

Factors Influencing the Online Group Buying: Behaviour Peculiarities of Leisure Services Coupons Buyers

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Abstract

Growing popularity of the online group buying supposes an imperative to identify what factors influence the buyers to buy products or services online, to make informal teams, gaining power of negotiation. The research question the article addresses is as follows: what factors influence the buyers in online group buying sites to buy leisure services coupons. The findings of the survey showed the main influence factors for the choice of the leisure services coupons: site design, guarantees provided and impulsivity of the buyer. The barriers and limitations to increase the quantity of e-trade of the leisure services coupons are discussed. The factors appreciable by a purchaser are identified: quick comparison of price, good price for a quality and opportunity of self-decision making.

Keywords: online group buying (OGB), buyer behaviour, influencing factors.

Introduction

The leisure services industry is growing already for several decades. Because of busy life individuals more appreciate their leisure time, what usually is not enough for all required activities. This motivates the people to spend it more comfortable, valuable, to arrange the active and passive leisure time with their family members, friends, peers, to get new ones, to realize themselves, relax, etc. Recent years of the growing technologies and innovations brought more possibilities to trade the leisure services through the Internet. This increase the interest from the viewpoint of customers. Numerous businesses moved to the Internet providing products, services. Social media applications, networking play a huge role in helping to find analyse and choose different services trade on the Internet (Breneman and Karimov, 2012). Prepaid coupons for such leisure activities as wellness spa centres, hotels, resort facilities, restaurants, clubs, additional education of adults and children, other leisure services becomes to be more popular way for ordering and buying the leisure activities. For many services, what are ‘front-line’ (Mazaheriet al., 2012), where customers not obviously should meet a supplier, such as the leisure services coupons, the Internet is a new way for the trade. Moving to the Internet enables the business to reach any potential purchaser, attract people

far from large cities, who are coming for the leisure in other than their local area. The customers appreciate to analyse, compare prices for the leisure services activities, used at home, far or not far from home, investigate the accessibility, variety, through the Internet.

The leisure services coupons become a popular gift for anybody’s family members, friends, etc., as time for the consuming the leisure could be adjust upon the wishes of the final customer (the individual who gets the gift as the leisure services’ coupon). Purchasing experience influences the evolution of e-purchasers’ perceptions about the service, attitude and behaviour (Hernández et al., 2010). They are not afraid to buy products or intangible services through the Internet and mistrust is decreasing. The term *group shoppers* refers to the social and collective buying where services are sold at significantly reduced prices when enough buyers participate in purchasing (Shiau and Luo, 2012). The OGB idea is to recruit online consumers to leverage their collective bargaining power to negotiate a better price for the service (Fan et al., 2010). The providers of leisure services coupons are able to do significant savings in organizing the appropriate number of the staff, other resources knowing in advance what amount of consuming is going to be. The providers of e-services, supplying the leisure services coupons, cannot control the experience of their buyers. However, they are able to include commercial elements that allow customizing their services: supply of appropriate information, ease of the ordering procedure, describing and visualizing the leisure service on the web page for the sake of increasing purchase intentions.

The OGB is becoming a popular and one of the most successful and profitable online business since 2008 (Kim, 2010; Erdoğan and Cicek, 2011; Chen, 2012). Consumers enjoy receiving significant discounts on premium products in OGB sites (Shiau and Luo, 2012). The same works for OGB service business. Good price is one of the advantages of group shopping online, as there many other: unrestricted services, comprehensive information, labour and time saving (Li, 2011). The range of availability of the products, flexible operation timing, across geographical boundaries are other advantages of OGB (Malik and Gupta, 2013). The managers of OGB enterprises seek the customer purchasing intentions in face-to-face of competition (Cheng and Huang, 2013). The trade of the leisure services coupons is one of the subjects

for online shopping, expecting to attract the group purchase, the mass consuming, that is, also the scope of economy, which is usually impossible in the traditional services trade (Langviniene and Vengrienė, 2009). Thus, the OGB brings a tangible value for the seller and buyer. Summarizing the research on OGB consumers' behaviour, it should be noted that here are already several research works on factors, influencing buying products and services in OGB. However, the studies on specific services industry are very scarce.

The research problem addressed in this article is defined by several research questions: what factors influence the buyer to buy products and services in OGB; what are specific factors influencing the customer, who buys a coupon for leisure; what are the opportunities for leisure services providers to attract more clients to buy leisure coupons online?

The aim of the article is to disclose the factors that influence the purchase of leisure services coupons in OGB sites.

The methodology of the research is research literature analysis and a written survey of the buyers of leisure services coupons carried out in 2014.

Specificity of purchasing leisure services coupons in online group buying sites

The specificity of group buying of the leisure services coupons is first of all generalized by the differences of traditional and e-services. Secondly, the specific features of purchased services should be identified. Traditional and e-services have been analysed and compared in the research literature for several years. Different authors try to highlight the differences and similarities, advantages and disadvantages among them. One of the most obvious differences is that the physical contact, which is appreciated in the service delivery, is impossible in the online shopping. Interpersonal interactions in the online shopping are replaced by technology and limited interaction as well as consumers' attitudes and behaviours are influenced by the navigation (Mazaheri et al., 2012). The absence of physical contact enforces the services suppliers to try to ensure the trust of these services purchasers in other ways than in traditional shopping manner (Bregman and Karimov, 2012); and the lack of trust is the main reason for individuals' choice not to shop online (Gefen and Straub, 2004). The lack of physical contact also has a positive influence on individuals, as they more rarely shop online impulsively. Advances in new technologies and the possibility to buy services on the Internet reduces impulsivity, unplanned behaviour of the purchaser (Huang and Kuo, 2012), an uncontrollable urge to buy (Parboteeah et al., 2009), as individual has no direct push from the side of services' provider to buy right now. From the process perspective, individuals, who are searching for information on the Internet, have no intentions to buy, just to make a solution about the choice. Impulsivity has a smaller effect shopping online than in a traditional way. Some stimulating marketing means, as short-run discounts, visual attractive elements online, can be used. A website design can influence the pleasure of the

information-seeker, which turns into the intention to buy impulsively. Flash banners can replace eye contact; music can make the potential purchaser to make a decision to buy impulsively (Huang and Kuo, 2012). Thus it seems that impulsivity to buy online differs from the impulsivity in traditional shopping because of the different factors of the influence.

Behaviour of the online shoppers, according Chang et al. (2005), is influenced by: 1) consumer perceptions; 2) website and product and characteristics; 3) consumer characteristics. These factors defined as drivers to shop online; it is to start shopping or to remain to be online shopper. Bagdoniene and Zemblyte (2009) define the same factors even if in a different order. The perceived characteristics of the Internet, as a channel for sale are underlined as the most urgent according to these authors. Furthermore, consumer characteristics and characteristics of the service or product play the important role in choosing it. Hernández et al. (2010) define three groups of factors that influence the OGB: acceptance of the Internet, frequency of use and satisfaction. The factors of influence differ in comparison to other research works, as acceptance of the Internet and frequency of use can be defined as *experience factors*, whereas perceptions of the Internet options and satisfaction – as *perceived quality of the product*, as well as trust in the supplier. Of course, the factors are also affected by *customer's characteristics*. Factors, defining the choice of the purchaser online, can be defined in relation the object with whom they are related (Iglesias-Pradas et al., 2013). Product-related factors and retailer-related factors, defined by these authors, can be attributed to the second group, drawing on the grouping by Chang et al. (2005); whereas consumer related factors, including consumers' experience, attitude toward online shopping, risk perceptions, shopping orientation and need to handle the product – to the first and third group. To sum up, the factors of the influence on online shopping, consumers' perceptions, the design and navigation of the website, the product characteristics and the consumer characteristics are important.

