible and realistic features, and target-oriented consumption is also called. Beneficial products are believed to satisfy the essential and functional needs of consumers, and their consumption is related to solving the problem that they are facing and consumers are looking for a solution to the problem. The consumer receives the value of believer's worth by buying essential products, while at the same time he receives the Hedonic values associated with Hedonic **values**. (Ryu et al, 2006)

Studies have shown that satisfaction is expressed as a response to a process evaluation, especially as a result of consumer assessment of value derived from buying experience. The findings from existing studies on the value of buying and satisfaction provide support for the relationship between the value of buying value and the value of buying pleasure. Satisfaction is the degree to which the customer feels that the products and services received are more valuable than the price paid by them. (Zhang et al, 2003)

Consumers have a different ability to read out prices, and this difference is related to individual differences in price consciousness. Regarding the general reaction to price, consumers, price sensitivity is how consumers feel about paying for a bid. More specifically, independent of the level of income and other factors, some consumers react when they want to spend their money on paying off, especially when they feel that unfair price changes have been made. These consumers are in fact consumer-oriented and cost-effective consumers who are looking for their essential purchases. (Goldsmith et al, 2005)

In today's market, shopping malls, if they want to compete, should find a way to distinguish between competitors, and they need to make changes in their physical and wisdom environments, and two distinct values of value based on the value and pleasure of shopping centers It is well known that creating shopping and entertainment venues such as theaters, restaurants, computer games for children and the design of shelves for food will make shopping malls have a positive impact on our customers' perceptions and attitudes. (Baker et al, 1994)

The central focus of past research on cost-effective buying has focused on value-based value. Usual consumer behavior appears to be logical, rational, task-oriented. (Bloch & Bruce, 1984)



Perceived utility value purchases depend on the extent to which the purpose of the purchase is achieved. This means that a product is purchased in a freely and efficient manner. Value-based buying reflects buying as an intellectual task. It may be said that this reflects the black purchase aspect. Therefore, another concept for evaluating shopping trips is to evaluate the performance of the purchase as a task. In the same vein, another definition for value based on the benefit is that shopping is for consumers as a job or mission, which makes them happy to finish it. (Babin et al, 1994)

3.3.Price:

Price sensitivity refers to consumer responses to price levels and price changes for products and services; in other words, price sensitivity reflects how consumers react to changes in product prices. Consumers are different from the point they are willing to pay for each product. Researchers of consumer behavior have long sought to express individual differences about how consumers interact with price changes, in other words, how consumers react to price changes. (Goldsmith & Newell, 1997)

The fact that consumers use the price in the legal channel as a preferred price is significant, and the gray market also uses low-cost benefits to attract customers. Most researchers claim that price differences are an important factor when buying from the gray market. (Palia & Keown, 1991)

Aware of the price to which consumers focus on paying low prices, and searching for a low price is one of the most common ways to gain a profit. Benefits like better pricing for a product or trying to confirm the attractiveness of a deal. What is expected in the meantime is the interest of consumers with high price awareness to have more tendencies to search for discounts at lower prices than others. (Alford & Biswas, 2002)

Although the most commonly used definition of payback, which is a small definition, is the maximum amount of money a person desires to receive certain goods and services in comparison to other goods and services, but in investigations of the effect of attitude on intention Purchases have been made to question the willingness to pay in a qualitative way and examine the "willingness of consumers to pay for a particular commodity." (Olli et al, 2001)

Usually, consumers pay for the product they want to measure and evaluate the features of that product. To understand some of the person's inclinations, including the desire to pay,



we need insights into behavioral and psychological factors that include attitudes toward a particular phenomenon. (Yue et al, 2012)

Kachen and Rayling (2000) also found that there is a positive correlation between attitude and willingness to pay. In fact, the more positive attitude of consumers to green products has a positive impact on the desire to pay more for green products. On the other hand, the tendency to pay more for green products will make it possible to buy real green products. Consumers have a different ability to read out prices, and this difference is related to individual differences in price consciousness. Regarding the general reaction to price, consumers, price sensitivity is how consumers feel about paying for a bid. More specifically, independent of the level of income and other factors, some consumers react when they want to spend their money on paying off, especially when they feel that unfair price changes have been made. These consumers are in fact consumer-oriented and cost-effective consumers who are looking for their essential purchases. (Goldsmith et al, 2005)

3.4.Intent to purchase:

Intent is a sign of a person's readiness for a particular behavior, and it occurs precisely before the behavior. Intent is based on the individual's view of behavior, objective norm, and perceived behavioral control, which each factor is valued based on its relationship with the behavior and interest of the beneficiaries. Behavioral intention expresses the intentions of individual intentions and intentions to carry out target behavior. The relationship between behavioral intention and behavior suggests that people tend to be involved in behaviors that they intend to do. Therefore, behavior is always after the intention of the behavior and is connected to it. (Yaghoybi and Shakeri, 2008)

