

SHIPPING COST, SPOT RATE AND EBAY AUCTIONS: A STRUCTURED EQUATION MODELING APPROACH

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Abstract

In this paper, the author used a Structured Equation Modeling approach to capture the factors affecting selling prices of gold on eBay. The research showed that almost 99% of the variation in the auction's selling price can be explained by the item's calculated price (using the Gold daily spot rate). Auction prices of scrap Gold (per gram) was also found to be higher than that of useable gold. Though, unlike previous researches, shipping cost was not found to have any noticeable effect on the final auction price.

Keywords: E-Bay, Electronic Commerce, SEM, Structure Equation Modelling, e-commerce

Introduction

Highfill & O'Brien [2007] studied bidding and prices for online art auctions and concluded that a number of variables have significantly affected the number of bids. These variables includes: a higher minimum bid which decreased the number of bids, but the effect was small; availability of the buy-it-now option decreased the number of bids; a longer auction length increased bids; and an increased shipping and handling fees decreased bids by adding to the overall cost of an item, though the effect was small. They also concluded that an increase in the number of bids significantly increased the final sales price.

Song and Baker [2007] conducted a field study to elucidate critical factors that determine sellers' net revenue in Internet auctions using two datasets of Internet auctions. One dataset was for the auction of a DVD, while the other was for the auction of an MP3 player. They concluded that the buy-it-now option, number of payment options, number of pictures, and number of delivery methods were found to be significant predictors for the outcome of the MP3 player auction, but not for the DVD auction. Conversely, auction duration and feedback ratings were found to be

significant in DVD auctions, but not in MP3 player auctions. They also identified the potential role of the product type in Internet auction research and concluded that “it is conceivable that consumer electronics, collectibles, and commodity-like items—to name only a few types—may have specific sets of variables that influence the final price they bring and the net revenue they are able to generate when auctioned”.

Dimoka, Hong, and Pavlou [2012] reported that auctions that receive price premiums are those that last longer (Melnik and Alm 2005), end on weekends [Kauffman and Wood 2006] and during business hours [McDonald and Slawson 2002], and that are prominently displayed [Pavlou and Dimoka 2006]. The number of auction bids was also linked to the price premiums [Ba and Pavlou 2002].

Ye et al. [2013] explained that as a signal of quality, reputation can reduce consumers’ concern about risk, enhance the trust between buyers and sellers [Ba and Pavlou 2002; Utz et al. 2009], and thus contribute to better sales performance and higher sales prices or sales volumes [Melnik and Alm 2002]. Therefore, this explains why the seller’s positive feedback was found in the literature to affect the selling price [Brint 2003, Gilkeson, and Reynolds 2003; McDonald and Slawson 2002; Standifird 2001; Standifird et al. 2004].

Bland et al. [2007] believed that a lower starting price should make potential consumers more willing to bid because of the perception of less financial risk. Also, it increases the likelihood of a transaction occurring. Swinyard and Smith [2003] reported that online consumers are sensitive to high shipping costs. Bland et al. (2007) also indicated that a lower shipping price associated with an eBay auction will result in both a higher value of the final bid and a higher likelihood of a transaction actually occurring.

Houser and Wooders [2006], McDonald and Slawson [2002], and Dewan and Hsu [2004] were unable to establish any relationship between the length of an auction and the final price. In contrast, Lucking-Reiley et al. [2000] found that the length of an auction was positively related to price.

In addition to the above, a number of factors have been repeatedly shown in the literature to affect the final selling price in an eBay auction. However, the initial bid value was shown to have a negative effect on the final price [Ba and Pavlou 2002; Brint 2003; Gilkeson and Reynolds 2003; McDonald and Slawson 2002; Standifird 2001; Standifird et al. 2004]. The number of bids in an action was also found to affect the final price [Gilkeson and Reynolds 2003; McDonald and Slawson 2002; Standifird 2001; Dholakia, 2005]. In addition, shipping cost was also found to influence the final price [Gilkeson and Reynolds 2003; McDonald and Slawson 2002; Bruce 2004].

Structure Equation Modeling

Structure Equation Modeling (SEM) technique is a second-generation multivariate technique that combines aspects of both multiple regression and factor analysis to estimate a series of interrelated dependence relationships in a simultaneous manner [Hair et al. 1995]. This technique is very flexible because it can deal with a number of regression equations simultaneously. Thus, the same variable may represent a dependent variable in one equation and an independent variable in another equation.