Corbitt et al. (2003) equate the *consumer perceptions* to the reputation of the services supplier. It is more likely that consumers will purchase on the Internet if they trust the supplier. As several studies show (Kim et al., 2012), trust is more valued than price of the product in OGB. Trust to the seller affects customers' shopping decisions, as price in the group online sites usually is lower than usual. E-trade reputation reflected in the factors of technology trustworthiness and perceived risk. Consumer perceptions, according to Chang et al. (2005), cover the experience of the customer, risk tolerance, trust, relative advantage, quality of the service. The OGB will normally take the recommendations, warnings and comments, made by several other purchasers before making a purchase, according to Tsai et al. (2011). WOM, website quality, reputation and trust remains to be key determiner of the group buying customers' behaviour (Cheng and Huang, 2013). Thus, other group members, even informal one, who have used a similar or the same service, who have heard about it, influence the perception.

The process of the service delivery, product characteristics, web features are perceived as the factors of the influence of the *second group factors*. Product perception is divided into three components, according to Crespo and Bosque (2010): price, variety and product quality. Individual shopping online and OGB are popular as shoppers hope to save money purchasing online (Shiau and Luo, 2012). They are able to buy, at a minimum quantity and minimum price, the services together with several other people (Tsai et al., 2011). Erdoğan and Cicek, (2011) point out the specificity of the group online price, as sellers use daily discounts. This motivates the buyers to react quickly: if they want to get a service cheaper, they should order it immediately. Buyers can see in the site how many sales are already done and how many is left. The shoppers benefit by paying less and the services providers benefit by selling multiple items at once in the OGB. Rapid implementation of ICT influenced the popularity of the group purchasing. Starting from several OGB sites in the USA, the competition among group buying sellers is increasing (Cheng and Huang, 2013). On the one hand, people are using the Internet wishing to save money. On the other hand, service providers have much more opportunities to reach their customers within a short time, according to Tsai et al. (2011).

Experience depends on the following components: efforts necessary for purchasing; compatibility (as life style); wishes to buy in different way; playfulness, which allows a customer to have fun. Historical experience is very important, too. In order to accept the OGB, the consumers' must find this behaviour is coherent to previous values and habits, even buying traditionally. Purchasing experience in the traditional shopping differs for first time purchaser and repetitive customers. Online shopping channel is a new way for the purchasing with continuous entry of first-time shoppers (Hernández et al., 2010) and their behaviour does not differ a lot between initial and continued purchasing intentions (Kuan et al., 2008). Technological experience, according Hernández et al. (2010), facilitates the direct acquisition of the information, which increases the individual knowledge and alters initial perceptions. Information provided by the service's supplier can reduce the risk of the buyer purchasing on the Internet (Crespo and Bosque, 2010). However, that easy access to the information does not obviously lead toward purchasing on the Internet. Consumers prefer using the Internet for information search, but not always purchase on the Internet because of the negative attitude to online shopping. Mazaheri et al. (2012) point out the importance of appropriate amount of information on the website. A huge amount of unrelated information does not help the consumers; it only confuses them. Taking into account the perception factors, it should be noticed that online shopping brings less (if any) discomfort if an individual remains to be non-shopper. Meanwhile traditional shopping gives more discomfort for the visitor who comes to a shop but does not buy anything. OGB gives the possibility to return searching for the information, trying to order, doing any other procedures online without feeling uncomfortable (Harris et al., 2006). The mood of the information seeker also could influence

the purchasing behaviour, according to Huang and Kuo (2012), which continuously is effected by the website design, flash banners, navigation, and time necessary and available for the information search. The less time for seeking, the more impulsive purchase online can be. Describing the characteristics of the service, the quality could be defined by several components, such as follows: the responsiveness (necessary information for the purchase, use), the reliability (delivery of the promises), the tangibility (the way of visualisation of the service online), the empathy (understanding personal needs), and the assurance (reducing uncertainty about the reputation and quality). Ensuring all these components for the Internet user, who is searching for the information about the leisure services online, could be as motivating factor toward the online purchasing. There is a specific of e-service quality perception comparing to the purchase in the traditional way, it is meeting to the service supplier. Purchasers usually more blame themselves (Harris et al., 2006) if a quality of the service is not satisfactory one, because they decided themselves to choose to buy it without any contact to the supplier. They expect less of service recovery than traditional buyers do if the service fails. Traditional services buyers must explain what they want and how they want for a supplier and are able to complain directly. The buyer participates in the process himself. That is why they will take a part of responsibility for the quality of purchased service.

Customer's orientation, demographic, competence, attitudes, and psychological variables are *consumer characteristics*. The innovativeness of the individual has a positive effect for the acceptance of rather new way to purchase the service, according to Crespo and Bosque (2008), for the intention to buy new products and services, to use new purchasing procedures. The Internet brings new ways for the shopping, as well as challenges for e-services suppliers. Novelty seeking is a primary motive in many travel-based services (Shiau and Luo, 2012). This motive should be important for the leisure services going out from home, such as recreation-based leisure services, travel-based. It is not so easy to find new idea for the leisure. That is why the group trade of the leisure services coupons is a new business, new product for a novelty-seeker. Earlier surveys showed that the risk, fear of financial loss, price, technology muddle are negative factors for increasing the intentions of the buyers; while trust and relative advantage, dependability of the online store, reduction of the uncertainty, computer literacy are positive (Allred et al., 2006). Recent studies (Breneman and Karimov, 2012) show what social networking, media applications, web communities, such as Facebook, Twitter, blogs, YouTube, etc. – have a large impact on the decision to purchase on the Internet. Factors of the influence could change, as with the experience of the buyers – the perceived risk is tolerated more than before. Besides the experience of the services customer, a trust of customers with e-trade makes the people more likely to purchase on the Internet (Corbitt et al., 2003). Purchasers with higher level of trust in e-trade are more likely to participate in the online shopping.

Products and services purchasing on the Internet, depending on the age of the buyer, differ. Older buyers search for fewer services on the Internet than younger one. As earlier research shows (Fan et al., 2010), the OGB market is not suitable for the sale of high priced or luxury services and majority of the online consumers are very price-sensitive consumers. This also shapes the profile of group online purchaser.

Buyers on the Internet usually spend more at all, comparing to the purchasers in traditional shops. They spend more time on their computers and Internet, too. A century of growing ICT globally brought social value from purchasing on the Internet, as family members, friends and peers purchase on the Internet. They give a social network support for the purchasing; web sites are very attractive, innovative, etc. Shiau and Luo (2012) found that individual's belonging to the networks, such as Facebook, Twitter, etc. – acts as one of the most important factors for the OGB (after the cheaper price of). The group shoppers online give feedback in the website about the quality of the service and hope to get it from other purchasers; thus mutual benefit of knowledge sharing factors is suspected, sense of virtual community is kept. The key motive to use the OGB for consumers is the possibility to lower the purchase price (Yin and Liu, 2012). It becomes possible if shoppers act together. Thus, people, who communicate online through different social sites, share the information on e-shops, products, discounts, etc. One of the factors do not obviously leads to purchasing online, because several of them act at the same time. As survey of Crespo and Bosque (2010) shows, the women experience is more important for the making the choice comparing to men. However, it depends more on the education level, marital status, less – on the occupation, age.