Allen and colleagues consider behavioral intentions as the result of socialization, which is very important for advertisers because of the desirable or unfavorable behaviors that consumers have towards a brand. For example, when consumers congratulate a brand and pass on their preferences to others, these desirable goals may ultimately lead to increased brand sales, promotion of brand awareness, and so on. Conversely, undesirable goals can lead to brand change and the spread of negative word of mouth promotions. Shopping objectives are an important concept in marketing, so having a better understanding of consumer behavior can help marketers to better connect with the target group. (Abdulqader, 2008)



Behavioral intention expresses the intensity of intentions and individual will to conduct target behavior. The relationship between behavioral intention and behavior indicates that individuals tend to be involved in behaviors that they intend to do. (Yaghoubi and Shakeri, 2008)

Often, the purchase intention scale is used to identify the probabilities of buying goods over a given period of time. Voluntary measures can be more effective than the behavioral scale in achieving a customer's decision, because customers may be forced to buy from coercion. (Hu, 2010)

Fischben and Fitzgerald consider intention to determine action on a given path. They have defined behavior as a mental possibility of shaping a particular behavior. For example, the intention to buy a particular product as a good predictor of the actual behavior in the purchase of the product is detected. (Nakhaie, 1390)

The decisions of a buyer are influenced by his personal characteristics. These characteristics can be factors such as age, gender, occupation, economic status, housing situation, and so on. Efforts to identify environmentally friendly consumers come back to the early 1970s. So far, many researchers have investigated the impact of the demographic factors on green marketing, and the results of their studies have determined the extent and significance of various factors, although in some cases the results of the research were different. For example, some researchers found that women tend to be more concerned about environmental issues than men. But on the other hand, other researchers in their research found that men are more willing to pay more for good environmental behaviors. Also, people with higher education are expected to have more and more concerns about the environment and show a more favorable attitude in this regard. (Abbasi et al., 2012)

3.5.Social media:

The concurrence of the business model with the introduction of the Internet into the business world suggests that the concept of the business model is also echoed with e-commerce, which has been the cause of the importance of the business model. This advancement in technology and the capabilities of mobile networks and the ability to provide various services on the Internet has created various businesses in this area and each one has a specific business model to choose from, based on which strategies, Capabilities and ultimately their services. (Steffes & Burgee, 2008)



Lee et al. (2007) admit that we live in an age that is associated with rapid change. The expansion of the World Wide Web, electronic communications, the advancement and widespread use of information technology has provided a convenient place for business, economic and financial relations. Electronic banking is one of the forefathers of the IT world, according to which all financial, banking and credit activities are transferred from the traditional platform to the electronic platform. For this reason, the use of electronic systems in the world's financial and credit institutions has grown rapidly and the number of users of e-banking services is increasing. The use of this technology has led to the development of trade, the facilitation of the communication of economic agents, the provision of business opportunities for enterprises, increased productivity, reduced costs and time savings.

The advancement and expansion of the global Internet network and the access of large numbers of people to it created a revolution in the field of communication and, with the access of large numbers of people in new ways of communicating such as the Internet, has made many people more accessible to electronic communications and the virtual world. Electronic banking can be considered as one of the consequences of the expansion and development of the virtual world. (Lee et al., 2016)

According to Andersen et al. (2001), the e-commerce market in Korea ranges from 80 billion in 1999 to more than 2 trillion in 2003. Customers are reluctant to provide personal information on Internet sites as they seek e-commerce. They are generally comfortable with providing general and public information such as visualizations, but when they need more personal information, such as a credit card number, they are not. This feeling can not be attributed to the defect or defect in Internet security and e-commerce, but to distrust customers with such actions. Customers are worried about the security of online payment for corporate credit and the lack of security policies. Internet and e-commerce security technologies such as data encryption and electronic signatures have been created since 1990 and have consistently reduced Internet security breaches. Nonetheless, the most common cases of major deviations in Internet security and e-commerce have increased. These include the Microsoft Security Hotmail Hotmail security or Amazon home page service.

Social media is a group of Internet-based programs that are based on Web 2.0 technologies and allow the creation and exchange of content created by users. There are



various social media formats, including magazines, online forums, blogs and other social networks. (Kaplan & Haenlein, 2010)

3.6.Purchase Experience:

Customers visit major stores to enjoy shopping in addition to shopping and entertain and value stores in terms of pleasure or pleasure. In India, large stores are also attracting wealthy customers seeking emotional satisfaction (as one of the main motivations for buying), resulting in emotional expectations, which is why their real satisfaction of consumption The service directly affects their satisfaction. Therefore, customer experience in the retail space is very important. Darden and Bob (1994) also confirmed in their study that customer assessment of the retail store is not only influenced by the quality of function, but also the quality of the emotional aspects. (Which customers attribute to the retail environment) also affect it. There are many experiences about consumption in the period before and after the purchase process. But it is so much shopping activity that makes the client more informed and focused. (Caro and Kwa, 2003) Experience in the field of consumer behavior is a personal event (with a high emotional significance) that is based on communication with stimuli. (Ie products or services used) (Grundy, 2008) But creating a customer experience is a complex challenge because creating customer experience in retail is made up of multiple access points or independent call points during the exchange process. According to Holbrooke and Hershman (1982), the first people who have found empirical aspects of consumption in their research, that is, they have looked at customer behavior through customer experience. Pine and Gilmour (1999) have identified that retail experiences come from vast realms (sensory, entertainment, educational, and euphoric) that provides the possibility of moving between different static and dynamic elements in an experimental environment. The concept of experience was introduced into the discipline by publishing Pinne and Gilmour's work. Schmidt (1999) was a researcher who presented the exact framework of empirical marketing with two elements: The Strategic Experimental Structures (SEM), which represent a variety of experiences, and ExPros (abbreviation for experiential creators) that outlines the various factors that provide these experiences. According to Schmidt, marketing is a way to create products and services that create five different types of experiences (cognitive, emotional, physical-behavioral, sensory and communication), or



empirical strategic structures (SEMs). With Schmitt's article, CE was emerging in a distinctly conceptual way in marketing resources.

Forrenero et al. (2006) also outlined five dimensions of customer experience - sensory-perceptual, emotional, physical-behavioral, social, and cognitive dimensions. (aspects) On the other hand, Gentile et al. (2007) examined six components of customer experience, namely sensory, emotional, cognitive, pragmatic, lifestyle and relationship components, but did not experiment with this framework. According to their definition, customer experience is the result of a series of interactions between the customer and the product, the company or part of the organization that triggers the response. This experience is quite personal and means customer commitment at different levels. But researchers point out that the CE concept is different from commitment. Brooks and colleagues (2009) also reiterated that the experience variable varies with value and emotional variables such as attitude, membership, and commitment.

According to Vorhoff et al. (2009), experience involves cognitive, emotional, social and physical responses to retailers. Braccus et al. (2009) measured the dimensions of brand experience empirically, and referred to dimensions as sensory, mental, emotional and behavioral dimensions. Therefore, this study suggests that empirical studies use the customer experience variable from dimensions such as cognitive, emotional, sensory, physical-behavioral, and relational dimensions to measure customer experience.

Schmidt (2009) believes that the ultimate goal of marketers is to combine these five experiences to create an overall experience. For this reason, according to the definition of the present study, customer experience is a single variable that has cognitive, emotional, sensory, physical-behavioral, and related dimensions of its sub-dimensions.

3.7.Group buying:

Buying a group offers products and services at significantly lower prices, provided they buy at least a certain number of customers. This allows consumers to receive price discounts from stores where a large group of people are buying the same items. Recently, group buying websites have emerged as a major actor in online businesses. As businesses care for e-commerce consumers, many newly established companies provide online information and services related to companies and products. (Fang et al., 2011)



Consumers who use e-commerce pay more attention to their needs and time; therefore, Internet shopping has become a very popular business model for consumers. (Gehrt et al., 2012)

Focusing on enhancing the sense of customer satisfaction for online customers can increase buying pleasure in a variety of ways, including creating emotion, stimulating the curiosity, ease of purchase, the use of attractive designs, colors, music and attractive videos on web pages. And it also leads to a sense of happiness due to the presence of an online store and online shopping, so that people tend to spend some of their leisure time at the internet store and enjoy their work. (Kim & Park, 2013)

Buying a web group does not have any limitations in time and space so it allows consumers to buy at the same price and quantity as other consumers, and thus increase their purchases. On the other hand, companies reduce their business volatility due to group buying because their transaction costs have declined. (Min-Jhih, et al., 2015)

Online shopping is a large part of the number of users who are looking for low prices to buy on other websites and blogs. However, in this approach, if there is not enough buyer or that the products are not sold well enough, or if the products do not reach the buyer in a timely manner, it may fail. Such uncertainty means that reliability is a very important factor and affects individuals to decide on participation in this group activity. (Pavlou & Gefen, 2004)

When a consumer buys more confidence in buying a group, the purchase intention is increased. A number of buying websites have sought to attract opinion leaders in order to overcome these problems and to win more customers' confidence. (Chang & Chuang, 2015)

It is very important for the group's website to honestly and accurately provide information about products and services. After reviewing the subject literature, it became clear that most studies related to online purchases focused on consumer motivation, effective factors, and mouth-to-mouth advertising. (Lim & Tiang, 2014)

The concept of buying intent refers to the likelihood of consumer consumption or mental attitudes to buy a particular product, which is a key factor in predicting consumer behavior. (Fishbein & Ajzen, 1975)

Engel et al. (1995) argued that consumer buying behaviors are a continuous process where consumers make their final buying decisions based on input and processing of external



information, public incentives and environmental pressures. So consumers have different preferences based on different sources. (Libermann & flint-goor, 1996)

The intention is to buy a group online, aimed at consumers and their mental attitude to buy a product or service on a group buying website. (Schiffman & Kanuk, 2009)

The publication of social media and consumer interest in the study and browsing of social media has led to the emergence of online group buying, which is a very popular online shopping and snack buying model. (Liang et al., 2011)

