

# Survey Report – Insights

The survey was answered by 19 participants of which 78.9% were female and 21.1% were male. 68.4% were between the ages of 18-25 while 31.6% were between the ages of 26-32.

Most of the participants had an income level lower than \$20,000 a year. Also, most of the respondents were students while there were some working professionals such as graphic designers, videographers, lawyers, financial advisors & psychologists.

Most of the respondents (9) buy products online once every couple of weeks. Following (5) by 1 or 2 times per week.



These are the review sites that respondents like and visit the most.

**Amazon**

**Yelp**

**Facebook**

**Google Reviews**

**Reddit**

**YouTube**

**Merchant Sites  
(Ardene, Garage)**

**TikTok**

10 of the respondents have star-rated and written a review, while 9 have only star-rated products. 13 respondents usually leave reviews online 1 time or less per month, followed by 3 people leaving a review once every couple of weeks.

These are the review sites in which people have left reviews

**Amazon**

**Yelp**

**Facebook**

**Google Reviews**

**Sephora**

**YesStyle**

**Reddit**

**Merchant Sites**

Throughout a section of the survey, participants had to agree or disagree with the following statements. These were the results

I rely on reviews found in marketplaces

**Most people (9) agree**

I rely on reviews found in review websites

**Most people completely agree (5), agree (6) and somewhat agree (5)**

When doing research to buy a new product, review sites are my main source of information

**Most people completely agree (5), agree (5) and somewhat agree (5)**

I find online reviews a total waste of time

**Most people completely disagree (14)**

I trust online reviews

**Most people somewhat agree (9)**

I only read the information found in marketplaces

**Most people somewhat agree (6) and disagree (6)**

Most people check reviews for a product they want to buy...

- 1) When they (17) are choosing between different products
- 2) As part of their (12) research (e.g. they google "best headphones")
- 3) When they (8) find a likeable product

Most people (7) spend about 1-3 hours doing research before they buy something of high importance or value to them. This is followed by people (4) spending more than 1 day and people (3) spending half an hour or less.

Most people get information before making a purchase from the following sources...

**1) Product Sites (15)**

**2) Review Sites (13)**

**3) Family (10)**

For people to leave reviews for an average product when the experience is neither great nor terrible, they would prefer to have intuitive easy-to-navigate interfaces and to contribute to other people's knowledge.

People trust product recommendations more when it comes from...

**1) Online Reviews**

**2) People with similar interests**

**3) Friends**

**4) Family Members**

The following list shows important aspects of a good product...

Cost

**Very important**

Functionality

**Very important**

Service

**Very important**

Quality

**Very important**

Appearance

**Important**

Variety in Choices

**Somewhat Important**

These are other features suggested by the respondents...

**Delivery Time**

**Shipping Cost**

**Exchange Policy**

**Durability**

**Sustainability**

**Practicality**

The following features show the importance in a good product...

Ranking Cost

**Important**

Long Blog Post

**Somewhat Important**

Short Videos

**Important**

Long Videos

**Somewhat Important**

Looking at Photos

**Important**

Listing positive/negative aspects of an experience

**Very Important**

Length

**Somewhat Important**

Accuracy

**Very Important**

Knowing the source of a review

**Very Important**

These are other features suggested by the respondents...

**Price & Feature Comparison**

**Detail**

Taking into consideration the features above, these are the places where people trust a review more...

**1) Google  
Reviews**

**2) Amazon**

**3) Product's  
Manufacturer  
Website**

**4) Review  
sites**

The respondents think that these are the following features missing from review sites...

- A way to ensure that people who were reviewing weren't given incentives & verifications.

Participants will trust a review site that...

Has Affiliate Links

**Somewhat Trustworthy**

Gets sponsored by  
brands

**Somewhat Trustworthy**

Receives Donations

**Not Trustworthy**

Feature Ads

**Trustworthy**

These are some of the reasons why people chose the options above...

- "If they get sponsored maybe they has the obligation of saying good things."
- "The affiliate links could be helpful and most sites feature ads so I do not have a problem with them. The other two I feel might introduce bias."
- "Ads and affiliate links are fine because its a way to make money to keep the site going, sponsored by brands and receives donations are less trustworthy to me"
- "There are some sites that, despite being sponsored or have affiliates, they still stay raw and truthful when reviewing products."

For those participants who do not trust any of the options above, this is the type of monetization that they would trust...

- “Opinions and experiences of unknown people who have tried the product and who give their opinion on free sites such as google”
- “I would trust a majority in google or Amazon reviews, for example if there are more bad reviews than good”

### **Additional Comments**

“I enjoy writing and reading reviews for things I purchase online, and the biggest influence is photos of the product being used or videos about how they work.”