The leisure services are rather specific comparing to other services, used not during leisure time. As well as the leisure services coupons give such a specific as the payment for the service in advance. Bagdoniene and Zembyte (2009), drawing on the research by Zhou et al, note that the choosing and purchasing the different products and different factors or their mixes can influence services; but their research was not specialized in any specific service. The purchasing of the leisure services coupons is highly related to the technology and could be described as technology-based service (Harris et al., 2006), as a purchaser has to use a computer, mobile phone or other ICT means. This is why technical knowledge, capability to use the computer lead toward purchasing, and conversely, if a potential purchaser is not good PC user, he could not be the online shopper. The concept of the leisure services defines that individuals are purchasing services for leisure, entertainment use, holiday, weekend leisure. The shopping online should be followed by search-based sites, where potential purchasers can find new ideas, solutions how to spend leisure time more actively or passively, what new services could be obtained, what new places visited. Appropriate information on the web site, its, effectiveness, and entertainment, according to Mazaheri et al. (2012), have the greatest impact on the consumers' behaviour.

Allred et al. (2006) stress that a part of the Internet users, who are searching for information about leisure, is

much bigger, than buyers, who are purchasing. Analysing the purchasing services on the Internet researchers (Allred et al., 2006) suggests the using such variables of the consumers as demographics, purchasing frequency or amount and other behavioural characteristics. However, the purchasing of the leisure services coupons, for example, for gift purpose – could be very different from other services in the Internet, as coupons are purchased more occasional than services of daily, recreation or holiday-use.

The dealing with attitudes toward benefits purchasing the leisure could be similar. The leisure services coupons have many similarities to other e-services: such as online prices, purchasing novelty, online shipping charges, being able to see the tangible assets of the leisure services supplier, or elements of the leisure what is impossible buying traditionally but not leaving home. Buyers should give them card number, return online products or even to try to get compensation in case if they are not satisfied.

Concluding the factors, influencing to shop online, several barriers could be developed. There are a few of grouping of the non-shoppers online, according the researches. One of them is as follows: 1) fearful browsers; 2) shopping avoiders; 3) technology muddlers; and 4) fun seekers (Swinyard and Smith, 2011). The first group of non-shoppers are consumers with a relatively high level of computer literacy, regular Internet users who practice window-shopping, and with distrust towards online shopping. The second – consumers, preferring to see physically the products and tending to avoid mail delivery. The third are consumers who have low computer literacy and are not excited about the Internet shopping. The fourth – consumers, using the Internet for the entertainment purposes. Igleasias-Pradas et al. (2013) develop groups of the online non-shoppers. The sceptical or distrustful non-shoppers (this type of non-shoppers' main concern is safety, in terms of personal information and payment methods) shape the first group. The second group – the infrastructure-conditioned non-shoppers (because the lack of resources to engage in the online shopping, as they claim in lack of the Internet access at their home and the cost associated to the online shopping). The third – the product-conditioned non-shoppers (people, who concern on aspects related to the products offered through the online channel, including product costs, delivery, variety). The last – other non-shoppers (customers with the lowest computer literacy, including also some of the non-Internet users). There are some equivalents in these groupings of non-shoppers: technology muddlers could be defined as infrastructure-conditioned non-shoppers, sceptical non-shoppers as shopping avoiders. Drivers, influencing to become the online shopper could be: the need to buy a product, which could not be obtained traditionally, the improved safety of payment transactions and personal information online, the Internet access provided, large difference in costs of the product in traditional shop or online. The lack of the trust acts as the main barrier in the OGB and it becomes to be stronger, if a service is new one or is sold in new way (Shiau and Luo, 2012), channel. Thus, there is no universal opinion of different researchers about what factors

influence the customer to buy in OGB. As well as here is no researches done before trying to identify what factors influence to buy leisure services coupon in OGB. The gap in the former research will be minimized by the empirical study.

Research methodology

The goal of the survey was to disclose the factors that influence the choice of the leisure services coupons on the group buying sites. A written questionnaire was employed for the survey performed in Spring, 2014.

The survey design was based on several blocks of questions: if the respondents buy online, what the barriers are if they do not, what the reasons for starting buy leisure services coupons, what the most/the least urgent factors are; what guarantees can minimise the risk of buying the leisure services coupons? Several additional questions were formulated in order to identify the opportunities for leisure services providers and to shape the managerial implications.

Respondents' characteristics were obtained by several questions (gender, age, purchasing power, social and family status). The measurement items pertained to the five-point Likert-type scale, while '1' – not important to '5' – as important one. The respondents have had the possibility to indicate the other factor of the influence for the purchasing the leisure services coupons on the Internet. Evaluating the frequency of the choice of the Internet shop

for the leisure services coupons – four-point scale basics, from '1' – as no purchase, to '4' – regular purchase used.

Totally 197 appropriate filled questionnaires in-written were returned. 113 (57 percent of respondents) were filled in by the buyers (online shoppers), who had already purchased the leisure services coupons online before; and 84 (43 percent of respondents) were filled in by the non-buyers who had newer purchased the services coupons online. Thus 113 of respondents filled in all answers except the No. 8 (the reasons of no purchase) and 84 of respondents did not filled in the answers No. 2–7 (evaluation of the online shopping influencing factors, etc.). The data were analysed using the SPSS 20.0.

The descriptive statistic was done; correlation analysis in order to disclose the factors, influencing the choice of the respondents, dependents and independent variables were discovered; the means and the reliability of the answers were measured too. The means of the evaluation were calculated for the factors influencing the purchasing (Table 4, 5, 6, 7, 8), for the evaluation of e-services peculiarities (Table 10, 11, 12, 13), and for evaluation of the urgent guarantees for the ensuring the trust (Table 14, 15, 16, 17, 18). Kruskal-Wallis Test, Mann-Whitney Test used for checking the reliability of the answers measuring the mean. Mann-Whitney Test for checking the reliability with two variables, Kruskal-Wallis Test with more than two variables used. Chi-Square for measuring the frequency of answers (in percentage) was used.

Table 1

Socio-demographic characteristics of the sample

Variable		Total sample		Buyers		Non-buyers	
		N (197)	% (100)	N (113)	% (100)	N (84)	% (100)
Gender	Female	148	75,1	87	77,0	61	72,6
	Male	49	24,9	26	23,0	23	27,4
Age	≤19	15	7,6	3	2,7	12	14,3
	20–25	138	70,1	85	75,2	53	63,1
	26–30	24	12,2	15	13,3	9	10,7
	31–35	6	3,0	3	2,7	3	3,6
	36–40	1	0,5	1	0,9	0	0,0
	40≤	13	6,6	6	5,3	7	8,3
Monthly income	≤125 euro	59	29,9	27	23,9	32	38,1
	126–250	38	19,3	19	16,8	19	22,6
	251–370	35	17,8	22	19,5	13	15,5
	371–500	24	12,2	19	16,8	5	6,0
	501≤	41	20,8	26	23,0	15	17,9
Occupation	Schoolchild	16	8,1	2	1,8	14	16,7
	Student	69	35,0	40	35,4	29	34,5
	Student and employee	50	25,4	33	29,2	17	20,2
	Employed	57	28,9	36	31,9	21	25,0
	Unemployed	5	2,5	2	1,8	3	3,6
Marital status	Single	84	42,6	37	32,7	47	56,0
	Married	22	11,2	15	13,3	7	8,3
	Living with partner	33	16,8	27	23,9	6	7,1
	Having but not living with partner	53	26,9	30	26,5	23	27,4
	Divorced	4	2,0	3	2,7	1	1,2
	Widow, widower	1	0,5	1	0,9	0	0,0

Table 2

The leisure services more frequent purchased online

The group of the leisure services	N (113)	%
Accommodation services	51	45
Wellness spa services	65	58
Dancing and entertainment services	3	3
Extreme sport, such as parachute, auto and motorcycle	36	32
Tasting	15	13
Cultural and art services	56	50
Other services	11	10

Note: % calculated from 113. Several answers were possible.