Consumers of shopping malls are attracted to discounted bulk purchases. Buying a group online is very popular, especially in cultures that care more about collectivism and community, like the country. (Jing & Xie, 2011)

4. RESEARCH METHOD

The present research is descriptive-survey research. Descriptive research deals with phenomena that occur naturally, without any experimental manipulation. Therefore, a descriptive survey includes a set of techniques used to characterize, display or describe phenomena that occur naturally without tampering with experimentation. A descriptive research is about building hypotheses and testing them, analyzing the relationships between manipulated variables, and developing general rules. In contrast to the empirical method in which variables are closely regulated by researcher intervention, in the descriptive study, variables are selected and observed which are already present or have already occurred. A descriptive-survey research based on a random sample of the research community and their answers to a question set using questionnaires, surveys or other methods to study the status quo, including attitudes, beliefs, behaviors and generally, extraction of information about living conditions and categories that distinguish people individually.

In the surveys, one can analyze the unit of analysis, as well as groups, organizations and even the entire community. Descriptive-survey research can be used to test previous explanations or theories and to invent new theories.

In this research, two types of library and questionnaire were used to collect information and data. In the library method, using the data retrieval tool, library resources, articles, and the Internet are used to complete the theoretical basis and literature literature. Also, in the questionnaire method, there are printed forms for collecting data in which questions or comments are included that the subject often answers to them in writing without



mentioning their name. The questionnaire is presented in a variety of ways, which is used here in a closed or structured form. The benefits of the questionnaire to other tools can be expedited by hiding data collection and issues that relate to individual identities. As a result, the answer is more credible. It is easier to extract data from the questionnaire, and it is more suitable for those who are educated.

In this research, descriptive statistics and inferential statistics were used to analyze the data. First, using descriptive statistics, we understand the respondents' demographic status and characteristics. In order to investigate and test the hypotheses and investigate the causal relationships of the variables in the research, structural equation modeling using Lisrel8.54 software has been used.

4.1. Validity or Reliability of the questionnaire

To assess the validity of the questionnaire according to the questionnaire's standardization, formal validity has been used. For this purpose, the questionnaire has been provided by several professors and experts.

4.2. Reliability of the questionnaire

A) Repeat method: For this purpose, a questionnaire was first designed on a group of 30 and in a two-week trial, and after that, the correlation between these two steps was calculated. The correlation value was 0.786, which is an acceptable value.

B) Cronbach Alpha: Another method used to measure and estimate the questionnaire was to calculate the Cronbach's alpha coefficient. The Cronbach alpha value for a sample of 30 was equal to 0.811, which is an acceptable value.

Table 1). Demographic characteristics of the statistical sample

Frequency percent	Frequency	Items	Variable
		Below 25 years	
5.63	18	old	Age
30.31	97	25-35 years old	
43.13	138	36-45 years old	



20.94	67	Over 45	
6.88	22	0	
6.88	22	3	
9.37	30	5	Buying rate
		More than 5	
76.87	246	times	
47.50	152	Men	Gender
52.50	168	Women	

As is clear from the data in Table (1), the majority of respondents (43.13%) are in the age group of 36 to 45, and the frequency of purchases by most respondents (76.87%) is more than 5 times. 47.5% of respondents are male and 52.50% are women.

Table (2). The values of descriptive indexes about the research variables and the normality test

Significant level	K-S statustuc	average ± SD	Variable
0.073	1.288	3.53 ± 0.969	Convenience
0.086	1.242	3.53 ± 0.814	Product access
0.059	1.315	3.27 ± 1.040	Site quality
0.081	1.258	3.56 ± 0.831	low price
0.198	1.107	3.67 ± 0.879	A website for group buying
0.084	1.322	3.47 ± 0.904	Trusting Social Media Review
0.076	1.277	3.23 ± 0.899	Perceived utility value
0.261	1.013	3.37 ± 0.836	Hedonic values
0.079	1.269	3.14 ± 0.865	Intent for group buying

According to table (2), the average of convenience is (3.53), access to the product is equal to (3.53) the quality of the site is equal to (3.27) the low price equals to (3.16) With (3.67), the trust in the social media is equal to (3.47), the value of the value of the belief is equal



to (3.23), the pleasure cost is equal to (3.37), and the average purchase intention is equal to (3.14).

Also, the significance level of the normal test in all cases is greater than 0.05, which indicates that the distribution of the variables is normal.

5. RESULTS OF EXAMINING THE ADEQUACY OF DATA

For the factor analysis, the KMO index is used. The value of this indicator for the data of this research is equal to 0.854. This index ranges from zero to one, and the closer the index is to closer, the sample size data are more suitable for factor analysis. The Bartlett test is also used to examine how the correlation matrix is used. The value of Bartlett's test is 826.404 with a significant level smaller than 0.05, and the assumption of the existence of the correlation matrix is ruled out and it follows that the factor analysis is suitable for identifying the structure of the variables.

