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Factors Influencing Consumers' Stickiness Intention towards Online Community Group Buying Website: From the Social Capital Perspective

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Abstract

Currently, undergoing intense competition, it becomes a great challenge for the online community group buying (hereinafter referred to as OCGB) platforms to re-tend customers. Although researches have conducted on customers' purchase intention in the context of OCGB, there are limited studies on factors influencing customers' stickiness intention. This study develops a conceptual framework to clarify the factors influencing customers' stickiness intention towards OCGB platform by integrating TPB model, Trust Transfer Theory as well as social capital theory. A questionnaire is conducted and 502 valid samples are collected to testify the proposed conceptual model. It turns out that trust in members, trust in the website and perceived behavioral control are important influencing factors of stickiness intention. Furthermore, trust in website partially mediates the association between trust in members and stickiness intention. This research improves our understanding of the mechanisms of customers' embeddedness in the online group buying community.

Keywords: *Online community group buying, TPB model, trust transfer theory, social capital theory, User stickiness*

1. INTRODUCTION

The development and broad acceptance of IT and communication systems [1], logistics as well as mobile payment technology, have given rise to a novel form of social commerce framework, namely online community group buying [2]. Distinguished by its regional specificity, targeted approach to niche markets, and strong local presence, OCGB is widely regarded as one of the most promising emerging models in the realm of e-commerce retail. OCGB is a fast growing market experiencing an annual growth rate of 53.71% in China, and the market size reaches 322.8 billion RMB in 2023 [3].

Emerging as a novel phenomenon within the realm of social e-commerce, OCGB has garnered significant attention from both vendors and researchers [4]. It constitutes a fresh shopping and consumption paradigm with a model encompassing "pre-sale + online booking + offline self-pickup," leveraging social networks as As the economy develops, there is fierce competition among OCGB platforms, leading to the closure of numerous small and medium-sized platforms due to managerial and financial constraints [2]. Moreover the

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pivotal elements [5]. Group buying activities primarily involve three parties: the OCGB platform which provides products and after-sales service, group leaders who are responsible for forming OCGB WeChat groups, product organization and distribution; community residents who participate in group purchases at discounted prices, then pick up the goods after arrival [6].

As the economy develops, there is fierce competition among OCGB platforms, leading to the closure of numerous small and medium-sized platforms due to managerial and financial constraints [2]. Moreover the integration of supply chains and service models has made the gap between product quality and service experience smaller and smaller, making it difficult to establish loyalty to a single platform [5]. In this context, it is of significant importance to examine specific factors influencing users' stickiness on community group buying platforms, as it aids in sustaining users' continuous engagement with the platform [6]. Hence, within the domain of OCGB research, scholars are increasingly inclined to explore customers' purchase intentions [8, 9], continuous purchasing intentions [7], and loyalty [4]. However, there is relatively limited research on user stickiness in OCGB, especially from the social capital perspective .

Therefore, the current research mainly aims to improve the existing knowledge in this field by combing the TPB model, social capital theory, and trust transfer theory. The study encompasses three specific objectives: (1) to evaluate relational capital (community identification, subjective norms, and reciprocity), cognitive capital (shared vision, shared language), and structural capital (network scale, network density, and network heterogeneity) as precursors of trust in members, trust in the website, and perceived behavioral control respectively; (2) to investigate the trust transfer mechanism between trust in members and trust in the website, grounded in trust transfer theory; (3) to examine the impact of perceived behavioral control, trust in members, and trust in the website on user stickiness intention.

2. THEORY BACKGROUND AND HYPHOTHESIS

2.1 Theory of Planned Behavior (TPB) Related Research

The TPB model is considered to be one of the most influential social-psychological models to understand consumer behavior and intention [10]. Behavioral intention (BI), defined as a conscious plan of action [11], is influenced by three main cognitive factors: attitude, subjective norm, and perceived behavioral control (PBC) [12]. Attitude represents the positive or negative opinions one holds about engaging in a specific behavior [13]. Subjective norms indicate customers' perceptions of the social impacts they face. PBC reflects the degree of ease or difficulty individual perceive in carrying out a particular behavior [12]. The generic nature of TPB allows for further refinement by integrating context-specific beliefs [14, 15]. Therefore, in this context, trust was divided into trust in members (TIM) and trust in website (TIW) . Subject norm is defined as perception of what significant peers believe about online community group buying. And PBC refers to the perceived self-efficacy and overall ability to participate in OCGB.

