

2-1-2021

An Empirical Analysis of Dimensional Trust in Online Group Buying Sites

Varinder Sharma

Follow this and additional works at: <https://digitalcommons.du.edu/irbe>



Part of the [Business Commons](#), and the [Economics Commons](#)

Recommended Citation

Sharma, Varinder (2021) "An Empirical Analysis of Dimensional Trust in Online Group Buying Sites," *International Review of Business and Economics*: Vol. 5: Iss. 1, Article 4.

Available at: <https://digitalcommons.du.edu/irbe/vol5/iss1/4>

This Article is brought to you for free and open access by Digital Commons @ DU. It has been accepted for inclusion in International Review of Business and Economics by an authorized editor of Digital Commons @ DU. For more information, please contact jennifer.cox@du.edu, dig-commons@du.edu.

AN EMPIRICAL ANALYSIS OF DIMENSIONAL TRUST IN ONLINE GROUP BUYING SITES

ABSTRACT

Building websites that generate adequate perception of ability, integrity, and benevolence dimensions of trust amongst even the first-time visitors is critically important for online group buying (OGB) sites; otherwise, visitors may be reluctant to transact. Current literature suggests that certain website features can induce overall trust perception (TP); however, their impact on specific trust dimensions has received little attention resulting in scholarly and managerial lacunae to precisely diagnose and remedy the problem with TP. To address this knowledge gap, this study first categorizes the trust-inducing features and then explores their impact on the trust dimensions of an OGB website in India. The results indicate differential impact of feature categories on the trust dimensions, thereby revealing new insights into the theory and practice of achieving targeted trust perception in online retail stores. The study describes limitations and offers meaningful scholarly and managerial implications.

Keywords: Trust dimensions, benevolence, integrity, ability, online group buying sites, website features classification, targeted trust.

INTRODUCTION

Whereas generating TP for online extensions of physical stores is relatively easy because of prior consumer familiarity (Gefen, 2000), it is far more difficult for firms that are created and operate only online (Jarvenpaa et al., 2000; Tan and Thoen, 2000). For such firms, lack of trust is the greatest barrier impeding first time consumers from conducting transactions (Urban et al., 2009) as shoppers remain skeptical. Earning consumer TP becomes even more important for the OGB sites because of the ephemeral availability of their offerings as well as perception of their impermanence due to lack of physical presence and frequent business closures, acquisitions, or mergers. Their deeply discounted deals on less known brands also raise suspicions about quality of the offerings. Despite these drawbacks, such sites have become popular among millennials seeking value at deep discounts, however, other online shoppers stay away because of lack of TP. Therefore, the primary focus of OGB websites is to create enough TP even amongst their non-millennial newest visitors, lessen their risk perception, and develop favorable shopping attitudes toward OGB (Heijdn et al., 2003).

Website trust encompasses three dimensions: integrity, ability, and benevolence (Schlosser et al., 2006). All three contribute toward overall TP; lack of TP on any dimension may undermine trust (Mayer et al., 1995). Current literature suggests that individually, certain website features can create overall TP (Basso et al., 2001; Fogg et al., 2003). What remains less explored, however, is the differential impact of these features on specific trust dimensions. In the absence of such knowledge, it is difficult for pure online stores such as OGB sites to adjust website features to modify consumer TP and for scholars to precisely diagnose the TP problem and offer managerially useful strategies to rectify the problem. This study fills this gap by first

developing meaningful categories of disparate trust inducing features using Hunt's (1991) criteria and then exploring their impact on the trust dimensions. The main underlying logic is that classification schemata are the primary means not only for organizing a phenomenon into classes that are amenable to systematic empirical investigation but also in theory development. Therefore, the results of the study should substantively contribute to the theory and practice of OGB websites. At the theoretical front, the study builds a bridge between trust development in corporate retail websites and the OGB websites. The results of the study can provide opportunities to develop diagnostic tools to assess consumer TP of website trust dimensions and offer solutions to alleviate and/or enhance them. The results may also enable the website managers to modify specific feature categories to adjust the TP of the relevant dimension and also assist web-designers in customizing feature categories to achieve the targeted level of TP on specific dimensions for domestic and foreign buyers. This is important as online shopping is increasingly becoming more globally widespread (www.statista.com, 2017); there are more than three million e-commerce websites worldwide (www.shopify.com, 2017)

The remainder of the study proceeds as follows: the first section deals with the OGB sites in India and the need for building dimensional TP; the second provides a discussion on the website features, their categorization process, and the impact of feature categories on the respective trust dimensions. The third and fourth sections describe the research methodology, analysis and discussion of results. Lastly, we describe the contributions toward theory and practice of OGB and other online retail sites, limitations, and implications for future research.

INDIAN ONLINE GROUP BUYING WEBSITES

The literature review brings out about 20 OGB (*a.k.a. daily deal*) sites currently functional in India, showing a remarkable growth over the past decade from around ten pioneer sites appearing in 2008 after the arrival of Groupon in the US. According to Sharma and Balamram (2009), Koovs.com, Mydala.com, Snapdeal.com, Mobstreet.in, Dealsandyou.com, Taggle.com, Buzzintown.com, Govasool.com, Grabon.com and Sosata.com were some of the pioneer Indian OGB sites. Over time Sosata got acquired by Groupon (<https://nextbigwhat.com/>, 2011) and mobstreet by the Groffr group (<https://track2realty.track2media.com/>, 2011), and Taggle as well as Govasool closed their operations (<https://economictimes.indiatimes.com>, 2011). Despite the frequent closures or acquisition of some OGB sites, others such as koovs.com, snapdeal.com and mydala.com remained functional while new sites such as PaytmMall.com, Nearby.com, and Myntra.com keep coming up. Among the current OGB sites, SnapDeal.com, MyDala.com, Koovs.com, and Dealivore.com are rated as the top OGB sites (<https://cluecommerce.com/>, 2015). This vibrancy of the OGB market in India even after a decade of inception can be attribute to at least two key reasons. First, India has about 440 million millennials, the second largest number in the world (Caixa Bank Research, 2018), and they like to shop at OGB sites for variety and value (Dholakia and Kimes 2011; Klein and Sharma 2018). Second, the size of e-commerce market in India is on a growth trajectory to \$67 billion by 2023 (<https://www.statista.com/>, 2017).