5.1. Reliability and validity of the questionnaire

A) Repeat method: For this purpose, a questionnaire was first designed on a group of 30 and in a two week trial and after that, the correlation between these two phases was considered. The correlation value was calculated to be 0.859, which is an acceptable value.

B) Cronbach's Alpha Method: Another method used to measure and estimate the reliability of the questionnaire was to calculate the Cronbach's alpha coefficient. The Cronbach's alpha was calculated for a 30-member sample of 872/0, which is an acceptable value.

Factor loads of questions with meaningful statistics, Cronbach's alpha, composite reliability and extracted mean variance (AVE) for each indicator are presented in the table below.

Table (3): Productive Value, Significance, Cronbach's Alpha, Composite Reliability and Root Mean of Variance

AVE	Composite Reliability	Cronbach's Alpha	Significance	Factor load	Item	Structure
0.663	0.886	0.873	17.08	0.80	<i>CONI</i>	



			15.87	0.77	<i>CON2</i>	Convenience (CON)
			14.48	0.72	<i>CON3</i>	
			22.33	0.95	<i>CON4</i>	
0.585	0.808	0.807	13.32	0.69	<i>WQU1</i>	Website (WQU) access
			16.22	0.80	<i>WQU2</i>	
			16.19	0.80	<i>WQU3</i>	
0.569	0.794	0.802	13.08	0.69	<i>PAC1</i>	Website (PAC) quality
			11.62	0.62	<i>PAC2</i>	
			19.17	0.92	<i>PAC3</i>	
0.662	0.855	0.851	17.84	0.84	<i>LPP1</i>	Low (LPP)price
			16.08	0.78	<i>LPP2</i>	
			17.28	0.82	<i>LPP3</i>	
0.604	0.821	0.820	16.42	0.80	<i>GBR1</i>	Group website (GBR) buying
			14.60	0.73	<i>GBR2</i>	
			16.45	0.80	<i>GBR3</i>	
0.642	0.843	0.842	16.01	0.79	<i>TSR1</i>	Trust in social (TSR) media
			14.99	0.75	<i>TSR2</i>	
			18.25	0.86	<i>TSR3</i>	
0.635	0.897	0.897	18.38	0.85	<i>PUV1</i>	Perceived utility value
			15.94	0.77	<i>PUV2</i>	
			17.42	0.82	<i>PUV3</i>	
			15.19	0.75	<i>PUV4</i>	
			16.62	0.79	<i>PUV5</i>	
0.583	0.847	0.851	15.48	0.76	<i>PHV1</i>	Hedonic value s
			12.62	0.66	<i>PHV2</i>	
			15.20	0.75	<i>PHV3</i>	
			18.78	0.87	<i>PHV4</i>	
0.625	0.869	0.858	15.38	0.76	<i>GBI1</i>	Group buying intention (GBI)
			16.61	0.81	<i>GBI2</i>	
			18.87	0.88	<i>GBI3</i>	



			13.69	0.70	GBI4
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As shown in Table 3, Cronbach's Alpha for all structures is above 0.7, which shows the high convergence credentials, and also states that the structures (hidden variables) are highly valued to fit the model. Also, the composite reliability values (CR) for all structures are higher than 0.7, indicating that the structures have good combination reliability.

To evaluate the convergent validity, the mean value of the extracted variance (AVE) has been calculated. There is a convergent validity when the combined reliability of 0.7 and AVE is greater than 0.5. Also, the combination reliability should be greater than AVE. In this case, there will be a convergent validity condition. According to Table 3, all 3 above conditions have been established, so the questionnaire has convergent validity

5.2. Research hypotheses

At this stage, we test the relationships between the research structures. For this purpose, the research model was implemented in LaserLevel software. The study and analysis of the measurement models in the early stages of the validation studies is helpful because it can help assess the research and development tools of the structures. Also, analysis of structural models can clarify theoretical weaknesses and help interpret the research findings and play a major role in future studies; on this basis, structural equation modeling consists of two main stages of modeling and testing Model is. In developing a researcher's model, using all relevant theories, research and information are available to the model design, and at this stage, the model describes the causal relationships between the variables. Communication between variables can be a reflection of the hypotheses that inferred the causal relationships between the evident and the variables from the theoretical space. The next stage is the fitness test and the degree to which these theories are consistent with the experimental data collected from a given community. [Kalantari, 2009]

5.3. Concept Pattern Fit Test

The purpose of evaluating the fit of the whole model is to determine how far the whole model is compatible with the experimental data used. There are a large collection of fitness criteria and indicators that can be used to measure the fitness of the whole model. Unfortunately, none of these are superior to the rest in all respects. Because a specific fitness index varies depending on the sample size, the estimation method, the complexity



of the model, the assumptions about normality, or the combination of the above conditions differently. Hence, different individuals, depending on model conditions, may use different indexes to fit the model. [Kalantari, 1388] In this section, the conceptual model of research is mapped in the form of a path diagram and is measured using various methods of fitting it. A complete model of structural equations in fact represents a mixture of path diagrams and confirmatory factor analysis. In Figures 1 and 2, the coefficients of standard estimation and the meaningful numbers of the structural model of the research are observed. Some fitting indicators are also visible at the bottom of these shapes.