Date and Model Variables

In this research, the author collected data from completed auctions of gold items on eBay between January 2012 and June 2013. The author also searched for past eBay auctions where the selected auctions were bid randomly as long as the total weight of gold in the auction was specifically indicated. This is clearly important in order to be able to calculate the value of Gold using the spot rate. The sample consisted of 109 completed sets of variables (except for the auction duration, which only had 105 values). However in this research, four endogenous variables were used:

- Selling Price
- Total Price=Selling Price + Shipping Cost
- Number of bids (bids)
- Number of bidders (bidders)

And the following exogenous variables were used:

- Calculated price=weight X Spot price of Gold
- Period: auction duration (3, 7, or 10 days)
- Seller positive feedback
- Seller feedback score
- Shipping cost
- Relative Start (rel_start)=starting bid/selling price
- Relative Shipping (rel_shipping)=shipping cost/selling price
- Scrap: Damaged items that could not be used immediately were designated as “scrap” and were given the value of “1”. Items that can be immediately used are given “0”. The author subjectively evaluated auction items and assigned values between 0 and 1 (in increments of .25) to describe the state of the auctioned item.

The Research Models

In this research, four models were presented. In the first model (Model 1), the covariances between the residuals of the three endogenous variables are restricted to zero. In the second model (Model 2), we loosen this restriction, and allowed the covariances to exist between the residuals of

the three endogenous variables. In the third model (Model 3), we allowed covariances to exist between the residuals of the Bids and the Selling Price, as well as between the residuals of Bidders and the Selling Price. In addition, we restricted the covariance between the residuals of the Bids and the Bidders to zero. In the fourth model (Model 4), we allowed covariances between the residuals of Bids and Bidders and restrict covariances between the residuals of Selling Price and both Bids and Bidders to zero.

Data Analysis

Model 1

By using STATA’s built-in Generalized SEM functionality, the author tested Model 1 (Figure 1.). The results are shown in Table 1. It is clear from the results that the following variables have a positive effect on selling price: 1) scrap, 2) seller positive percentage, 3) calculated price, and 4) number of bidders. However, the number of bids on the other hand had a negative effect on price.

The results also showed that the number of bids, auction duration and the relative start price have a positive effect on the number of bidders in an auction, while the auction duration and the relative start price have a positive effect on the number of bids.