Table 3

The frequency of the leisure services coupons purchasing

The frequency	N (113)	% (100)
Once – twice per year	49	43
Three – four times per year	45	40
Five times per year	19	17

Processing the comparative analysis of the data upon the age, social and family status grouping of the answers used. As the majority of the respondents were young people, the answers of the respondents of category till 19 and 20-25 years were combined to the one group, as well as individual of 26-30, 31-35, 36-40 and more than 41 years old – were grouped to another. Answers of the pupils and students combined to one group and for comparative study of the answers of the unemployed did not used because of small amount of the respondents. The similar grouping was done with the family status, using the group of living and having a partner, evaluating rather similar environmental factors for purchasing. Answers of the divorced respondents and widow (widower) were eliminated (because of 4 and 1 respondent only). The difficulties of the survey were as follows: a reluctance of the respondents to fill the questionnaire, majority of the respondents was young people.

Findings of the survey

The respondent characteristics presented in Table 1. Buyers and non-buyers of the leisure services coupons on the group buying sites are separated here. The majority of respondents were young; they were women with small monthly incomes, being students, or students and employee, or employee at the time of the survey.

As the survey shows – the most popular services purchased on the group buying sites were: spa, cultural as well as arts, accommodation leisure services (Table 2).

Extreme sport services pointed out by one third of answers (36 respondents or 32 percent of respondents-buyers online) despite of the majority of respondents were young with not large monthly incomes. Tasting of wines, food and other various experimental products and services (13 percent), dancing and entertainment services were not popular among the respondents (3 percent of buyers).

The frequency of the leisure services coupons purchasing of those who are shopping online is from 1 to 4 times per year (Table 3). Actually, the same part of the respondents used the leisure services coupons once-twice or three-four times annually.

Barriers for the OGB, according the respondents, were very different. As the open form answers were possible, 84 variations got. The lack of the guarantees of the OGB was pointed out rather often: *'too little trust', 'I do not trust shopping online because it is impossible to see the quality, to consult directly to the supplier', 'it seems do not trustable', 'I do not trust', 'really unsure because of unclear price and quality relation', 'the scare to be screwed', 'no trust to purchase without seeing the product', 'it seems not safe', 'I do not think it is rather safe to use the e-banking and to buy service without seeing it in the reality', etc.* The respondents mentioned *'the lack of knowledge how to buy abroad'* that could be defined as the lack of trust, too. The respondents mentioned the lack of the demand for the purchasing the leisure services coupons online: *'I have had no demand for this', 'I have had newer a wish to buy', 'I can do this in the reality, not on the Internet', 'the majority of shops are not far, why should I buy on the Internet?', 'my leisure I organize myself', 'it is not actual for me', and etc.* Similar answers were pointed out by the respondents, who have had no experience. This is the main reason for do not buying on the Internet: *'I have no habit to buy services on the Internet', 'it is much more easy to buy in the traditional selling points', 'I always purchase in traditional shops, not online', 'it is much more easier to pay in cash', and 'I purchase the leisure services in other ways'.*

The lack of the leisure services supply and information about this mentioned: *'a poor assortment of the leisure services', 'nobody suggests it for me'.* As the urgent barrier mentioned a lack of money: *'I have no money in the credit card', 'my financial situation is not well', and 'purchasing directly in the shop is much more convenient and cheaper'.*

Table 4

The mean of the evaluation of the factors influencing the purchasing upon the gender

Factors	Gender				Total	Std. Dev.	p value
	Female	Std. Dev.	Male	Std. Dev.			
Advertisement	2,51	1,363	2,62	1,577	2,53	1,408	0,891
Recommendations	2,68	1,146	2,81	1,297	2,71	1,178	0,828
Internet shop website design	3,51	1,606	3,12	1,423	3,42	1,568	0,177
The guarantees provided	3,22	1,195	3,35	1,198	3,25	1,192	0,617
Impulsivity	3,09	1,507	3,12	1,558	3,10	1,512	0,969

Note: in the Tables, representing the mean – '1' – not important to '5' – as important (see Research methodology). Std. Dev. – standard deviation

The findings of the survey show that the internet shop design is the most important factor for the purchasing the leisure services coupon. However, the men prefer the guarantees provided instead of fine website design. The impulsivity is very important both for the men or the women inquired during the survey. No statistically important data were obtained ($p < 0.1$ value is statistically reliable, the p value chosen by the author).

As groups of different age of the respondents were unequal, grouping of the answers done, as was already mentioned in the methodology of the research (Table 5).

Younger respondents agreed that the Internet shop design is the most important and the older – the impulsivity, guarantees provided and the Internet shop web design evaluated rather similarly. The statistically dependable was the correlation among the younger than 25 years old respondents and their evaluation of the advertisement as the factor for the purchasing the leisure services coupons ($p = 0.057$, while $p < 0.05$ is statistically significant).

The means of the evaluation of the factors influencing the purchase of the leisure services coupons show that the

respondents the design of website and the guarantees provided evaluate, as the most important factors do not depending much on their monthly incomes (Table 6).

The evaluation of site design is important upon the monthly incomes ($p = 0.093$).

Analysing the means of the evaluation of the factors upon the social status, grouping of the answers done because of small group of pupil. It is rather interesting (Table 7) that pupil and students prefer the guarantees provided; and students and employee – the Internet shop website design. The impulsivity is rather important for pupil and students. Social status influences the evaluation of the impulsivity as the urgent factor for the purchasing the leisure services coupons on the Internet ($p = 0.049$).

Trying to achieve the significance – the answers of small group of the widow and divorced respondents eliminated, the group of partners joined (Table 8). Married respondents pointed out the impulsivity as important factor, while other two groups of respondents – the Internet shop design and the guarantees provided. No statistically reliable answers got according to the Kruskal-Wallis reliability test.

Table 5

The mean of the evaluation of the factors influencing the purchasing upon the age

Factors	Age				Total	Std. Dev.	p value
	25 and younger	Std. Dev.	26 and older	Std. Dev.			
Advertisement	2,65	1,382	2,12	1,453	2,53	1,408	0,057
Recommendations	2,72	1,184	2,68	1,180	2,71	1,178	0,878
Internet shop website design	3,44	1,611	3,32	1,435	3,42	1,568	0,618
The guarantees provided	3,20	1,233	3,40	1,041	3,25	1,192	0,592
Impulsivity	2,99	1,497	3,48	1,531	3,10	1,512	0,183

Table 6

The mean of the evaluation of the factors influencing the purchasing upon the monthly incomes

Factors	Monthly incomes										Total	Std. Dev.	p value
	≤125 euro	Std. Dev.	126–250	Std. Dev.	251–370	Std. Dev.	371–500	Std. Dev.	501≤	Std. Dev.			
Advertisement	2,63	1,497	2,58	1,539	2,55	1,371	2,11	1,100	2,69	1,490	2,53	1,408	0,779
Recommendations	2,70	1,203	2,95	1,129	2,82	1,500	2,74	0,933	2,42	1,065	2,71	1,178	0,583
Internet shop website design	3,30	1,564	3,58	1,610	2,68	1,585	3,68	1,565	3,85	1,405	3,42	1,568	0,093
The guarantees provided	3,00	1,209	3,11	1,329	3,59	1,008	3,53	1,172	3,12	1,211	3,25	1,192	0,337
Impulsivity	3,37	1,523	2,79	1,398	3,36	1,399	2,95	1,715	2,92	1,547	3,10	1,512	0,543