The Indian OGB sites are primarily Groupon-clones duly modified for local consumers such as in language, product portfolio, and payment practices. These sites encourage consumer participation through emails, text messages and by friends or families for specific deals and enable them to download deal-coupons for redeeming at the designated locations. Consumers get

additional bonuses if they bring in new customers or make referrals. On their part, consumers can access these sites through a variety of social media such as Facebook, twitter, Google+, LinkedIn, and Instagram in case of deal-related or merchant-related problems or refund. On the procurement side, these sites incentivize merchants to supply them with products and services by promising them with increased potential sales, rapid inventory turnover, and increased brand awareness. Like their US counterparts, the Indian OGB sites act as online retail stores for scrambled portfolios of consumer necessities and aspirations products and services (Klein and Sharma 2018) exhibiting the following common characteristics. First, they offer a variety of product and service categories ranging from food, appliances, entertainment to electronics, but with limited choice within each category. Second, the discounts on daily deals usually range from 50% to 70% on mostly local or relatively lesser known brands. Third, the offered deals usually pertain to aspirational products and services that consumers want but higher prices keep postponing their consumption. These include, for example, laser hair removal, spa services, vacation, and popular branded electronic products. Summing up the description of the OGB sites in India, one can logically conjecture that the OGB phenomenon is well-entrenched and is likely to expand as online shopping is forecasted to grow. Furthermore, these OGB sites are catering to a large segment of millennials who are primarily working professionals having resources to purchase what these sites offer. However, frequent closures and re-appearance of OGB sites under different names raises consumer concerns about the longevity of their existence. Another source of consumer risk perception stems from the quality of local/lesser known brands. Though deep discounts on such products are enticing, they still raise consumer suspicions about their quality. Lastly, there is inherent high-risk perception about online transactions among shoppers (Schlosser et al. 2006). Taken together, such consumer concerns make it important for OGB

firms to generate adequate TP about their integrity, ability, and benevolence toward consumers to make them feel comfortable in transacting with them. This would enable the OGB sites to increase their customer base as their industry is headed for growth in the foreseeable future.

WEBSITE TRUST

According to Jarvenpaa et al. (2000), trust in an internet store is the consumer willingness to rely on the seller even though this would leave them vulnerable to seller's opportunism. Corritore et al. (2003) define online trust as consumer attitude of confident expectations that the seller will not exploit his/her vulnerabilities. Such definitions are logical extensions of the offline trust--a multidimensional concept with three dimensions: integrity, ability, and benevolence that together produce the overall TP (Mayer et al., 1995). Gefen (2002) argued that these trust dimensions also apply to the online context. Subsequent studies have largely replicated such recommendations to the retail websites (Sirdeshmukh et al., 2002; Schlosser et al., 2006; Urban et al., 2009) while recognizing differences in consumer risk perception between the two store formats (Heijden and Verhagen, 2004; Wang and Emurian, 2005). In our view, such differences accentuate the importance of developing websites that can speedily generate TP even in their first-time visitors, a crucial element of their success (Lumsden, 2009), lacking which may become a major barrier to consumer purchasing (Urban et al., 2009). According to Alsudani and Casey (2009), consumers make first impression of trust in a website within a few seconds and this is critical as they may continue interacting with it or switch to another one. According to Fung and Lee (1999), visitors look for signals like appearance, design, and information quality to develop TP in a website. Schlosser et al. (2006) found that websites can earn consumer trust through signaling website investment. Sha (2009) observed that consumer perception of seals of approval and vendor-specific guarantees can generate trust intentions. McKnight et al. (2002) also found

that perceived quality of a website strongly leads to trust formation. Pengnate and Sarathy (2017) noted that the visual appeal of a website produces greater impact on TP than its ease of use. In short, online firms can create TP by adding suitable features to their websites, which can convert visitors to consumers (Schlosser et al., 2006). However, which feature(s) affect specific trust dimensions remains scantily explored and, herein lies the *raison d'être* of this study.

As described earlier, the website trust comprises of integrity, ability, and benevolence dimensions. Based upon Mayer and Davis (1999), we provide a brief description of these dimensions in the context of an OGB website. The *Integrity* of an OGB site entails consumer perception that the site follows moral principles or acceptable professional standards in interaction with consumers. In short, the site follows acceptable ethical standards in customer dealings. The *Ability* of the OGB site lies in consumer perception that the website has the skills and resources to perform the promised tasks to be undertaken such as purchase transactions, delivery, or return of merchandise as promised. The *Benevolence* of an OGB website stems from consumer perception that the site has consumer interest at heart and does not solely focus on profitmaking, implying that the firm's prices are reasonable and provide appropriate value for the monies paid. According to Mayer et al. (1995), each trust dimension provides a unique perspective to assessment of trust and all three contribute toward overall TP; absence or inadequacy of any of these dimensions may undermine trust. And, in case of no previous information about a website, the integrity dimension becomes most salient for the visitor and the perception of benevolence comes later. In analyzing consumer perception of dimensional trust in a U.S. retail website, Gefen (2002) found that the integrity and the benevolence dimensions significantly contribute toward the overall TP whereas the ability dimension does not, thereby partially supporting Mayer et al. (1995). The present study involving the impact of website

features on perceptions of trust dimensions in an Indian OGB website not only supplements the findings of Gefen (2002) on trust dimensions in retail websites, but also opens opportunities specifically in creating and developing targeted level of TP in the OGB websites.

