

DETERMINANTS OF ONLINE AUCTION SUCCESS

*Jianwei Hou, College of Business, Minnesota State University, Mankato, 150 Morris Hall, Mankato,
MN 56001, 507-389-5092, jianwei.hou@mnsu.edu*

ABSTRACT

Many online auctions fail to attract bidders, thus not leading to an eventual sale. The purpose of this study is to investigate a variety of factors that may determine the likelihood of a sale for online auctions. Specifically, this study examines two types of factors: seller reputation and selling strategies (e.g., starting bid, auction length, product descriptions, shipping charges, etc.), as well as the interaction effect between them. The results from this study can certainly help online auctioneers design their auctions.