In the context of OCGB, Trust in Members is divided into trust between customers (C2C Trust) and trust in the group leader (C2L Trust). Firstly, community group buying participants are typically neighbors, colleagues, or residents from the same area, often with existing social connections [16]. Yang (2021) asserts that trust between consumers significantly influences their purchase intentions. Secondly, trust in the group leader is based on their professional competence, reliability, responsiveness, and problem-solving ability [7]. Higher levels of C2L trust can increase customer satisfaction, promote word-of-mouth dissemination, reduce purchase hesitation, establish long-term relationships, and increase customer engagement [9]. Consumers develop trust towards the OCGB Website due to its reputation and the established systems ensuring a fair

trading environment, including fair pricing, unbiased transaction regulations, and a clear rating system [7]. Consumer trust in social commerce websites is positively associated with satisfaction, which leads to increased repurchase intention [17]. Consequently, consumers who trust these websites tend to buy the goods or offerings they endorse [18].

Furthermore, trust in a social commerce website not only encourages continued usage but also enhance purchase intentions over time. PBC indicates one's confidence in their capability to engage in a behavior [12]. A longitudinal study conducted with Chinese consumers following the COVID-19 lockdown revealed that perceived behavioral control could provoke anxiety and ultimately trigger retaliatory consumer behavior [10]. Furthermore, a cross-sectional online survey involving 270 Korean participants demonstrated the pivotal role of PBC as a determinant of consumers' consistent intention to utilize omnichannel services [7]. Thus, it is evident that PBC significantly shapes behavior through its influence on intentions. Therefore:

H1: TIM is positively related to stickiness intention.
H2:TIW positively influences stickiness intention.
H3: PBC positively influences stickiness intention.

2.2 Trust Transfer Theory Related Research

In accordance with the trust transfer theory, the trust of a consumer can shift from a familiar source to a related unfamiliar one [19]. This process involves three key roles, namely, the trustor, who evaluates others; the trustee, assessed by the trustor; and the third party, serving as an intermediary [20]. Trust transfer works through two main processes: cognitive and communicative [21]. The cognitive process revolves around exploring how the the trustee engages with the third party, which ultimately enables trust transfer from one entity to another [22]. Conversely, the communicative process indicates that when individuals are influenced by interpersonal exchanges, they will build trust with the recipient [23].

Drawing on trust transfer theory, interpersonal trust has the potential to be shifted to institutional trust under different conditions through cognitive and communicative process [24]. When individuals consistently encounter reliability and integrity in their interactions within the community, it is likely for them to extend this trust to the associated platforms [25]. From a social trust perspective, TIM serves as a foundational belief that simplifies social dynamics and reduces susceptibility, thus fostering customers' repurchase intention [26]. When customers develop interpersonal trust in the group leader, they are inclined to sustain a stable assassination with the community platform [6]. Similarly, residents keep relationship with the group leader as a friend positively affects their engagement actions in OCGB programs. Thus:

H4: TIM positively affects TIW.

2.3 Social Capital Theory Related Research

In the realm of social sciences and humanities research, scholars hold diverse perspectives regarding the definition of social capital [27]. Social capital was classified into individual, group, and societal levels [28]. From an individual perspective, social capital encompasses the resources related with personal networks and relationships, thereby influencing their social identity and well-being. At the group level, social capital consists of the collective resources and bonds within a specific group or community [29]. From the societal perspective, social capital denotes the broader networks and relationships across different groups and institutions within a

society [28]. In the current study, social capital is defined as an intangible resource that benefits both individuals and communities, with sub-categories including structural (subjective norms, Reciprocity, Community identification), cognitive (Shared language, Shared vision), and relational social capital (Network scale, Network density, Network heterogeneity).

