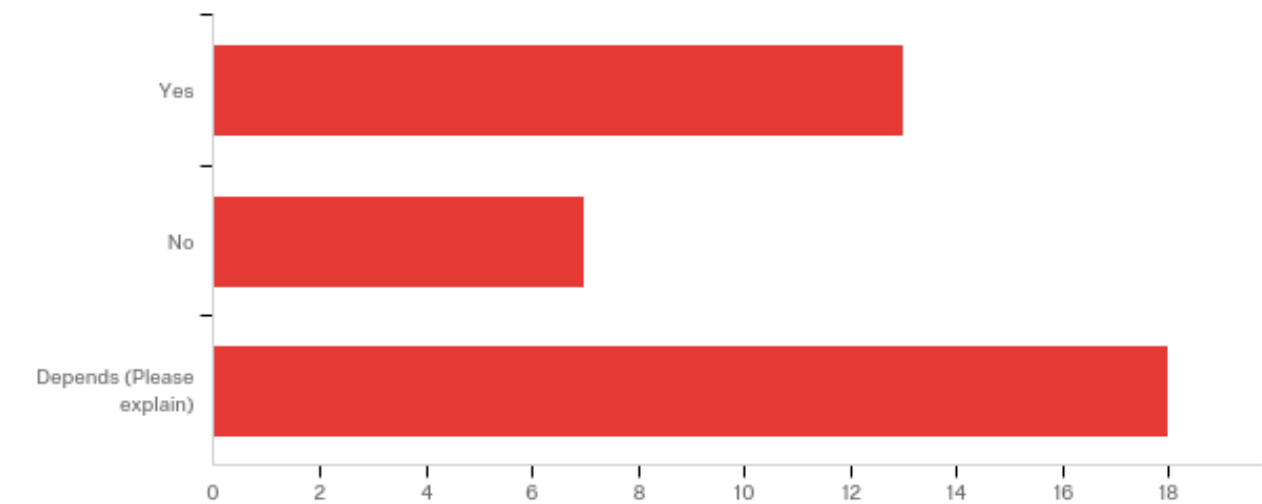


Survey Results Report

Pre-Owned Product Survey

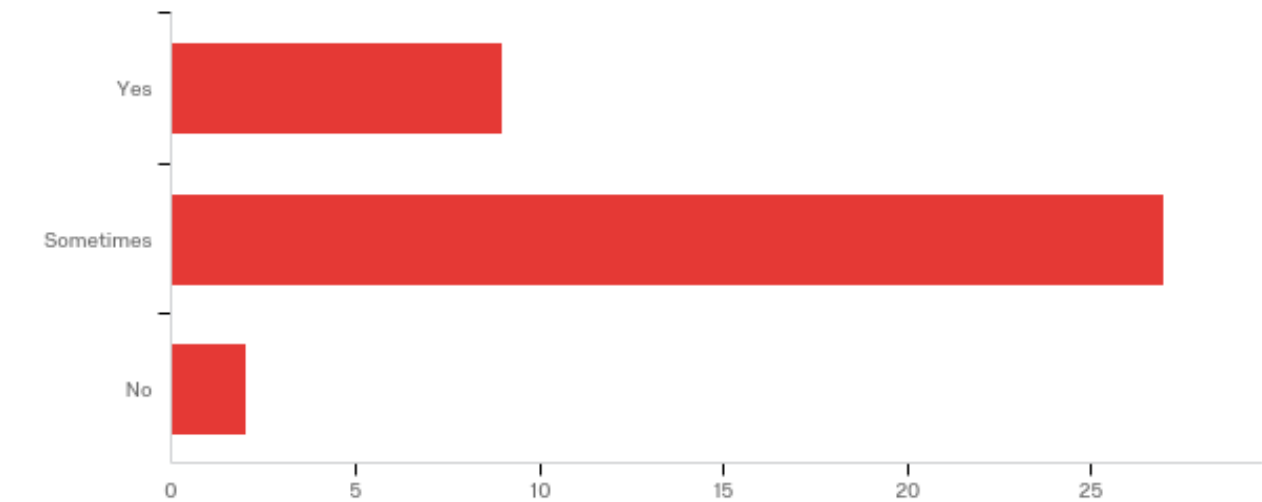
December 3rd 2017, 8:05 pm MST

Are you hesitant to buying pre-owned products?