Table 7

The mean of the evaluation of the factors influencing the purchasing upon the social status

Factors	Social status						Total	Std. Dev.	p value
	Pupil or student	Std. Dev.	Student and employee	Std. Dev.	Employee	Std. Dev.			
Advertisement	2,67	1,426	2,82	1,357	2,19	1,390	2,53	1,406	0,102
Recommendations	2,81	1,131	2,58	1,370	2,67	1,069	2,71	1,182	0,594
Internet shop website design	3,10	1,679	3,76	1,562	3,47	1,404	3,42	1,569	0,121
The guarantees provided	3,36	1,303	3,21	1,053	3,14	1,222	3,25	1,200	0,663
Impulsivity	3,07	1,455	2,64	1,432	3,53	1,558	3,10	1,511	0,049

Table 8

The mean of the evaluation of the factors influencing the purchasing upon the family status

Factors	Family status						Total	Std. Dev.	p value
	Unmarried	Std. Dev.	Married	Std. Dev.	Partners	Std. Dev.			
Advertisement	2,49	1,67	2,47	1,506	2,65	1,433	2,53	1,410	0,815
Recommendations	2,59	1,189	2,73	1,100	2,75	1,229	2,71	1,190	0,788
Internet shop website design	3,51	1,609	3,13	1,407	3,46	1,593	3,42	1,566	0,606
The guarantees provided	3,41	1,117	3,20	1,014	3,18	1,283	3,25	1,189	0,658
Impulsivity	3,00	1,509	3,47	1,885	2,96	1,414	3,10	1,512	0,540

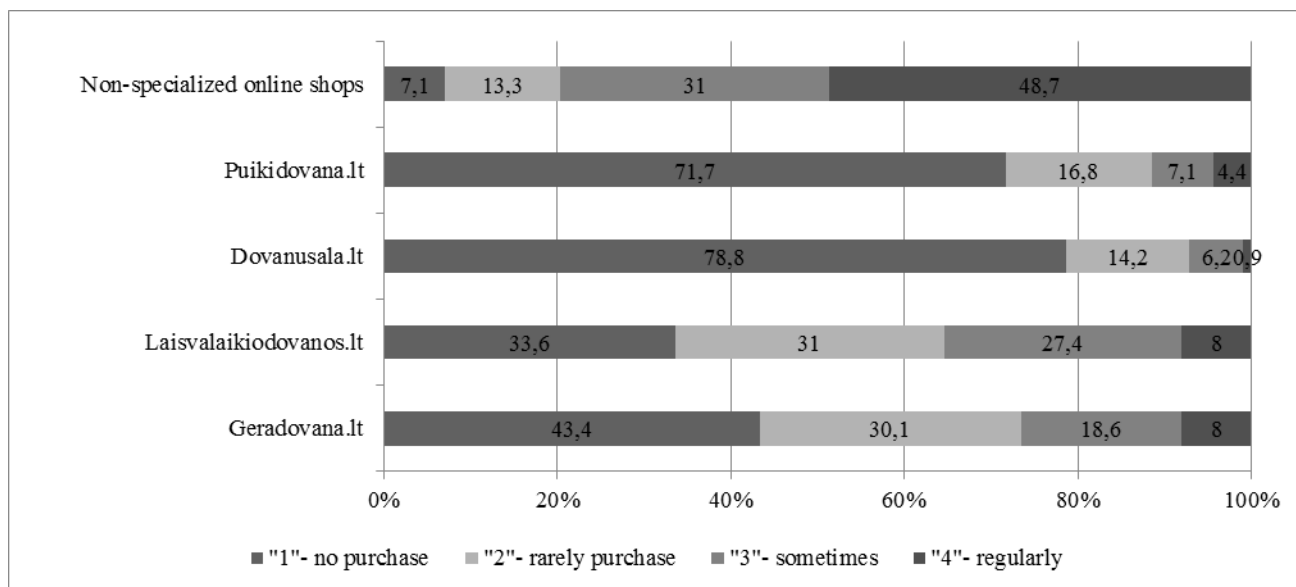


Figure 1. The frequency of the choice of the group buying site for purchasing the coupons, %

The respondents were asked to point out the group buying website, which they attend more often for the purchasing the leisure services coupons. It is interesting to notice that non-specialized online shops (such as www.beta.lt, www.grupinis.lt, www.kartu.lt, www.pagaukuuolaida.lt, www.topakcijos.lt, www.imti.lt, etc.) are chosen more frequently for the purchasing coupons comparing to the specialized, such as ‘Laisvalaikio dovanos’ (*The leisure gifts*) (Figure 1).

Regular use of non-specialized online shops pointed out by 48,7 percent of the respondents and regular use of specialized online shops – only by 8 percent from all 113 respondents-buyers. The Internet shops, what are not directly related to the leisure services, but could be the

potential channel for the purchasing are not perceived by the respondents as an access to the leisure services coupons. The website ‘Puiki dovana’, or in English ‘*Excellent gift*’, by 71,7 percent of the respondents was newer used for the leisure services coupons. The website ‘Dovanu sala’, or in English ‘*Island of Gifts*’ was not used by 78,8 percent and ‘Gera dovana’, or in English ‘*Good gift*’ – by 43,4 percent of the respondents. The respondents about rarely purchasing or purchasing sometimes got the rather similar answers. We can say that non-specialized shops are the most popular channel for the selling leisure services coupons.

Table 9

The mean of the evaluation of the e-services peculiarities, what are important upon the gender

Peculiarities of e-services	Gender				Total	Std. Dev.	p value
	Female	Std. Dev.	Male	Std. Dev.			
The lack of direct contact with the services provider	2,31	1,315	2,38	1,444	2,33	1,339	0,892
The consultations are eventual only by e-mails	3,06	1,376	2,81	1,357	3,00	1,369	0,383
Pop-up advertisement stimulates to the access to the site	2,30	1,322	2,23	1,451	2,28	1,346	0,758
Quick comparison of the competitors' prices	4,16	0,975	3,77	1,070	4,07	1,006	0,060
Good relation of the price and quality	4,40	0,855	4,23	0,908	4,36	0,867	0,336
Self-service	4,40	0,958	4,27	1,116	4,37	0,993	0,729

Table 10

The mean of the evaluation of the e-services peculiarities, what are important upon the age

Peculiarities of e-services	Age				Total	Std. Dev.	p value
	25 and younger	Std. Dev.	26 and older	Std. Dev.			
The lack of direct contact with the services provider	2,44	1,380	1,92	1,115	2,33	1,339	0,093
The consultations are eventual only by e-mails	3,14	1,349	2,52	1,358	3,00	1,369	0,050
Pop-up advertisement stimulates to the access to the site	2,38	1,367	1,96	1,241	2,28	1,346	0,193
Quick comparison of the competitors' prices	4,09	1,079	4,00	0,707	4,07	1,006	0,230
Good relation of the price and quality	4,38	0,875	4,32	0,852	4,36	0,867	0,644
Self-service	4,32	1,001	4,56	0,961	4,37	0,993	0,137

Table 11

The mean of the evaluation of the e-services peculiarities, what are important upon the monthly incomes

Peculiarities of e-services	Monthly incomes										Total	Std. Dev.	p value
	≤125 euro	Std. Dev.	126–250	Std. Dev.	251–370	Std. Dev.	371–500	Std. Dev.	501≤	Std. Dev.			
The lack of direct contact with the services provider	2,41	1,185	2,58	1,575	2,64	1,432	2,42	1,261	1,73	1,185	2,33	1,339	0,090
The consultations are eventual	3,19	1,331	2,84	1,500	3,41	1,098	3,00	1,414	2,58	1,447	3,00	1,369	0,301
Pop-up advertisement stimulates to the access to the site	2,11	1,251	2,32	1,376	2,45	1,535	2,58	1,121	2,08	1,440	2,28	1,346	0,547
Quick comparison of the prices	4,04	1,255	4,21	0,918	4,18	1,006	3,89	0,875	4,04	0,916	4,07	1,006	0,668
Good relation of the price and quality	4,26	10,95	4,74	0,452	4,45	0,739	4,05	0,970	4,35	0,797	4,36	0,867	0,223
Self-service	4,15	1,199	4,63	0,597	4,68	0,568	4,26	0,933	4,23	1,243	4,37	0,993	0,432

The mean of the evaluation of e-services peculiarities depending on the gender, age, monthly incomes, social and family status was evaluated on the five-point scale, too (Table 9, Table 10, Table 11, Table 12, and Table 13).