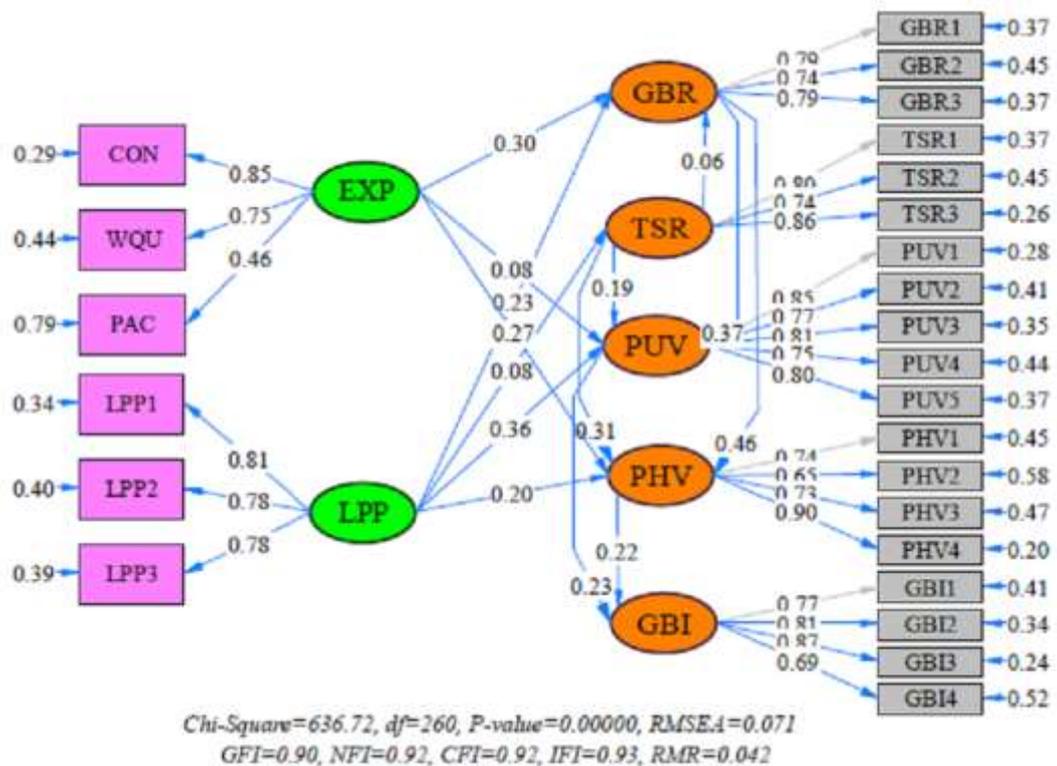


Figure 1. Path Coefficients of Structural Model Research

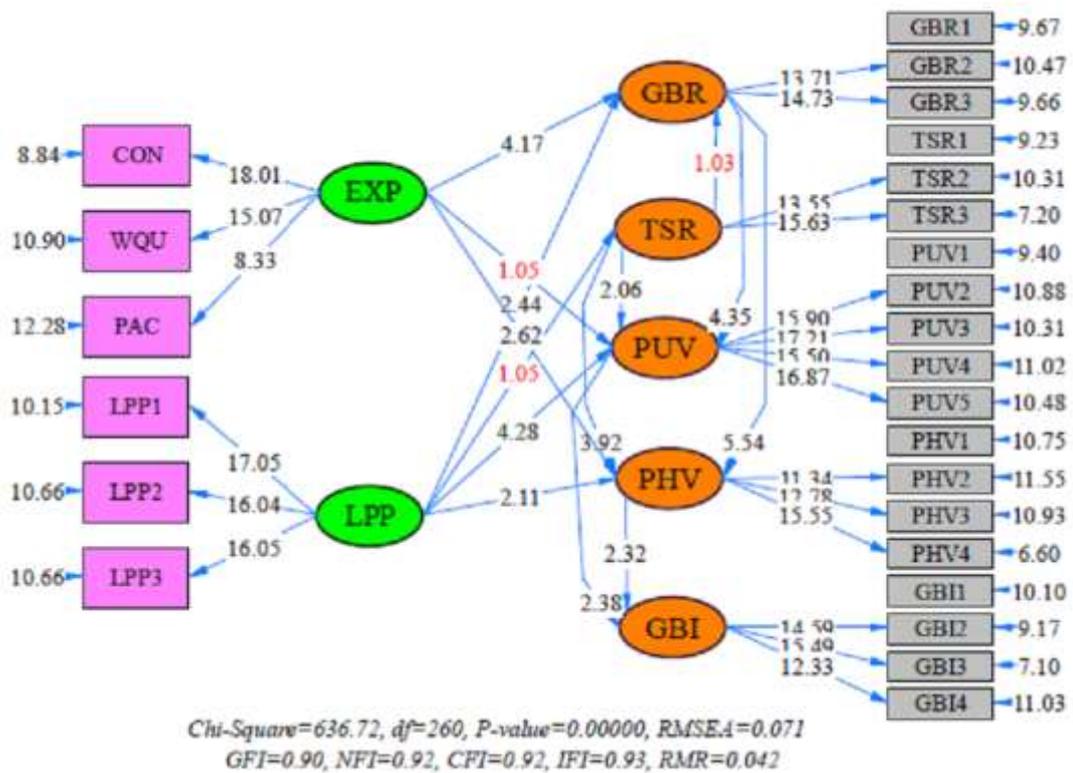


Figure 2. Numerical Values of the Structural Model of Research

Before discussing and concluding the extracted model, it is worth noting that one of the best fitting indices of structural equations is the root mean index (RMSEA) of the mean error squared error. (RMSEA) This value, which is in fact the same as the deviation test of any degree of freedom, should be less than 0.08 for models that have good fitness. Hence, models with a mean square error value of more than 0.08 have poor fit. Another indicator of fitness is the division of the chi 2 ratio by degrees of freedom, which should be less than 3. (Hooman, 2005, p. 235)

According to the Laser Output, the value is calculated to be 636.72 and 260 degrees of freedom. Therefore, the result of the chi-div split on the degree of freedom for the conceptual model of the research is equal to 2.449, which is an acceptable value. Also, the output of the model shows the value of the root fitness index of the mean squares of the error approximation of 0.071. That is an acceptable amount. The two above-mentioned indicators as well as the remaining fitness indices have an acceptable value, which indicates a slight difference between the conceptual model of the research and the observed data of the research.



Table (5). The results of the structural model evaluation

Result of Test	Significant level (t-value)	Path Coefficient (β)	Path		Number of Hypothesis
			To Variable	From Variable	
Confirmed	4.28	0.36	Perceived utility value	Low prices	1
Confirmed	2.11	0.20	Hedonic values		2
Rejected	1.05	0.08	Perceived utility value	Experience	3
Confirmed	2.62	0.27	Hedonic values		4
Confirmed	2.06	0.19	Perceived utility value	trust of the social media	5
Confirmed	3.92	0.31	Hedonic values		6
Confirmed	4.35	0.37	Perceived utility value	Group website buying	7
Confirmed	5.54	0.46	Hedonic values		8
Confirmed	2.44	0.23	Group website buying	Low prices	9
Rejected	1.05	0.08	trust of the social media		10
Confirmed	4.17	0.30	Group website buying	Experience	11
Rejected	1.03	0.06	Group website buying intention	trust of the social media	12
Confirmed	2.38	0.23	Group buying intention	Perceived utility value	13
Confirmed	2.32	0.22		Hedonic values	14

Hypothesis 1: Low prices affect the Perceived utility value.

According to Table 5, a meaningful statistic between the low price variable and the value of belief is equal to (4.28), which is greater than (1.96), indicating that the relationship between low prices and Perceived utility value in the level of confidence (95%) is