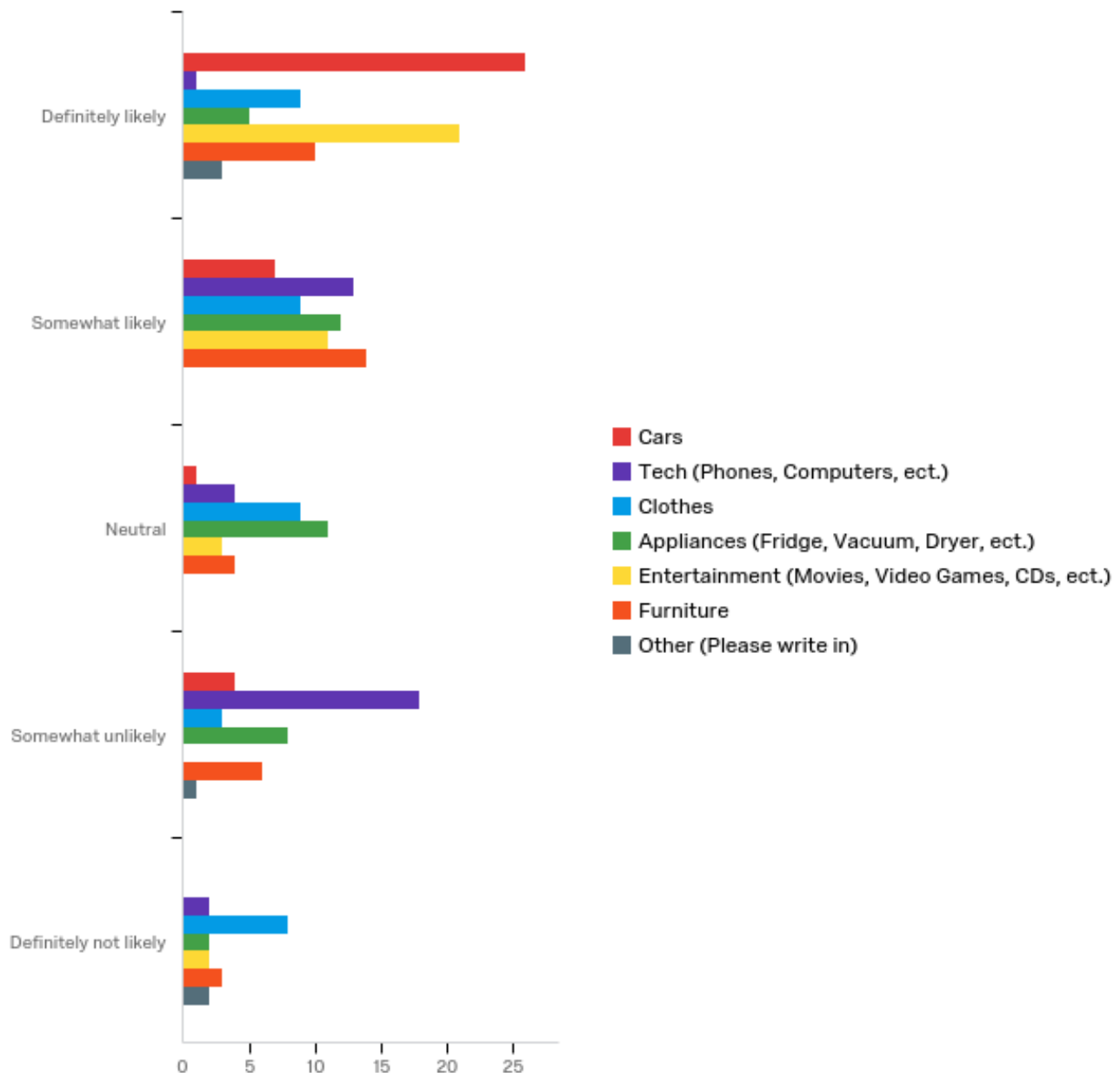
#	Answer	%	Count
1	Yes	34.21%	13
2	No	18.42%	7
3	Depends (Please explain)	47.37%	18
	Total	100%	38

When shopping for a product, do you check and see if there is a pre-owned option?



#	Answer	%	Count
1	Yes	23.68%	9
2	Sometimes	71.05%	27
3	No	5.26%	2
	Total	100%	38

What is the likelihood that you'd consider purchasing a pre-owned option in the following product categories?