All the respondents as important characteristics of the services mentioned: good price and self-servicing. Female stressed the quick comparison of the prices of similar suppliers. Older people wanted self-servicing, and younger preferred to consult the provider by e-mail. The respondents with the smallest monthly income do not pay large attention to the self-servicing, but prefer consultations to the provider. The same results got for the pupil and students. Students and employee the same time as well as employee prefer the self-servicing using the

Internet shop. Unmarried people pointed out the consultations; married, partners – price and self-servicing.

The gender of the respondents influences the choice of such peculiarity of e-services as quick comparison of prices with supplier's competitors (according the Test – $p=0.060$).

Test for the significance of the answers shows that the age of the respondents has an influence on their appreciation of the good relation of the price and quality of the services, it is $p=0.050$ (significant enough).

The social status (Table 12) and the family status (Table 13) do not influence the choice of e-services peculiarities significantly, according to the Test. The social status influences the appreciation of such peculiarity as indirect contact with the supplier ($p=0.010$), the quick

comparison of prices for the leisure service ($p=0.026$), the consultations are eventual only by e-mail ($p=0.072$) and peculiarity of self-assisting possibility ($p=0.071$).

Various guarantees for the ensuring the trust purchasing the leisure services coupons on OGB sites are provided, but not all of them are urgent. As the results show, the respondents upon the gender, age, monthly incomes, social and family status pointed out different guarantees for the ensuring the trust (Table 14, Table 15, Table 16, Table 17, and Table 18).

The respondents (99.5 percent of them) pointed out not only the guarantees mentioned in the questionnaire, but

also the ‘other’, not listed here. As respondents were able to mark a few of answers, the majority of them marked other guaranties and guarantees listed in the questionnaire. Men totally agreed that other guarantees provide the trust (100 percent of them) between supplier and consumer, as well as women (99,3 percent). Security of the data was more important guarantee for the women and replace guarantee – for the men. However, these results may be adopted only for the respondents inquired during the survey, as the Chi-Square Tests shows that the data are not statistically reliable.

Table 12

The mean of the evaluation of the e-services peculiarities, what are important upon the social status

Peculiarities of e-services	Social status						Total	Std. Dev.	p value
	Pupil or student	Std. Dev.	Student /employee	Std. Dev.	Employee	Std. Dev.			
The lack of direct contact with the services provider	2,57	1,252	2,76	1,521	1,67	1,014	2,33	1,344	0,001
The consultations are eventual only by e-mails	3,19	1,273	3,27	1,329	2,58	1,442	3,00	1,368	0,072
Pop-up advertisement stimulates to the access to the site	2,50	1,311	2,27	1,353	2,06	1,393	2,28	1,351	0,237
Quick comparison of the competitors' prices	4,14	1,049	4,27	1,008	3,78	0,929	4,07	1,012	0,026
Good relation of the price and quality	4,38	0,909	4,45	0,833	4,25	0,874	4,36	0,872	0,502
Self-service	4,14	1,095	4,70	0,529	4,33	1,146	4,37	0,999	0,071

Table 13

The mean of the evaluation of the e-services peculiarities, what are important upon the family status

Peculiarities of e-services	Family status						Total	Std. Dev.	p value
	Unmarried	Std. Dev.	Married	Std. Dev.	Partners	Std. Dev.			
The lack of direct contact with the services provider	2,57	1,385	2,07	1,223	2,33	1,341	2,33	1,339	0,464
The consultations are eventual only by e-mails	3,30	1,351	2,60	1,352	2,91	1,405	3,00	1,388	0,214
Pop-up advertisement stimulates to the access to the site	2,49	1,407	2,00	1,195	2,28	1,360	2,28	1,352	0,536
Quick comparison of the competitors' prices	4,19	0,967	3,60	1,056	4,18	0,947	4,07	0,981	0,790
Good relation of the price and quality	4,41	0,927	4,27	0,961	4,32	0,827	4,36	0,874	0,635
Self-service	4,49	0,901	4,47	1,125	4,25	1,040	4,37	1,005	0,239

Table 14

The urgent guarantees for the ensuring the trust upon the gender, %

The guarantees provided by the supplier	Gender		Total	p value
	Female	Male		
Price guarantee	65,5	55,1	62,9	0,254
Quality guarantee	68,2	71,4	69,0	0,811
Refund guarantee	53,4	65,3	56,3	0,196
Replace guarantee	72,3	81,6	74,6	0,266
Security of the data guarantee	80,4	79,6	80,2	1,000
Other guarantees	99,3	100	99,5	1,000

Note: percentage rate calculated from all the respondents

Table 15

The urgent guarantees for the ensuring the trust upon the age, %

The guarantees provided by the supplier	Age		Total	p value
	25 and younger	26 and older		
Price guarantee	64,1	59,1	62,9	0,672
Quality guarantee	68,6	70,5	69,0	0,963
Refund guarantee	53,6	65,9	56,3	0,201
Replace guarantee	72,5	81,8	74,6	0,294
Security of the data guarantee	78,4	86,4	80,2	0,343
Other guarantees	99,3	100	99,5	1,000

Table 16

The urgent guarantees for the ensuring the trust upon the monthly incomes, %

The guarantees provided by the supplier	Monthly incomes					Total	p value
	≤125 euro	126–250	251–370	371–500	501≤		
Price guarantee	79,7	68,4	48,6	41,7	58,5	62,9	0,040
Quality guarantee	83,1	65,8	62,9	66,7	58,5	69,0	0,078
Refund guarantee	62,7	60,5	48,6	50,0	53,7	56,3	0,623
Replace guarantee	78,0	76,3	71,4	75,0	70,7	74,6	0,922
Security of the data guarantee	86,4	76,3	74,3	83,3	78,0	80,2	0,571
Other guarantees	98,3	100,0	100,0	100,0	100,0	99,5	0,658

Table 17

The urgent guarantees for the ensuring the trust upon the social status, %

The guarantees provided by the supplier	Social status			Total	p value
	Pupil or student	Student/employee	Employee		
Price guarantee	71,8	58,0	52,6	62,9	0,050
Quality guarantee	76,5	62,0	63,2	69,0	0,120
Refund guarantee	62,4	44,0	57,9	56,3	0,111
Replace guarantee	76,5	68,0	77,2	74,6	0,472
Security of the data guarantee	84,7	70,0	80,7	80,2	0,119
Other guarantees	98,8	100,0	100,0	99,5	0,531

Table 18

The urgent guarantees for the ensuring the trust upon the family status, %

The guarantees provided by the supplier	Family status			Total	p value
	Unmarried	Married	Partners		
Price guarantee	66,7	59,1	60,5	62,9	0,648
Quality guarantee	75,0	63,6	64,0	69,0	0,253
Refund guarantee	65,5	54,5	50,0	56,3	0,120
Replace guarantee	78,6	86,4	68,6	74,6	0,129
Security of the data guarantee	77,4	90,9	80,2	80,2	0,366
Other guarantees	100,0	100,0	98,8	99,5	0,446

It can be noted that respondents older than 26 years mentioned the quality guarantee as important more often than younger (Table 15). Even if differences among the respondents exist, they are not statistically reliable answers because of small groups of the respondents.