Subjective norms involve both the perceived societal expectations and external pressures, which support the development of trust among members. Due to the social nature of OCGB, customers develop daily mutual trust, influenced by subjective norms within their shared environment [7]. Scholars have empirically demonstrated that subjective norms, as a form of relational embeddedness, significantly influence consumers' trust in online group buying [30]. Through ongoing interactions among members, interpersonal relationships based on reciprocity, obligation, and mutual trust are established [31]. In the context of OCGB, reciprocity serves as an indicator of relationship quality, impacting members' behaviors. Community identification entails an individual's perception of belonging to a group or identifying with a specific social category [32]. The process of identity development may enhance cognitive trust among members [33]. Community identification fosters favorable assessments of the social group, strengthening members' bonds as an exhibition of behavioral allegiance within the community.

A shared language comprises a consistent vocabulary utilized to bolster efficiency in social interactions [29]. When participants share a common vocabulary and understanding, it fosters cohesion and reliability among users [34]. Such shared language facilitates smoother communication, enhances transparency, and reduces ambiguity in transactions [35], thereby ultimately increasing trust among platform participants. A shared vision encompasses the common values and direction of the community, facilitating member integration and fostering interpersonal connections [29]. This emotional bond could foster trust in the website as a reliable platform for achieving shared objectives [36].

Network scale refers to its overall scale and market standing [37]. An increase in the user network size signals that the service is highly user-friendly, facilitating rapid dissemination [38]. In OCGB, larger networks attract more participants, enhance collective purchasing power, and make customers realize the greater bargaining power they have as group members [30]. Network density refers to the degree of interconnection between different companies in the network. A high network density is indicated when each member of the network is familiar with others and maintains frequent contact with them [30]. High network density encourages trust and mutual benefit among network participants. Network heterogeneity describes the degree of difference in types or categories of members within the network, such as age, gender, attitudes, opinions, beliefs, and values [39]. The higher the level of heterogeneity, the more diverse opinions there are, and members' opinions will affect their personal cognitive perception, thereby enhancing their perceived control. Thus, the following hypotheses are concluded:

H5a: Subjective norms is positively related to TIM.
H5b: Reciprocity positively affects TIM.
H5c: Community identification positively affects TIM.
H6a: Shared language is positively related to trust in website.
H6b: Shared vision is positively related to trust in website.
H7a: Network scale positively influences PBC .
H7b: Network density positively influences PBC .
H7c:Network heterogeneity positively influences PBC .