Trust Generating Website Features

The Cheskin Research study (1999) suggests that the website features that communicate trustworthiness are seals of approval, brand name, ease of navigation, information on order fulfilment process, high quality design, and professionalism. According to Basso et al. (2001), real time interactivity with a website increases perception of trustworthiness. In their classic study, Fogg et al. (2003) found that features such as design look, structure, company motive, information usefulness, accuracy of information, name recognition and reputation, advertising, and tone of writing induce website credibility. Eye catching graphics, ease of navigation, vendor advice, feedback mechanisms, and security-based seal of approval can create trust even among the first-time visitors to a website (Obal and Kunz, 2013; Tsygankov, 2004). Given the large number of disparate trust-inducing website features and suggestions, a few studies have categorized them for their specific objectives. For example, Hausman and Siekpe (2009) classified website features into computer factors that provide task relevant functionality and human factors that provide satisfaction. Karimov et al. (2011) classified website features into visual design, social cue design, and content design. They observed that visual dimensions, human-like cues, social media, assistive interface features such as recommendations, and e-assurances are important to initial trust formation. Lastly, Tan et al. (2009), classified features into 14 categories which are further reducible to four meta-categories: Content/information, Presentation, Website identity, and Accessibility from the view of a web-designer. Based upon these studies we generated a list of 21 trust-inducing features and following Hunt's (1991)

criteria, we classified them into four categories from a first-time visitor's perspective to study their impact on individual dimensions of TP in an OGB website. The primary advantage of this perspective is that in addition to the first-time visitors, it also covers infrequent OGB shoppers.

Authenticity features (AF) are likely to give an impression of genuineness of the website even to a first-time visitor. The seven website features included in this category are *professional looks, attractiveness, multimedia features, high quality graphics, company name and logo in bold letters, well-organized, and security certificate/logo*. According to Fogg et al. (2003), individually, these features induce consumer perception of trustworthiness of a website. Robins and Holmes (2008) found that the visual design and the aesthetics of a website add to its credibility. Building upon this line of thinking, we suggest that, collectively, these features let a consumer know that the website is genuine for two primary reasons: the online firm has invested substantial effort in building the website and it can adequately undertake transaction-relevant tasks (Schlosser et al. 2006). Bilgihan and Bujisic (2015) observed that both the affective as well as the utilitarian features in a website affect trust. Taken together, these studies lead us to believe that the AF are likely to not only generate perception of the ability dimension, but also create perception about the integrity and benevolence dimensions of the website.

Company accessibility features (CAF) depict various ways consumers can access the firm behind the website. The six features comprising this category are *contact information* (such as email and phone number), *social networking links, ease of access, customer support, active links, and always up and available website*. These features collectively offer multiple channels of communication for website visitors so that they can psychologically experience close proximity

to the firm. And, in case consumers have issues, they can resolve them. As a result, we think that the CAF category is likely to generate consumer perception of benevolence, integrity, and ability dimensions of website trustworthiness. Our thinking finds support in Othman et al. (2008), who suggest that inclusion of company phone number, e-mail address, and physical address in a website contributes to its trustworthiness. Likewise, Karimov et al. (2011) suggest that a high inclusion of company identity information can contribute toward initial trust formation. Taken together, a website passing the first two tests establishes its genuineness and perception of accessibility to consumers. Once a website passes the first two tests, the visitor is likely to assess the quality of website information by interacting with features relevant to a specific purchase.

Information quality features (IQF) portray the quality of website information provided to help consumer decision-making. The four features included in this category are *usefulness of contents*, *completeness of contents* (such as product and purchase relevant information), *currency of website*, and *accuracy of information*. These features create perception of information quality (Bovee 2004). According to Lumsden (2009), consumers utilize such interactive features to understand more about the information they contain. This category of features enables not only consumer prudence in decision-making, but also benefits the firm as the consumer is less likely to complain, spread negative WOM, or file lawsuit against the firm. The consumer may leave the website in case the information is outdated, irrelevant, or misleading. Like the first two feature categories, we also view that the IQF category is likely to influence consumer perception of all three dimensions of website trustworthiness. Our position finds support in Nicolaou and McKnight (2006) who observed that information quality positively affects trusting beliefs, reduces risk perception, and both in turn, increase consumer participation intentions. Most

importantly, perceived accuracy of information influences the benevolence dimension of TP (Mayer and Davis, 1999).

Website usage-related features (WUF) cover four domains: *testimonials from previous buyers*, *clear statement of terms of use*, *clearly stated privacy policies*, and *elaborate FAQs*. According to Litvin et al. (2008), new consumers regard testimonials from previous buyers as more trustworthy than the website information. Clear statements about using the website and product purchasing let consumers know about their responsibilities and those of the firm. Privacy policy statements show visitors the firm's intention to provide security and protect privacy. Finally, the elaborate FAQs provide visitors with helpful information about frequently asked questions. Such features enable consumers to interact with the website with little or no confusion. Like the previous three feature categories, we think that the usage-related feature category is also likely to impact consumer perception of all three dimensions of website trustworthiness.