meaningful. Also, due to the amount of path coefficient between these two variables (0.36), it follows that low price has a positive effect on the Perceived utility value. Therefore, the first hypothesis of the research is confirmed.

Second hypothesis: Low prices affect the Hedonic values.

According to Table 5, the meaningful statistics between the low price and Hedonic values is equal to (2.11), which is larger than (1.96), indicating that the link between low prices and Pleasantness value is significant at 95% confidence level. Also, due to the amount of path coefficient between these two variables (0.20), it is concluded that the low price has a positive effect on the Hedonic values. Therefore, the second hypothesis of the research is confirmed.

Hypothesis 3: Experience affects the Perceived utility value.

According to Table 5, the meaningful statistics between the experience variable and the Perceived utility value is equal to (1.05), which is smaller than (1.96), indicating that the relationship between experience and Perceived utility value in confidence level (95%) is not meaningful. Therefore, the third hypothesis of research is not confirmed.

Fourth hypothesis: Experience affects the Hedonic values.

According to Table 5, the meaningful statistic between the variable of experience and pleasure is equal to (2.62), which is larger than (1.96), indicating that the relationship between experience and the value of pleasure at the confidence level (95%), it is significant. Also due to the amount of path coefficient between these two variables (0.27), the result is that the experience has a positive effect on the Hedonic values. Therefore, the fourth hypothesis of the research is confirmed.

Fifth hypothesis: The trust of the social media affects the Perceived utility value.

According to Table 5, the significance statistic between the social media trustworthiness variable and the Perceived utility value is equal to (2.06), which is greater than (1.96), indicating that the relationship Between the trustworthiness of social media and the Perceived utility value at the level of confidence (95%) is meaningful. Also, due to the amount of path coefficient between these two variables (0.19), it follows that trust in social media reviews positively influences the Perceived utility value. Therefore, the fifth hypothesis of the research is confirmed.

Sixth hypothesis: Social media reliance affect the Hedonic values.