3. RESEARCH METHODOLOGY

3.1 Research framework

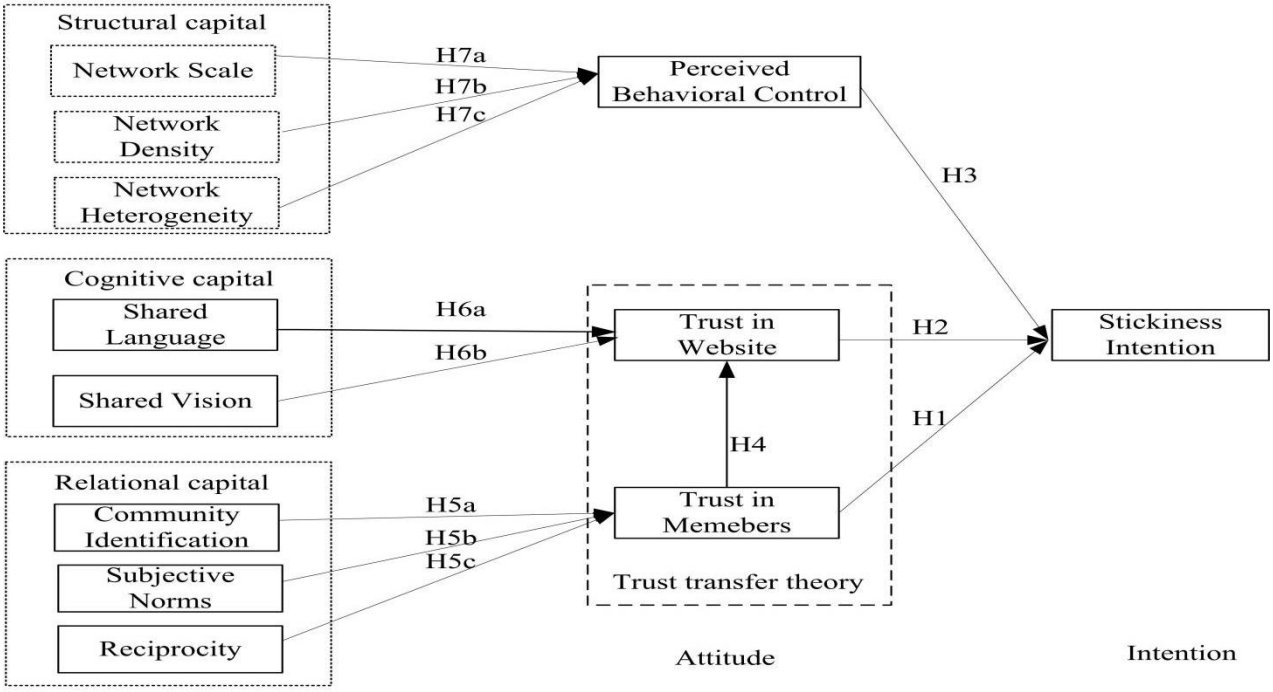

Figure 1. Research Model

Drawing on the TPB model, the research framework is developed from a social capital perspectiv e. The Trust Transfer Theory serves as the mediating mechanism between social capital and stickine ss intention. As Jeong et al. (2021) noted, a two-dimensional model may not comprehensively enco mpass the complexities of social capital dynamics in OCGB. Therefore, to more accurately illustrate our conceptual model, we adopt the social capital with three-dimensional structure [39]. The theoreti cal framework is illustrated in Figure 1.

3.2 Measurement development

A questionnaire is designed to collect primary data. There are three parts in the questionnaire: the focus of the data collection; demographic characteristics of the subjects; measurement of latent variables. Survey items are drawn from prior researches and tailored to OCGB.

Since the subjects were primarily residents of Mainland China, the questions were translated into Chinese. The questions underwent direct translation and then conducted in a small-scale pilot study by three Ph.D. students majoring in MIS or E-commerce. Based on the pretest, we further improved the questionnaire and the final questionnaire included 41 items. All measurement items are assessed using a 7-point Likert scale, where 1 denotes absolute disagreement and 7 denotes absolute agreement. Then, a larger-scale pretest was conducted with 122 customers of OCGB to confirm the final questions related to each final items.

Based on the previous studies (Kim & Park, 2013, Meek et al., 2019, Chiu et al., 2006, Liao et al.,2020, Molinillo et al., 2019, Chen & Shen, 2015, Hsu et al. 2014, Tse et al., 2019, Koufaris, 2002) [17, 29, 32, 39,

40, 41, 42, 43, 44], we developed the questionnaire, including stickiness intention (SI), trust in members (TIM), trust in website (TIW), perceived behavioral control (PBC), community identification (CI), subjective norms (SN), reciprocity (RP), network density (ND), network scale (NS), network heterogeneous (NH), shared language (SL) as well as shared vision (SV).

3.3 Survey administration

A snowball sampling method was conducted to collect data and the URL of the questionnaire was disseminated through the WeChat platform. Before filling out the questionnaire, the subjects were asked whether they had ever participated in OCGB. In the main study, the survey generated a total of 624 submissions.

Table 1. Demographic information (N=502)

Measure	Items	Freq.	Percent	Measure	Items	Freq.	Percent
Gender	Male	241	48	Gender	Female	261	52
Age	<18	66	13.1	Monthly Income (RMB)	<2000	50	10
	18-30	181	36.1		2001-3000	47	9.4
	31-40	133	26.5		3001-5000	74	14.7
	41-50	73	14.5		5001-8000	156	31.1
	50~	49	9.8		8000~	175	34.9
Education	High school	105	20.9	OCGB Frequency （per year）	1-2	101	20.1
	College	149	29.7		3-6	85	16.9
	University	224	44.6		7-11	245	48.8
	Graduate school	24	4.8		12~	71	14.1