In our view, these four categories of features would help a visitor to develop adequate TP of the ability, integrity, and benevolence dimensions in a website. Guided by the assumption that to varying degrees all four feature categories impact all three dimensions of trust, Figure 1 depicts the conceptual model.

Figure 1 about here

METHODOLOGY

Guided by the objectives of the study, we randomly selected a functional OGB site in India. The participants chosen were the graduate students of a large Indian university. We considered them relevant for the study because they are active in online shopping. The survey instrument was constructed using a five-point Likert scale with anchorage depicting 1=strongly agree, 2=agree, 3=neither agree nor disagree, 4=disagree, and 5=strongly disagree. The survey also included Schlosser et al.'s (2006) scale of trust dimensions and a demographic section seeking participants' information on gender and online shopping frequency. The participants were instructed to visit the selected website and record their perceptions on each item of the questionnaire and return it after completion within a week. In return, the participants earned extra class credit for submitting the completed task. A total of 194 completed responses were obtained. Using the SPSS tool for outlier detection, three responses were rejected thereby leaving 191 usable responses for the study.

We are cognizant that the study uses student data obtained from a convenient sample, however, such a type of data is considered appropriate for conducting exploratory analyses (Calder et al., 1982). Moreover, the results of the study are descriptive in nature and have no use for forecasting purposes. A second reason for the appropriateness of this type of data is that it comes from participants for whom online buying is a normal mode of shopping and such samples are commonly used in online shopping studies. The gender distribution of the sample showed 79 females (41.4%) and 112 males (58.6%). All respondents belonged to the 20 to 30 years old age group. In their response to the question about the frequency with which they visit online shopping sites each week, 56.5% had less than 10 visits, 35.1% had 10-20 times visits, 4.2% visited sites between 20-30 times, and the rest had visits more than 30 times.

The reliability analysis of Schlosser et al. (2006) scale for trust dimensions didn't result in removal of any item from the original scale. On the other hand, to check for internal consistency of items comprising the four scales (one for each website features category), we removed four items due to low item-total correlations within respective scales resulting in seventeen items. Table 1 depicts the mean and standard deviation of each remaining item comprising the specific scales. For each scale, the table also shows the composite mean, standard deviations and Cronbach's alpha. According to Hair et al. (2009), the generally agreed lower limit acceptable for Cronbach's alpha is 0.70 for scale to be reliable. As is clear from Table 1, all scales have alpha values above 0.7 except for the information quality (alpha =0.68) and website-related usage (alpha=0.67) scales. Since these two values are almost equal to 0.7, we considered them reliable for the study.

Next, we performed factor analysis using the principle component analysis with varimax rotation. The study identified 7 underlying factors with Eigen values greater than one. The KMO measure of sampling adequacy for the features was 0.893 and for the TP dimensions was 0.836 and both were statistically significant (p=0.000). Table 1 also shows factor loadings for each scale. To minimize the possibility of multi collinearity, the factor scores for the independent and the dependent variables were saved for regression analyses. The VIF value was found to be 1.0. The normality plot also showed good fit of the data with no significant deviation from normality. Next, the data was subjected to multiple regression analysis using the IBM SPSS Statistics 24.

Table 1 about here

This study uses four website feature categories to assess their impact on each of the three website trust dimensions deploying the general multiple regression analysis equation:

$$Y_{\text{trust dimension}} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

The dependent variable $Y_{\text{trust dimension}}$ is the specific trust dimension for each model. It is the Website Ability for model 1, Website Integrity for model 2, and Website Benevolence for model 3. The four independent factors for all three models are X_1 =Authenticity features (AF), X_2 = Company Accessibility features (CAF), X_3 = Information Quality features (IQF), and X_4 = Website Usage-related Features (WUF). Whereas β_0 is the constant, β_1 , β_2 , β_3 and β_4 are the regression coefficients of the independent factors for all models resulting in three seemingly unrelated regression models, and ϵ = an error term with zero mean. The resulting regression equations for the three models are:

Model 1: Website Ability = $\beta_0 + \beta_1 \text{AF} + \beta_2 \text{CAF} + \beta_3 \text{IQF} + \beta_4 \text{WUF} + \epsilon$

Model 2: Website Integrity = $\beta_0 + \beta_1 \text{AF} + \beta_2 \text{CAF} + \beta_3 \text{IQF} + \beta_4 \text{WUF} + \epsilon$

Model 3: Website Benevolence= $\beta_0 + \beta_1 \text{AF} + \beta_2 \text{CAF} + \beta_3 \text{IQF} + \beta_4 \text{WUF} + \epsilon$

We are aware that running several independent multiple regressions in a model may increase the possibility of Type I error (Hair et al., 2009). However, according to Menon et al. (1999), such a method is appropriate for testing the impact of a set of independent variables on each dimension of a multidimensional dependent variable if the potential of increasing the Type I error is

minimum. To check this possibility, they conducted an omnibus test using canonical correlation analysis with all independent and dependent variables and found that the canonical correlation was significant, which justified the use of 10 multiple regression models in their study.

Following their recommendation, we also conducted a canonical correlation analysis using all the independent and dependent factors and found the results of the omnibus test to be significant (Wilks' lambda =0.376, F= 81.18, p <0.0001), thereby indicating that the potential for Type I error is minimal. Therefore, in line with Menon et al. (1999), we think that the use of three multiple regression models to analyze the impact of four feature categories on three trust dimensions is justified. Mayer and Davis's (1999) seminal work on trust management used a similar methodology in which they conducted multiple independent regressions for the same set of independent variables on each trust dimension, which further supports our line of analysis.