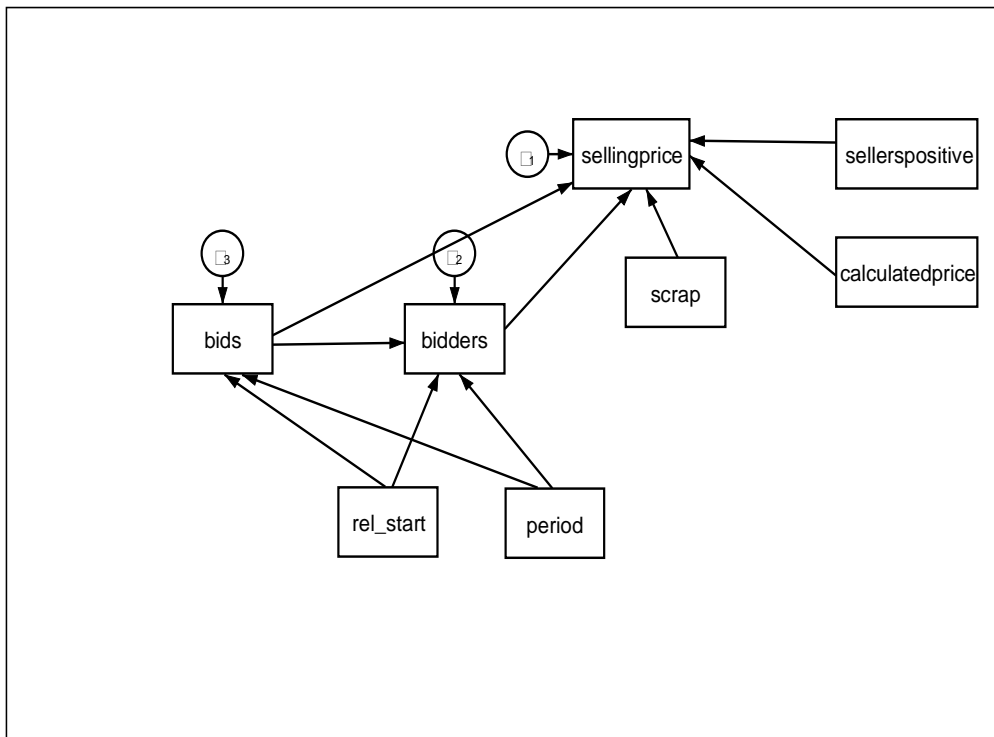


Figure 1: Model 1

Table 1: GSEM Results for Model 1

| | Coef. | Std. Err. | Z | P>z | 95% Conf. Interval | |
|---------------------|-----------|-----------|--------|-------|--------------------|------------|
| sellingprice | | | | | | |
| bidders | 13.04086 | 5.660486 | 2.3 | 0.021 | 1.94651 | 24.13521 |
| bids | -5.175908 | 2.256439 | -2.29 | 0.022 | -9.598446 | -0.7533688 |
| sellerspositive | 4.842017 | 1.022836 | 4.73 | 0 | 2.837295 | 6.846739 |
| calculatedprice | 0.9872934 | 0.0067244 | 146.82 | 0 | 0.9741137 | 1.000473 |
| scrap | 116.3081 | 35.02449 | 3.32 | 0.001 | 47.66132 | 184.9548 |
| _cons | -588.1938 | 106.5567 | -5.52 | 0 | -797.0411 | -379.3466 |
| bidders | | | | | | |
| bids | 0.2487593 | 0.0254163 | 9.79 | 0 | 0.1989443 | 0.2985744 |
| period | 0.3196314 | 0.0792817 | 4.03 | 0 | 0.1642422 | 0.4750206 |
| rel_start | -3.203303 | 0.776989 | -4.12 | 0 | -4.726174 | -1.680433 |
| _cons | 4.251041 | 0.6193855 | 6.86 | 0 | 3.037068 | 5.465014 |
| bids | | | | | | |
| period | 0.6678514 | 0.2996085 | 2.23 | 0.026 | 0.0806294 | 1.255073 |
| rel_start | -20.00911 | 2.272643 | -8.8 | 0 | -24.46341 | -15.55481 |
| _cons | 18.15829 | 1.59813 | 11.36 | 0 | 15.02601 | 21.29057 |
| var(e.sellingprice) | 20154.28 | 2816.072 | | | 15326.13 | 26503.43 |
| var(e.bidders) | 4.869019 | 0.6719886 | | | 3.715049 | 6.381437 |
| var(e.bids) | 72.87571 | 10.06728 | | | 55.5898 | 95.53675 |

It is worthy to note here that the above results can almost be exactly replicated by replacing the selling price variable with the total price variable (Table 2.). The only difference between the two variables is that while the latter includes the item's shipping cost, the former does not.

Table 2: GSEM Results for Model 1 With Total Price as Endogenous Variable

| | Coef. | Std. Err. | z | P>z | 95% Conf. Interval | |
|-------------------|-----------|-----------|--------|-------|--------------------|-----------|
| totalprice | | | | | | |
| bidders | 14.29952 | 5.736827 | 2.49 | 0.013 | 3.055549 | 25.5435 |
| Bids | -5.515597 | 2.286968 | -2.41 | 0.016 | -9.997972 | -1.033222 |
| sellerspositive | 4.847471 | 1.036732 | 4.68 | 0 | 2.815514 | 6.879428 |
| calculatedprice | 0.9885051 | 0.0068158 | 145.03 | 0 | 0.9751465 | 1.001864 |
| scrap | 114.8629 | 35.50033 | 3.24 | 0.001 | 45.28353 | 184.4423 |
| _cons | -589.2201 | 108.0043 | -5.46 | 0 | -800.9046 | -377.5355 |
| bidders | | | | | | |
| bids | 0.2487593 | 0.0266645 | 9.33 | 0 | 0.1964979 | 0.3010208 |
| period | 0.3196314 | 0.0794643 | 4.02 | 0 | 0.1638842 | 0.4753786 |
| rel_start | -3.203303 | 0.7935604 | -4.04 | 0 | -4.758653 | -1.647953 |
| _cons | 4.251041 | 0.636453 | 6.68 | 0 | 3.003616 | 5.498466 |
| bids <- | | | | | | |
| period | 0.6678514 | 0.2996085 | 2.23 | 0.026 | 0.0806294 | 1.255073 |
| rel_start | -20.00911 | 2.272643 | -8.8 | 0 | -24.46341 | -15.55481 |
| _cons | 18.15829 | 1.59813 | 11.36 | 0 | 15.02601 | 21.29057 |
| var(e.totalprice) | 20705.65 | 3035.148 | | | 15535.13 | 27597.05 |
| var(e.bidders) | 4.869019 | 0.6719888 | | | 3.715048 | 6.381438 |
| var(e.bids) | 72.87571 | 10.06611 | | | 55.59155 | 95.53375 |

Model 2

In this model, we do not restrict any of the covariances between the residuals of the three endogenous variables. After 2302 iterations, STATA returned the following results (Table 3).