#	Question	Definitely likely		Somewhat likely		Neutral		Somewhat unlikely		Definitely not likely		Total
1	Cars	68.42%	26	18.42%	7	2.63%	1	10.53%	4	0.00%	0	38
2	Tech (Phones, Computers, ect.)	2.63%	1	34.21%	13	10.53%	4	47.37%	18	5.26%	2	38
3	Clothes	23.68%	9	23.68%	9	23.68%	9	7.89%	3	21.05%	8	38
4	Appliances (Fridge, Vacuum, Dryer, ect.)	13.16%	5	31.58%	12	28.95%	11	21.05%	8	5.26%	2	38
5	Entertainment (Movies, Video Games, CDs, ect.)	56.76%	21	29.73%	11	8.11%	3	0.00%	0	5.41%	2	37
6	Furniture	27.03%	10	37.84%	14	10.81%	4	16.22%	6	8.11%	3	37
7	Other (Please write in)	50.00%	3	0.00%	0	0.00%	0	16.67%	1	33.33%	2	6

Other (Please write in)

Other (Please write in) - Text

Books

Books

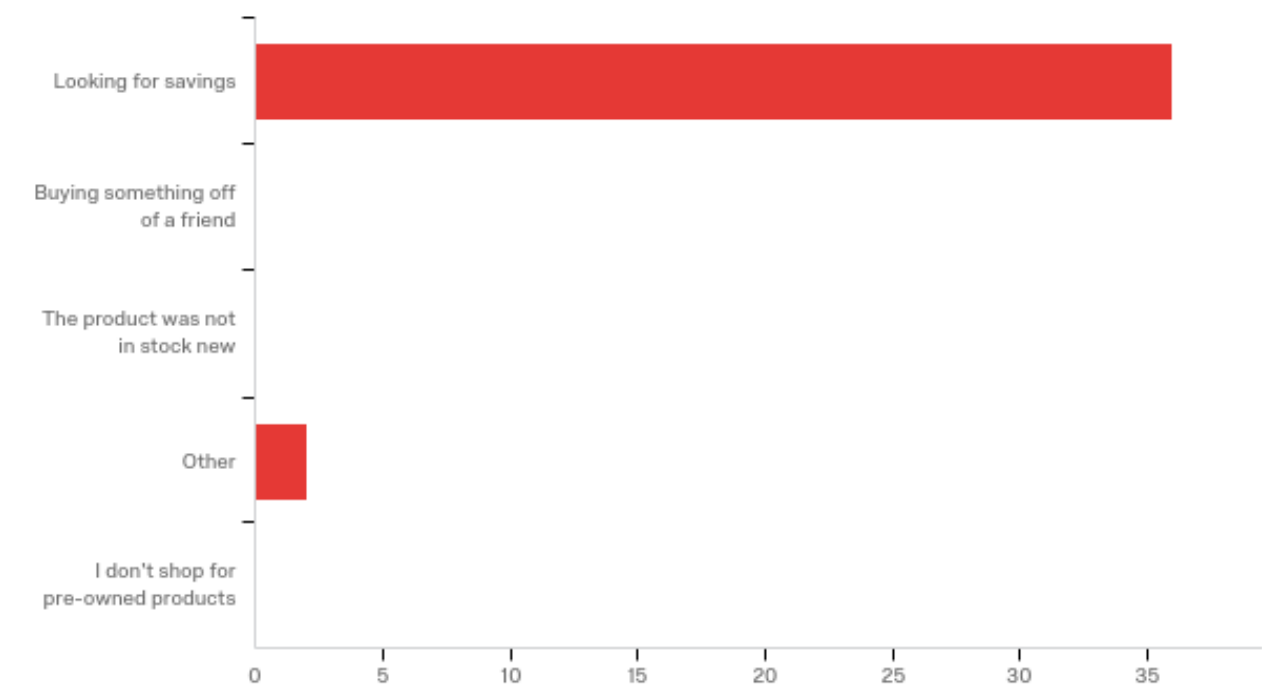
Luxury Items

Sports equipment

Collectables (figures, toys. ect.)

Sex toys

When buying pre-owned products, what is usually your reason for doing so?