RESULTS AND DISCUSSION

To check for the goodness of fit for each regression model, we examined the values of multiple correlation coefficient (R), coefficient of determination (R^2), and F-ratios. Table 2 shows the regression results for each model.

Table 2 about here

For models 1, 2 and 3, the multiple correlation coefficient values of R= 0.748, 0.575, and 0.526 respectively indicate the respondents' perception of strong relationship between the four

independent factors and the respective dependent factors. Taken together, the R^2 values indicate that the four categories of website features provide highest explained variation for the ability dimension (0.559), followed by the integrity (0.331). and the benevolence dimension (0.277) of trust suggesting that the perception of the benevolence dimension of trust may increase with visitors' experience with the website. This result finds corroboration in Mayer et al. (1995) suggestions that in case of no prior information about a trustee, the integrity dimension becomes most salient for the trustor and the perception of benevolence comes later.

Except for the WUF category, all other three categories of features exhibit significant impact on consumer perception of the ability, integrity, and the benevolence dimensions of trust of the OGB site. However, for model 3, all four categories of features exhibit significant impact on consumer perception of the benevolence dimension of website trust. In other words, the usage-related website features contribute significantly toward the benevolence dimension of website trust only, thereby partially corroborating the study's assumption that to varying degrees all four categories of features affect all three dimensions of trust of the OGB site.

Impact of Individual Feature Categories on Trust dimensions

For all three models, the regression coefficients indicate that the AF have the strongest impact on consumer perception of the ability ($\beta=0.456$, $p=0.000$), followed by integrity ($\beta=0.358$, $p=0.000$), and benevolence ($\beta=0.279$, $p=0.000$) of the OGB website. This suggests that the AF category of features impacts differentially on all three dimensions of the OGB website. Likewise, the regression coefficients for the CAF category of features indicate the strongest impact on perception of the ability ($\beta=0.545$, $p=0.000$), followed by integrity ($\beta=0.375$, $p=0.000$), and benevolence ($\beta=0.321$, $p=0.000$) dimensions of the OGB site. Once again, the implication is that

an OGB website having a good company accessibility features affects all three dimensions of TP of the website differentially. However, the results provide a further insight that the CAF features lend greater credence to the integrity of the OGB site than the AF features suggesting that accessibility of the firm behind the OGB website enhances consumer trust in the integrity of site. The third category of the website features, the IQF also significantly influences the ability, integrity, and benevolence dimensions of the OGB website TP. The regression coefficients for benevolence ($\beta=0.248$, $p=0.000$), integrity ($\beta=0.241$, $p=0.000$), and ability ($\beta=0.231$, $p=0.000$) though smaller than the AF and CAF feature categories, suggest that these features have almost similar impact on perception of all three dimensions of TP of the site. That is, an OGB website providing high quality information garners high TPs from its visitors on all three dimensions. Once again, our results find support in Nicolaou and McKnight (2006) and Mayer and Davis 1999. Lastly, the WUF features exhibit a significant impact only on the benevolence dimension of TP of the OGB site, which suggests that the features such as customer testimonials and elaborate FAQs on the OGB site only enhance the perception of benevolence dimension of the website trust.

In sum, the results of the study suggest that the four website feature categories exhibit differential impacts on the first-time visitors' perceptions of the OGB website's ability, integrity, and benevolence dimensions of trust. Though exploratory, these results provide significant insights about diagnosing the OGB website TP problems, isolating them, and developing precise solutions. Since OGB sites are also a version of online retail stores, these results can also provide diagnostics for online corporate retail stores.

CONCLUSION

As described earlier, several studies have demonstrated the relationship between certain individual website features and website trustworthiness. However, what remained insufficiently answered was a key question: what are the differential impacts of website features on the OGB website trust dimensions? We designed the study to answer this specific question. In this context, the study first categorized the website features into four categories from the perspective of a first-time visitor to an OGB website. The guiding principle used was how a first-time website visitor would approach assessing dimensional TP of an OGB website. The results indicate that the website feature categories exhibit differential impact on the three trust dimensions, and they are very much in line with Gefen (20002). Furthermore, the results also provide an indirect validation of the classification of website features, which reinforces the widely held notion about theoretical rigor of Hunt's classification schema.

The results of the study provide substantive contributions toward the theory and practice of development and maintenance of targeted website dimensional TP. The first contribution this study makes toward the theoretical front is the establishment of a bridge between 'trust development in corporate retail websites and the OGB websites,' thereby opening research opportunities for scholars to conduct analysis on the similarities or differences pertaining to consumer patronage development for these two online retail formats. Second, the study creates research opportunities in categorization of website features as well as the development of diagnostic tools for website dimensional trust problems. Finally, the third contribution points toward potential research opportunities in the development of specific categories of website features to increase consumer loyalty for all pure online retail websites. The results of this study can also open avenues for web-designers about customization of website trust for OGB or other

online retail firms for extension of their operations to specific foreign markets. This would require web-designers to include cultural-specific trust inducing website features for local consumers as culture moderates the relationship between the website design factors and TP (Ganguly et al. 2010). The OGB site managers can also adjust the dimensional TP of their website by adding or removing features depending upon their consumer research. For example, OGB firms interested in enhancing perception of integrity and ability trust dimensions of their websites should strengthen the authenticity and accessibility features.