Table 3: GSEM Results for Model 2

| | Coef. | Std. Err. | z | P>z | 95% Conf. Interval | |
|-------------------------------|-----------|-----------|----------|----------|--------------------|----------|
| Sellingprice | | | | | | |
| Bidders | 44.61616 | 37.21156 | 1.2 | 0.231 | -28.31715 | 117.5495 |
| Bids | -19.62662 | 16.2546 | -1.21 | 0.227 | -51.48504 | 12.23181 |
| Sellerspositive | 4.887518 | 1.020894 | 4.79 | 0 | 2.886603 | 6.888433 |
| Calculatedprice | 0.9884571 | 0.0068116 | 145.11 | 0 | 0.9751066 | 1.001808 |
| Scrap | 99.42179 | 37.73393 | 2.63 | 0.008 | 25.46466 | 173.3789 |
| _cons | -631.1355 | 132.2805 | -4.77 | 0 | -890.4005 | 371.8706 |
| Bidders | | | | | | |
| Bids | 0.246912 | 5.983382 | 0.04 | 0.967 | -11.4803 | 11.97412 |
| Period | 0.3208725 | 4.013816 | 0.08 | 0.936 | -7.546063 | 8.187808 |
| rel_start | -3.24025 | 119.6885 | -0.03 | 0.978 | -237.8253 | 231.3448 |
| _cons | 4.28455 | 108.5697 | 0.04 | 0.969 | -208.5081 | 217.0772 |
| Bids | | | | | | |
| Period | 0.6678259 | 0.307371 | 2.17 | 0.03 | 0.0653898 | 1.270262 |
| rel_start | -20.00917 | 2.27812 | -8.78 | 0 | -24.4742 | 15.54414 |
| _cons | 18.15841 | 1.630386 | 11.14 | 0 | 14.96291 | 21.35391 |
| var(e.sellingprice) | 28401.59 | 19105.96 | 7598.595 | 106157.9 | | |
| var(e.bidders) | 4.869267 | 1.744815 | 2.412408 | 9.828256 | | |
| var(e.bids) | 72.8757 | 10.05803 | 55.60362 | 95.51299 | | |
| cov(e.bidders,e.sellingprice) | -151.7838 | 3238.62 | -0.05 | 0.963 | -6499.363 | 6195.795 |
| cov(e.bids,e.sellingprice) | 525.8275 | 547.5674 | 0.96 | 0.337 | -547.3849 | 1599.04 |
| cov(e.bids,e.bidders) | 0.1346315 | 436.0466 | 0 | 1 | -854.501 | 854.7702 |

This model can be rejected because the coefficients of the covariance terms as well as the coefficients of some of the other variables are insignificant. It is interesting to note that in spite of this, we still see that the Seller's Positive Feedback Percentage, the Calculated Price, and the fact that the item is Scrap or not are still positively affecting the Selling Price.

Model 3

In this model (see Figure 2), we restricted the covariance between the residuals of Bids and Bidders to zero, and allowed the covariance between the residuals of Selling Price and Bids. Also, we restricted the covariance between the residuals of Selling Price and Bidders to take any value.