Table 2. The measurement model

Construct	Item description	Loading	VIF	Cronbach's α	Composite reliability	AVE
Stickiness Intention (SI)	SI1	.854	1.746	.819	.892	.734
	SI2	.86	1.902			
	SI3	.857	1.853			
Trust in members (TIM)	TIM1	.864	2.27	.882	.919	.739
	TIM2	.85	2.185			
	TIM3	.871	2.427			
	TIM4	.853	2.185			
Trust in website (TIW)	TIW1	.847	2.186	.853	.9	.693
	TIW2	.869	2.323			
	TIW3	.852	2.1			
	TIW4	.837	2.018			
Subjective Norms (SN)	SN1	.855	1.839	.873	.913	.725
	SN2	.84	1.752			
	SN3	.865	1.793			

Reciprocity (RP)	RP1	.88	1.934	.814	.89	.729
	RP2	.87	1.9			
	RP3	.83	1.783			
Community Identification (CI)	CI1	.822	1.805	.825	.895	.74
	CI2	.823	1.93			
	CI3	.846	2.018			
	CI4	.802	1.7			
Network density (ND)	ND1	.842	1.624	.842	.894	.678
	ND2	.846	1.711			
	ND3	.821	1.605			
Relationship strength (RS)	RS1	.839	1.919	.786	.875	.7
	RS2	.833	1.988			
	RS3	.851	2.119			
	RS4	.829	1.95			
Network heterogeneous (NH)	NH1	.858	1.871	.827	.897	.743
	NH2	.858	1.869			
	NH3	.869	1.897			
Perceived control (PBC)	PC1	.844	1.931	.859	.904	.702
	PC2	.831	1.856			
	PC3	.816	1.913			
	PC4	.839	2.029			
Shared Language (SL)	SL1	.857	1.687	.804	.884	.718
	SL2	.836	1.705			
	SL3	.848	1.835			
Shared Vision (SV)	SV1	.845	1.683	.802	.883	.716
	SV2	.849	1.786			
	SV3	.846	1.71			

624 data were screened to guarantee the authenticity and reliability, mainly filtering respondents based on criteria related to: ① the duration taken to respond to questions; ② consistent responses to the same type of questions. After excluding the invalid questionnaires, 502 questionnaires remained valid. Table 1 presents the demographic data of the participants.

3.4 Data analysis

Following the two-phase analytical method [45], the initial phase involved examining the measurement model whereas the subsequent phase assessed the structural relationships among latent constructs. Since data did not follow a normal distribution, this research employed the PLS-SEM method and make use of SmartPLS Version 3.0 to execute the above mentioned two-phase approach.

3.4.1 Measurement model

This research ensured the accuracy of the measurement model using three criteria: internal consistency reliability, convergent validity, and discriminant validity. Internal consistency reliability was evaluated based on Cronbach's alpha value or composite reliability value. All measurements in Table 2 exceeded the suggested benchmarks. Thus, internal consistency reliability was adequate.

Second, two measurement standards were used to evaluate convergent validity [46]. Criterion (1) required

all factor loading to be significant and surpassed .7, while Criterion (2) stipulated that the average variance extracted (AVE) of each dimension exceeded .5. All item factor loading (shown in Table 2) were beyond suggested benchmark. As is apparent in Table 2, all the AVEs ranged from .678 to .743. Therefore, the findings from both factor loading and AVE values demonstrated sufficient convergent validity.

Third, discriminant validity was evaluated by verifying if the square root of the construct's AVE was greater than its correlations with all other constructs [46]. Table 3 showed that the square roots of the AVE values were significantly greater than the correlations among any pairs of constructs. As a result, the findings demonstrated strong discriminant validity of the measurements.

Table 3. Discriminant validity

	CI	ND	NH	NS	PBC	RP	SI	SL	SN	SV	TIM	TIW
CI	**.823**											
ND	.444	**.837**										
NH	.512	.493	**.838**									
NS	.53	.501	.519	**.862**								
PBC	.525	.55	.568	.583	**.851**							
RP	.543	.433	.53	.498	.517	**.860**						
SI	.517	.529	.544	.5	.56	.517	**.857**					
SL	.502	.432	.514	.486	.499	.438	.558	**.847**				
SN	.547	.487	.486	.534	.478	.46	.571	.447	**.854**			
SV	.442	.388	.427	.506	.44	.51	.521	.764	.458	**.846**		
TIM	.625	.386	.506	.516	.555	.597	.649	.439	.635	.459	**.860**	
TIW	.469	.443	.442	.466	.544	.46	.637	.543	.438	.589	.515	**.832**

