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## Abstract

This paper attempts to analyze and present the model of group buying and how it operates within the Greek consumer market. In order to make this possible, a presentation of electronic commerce in general takes place, and several elements, characteristics, and business models as well. Subsequently, there is a more detailed analysis of the model of group buying, with an attempt to comprehend this model by presenting various case studies, analyzing successful and unsuccessful practices, and the impact of this model on the Greek market, based on surveys and previous studies.

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<b>1.3</b>	<b>μ</b>	.....	<b>9</b>
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4"	μ	Groupon Android"	50
5 "	μ	μ	54
6 "GrouponLive -		"	55
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9 "		LivingSocial"	60
10 "		LivingSocial"	62
11 "		GoogleWallet"	67
12 "		GoogleOffers"	68
13 "		GoogleOffers"	70
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### 1.5.5 C2C (Customer to Customer)

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### 1.8.1 AboCommerce

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- Blissmobox
- Beachmint
- Birchbox/ Glossybox
- Swagofthemoth



## 1.8.2 (delivery commerce)

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## 1.8.3 Re-commerce

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## 1.8.4 Shoppingclubs

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brandsgalaxy goldenBrands.

### 1.8.5 Crowdfunding

To crowdfunding, projects are funded by a large number of people, each contributing a small amount of money. This is often done through online platforms that allow individuals to support projects they believe in. The amount of funding is typically raised through a campaign that has a set deadline. If the campaign reaches its goal, the project is funded. If not, the money is returned to the contributors.

- Kickstarter
- Crowdrise
- Fundraising
- Giveforward

### 1.8.6 Peer-to-Peer (P2P) Lending

Peer-to-peer (P2P) lending is a form of lending where individuals lend money to other individuals through an online platform. This is often done through a marketplace where lenders can choose to lend to borrowers based on their creditworthiness. The interest rate is typically higher than that of a bank loan. P2P lending is often used for personal loans, such as for a car or a house. Some examples of P2P lending platforms include LendingClub, Prosper, and P2P Finance.

### 1.8.7 Shopping Parties

Shopping parties are a form of social shopping where a group of people go to a store together. The host of the party typically offers a discount to the guests. This is often done through a group-buying platform. Some examples of shopping parties include GroupBuy.com and Groupon.

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Facebook, Twitter, Instagram, YouTube, LinkedIn, Grouponblogs (Groupon, 2012a). Groupon



4" Android" Groupon

email, twitter, Groupon, Groupon, Groupon, GrouponNow, Groupon







# 3

## 3.1 Groupon

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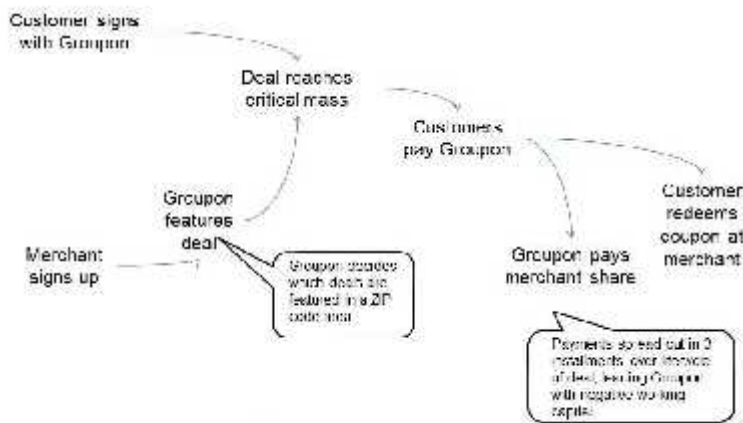
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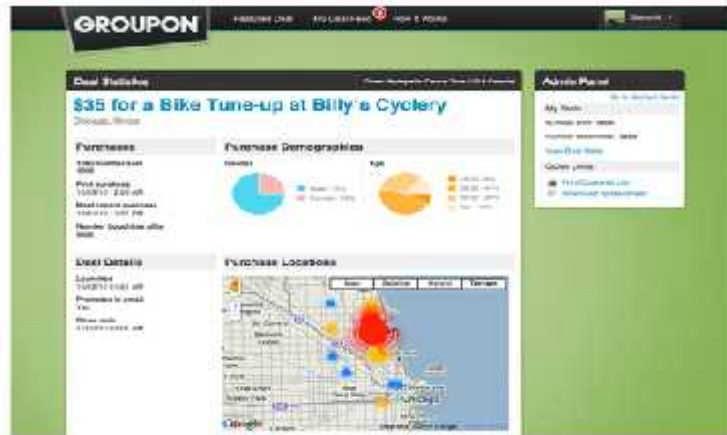
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Google offers beta

**70% off** Floyd's Coffee Shop  
**\$3 for \$10 worth of drinks, pastries and treats at Floyd's Coffee Shop**

- Locally roasted Stumptown coffee
- Vintage decor, community vibe
- Lunch, pastries and beverages

REDEEM BY: Jun 1, 2012

[View details and buy](#)

PURCHASE BY: **Jun 2, 2011 12:00 AM PDT** AVAILABLE: **2000**

THE DEAL: Fact: North Americans consume as much coffee per capita as they do milk. Enjoy your java and drink it, too, when you indulge in today's offer: \$3 for \$10 worth of beverages, pastries and treats at Floyd's Coffee Shop.

Limit one per customer. No cash back. Tax and gratuity extra. Valid at participating [San Francisco Bay Area](#) locations.

Learn more about our offers for Portland  
 ©2011 Google Inc. 1700 Amphitheatre Parkway, Mountain View, CA 94043

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