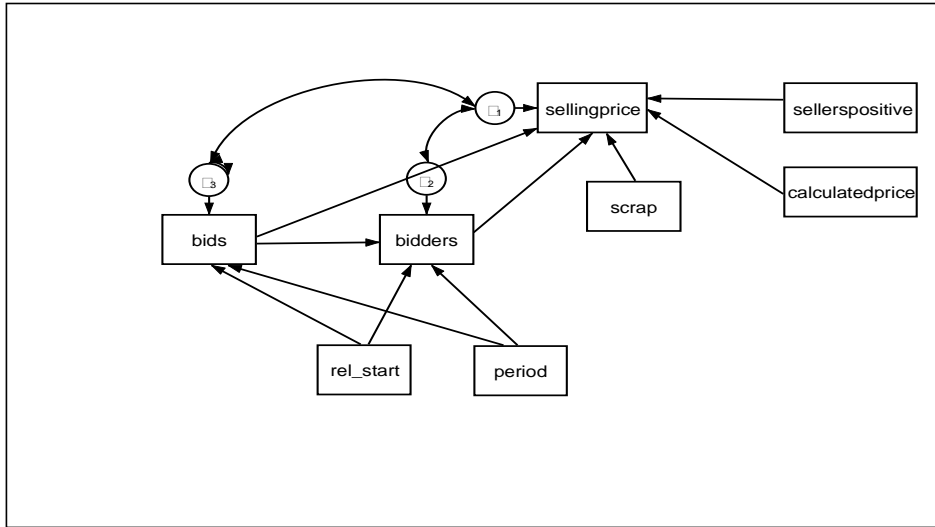


Figure 2: Model 3

We can see from the results (Table 4.) that all the coefficients of the model are significant and that the covariance between the residuals of Bids and Selling Price, as well as the covariance between the residuals of Bidders and Selling Price are also significant. This model accordingly confirms again that the number of Bidders, Seller Positive Percentage, as well as Scrap all have a positive effect on the Selling Price, while the number of Bids negatively affects the Selling Price. The model also confirms that the Auction Duration as well as the Relative Start Price has both a positive effect on both the number of Bids as well as the number of Bidders. In addition, the number of bids also has a positive effect on the number of Bidders which creates another channel through which the number of bids affects the Selling Price.

Table 4: GSEM Results for Model 3

| | Coef. | Std. Err. | z | P>z | 95% Conf. Interval | |
|---------------------|-----------|-----------|-------|-------|--------------------|-----------|
| Sellingprice | | | | | | |
| Bidders | 44.70998 | 9.079025 | 4.92 | 0 | 26.91542 | 62.50454 |
| Bids | -19.66667 | 4.261289 | -4.62 | 0 | -28.01864 | -11.3147 |
| Sellerspositive | 4.887634 | 1.020412 | 4.79 | 0 | 2.887664 | 6.887605 |
| Calculatedprice | 0.9884602 | 0.006706 | 147.4 | 0 | 0.9753167 | 1.001604 |
| Scrap | 99.39716 | 36.18062 | 2.75 | 0.006 | 28.48444 | 170.3099 |
| _cons | -631.3172 | 113.8286 | -5.55 | 0 | -854.4172 | -408.2172 |
| Bidders | | | | | | |
| Bids | 0.248761 | 0.025259 | 9.85 | 0 | 0.1992543 | 0.2982678 |
| Period | 0.3195486 | 0.0744306 | 4.29 | 0 | 0.1736673 | 0.4654299 |
| rel_start | -3.20338 | 0.7730088 | -4.14 | 0 | -4.71845 | -1.688311 |
| _cons | 4.251388 | 0.6026324 | 7.05 | 0 | 3.070251 | 5.432526 |
| Bids | | | | | | |
| Period | 0.6681341 | 0.2843151 | 2.35 | 0.019 | 0.1108867 | 1.225382 |
| rel_start | -20.00875 | 2.263745 | -8.84 | 0 | -24.4456 | -15.57189 |

| | | | | | | |
|-------------------------------|-----------|-----------|-------|-------|-----------|-----------|
| _cons | 18.157 | 1.535358 | 11.83 | 0 | 15.14776 | 21.16625 |
| var(e.sellingprice) | 28449.73 | 5191.598 | | | 19895.2 | 40682.55 |
| var(e.bidders) | 4.869219 | 0.6817477 | | | 3.700677 | 6.406746 |
| var(e.bids) | 72.87458 | 10.0575 | | | 55.60333 | 95.51055 |
| cov(e.bidders,e.sellingprice) | -153.2326 | 47.81898 | -3.2 | 0.001 | -246.9561 | -59.50916 |
| cov(e.bids,e.sellingprice) | 527.0323 | 238.1057 | 2.21 | 0.027 | 60.35368 | 993.711 |

Model 4

In this model, we allowed covariances between the residuals of Bids and Bidders, and restricted covariances between the residuals of Selling Price and both Bids and Bidders to zero. After 16000 iterations (the default maximum number of iterations), STATA was not able to achieve convergence. Therefore, by increasing the number of iterations to 25000 and rerunning the model, the results were still the same.

The Effect of Shipping Cost

There has been contradicting evidence from the literature with regards to the effect of Shipping Cost on Selling Price. By adding the shipping cost to model 1, it becomes apparent (Table 5.) that the coefficient associated with it is not significant. To confirm the result, the author added Shipping Cost to model 3 (allowing for covariance between the Selling Price residuals and the residuals of Bids and Bidders). However, not only was the resulting coefficient of the Shipping Cost variable insignificant, but also, the coefficients of the covariance terms were insignificant. Accordingly, we can not prove in this paper that shipping cost affects the selling price.