The respondents with highest income mentioned more frequently the replace and the security guarantees, the smaller incomes respondents – the price guarantees. Chi-Square Tests confirms that results are reliable for the price guarantee ($p=0.040$), the quality guarantee ($p=0.078$). The refund and price guarantee were less important for students and employees, for employees than to pupils and students.

Significant reliability is tested for the price guarantee ($p=0.050$). Answers about the rest guarantees, according to the reliability test are not statistically reliable. No significant differences for guarantees upon the family status found according the Chi-Square Test.

Discussion and concluding remarks

The findings of the research enable to project some managerial implications for the leisure services suppliers who sell the leisure services coupons on group buying sites. First, providing general managerial guidelines for

increasing the interest and intentions of the leisure services buyers online, the safety of the financial and personal information of the buyers, safety in the banking transactions should be guaranteed. Secondly, simply procedures in the ordering, paying and printing a coupon for the leisure service would enable to use the Internet for these services purchase for more people, not younger one. Technology-based services should be followed with technical assistance, if needed. Young purchasers grasp the opportunities to find cheaper, quicker and better quick enough, while older people or people with small experience to buy online sometimes need assistance, for example free call for consultations, inquires on the Internet, etc. Thirdly, socializing the potential purchaser could be a way to engage into the group purchasing, for example, travels coupons, wellness spa, clubs, etc. This would bind the leisure services coupon purchaser with other people, friend, peer, purchasing on the same Internet shop. Membership of social networking, such as Facebook, Skype, etc. enforces to follow the purchasing of other member, who does it on the Internet.

Providing the managerial guidelines for the leisure services coupons providers, who are going to do business in-group buying sites, it should be taken into account the reliability of the findings of the survey, according different reliability tests. The advertisement is able to influence the behaviour of the younger shoppers, increase the impulsivity to buy. That is why a huge amount of advertisement for the rest part of shoppers could be reduced in order to save costs, but specialized for younger information seekers. As social status effects the impulsivity and this is important for the employee, for pupil and students – the managers of the services providers should think about target market who can take a quick decision to buy and how this do. The lack of information about specialized online stores for selling the leisure services coupons should be eliminated. As respondents buy online the leisure services coupons once-four time per year – the partnership between non-specialized and specialized shops could be a way for promoting the latter. The age factor influences the appreciation of good relation between the price and quality of the leisure service trade in the Internet. That is why the targeting of the products for different age groups could be beneficial: for pupils, students, married and unmarried peoples, seniors, etc. Quick comparison of prices is important for the larger number of respondents, for women – that is why browsing in the website should be facilitated, minimizing the pop-up advertisement, flash players, etc. Younger people, unmarried, pupils appreciate a lack of direct contact, it is buyers with small experience to shop online – suppliers should think not about the contacting through e-mails, but also free calls 24/7. Price and quality guarantee is important for the leisure services buyers (upon the family, social status, age) – that is why different services from the cheapest to the most expensive should be suggested.

Limitations and future lines of the research are as follows: a sample is of pilot study, that's could be expanded inquiring the larger amount of the respondents as buyers and non-buyers of the leisure services coupons online. The specifics of different leisure services trade

online and motivating factors for choosing them could be analysed. Peculiarities of the factors, influencing the choice, for example, of the coupons for wellness spa, travels, massages, nightclubs, etc., could be surveyed. As well as three main classes of the leisure services, as home-based, recreation-based and travel-based could be analysed and compared among themselves defining the most important factors for choosing them depending on the place of consuming after purchasing the prepaid coupons. The purpose of the purchase of the leisure services coupon could be investigated more in depth – what are differences between coupons for individual use, for group use or for a gift.

Answering to the research questions main conclusions should be formulated: the factors influencing to buy leisure services in OGB sites are attractiveness of the site design; guarantees provided by the provider; and the impulsivity of the buyer. As findings show, the specific of the leisure services coupons buyers behaviour in OGB sites, comparing to other buyers, is related to: a) less impact made by consumer characteristics (gender, age, social and family status); b) the trust to the final leisure services provider is more urgent than favourable price of the service (online buying is usually appreciated because of better prices); c) impulsivity of the consumer is more important comparing to other Internet sites; d) specialization of the site is not so important in buying the leisure services coupons, as buying other products or services online. The barriers to buy leisure services coupons in the OGB, identified by the consumers are the lack of trust in provider, service, and experience to buy in OGB sites. Despite this, there are some barriers to buy leisure services coupons in OGB sites, several motives/factors of attractiveness are crucial: quick comparison of price per service, good relation between price and quality, and opportunity to take decision without punishment from the providers' side. The opportunities for leisure services coupons providers appear together with education of the consumer – how to order, to buy, to pay for a coupon, how to use it, or to return if a service is failure. Increasing the trust between supplier and consumer – brings more possibilities to invite to join more and more consumers, who buy products, but not services in OGB sites.

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Grupinį apsipirkimą internetu lemiantys veiksniai: laisvalaikio paslaugų kuponų pirkėjų elgsenos specifika

Santrauka

Laisvalaikio paslaugų industrija auga jau keletą dešimtmečių. Atskiri individai, šeimos nariai, draugų grupės vis dažniau pagalvoja, kaip praleisti kokybiškai laisvalaikį, pailsinti, realizuojant save, bendraujant. Augantis naujasių technologijų panaudojimas internete suteikia vis daugiau galimybių ir laisvalaikui. Tai paskatino tyrėjus pagalvoti apie tai, kaip išnaudoti internetą tam, kad pritrauktų daugiau lankytojų ne tik naršyti internete, bet ir įsigyti paslaugas, konkrečiai, laisvalaikio paslauga, kuponus, apmokant jas iš anksto. Ne tik laisvalaikio paslaugų teikėjai ieško būdų parduoti paslaugas internete (Brenzman ir Karimov, 2012). Iš anksto apmokėti laisvalaikio paslaugų kuponai tampa ypač populiarūs tokioms laisvalaikio paslaugoms, kaip sveikatingumo spa, kurortai, restoranai, klubai, papildomas suaugusiųjų ar vaikų švietimas ir kt. Daugeliui paslaugų, kurios kuriamos „užnugaryje“ (Mazaheri ir kt., 2012), kur paslaugų vartotojai nebūtinai turi susitikti su paslaugos teikėju tam, kad ją vartotų, kurioms priskiriamos ir laisvalaikio paslaugų kuponų pardavimo paslaugos – internetas yra nauja galimybė. Perėjimas į interneto erdvę laisvalaikio paslaugų teikėjus įgalina pritraukti naujų potencialių pirkėjų, pasiekti vartotojus nebūtinai esančius geografiškai arti didžiųjų miestų, kurie vėliau, įsigiję kuponą, gali jį panaudoti per tam tikrą laikotarpį. Vartotojai linkę analizuoti, lyginti laisvalaikio paslaugų, vartojamų namuose, netoli ar toliau nuo namų, veiklų kainas internete, studijuoti jų prieinamumą, įvairovę ir pan. Deja, nors interneto naudotojų daug, perkančių nėra itin dideli skaičiai (Bagdonienė ir Zemblytė, 2009). Analizuodami interneto vartotojų, ieškančių informacijos laisvalaikui, segmentus, mokslininkai (Allred ir kt., 2006) išskiria du: atostogų pirkėjai

ir neperkantys. Pastarieji dažniausiai tik susiranda idėją, ką veikti, lygina kainas, tačiau neperka nieko.