The study uses student data from a convenient sample to analyze the impact of different website trust-inducing feature categories on the dimensions of website trust. Given the objective of the study, this type of data is appropriate (Calder et al.); however, such data also limits the generalizability of the results to a larger universe of OGB or other retail websites. Limitations aside, this study furnishes opportunities for future studies to use random samples of online shoppers to enhance generalizability of their results to a larger universe of websites. In conclusion, this study makes substantive contributions to the scholarship, design, and management of dimensional TP in the OGB websites in domestic and foreign markets lacking which leads to consumer reluctance to follow website advice and share personal information with the site (McKnight et al. 2002) and hence shop at the site (Hsiao et al. 2010).

REFERENCES

- Alsudani, F. and Casey, M. (2009), "The effect of aesthetics on web credibility", in *proceedings of the 23rd British HCI Group Annual Conference on People and Computers: Celebrating People and Technology*, pp. 512-519.
- Basso, A., Goldberg, D., Greenspan, S., and Weimer, D. (2001), "First impressions: emotional and cognitive factors underlying judgments of trust e-commerce", in *proceedings of the 3rd ACM Conference on Electronic Commerce*, New York, NY, pp. 137-143.
- Bilgihan, A. and Bujisic, M. (2015), "The effect of website features in online relationship marketing: A case of online hotel booking", *Electronic Commerce Research and Applications*, Vol. 14 No. 4, pp. 222-232.
- Bovee, M. W. (2004), "Information Quality: A Conceptual Framework and Empirical Validation", *PhD Dissertation, University of Kansas*, Lawrence, KS.
- Calder, B. J., Phillips, L. W., and Tybout, A. M. (1982), "The concept of external validity", *Journal of Consumer Research*, Vol. 9 No. 3, pp. 240-244.
- Cheskin Research and Studio Archetype/Sapient (1999), "Ecommerce Trust Study", <http://cheskin.com/think/trust/assets/images/etrust.pdf>
- Corritore, C. L., Kracher, B., and Wiedenbeck, S. (2003), "Online trust: concepts, evolving themes, a model", *International Journal of Human-Computer Studies*, Vol. 58 No. 6, pp. 737-758.
- Dholakia, U. M. and Kimes, S. E. (2011), "Daily Deal Fatigue or Unabated Enthusiasm? A Study of Customer Perceptions of Daily Deal Promotions", *Working Paper, Rice University*: Houston, TX. Available at https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1925865
- Fogg, B. J., Soohoo, C., Danielson, D. R., Marable, L., Stanford, J., and Tauber, E. R. (2003), "How do users evaluate the credibility of web sites? A study with over 2, 500 participants", in *proceedings of the 2003 Conference on Designing for User Experiences*, pp. 1-15.
- Fung, R., and Lee, M. (1999), "EC-trust (trust in electronic commerce): exploring the antecedent factors", *AMCIS Proceedings, August 13-15*, pp. 517-519.
- Ganguly, B., Dash, S. B., Cyr, D., and Head, M. (2010), "The effects of website design on purchasing intention in online shopping: the mediating role for trust and the moderating role of culture", *International Journal of Electronic Business*, Vol. 8 No.4, pp. 302-330.
- Gefen, D. (2000), "E-commerce; the role of familiarity and trust", *Omega*, Vol. 28 No.6, pp. 725-737.

-----, D. (2002), "Reflections on the dimensions of trust and trustworthiness among online consumers," *ACM SIGMIS Database: the Database for Advances in Information Systems*, Vol. 33 No. 3, pp. 38-53.

Hair, Joseph. F., Black, W. C., Babin, B. J., and Anderson, R. E. (2009), *Multivariate Data Analysis*, 7th ed., Pearson, Upper Saddle River, New Jersey.

Hausman, A. V. and Siekpe, J. S. (2009), "The effect of web interface features on consumer online purchase intentions", *Journal of Business Research*, Bol. 62 No.1, pp. 5-13.

Heijden, H. van der, Verhagen, T., and Creemers, M. (2003), "Understanding online purchase intentions: Contributions from technology and trust perspectives", *European Journal of Information Systems*, Vol. 12 No.1, pp. 41-48.

-----, H. van der, Verhagen, T. (2004), "Online store image: conceptual foundations and empirical measurement", *Information and Management*, Vol. 41 No. 5, pp. 609-617.

Hsiao, K. L., Lin, J. C., Wang, Lu, H. P., and Yu, H. (2010), "Antecedents and consequences of trust in online product recommendations", *Online Information Review*, Vol. 34 No.6, pp. 936-963.

Hunt, S. D. (1991). *Modern Marketing Theory*, OH: South-Western Publishing.

Jarvenpaa, S. L., Tractinsky, N., and Vitale, M. (2000), "Consumer trust in an internet store", *Information Technology and Management*, Vol. 1 No.1, pp. 45-71.

Karimov, F. P., Brengman, M., and Hove, L. V. (2011), "The effect of website design dimensions on initial trust: A synthesis of the empirical literature," *Journal of Electronic Commerce Research*, Vol. 12 No.4, pp. 272-301.

Klein, Andreas and Varinder M. Sharma (2018), "German Millennials' Decision-Making Styles and Intention-to-participate in Online Group Buying", *Journal of Internet Commerce*, 17(4): 383-417.

Litvin, S. W., Goldsmith, R. E., and Pan, B. (2008), "Electronic word-of-mouth in hospitality and tourism management", *Tourism Management*, Vol. 29 No. 3, pp. 458-468.

Lumsden, J. (2009), "Triggering trust: To what extent does the question influence the answer when evaluating the perceived importance of trust triggers?" in *proceedings of the 23rd British HCI Group Annual Conference on People and Computers, September 1-5*, Swinton, UK, pp. 214-223.