Table 5: GSEM Results for Model 1 after Adding Shipping Cost

| | Coef. | Std. Err. | Z | P>z | 95% Conf. Interval | |
|---------------------|-----------|-----------|--------|-------|--------------------|------------|
| sellingprice | | | | | | |
| bidders | 11.22437 | 5.807205 | 1.93 | 0.053 | -0.1575443 | 22.60628 |
| bids | -4.685671 | 2.274687 | -2.06 | 0.039 | -9.143977 | -0.2273659 |
| sellerspositive | 4.834146 | 1.015332 | 4.76 | 0 | 2.844132 | 6.824159 |
| calculatedprice | 0.9855446 | 0.0068215 | 144.48 | 0 | 0.9721746 | 0.9989145 |
| scrap | 118.3937 | 34.80729 | 3.4 | 0.001 | 50.17266 | 186.6147 |
| shippingcost | 1.443189 | 1.16023 | 1.24 | 0.214 | -0.830819 | 3.717197 |
| _cons | -586.7128 | 105.7795 | -5.55 | 0 | -794.0368 | -379.3887 |
| bidders | | | | | | |
| bids | 0.2487593 | 0.0255508 | 9.74 | 0 | 0.1986807 | 0.298838 |
| period | 0.3196314 | 0.079301 | 4.03 | 0 | 0.1642044 | 0.4750584 |
| rel_start | -3.203303 | 0.7787534 | -4.11 | 0 | -4.729632 | -1.676974 |
| _cons | 4.251041 | 0.6212076 | 6.84 | 0 | 3.033496 | 5.468585 |
| bids | | | | | | |
| period | 0.6678514 | 0.2996085 | 2.23 | 0.026 | 0.0806294 | 1.255073 |
| rel_start | -20.00911 | 2.272643 | -8.8 | 0 | -24.46341 | -15.55481 |
| _cons | 18.15829 | 1.59813 | 11.36 | 0 | 15.02601 | 21.29057 |
| var(e.sellingprice) | 19858.79 | 2789.427 | | | 15079.62 | 26152.62 |
| var(e.bidders) | 4.869019 | 0.6719886 | | | 3.715049 | 6.381437 |
| var(e.bids) | 72.87571 | 10.06965 | | | 55.58627 | 95.54283 |

It might be argued though that what really affects selling price is not the shipping cost but the relative shipping cost (Shipping Cost divided by the Selling Price). The logic behind this is that a potential buyer will view a \$10 shipping cost differently when the item is worth \$50 versus when it is worth \$1000. To accommodate for this, the author introduced the Relative Shipping variable (shipping cost/selling price) and then tested the model again using STATA. It is clear from Table 6 that the coefficient associated with this variable is also not significant. Again, we added the Relative Shipping variable to model 3, and the results again showed that the coefficient associated with this variable was insignificant. Consequently, the coefficients of the covariance terms were significant, and so the model was not rejected. Both findings have though led us to conclude that both the Shipping Cost as well as the Relative Shipping Cost does not affect the selling price.

Table 6: GSEM Results for Model 1 after Adding Relative Shipping Cost

| | Coef. | Std. Err. | Z | P>z | 95% Conf. Interval | |
|---------------------|-----------|-----------|--------|-------|--------------------|------------|
| sellingprice | | | | | | |
| bidders | 12.86504 | 5.650861 | 2.28 | 0.023 | 1.789554 | 23.94052 |
| bids | -5.237603 | 2.252318 | -2.33 | 0.02 | -9.652064 | -0.8231414 |
| sellerspositive | 4.883826 | 1.022041 | 4.78 | 0 | 2.880663 | 6.886989 |
| calculatedprice | 0.9858428 | 0.0070108 | 140.62 | 0 | 0.9721018 | 0.9995838 |
| scrap | 121.8906 | 35.80892 | 3.4 | 0.001 | 51.70642 | 192.0748 |
| rel_shipping | -496.4541 | 697.4688 | -0.71 | 0.477 | -1863.468 | 870.5597 |
| _cons | -583.4011 | 106.511 | -5.48 | 0 | -792.1588 | -374.6434 |
| bidders | | | | | | |
| bids | 0.2487593 | 0.0277575 | 8.96 | 0 | 0.1943556 | 0.3031631 |
| period | 0.3196314 | 0.0796311 | 4.01 | 0 | 0.1635573 | 0.4757054 |
| rel_start | -3.203303 | 0.808427 | -3.96 | 0 | -4.787791 | -1.618815 |
| _cons | 4.251041 | 0.6516796 | 6.52 | 0 | 2.973772 | 5.528309 |
| bids | | | | | | |
| period | 0.6678514 | 0.2996085 | 2.23 | 0.026 | 0.0806294 | 1.255073 |
| rel_start | -20.00911 | 2.272643 | -8.8 | 0 | -24.46341 | -15.55481 |
| _cons | 18.15829 | 1.59813 | 11.36 | 0 | 15.02601 | 21.29057 |
| var(e.sellingprice) | 20056.57 | 3060.487 | | | 14872 | 27048.54 |
| var(e.bidders) | 4.869019 | 0.6719889 | | | 3.715048 | 6.381438 |
| var(e.bids) | 72.87571 | 10.06465 | | | 55.59374 | 95.52998 |