Laisvalaikio paslaugų kuponai tampa vis dažniau populiarūs dovana, kadangi vartojimo laikas derinamas prie galutinio vartotojo norų (individo, kuris tą kuponą gauna dovana). Įsigijimo patirtis turi didelės įtakos e-pirkėjo paslaugos vertinimui, požiūriui, elgsenai (Hernández ir kt., 2010). Kuo didesnė pirkėjo patirtis, tuo labiau jis pasitiki interneto parduotuviomis, nepasitikėjimas kaskart mažėja. Iš anksto apmokėtų laisvalaikio paslaugų kuponų vartojimas dažnai motyvuoja vartotoją pabandyti paslaugą, veiklą, kuriai jis nebūtų ryžęsis anksčiau, pavyzdžiui, jodinėjimas, nardymas, sklandymas parašiotu ir pan. Sąvoka *grupinis pirkėjas* siejama su socialiniu ir kolektyviniu pirkimu, kai paslaugos perkamos žymiai mažesne kaina, kadangi perkančiųjų skaičius yra pakankamai didelis (Shiau ir Luo, 2012). Grupinio pirkimo internete idėja yra verbuoti interneto vartotojus, siekiant įgauti derybinių jėgų dėl geresnės paslaugos kainos (Fan ir kt., 2010). Savaiame suprantama, iš to naudos gauna ir pardavėjas, kadangi vartotojai pritraukiami minimaliais kaštais. Laisvalaikio paslaugų verslo esmė yra ta, kad masinis vartojimas, paskatintas iš anksto apmokėtos paslaugos, garantuoja tam tikrą vartotojų skaičių, o tai dažnai nėra įmanoma tradicinių paslaugų versle dėl paslaugų savybių. Laisvalaikio paslaugų teikėjai šiame versle gali sutaupyti samdant reikiamą personalo skaičių, užpirkdami reikalingų produktų, pavyzdžiui, restorane, kadangi jau žino, kiek viešbutis gyventojų turės pamaitinti konkrečią dieną. Nors elektroninių paslaugų teikėjai tiesiogiai negali lemti paslaugų pirkėjų elgsenos, jie gali panaudoti tam tikrus komercinius elementus, kurie turi įtakos vartojimui: reikiamas informacijos kiekis, lengva užsakymo internete procedūra, paslaugos apibūdinimas ir vizualizavimas internete – visa tai didina ketinimą pirkti.

Grupinis pirkimas internete tampa itin populiarus daugelyje ekonomiška išsivysčiusių ir augančių rinkų dėl to, jog vartotojai vertina aiškias nuolaidas pirkdami produktus internete (Shiau ir Luo, 2012). Grupinio pasipirkimo internete fenomenas galėtų būti palyginamas su internetiniais aukcionais (Chen, 2012). Aukcionai internetu veikia geros kainos pasiūlymų pagrindu. Praktiškai analogiškai veikia ir grupinio apsipirkimo internetu paslaugų verslas. Didelės apsipirkimo apimtys garantuoja galimybę gauti gerą kainą už perkamą produktą ar paslaugą. Gera kaina yra tik vienas grupinio apsipirkimo internete privalumų, kadangi galima išskirti ir keletą kitų: neribojamos paslaugos, visapusiška informacija, darbo ir laiko taupymas (Li, 2011). Produktų įvairovė, lankstus operacijų laikas, galimybė kirsti šalies sienas galėtų būti identifikuoti kaip papildomi grupinio apsipirkimo internete privalumai (Malik ir Guptha, 2013). Grupinio apsipirkimo sistema yra apibūdinama kaip viena sėkmingiausių ir pelningiausių verslo internete sistemų nuo 2008-ųjų (Erdoğan ir Cicek, 2011; Chen, 2012). Grupinės prekybos internete įmonių vadovai siekia sužadinti pirkėjų veiksmus, siekdami reaguoti į itin didėjančią konkurenciją paslaugų rinkoje (Cheng ir Huang, 2013). Masinis vartojimas, įgalinantis masto ekonomiją paslaugose, tampa įprastu dalyku, paslaugų verslas anksčiau neturėjo galimybės to pasiekti (Langviniene ir Vengrienė, 2009). Taigi grupinis apsipirkimas internete suteikia apčiuopiamos naudos tiek pardavėjui, tiek pirkėjui. Ir tai galėtų būti tinkamas būdas padidinti laisvalaikio paslaugų kuponų prekybą.

Straipsnyje sprendžiama mokslinė problema formuluojama klausimais: kokie veiksniai turi įtakos vartotojams, perkantiems paslaugas ar produktus grupinio apsipirkimo portaluose; kurie specifiniai perkant laisvalaikio paslaugų kuponus; kokios galimybės laisvalaikio paslaugų kuponų pardavėjams pritraukti daugiau klientų pirkti laisvalaikio kuponus?

Straipsnio tikslas yra atskleisti veiksmus, lemiančius grupinį apsipirkimą internete, taip pat analizuojama laisvalaikio paslaugų kuponų pirkėjų elgsenos specifika.

Tyrimo metodika yra mokslinės literatūros analizė; laisvalaikio paslaugų vartotojų apklausa raštu.

Tyrimo rezultatai parodė, jog laisvalaikio paslaugų kuponai įsigijami ne tik specializuotose interneto parduotuvėse, bet ir kituose grupiniuose portaluose. Pagrindiniai veiksniai, motyvuojantys pirkti laisvalaikio paslaugų kuponus yra: reklaminės akcijos, kitų žmonių rekomendacijos, pirkėjo impulsyvumas. Barjerai plėtoti laisvalaikio paslaugų kuponų prekybą internete yra pasitikėjimo trūkumas, interneto pasiekiamumas, pirmenybės pirkti tradiciniais metodais teikimas. Laisvalaikio paslaugų vartotojų elgsenos specifika išryškėjo per tai, kad sprendimui pirkti mažesnę įtaką daro vartotojų charakteristikos, pasitikėjimas laisvalaikio paslaugų teikėju tampa svarbesnis, lyginant su žema paslaugų kaina; vartotojo impulsyvumas perkant laisvalaikio paslaugas grupinio apsipirkimo portaluose yra ypač svarbus; portalų specializacija neturi tokios didelės įtakos, kaip parduodant kitas paslaugas ar prekes.

Rekomendacijos laisvalaikio paslaugų verslininkams: užtikrinti pasitikėjimą, eksponuoti įvairias paslaugas klientams, priklausomai nuo pajamų, socialinių ir šeimos statuso, taikyti labiau tikslingas marketingo programas, lengvinti informacijos apie paslaugas paiešką bei užsakymą. Realizuojant vartotojų teikiamas preferencijas geram paslaugų kainos ir kokybės santykiui ir atsižvelgiant į skirtingas tikslines rinkas, gali būti formuojamos pigesnių ir brangesnių laisvalaikio paslaugų grupės. Itin didelės įtakos pritraukiant tikslinį laisvalaikio paslaugų kuponų pirkėjų segmentą turi bendradarbiavimas su nespacializuotais grupinės prekybos portalais.

Raktiniai žodžiai: grupinis apsipirkimas internete, pirkėjų elgsena, įtakos veiksniai.

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