Note: The bold numbers indicate the square roots of AVE

Since the data in the study were collected through self-reported methods, there may be potential problems of common method bias (CMB). To examine the influence of common method bias, Harman's single factor test was utilized through an exploratory factor analysis (EFA). According to the findings, the percentage of variance attributable to the first factor was 34.357%, falling well short of 50%, which indicates that common method bias did not significantly affect the current study. Additionally, to evaluate the degree of multicollinearity, variance inflation factor (VIF) was applied. The VIF values varied between 1.624 and 2.427 (shown in Table 2), which was significantly below the suggested benchmark 3.3 [47], indicating that our data did not exhibit any significant multicollinearity issues.

3.4.2 Structural model

Following Hair et al. (2019), the theoretical model was examined using the following four metrics: (1) the significant of path coefficients; (2) value of explained variance (R^2); (3) effect size (f^2); and (4) predictive relevance (Q^2).

First, bootstrap 5000 resampling was adopted to to estimate t-value of path coefficients. According to Table 4 , all hypothesis were supported.

Second, the explained variance (R^2) of each dependent construct was figured out and the findings are

presented in Table 4. The adjusted R^2 value of SI, TIM , TIW, and PBC are .425, .452 , .335, and .378. Hair et al. (2019) suggested that, a model is regarded as having relatively substantial explanatory power when the R2 value ranged from .33 to .67. Therefore the research model had a certain degree of explaining power and the results of the study were valid.

Third, Cohen's f^2 [49] was calculated to assess the effect size of the predictor variables. Following Cohen (1988), the suggested benchmarks for f-square are .02 indicating a small effect size, .15 suggesting a medium effect size, and .35 indicating a large effect size. Based on the data in Table 4, Cohen's f^2 values indicated a sufficient effect size [48].

Table 4. Results of hypotheses testing

Hypotheses	Path Coefficients	Cohen's f^2	Conclusion
H1: Trust in members ⟶ Stickiness intention	.236***	.136	Supported
H2: Trust in website ⟶ Stickiness intention	.286***	.117	Supported
H3: Perceived behavioral control ⟶ Stickiness intention	.169***	.034	Supported
H4: Trust in members ⟶ Trust in website	.274***	.094	Supported
H5a: Subjective norms ⟶ Trust in members	.311***	.134	Supported
H5b: Reciprocity ⟶ Trust in members	.269***	.100	Supported
H5c: Community Identification ⟶ Trust in members	.277***	.099	Supported
H6a: Shared language ⟶ Trust in website	.188***	.032	Supported
H6b: Shared vision ⟶ Trust in website	.267***	.064	Supported
H7a: Network Density ⟶ Perceived behavioral control	.23***	.057	Supported
H7b: Network Scale ⟶ Perceived behavioral control	.282***	.054	Supported
H7c: Network Heterogeneous ⟶ Perceived behavioral control	.277***	.056	Supported

*Note: *** p < .001 ** p< .01 * p< .05*

Table 5. Results of hypotheses testing

Variables	R^2 adjusted	Q^2
Stickiness intention	.425	.354
Trust in members	.452	.448
Trust in website	.335	.321
Perceived behavioral control	.378	.370

Fourth, the Stone-Geisser's Q^2 was also reported to demonstrate the model's predictive power. As proposed by Henseler et al. (2017), the suggested threshold for Stone-Geisser's Q^2 is typically categorized as small when exceeding .02, medium when exceeding .15, and large when exceeding .35. The Q^2 in this model all exceeded .35 except trust in website's value (.321) which is close to .35 (shown in Table 5), thus suggesting adequate predictive abilities.

To further assess the mediating role of TIW in TIM and stickiness intention, we employed the mediation analysis techniques. This approach is based on four steps [51]. The findings, presented in Table 6, indicated that TIW partially mediated the impact of TIM on stickiness intention. Trust in members had significant total effect (.417) on stickiness intention and significant indirect effect (.084) through trust in website.