Relationship between Auction Selling Price and the Calculated Price Using the Gold Spot Rate

It is clear from the above tables that the coefficient of the Calculated Price variable is around .99. This implies that a 1 unit increase in the calculated price will result to a .99 units increase in the Selling Price. In order to understand how variations in the Calculated Price explain variations in the Selling Price, we ran a regression of the selling price on the calculated price (see Table 7.). Thus, the R2 value was .9939 which implies a very close fit.

Table 7: Regression Results between Selling Price and Calculated Value

| Source | SS | df | MS | | | |
|----------|------------|-----|------------|-----------------|----------|--|
| Model | 494003358 | 1 | 494003358 | Number of obs = | 109 | |
| Residual | 3029210.85 | 107 | 28310.3818 | F(1, 107) = | 17449.55 | |
| Total | 497032569 | 108 | 4602153.42 | Prob > F = | 0.0000 | |
| | | | | R-squared = | 0.9939 | |
| | | | | Adj R-squared = | 0.9938 | |
| | | | | Root MSE = | 168.26 | |

| sellingprice | Coef. | Std. Err. | t | P> t | [95% Conf. Interval] | |
|-----------------|----------|-----------|--------|-------|----------------------|----------|
| calculatedprice | .9769056 | .0073954 | 132.10 | 0.000 | .9622451 | .9915661 |
| _cons | 2.035259 | 20.60029 | 0.10 | 0.921 | -38.80242 | 42.87294 |

To visualize this relationship, the author plotted a diagram of the 2 variables as shown in figure 3. All the points seem to lie on the 45 degree line together with the very high value of R2, which indicates that the final price is highly affected by the calculated price of gold content. Any variation in the final selling price not attributed to the calculated price is accordingly very small.

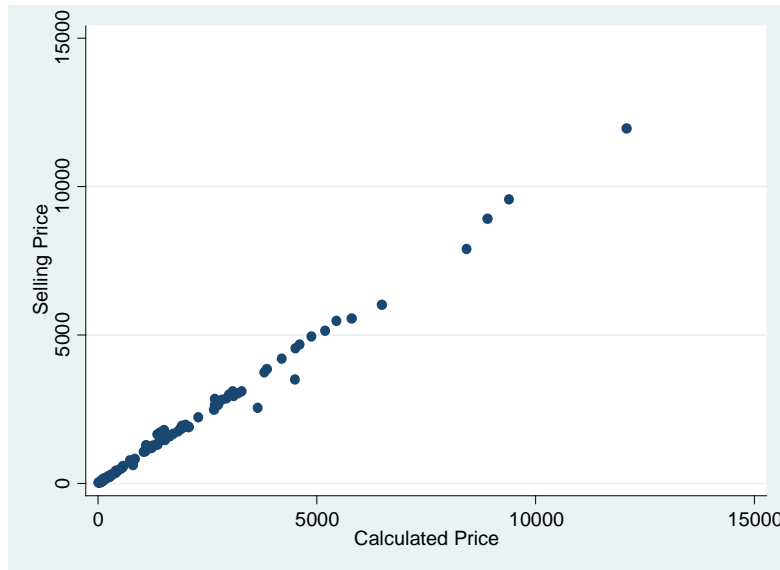


Figure 3: Plot of Selling Price Against Calculated Price

The Effect of Auction Duration and Relative Start Price on Final Selling Price

Both models 1 and 3 show that Auction Duration has a positive effect on both the number of Bids and the number of Bidders, and at the same time, the Relative Start Price has a negative effect on both the number of Bids and the number of Bidders. But since the number of bids has a negative effect on

the Selling Price and the number of Bidders has a positive effect on Selling Price, the cumulative effect of the Auction Duration and the Relative Start Price on the Final Selling Price cannot be clearly ascertained. Equations 1, 2, and 3 represent the relationships between the variables (see Table 4).