According to Table 5, the significance statistic between the social trustworthiness variable and social pleasure is equal to (3.92), which is greater than (1.96), indicating that the relationship Between trustworthiness of social media and Hedonic **values** at the level of confidence (95%) is meaningful. Also, due to the amount of path coefficient between these two variables (0.31), it is concluded that trust in the review of social media has a positive effect on the Hedonic values. Therefore, the sixth hypothesis of the research is confirmed.

Seventh hypothesis: The introduction of a group buying website affects the belief value.

According to Table 5, a meaningful statistic between the variables of the website for buying and the value of the value of belief is equal to (4.35), which is greater than (1.96), indicating that the relationship between The importance of the website for buying the group and the Perceived utility value at the level of confidence (95%) is significant. Also, due to the amount of path coefficient between these two variables (0.37), it follows that the presence of a website buying group believes in a positive impact on the value of profit. Therefore, the seventh research hypothesis is confirmed.

Eighth hypothesis: The introduction of a group buying website affects the pleasurable of pleasure.

According to Table 5, the statistical significance between the variables of the website for buying the group and the pleasure cost is equal to (5.54), which is greater than (1.96), indicating that the relationship between The presence of a website for buying and Hedonic **values** at a confidence level of 95% is meaningful. Also, due to the amount of path coefficient between these two variables (0.46), it follows that the presence of the website of the group buying has a positive impact on the Hedonic values. Therefore, the eighth hypothesis of the research is confirmed.

9th hypothesis: Low prices affect the purchase of a website.

According to Table 5, the meaningful statistics between the low price variable and the website of the group purchase is equal to (2.44), which is larger than (1.96), indicating that the relationship between the price The bottom and bottom of the website for buying a group at a confidence level (95%) is meaningful. Also, due to the amount of path coefficient between these two variables (0.23), it is concluded that the low price has a



positive impact on the website of the group buying. Therefore, the ninth hypothesis of research is confirmed.

Thirteenth hypothesis: Low prices affect the trust of social media.

According to Table 5, a meaningful statistic between the low cost variable and the trustworthiness of the social media review is equal to (1.05), which is smaller than (1.96), indicating that the relationship between Low prices and confidence in social media review at confidence level (95%) are not meaningful. Therefore, the 10th hypothesis of research is not confirmed.

11th hypothesis: Experiences affect the group purchase of a website.

According to Table 5, the meaningful statistic between the experience variable and the website of the buying group is equal to (4.17), which is greater than the value (1,96), indicating that the relationship between experience and The presence of a website at a confidence level (95%) is significant. Also, due to the amount of path coefficient between these two variables (0.30), the result is that the experience has a positive effect on the website purchases of the group. Therefore, the eleventh hypothesis of the research is confirmed.

The 12th hypothesis: The trust of the social media is influenced by the group purchase of the website.

According to Table 5, the statistical significance between the social trustworthiness variable on the social media and the website of the buying group is equal to (1.03), which is smaller than (1.96), indicating this The relationship between trust in social media browsing and the purchase of a website at a confidence level (95%) is not meaningful. Therefore, the 12th hypothesis of the research is not confirmed.

Thirteenth hypothesis: The value of the usefulness of belief affects group buying.

According to Table 5, a meaningful statistic between the value of the probability of belief and the intention to buy a group is equal to (2.38), which is greater than (1.96), indicating that the relationship between the Perceived utility value and intention to buy a group at a confidence level (95%) is meaningful. Also, due to the amount of path coefficient between these two variables (0.23), the Perceived utility value has a positive effect on the intention to buy a group. Therefore, thirteenth research hypothesis is confirmed.

Thirteenth hypothesis: Hedonic values affects the group buying.



According to Table 5, the meaningful statistics between pleasure cost variable and group buying intent is equal to (2.32), which is greater than (1.96), indicating that the relationship between the value of pleasure Awareness and intention to buy a group at a confidence level (95%) is meaningful. Also, due to the amount of path coefficient between these two variables (0.22), it is concluded that the Hedonic values has a positive effect on the intention to buy a group. Therefore, the fourteenth research hypothesis is confirmed.

6. CONCLUSIONS AND SUGGESTIONS:

As the result of the hypothesis test, consumers are greeted with value-driven values as well as Hedonic value, both from online shopping; this suggests that online group buying can be for any taste and every one. The consumer will be interested in. But this involves observing the tips and using features tailored to each category of consumers. Therefore, the following suggestions are made:

1. Owners of online shopping businesses must have affordable prices as well as a variety of consumer charm.
2. A site for buying a group for consumers should be reliable and with high security and, in this respect, has a good reputation among consumers.
3. The pleasant atmosphere of the site and the convenience of buying goods will increase the positive experience of buyers and increase the amount of purchases in the future.
4. Increasing the satisfaction of the buyers is a well-known and adds to the number of customers, so their comments should be considered.
5. Convenient access to the goods after ordering and reducing the time interval between order and delivery of goods will increase the satisfaction of customers.

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