Mayer, R. C., Davis, J. H., and Schoorman, F. D. (1995), "An integrative model of organizational trust", *Academy of Management Review*, Vol. 20 No. 3, pp. 709-734.

-----, R. C., and Davis, J. H. (1999), "The effect of the performance appraisal system on trust for management: a field quasi-experiment", *Journal of Applied Psychology*, Vol. 84 No.1, pp. 123-136.

McKnight, D. H., Choudhury, V., and Kacmar, C. (2002), "The Impact of Initial Trust on Intentions to Transact with a Website: A Trust Building Model," *Journal of Strategic Information Systems*, Vol. 11 No.3, pp. 297-323.

Menon, A., Bharadwaj, S. G., Adidam, P. T., and Edison, S. W. (1999), "Antecedents and Consequences of Marketing Strategy Making: A Model and a Test," *Journal of Marketing*, Vol. 63 No.2, pp. 18-40.

Nicolaou, A. I. and McKnight, D. H. (2006), "Perceived Information Quality in Data Exchanges: Effects on Risk, Trust, and Intention to Use," *Information Systems Research*, Vol. 17 No. 4, pp. 332-354.

Obal, M., and Kunz, W. (2013), "Trust Development in E-Services: A Cohort Analysis of Millennials and Baby Boomers," *Journal of Service Management*, Vol. 24 No. 1, pp. 45-63.

Othman, N.Z., Hussin, C., and Daud, A.R. (2008), "Trust Mechanisms: An Integrated Approach for E-Commerce Website Development Process", *3rd International Symposium on Information Technology*, August 26 - 29, <http://dx.doi.org/10.1109/ITSIM.2008.4631568>, pp. 1-8.

Pengnate S. and Sarathy, R. (2017), "An Experimental Investigation of the Influence of Website Emotional Design Features on Trust in Unfamiliar Online Vendors," *Computers in Human Behavior*, Vol. 67 No. 2, pp. 49-60.

Robins, D. and Holmes, J. (2008), "Aesthetics and Credibility in Website Design," *Information Processing & Management*, Vol. 44 No. 1, pp. 386-399.

Schlosser, A. E., White, T. B., and Lloyd, S. M. (2006), "Converting Website Visitors into Buyers: How Website Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions," *Journal of Marketing*, Vol. 70 No. 2, pp. 133-148.

Sha, W. (2009), "Types of Structural Assurance and Their Relationship with Trusting Intentions in Business-to-Consumer E-Commerce," *Electronic Markets*, Vol. 19 No. 1, pp. 43-54.

Sharma, V. M. and Balaram, S. (2011), "Emergence of 'Consumer Group Buying on the Web' Firms in India: What Differentiates them from the Failed Pioneers?" *International Journal of Global Management Studies Professional*, Vol. 3 No. 1, pp. 31-46.

Sirdeshmukh, D., Singh, J., and Sabol, B. (2002), "Consumer Trust, Value, and Loyalty in Relational Exchanges," *Journal of Marketing*, Vol. 66 No. 1, pp. 15-37.

Tan, Y. H., and Thoen, W. (2000), "An Outline of a Trust Model for Electronic Commerce," *Applied Artificial Intelligence*, Vol. 14 No. 8, pp. 849-862.

Tan, F. B., Tung, L. L., and Xu, Y (2009), "A Study of Web-Designers' Criteria for Effective Business-to-Consumer (B2C) Websites Using the Repertory Grid Technique," *Journal of Electronic Commerce Research*, Vol. 12 No. 3, pp. 155-177.

Tsygankov, V. A. (2004), "Evaluation of Trustworthiness from Customer Perspective, A Framework," *ICEC Proceedings of the 6th International Conference on Electronic Commerce, October 25-27, ACM*, New York: NY, pp. 265-271.

Urban, G. L., Amyx, C., and Lorenzon, A. (2009), "Online Trust: State of the Art, New Frontiers, and Research Potential," *Journal of Interactive Marketing*, Vol. 23 No. 2, pp. 179-190.

Wang, Y. D. and Emurian, H. H. (2005), "An Overview of Online Trust: Concepts, Elements, and Implications," *Computers in Human Behavior*, Vol. 21 No. 1, pp. 105-125.

<http://www.caixabankresearch.com/en/who-are-millennials> (2018) .

<https://cluecommerce.com/list-top-10-best-deals-websites-india> (2015)

(<https://economictimes.indiatimes.com/tech/internet/e-commerce-industry-online-price-war-forces-taggle-to-shut-shop/articleshow/11075839.cms?from=mdr> (2011)

<https://nextbigwhat.com/list-of-group-buying-sites-india/> (2011)

<https://www.statista.com> (2017), *Retail Website Statistics*.

<https://www.shopify.com/enterprise/global-ecommerce-statistics> (2017), *Global Commerce Statistics*.