$$\text{Selling Price} = 44.71 * \text{Bidders} - 19.67 * \text{Bids} + \dots \quad (1)$$

$$\text{Bidders} = .25 * \text{Bids} + .32 * \text{Period} - 3.2 * \text{rel} - \text{start} + \varepsilon_{\text{Bidders}} \quad (2)$$

$$\text{Bids} = .67 * \text{Period} - 20 * \text{rel} - \text{start} + \varepsilon_{\text{Bidss}} \quad (3)$$

Thus, a one unit increase in the Auction Duration (Period) will result in a .32 increase in the number of Bidders, and accordingly in a 14.3 units increase in Selling Price. The same increase in the Auction Duration though will result in .67 units increase in the number of bids and 13.18 units decrease in the Selling Price. The cumulative effect though is 1.12 increase in the Selling Price. This is reflected in the following equation (equation 4.).

$$\Delta \text{ Selling Price} = 44.71 * .32 - 19.67 * .67 = 1.12 \quad (4)$$

Similarly, a one unit increase in the Relative Start Price (auction start price/Selling Price) will result in a 3.2 decrease in the number of Bidders, and accordingly to a 143.1 units decrease in the Selling Price. The same one unit increase in the Relative Start Price will decrease the number of Bids by 20 units, and accordingly increase the final Selling Price by 393.4 units. This is reflected in the following equation (equation 5.)

$$\Delta \text{ Selling Price} = 44.71 * (-3.2) - 19.67 * (-20) = 250.33 \quad (5)$$

Conclusion and Discussion

By using Structured Equation Modeling, the author was able to capture the complexity of the model of the factors that affect selling prices of gold on eBay. In this research, three endogenous variables were used: number of Bidders, number of Bids, and the Selling Price. As in previous researches, the seller's positive feedback percentage had a positive effect on the Selling Price. The item's calculated value (using the daily spot rate of Gold) also had a positive effect on the Selling Price. The research showed that almost 99% of the variation in the auction's selling price can be explained by this variable.

In this research, the author was able to show that shipping cost does not influence selling prices on eBay auctions. Presumably because most eBay sellers do not make profit from shipping, and shipping cost is not considerable compared to the final selling price.

As shown in previous sections, the longer the Auction Duration and the lower the Auction Start price, the higher the number of Bidders and the number of Bids in the auction. This does not necessarily mean a higher Selling Price though. This is due to the fact that both Auction Duration and Relative Start Price affect the number of Bids and number of Bidders simultaneously, but the latter factors affect the Selling Price in different

ways. So, while the number of Bidders have a positive effect on the Selling Price, the number of Bids have a negative effect. By taking this into account and by calculating the cumulative effect, we showed that a longer Auction Duration and a higher Relative Start Price will both result in a higher Selling Price.

The fact that a higher Start Price has a positive impact on the final Selling Price primarily stems from the dampening effect this factor has on the number of Bids. Since buyers are able to calculate the exact value of the Gold item using the daily sport rate, they do not look favorably at a high number of bids because it signals a strong desire to purchase. Therefore, this might result in the Selling Price surpassing the Calculated Price.

Because buyers seem to be primarily buying Gold for investment and not for use, one can conclude that they view a higher number of Bidders as a signal of trust in the auction. However, this instills confidence and motivates them to bid (which explains the positive relationship between the number of Bidders and the Selling Price). On the other hand, the number of bids imply a strong desire to purchase which can demotivate buyers from engaging in the auction for fear that the Selling Price will be too high (which explains the negative relationship between the number of Bids and the Selling Price).

Of particular interest was the finding out that the auctions prices of scrap gold (per gram) are relatively higher than that of useable gold. This discrepancy might imply that there is stronger competition for scrap gold and/or willingness of buyers to bid a higher price for it. This seems to run against common sense, because while scrap gold can only be used for investment, useable Gold can be used both as an investment and as wearable jewelry. To explain this, it is important to note that testing the purity of gold can result in some damage to the item being tested. While clearly this is not an issue with scrap gold, it is an issue when trying to return a useable item to the seller after testing it because the item was not in the proper condition it was before it was tested.

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