Table 6. Mediation analysis

IV	M	DV	IV-->DV	IV-->M	IV+M-->DV		Mediating
					IV-->DV	M-->DV	
TIM	TIW	SI	.417***	.274***	.084**	.306***	Partial

*Note: *** p < .001 ** p< .01 * p< .05*

4. DISCUSSION AND CONCLUSION

The principal objective of this study is to determine the primary elements that influence stickiness intentions on the OCGB platform. Survey data from 502 participants were used to empirically validate the research model. The validity of the framework was confirmed, and all proposed hypotheses were supported.

According to the results, TIM, TIW and PBC all significantly influence stickiness intention. In line with previous research findings [35], higher level of trust in members would lead to higher stickiness intention. Moreover, the findings align with prior research investigating significant relationships between trust in website and repurchase /stickiness intention [41]. In contrast to the previous study by Song & Jo (2023), where PBC was the main contributing factor, in the current study, the contribution of PBC to stickiness is secondary to other factors: TIM and TIW. The explanation is that when OCGB behavior is consistently performed within a stable context, it leads to the formation of shopping habits. Habit is an instinctive behavioral reaction initiated by environmental prompts, occurring without the need for prior cognitive analysis [52]. The research results align with previous literature [25], indicating that TIM would be transferred to TIW through cognitive and communicative processes.

This study identified three factors, community identification, subjective norms, and reciprocity, which impact trust in members. All three factors were statistically significant, and among them subjective norms showed the strongest impact. Additionally, two factors , which are shared language and shared vision, were found to influence trust in the website. Although both factors were proved significant, shared vision had a stronger impact. Furthermore, three factors, which are network scale, network density, and network heterogeneity, concerning perceived behavioral control were determined. Despite all three factors being significant, network scale showed the strongest statistical impact. Following Baron and Kenny's (1986) four-step method, the research reveals that trust in the website partially mediates the impact of trust in members on stickiness intention. It is crucial for OCGB platforms to create an environment which promotes a shared language and vision among users to enhance mutual trust.

This paper makes several academic contributions. Although OCGB has attracted many scholars since its emergence, researches in this field mainly emphasizes pricing strategy, routing optimization [53], forecasting models and purchase intention [8, 9] etc., thus overlooking discussions on consumers' stickiness intention in OCGB platform. This research provides understanding into the factors influencing from customers' perspective. Growing attention was paid to social capital theory in both online and offline communities. However, there is limited literature examining the fundamental drivers of user stickiness in OCGB from the social capital theory perspective. Our research fills this gap by determining the factors influencing TIM, TIW, and PBC through relational, cognitive, and structural capital, respectively. This study surpasses the limitations of the traditional TPB model by incorporating concepts from trust transfer theory and social capital theory. By doing so, it offers a more holistic framework for understanding user stickiness in the context of OCGB. Additionally, it enriches the explanatory power and the depth of our paper.

This study highlights an important phenomenon: trust can be conveyed from community members to the

platform in an OCGB setting. The platform can build trust by offering things like transaction insurance and after-sales support. It should also highlight positive member reviews and trust markers like five-star sellers, certified vendors, and other endorsements.

5. LIMITATIONS AND FUTURE RESEARCH

Several constraints noted in the present research highlight opportunities for further exploration. The research focused on OCGB organized through community platforms, excluding purchases initiated by community leaders, thus limiting the generalization of our findings. Group leader-initiated OCGB, which primarily relies on social media, involves more frequent interactions and may exert a greater influence of group member relationships on purchase decisions. Future research could broaden the scope to include these social media-driven group buying contexts to gain a deeper understanding of factors affecting user stickiness across different group buying models. This would provide a more comprehensive foundation for developing user retention strategies for community group buying platforms.

In addition, our study focused primarily on users' perspectives, without considering factors like how prices affect their decisions, how well the platform is designed, and how marketing strategies influence their choices. Incorporating these aspects in future research could provide a more comprehensive understanding of platform stickiness.

Our findings were derived from self-reported survey responses, which might be biased response bias because they want to give socially desirable answers. In the future, researches might employ alternative methods, such as artificial intelligence techniques, to analyze group-buying users objectively and learn more about how they behave on OCGB platforms.

Moreover, our research employed a cross-sectional approach, by which user behavior is captured at a specific moment. Longitudinal studies could track how intentions to stay with a platform change over time and find out what causes these changes.

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