<https://www.track2realty.track2media.com/group-buying-site-groffr-acquires-mobstreet-in/> (2011)

Website Features Categories and Trust Dimensions

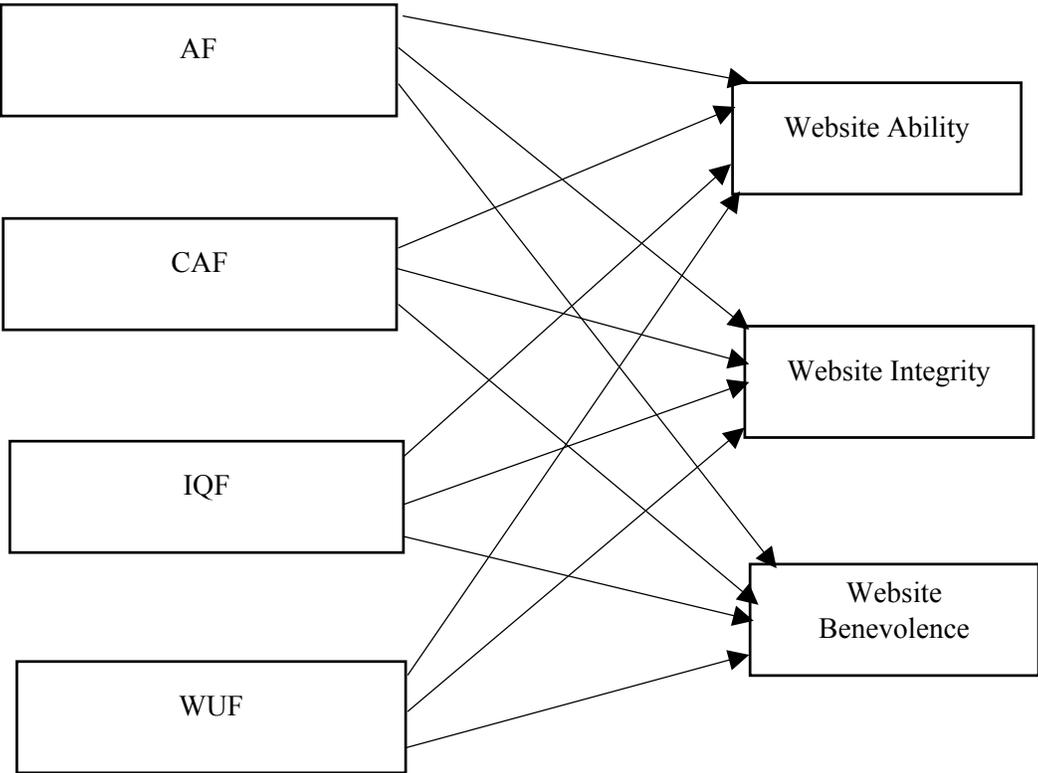


Figure 1

Table 1
Properties of Dependent and Independent Variables

Variables	Mean (SD)	Cronbach Alpha	Factor Loading
<u>Dependent Variable</u>			
Website Ability	2.086 (0.890)	0.903	
Capability of performing online transactions	1.95 (0.899)		0.909
Successful at the things the web site tries to do	2.05(0.875)		0.915
Knowledgeable to fulfill Online Transactions	2.01(0.843)		0.882
Confidence in Website's Online Skills	2.34(0.943)		0.819
Website Benevolence	2.601 (0.870)	0.749	
Concern about Consumer Welfare	2.71 (0.911)		0.627
Importance of consumer needs and desires to the website	2.49 (0.894)		0.771
Website Knowingly Wouldn't do anything to Hurt Consumers	2.30 (0.860)		0.660
Helpful Nature of the Website	2.73 (0.870)		0.739
Website Cares for what is Important to Consumers	2.78 (0.817)		0.725
Website Integrity	2.467 (0.848)	0.739	
Strong Sense of Justice of the Website	2.63 (0.809)		0.772
Fairness in Dealings of the Website	2.19 (0.906)		0.769
Website Values	2.43 (0.873)		0.769
Soundness of Principles Guiding Website Behavior	2.61 (0.800)		0.677
<u>Independent Variable</u>			
Authentic Features (AF)	2.10 (0.735)	0.861	
Professional looking Website	2.03 (1.107)		0.752
Company Name/Logo	1.95 (0.986)		0.636
Attractiveness of Website	2.21 (0.978)		0.800
Well-organized Website	2.08 (1.017)		0.767
Multimedia features	2.16 (0.898)		0.652
Security certificate/Logo	2.17 (0.977)		0.438
High quality Graphics	2.16 (1.000)		0.683
Company Accessibility Features (CAF)	2.00 (0.722)	0.862	
Contact Information	1.85 (0.923)		0.813
Social Networking Logos	1.89 (0.953)		0.818
Ease of Access	1.89 (0.931)		0.644
Always up and Available	2.17 90.937)		0.665
Customer Support	2.22 (0.920)		0.718
Active Hyperlinks	1.99 (0.971)		0.560
Information Quality Features (IQF)	2.41 (0.831)	0.68	
Currency of Website	2.49 (1.110)		0.882
Accuracy of Website	2.35 (0.818)		0.693
Website Usage-related Features (WUF)	2.45 (0.920)	0.67	
Testimonials	2.42 (1.100)		0.851
FAQs	2.48 (1.210)		0.667

Table 2**Results of Website Feature Categories on Trust Dimensions**

Model	Goodness of Fit	Beta Value	Significance
Model 1: Dependent variable : Website Ability			
Multiple R = 0.748; R square= 0.559; F = 59.008			0.000
Independent Variables	AF	0.456	0.000
	CAF	0.545	0.000
	IQF	0.231	0.000
	WUF	0.031	0.531
Model 2: Dependent variable : Website Integrity			
Multiple R= 0.575; R square= 0.331; F = 22.991			0.000
Independent Variables	AF	0.358	0.000
	CAF	0.375	0.000
	IQF	0.241	0.000
	WUF	0.066	0.273
Model 3: Dependent variable : Website Benevolence			
Multiple R = 0.526; R square = 0.277; F = 17.778			0.000
Independent Variables	AF	0.279	0.000
	CAF	0.321	0.000
	IQF	0.248	0.000
	WUF	0.062	0.003