#	Answer	%	Count
1	Looking for savings	94.74%	36
2	Buying something off of a friend	0.00%	0
3	The product was not in stock new	0.00%	0
4	Other	5.26%	2
5	I don't shop for pre-owned products	0.00%	0
	Total	100%	38

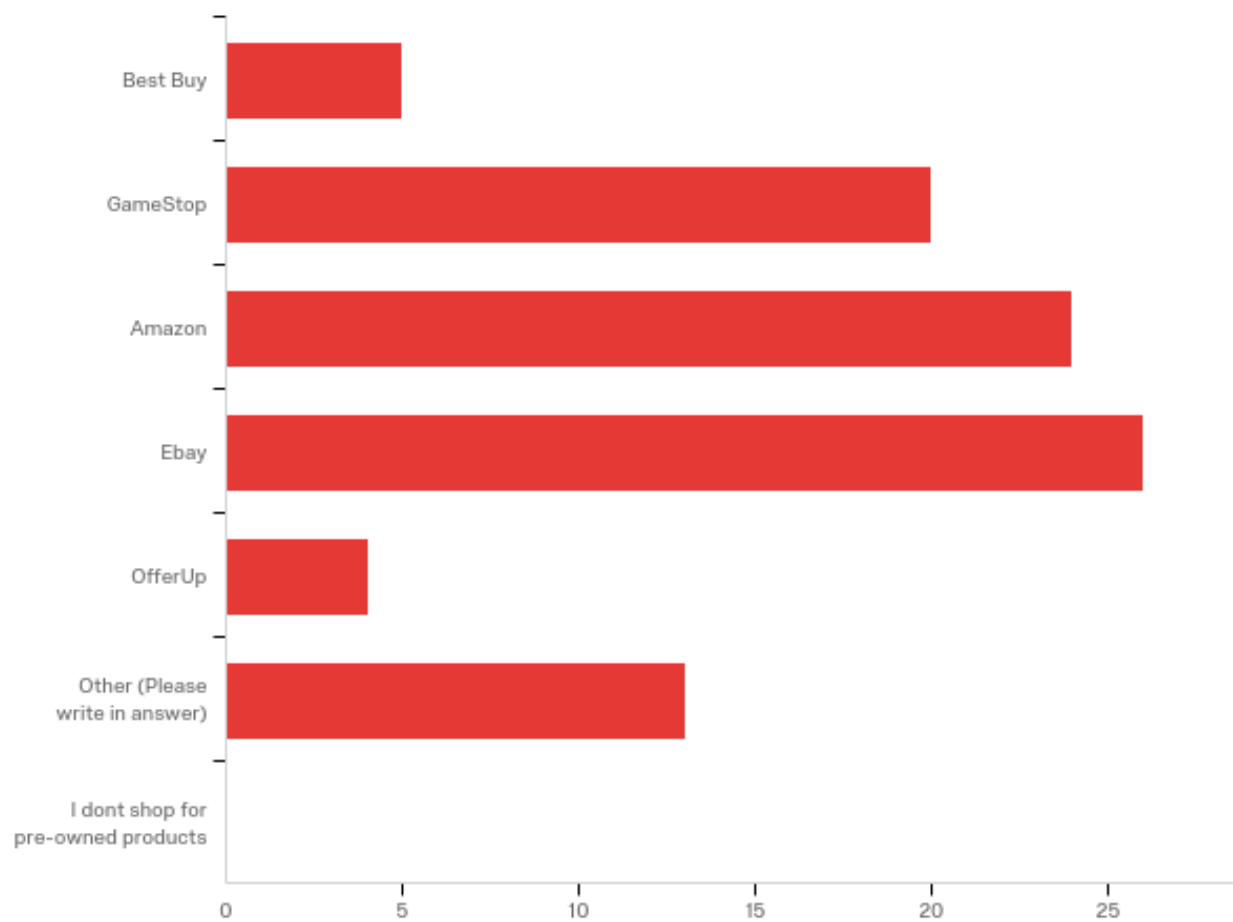
Other

Other - Text

All of the above

The product was in good to excellent condition compared to new

When shopping for pre-owned items, where do you usually buy those products? (Select all that apply)



#	Answer	%	Count
1	Best Buy	5.43%	5
2	GameStop	21.74%	20
3	Amazon	26.09%	24
4	Ebay	28.26%	26
5	OfferUp	4.35%	4
6	Other (Please write in answer)	14.13%	13
7	I dont shop for pre-owned products	0.00%	0
	Total	100%	92

Other (Please write in answer)

Other (Please write in answer) - Text

Thrift

Half Price Books, Facebook Garage sites, Vintage/Antique stores

Clothing consignment and thrift stores, antique stores,

Thrift stores, Movie Trading Company

Garage sales

Craigslist

Facebook marketplace

Craigslist

Depop, Poshmark, LetGo

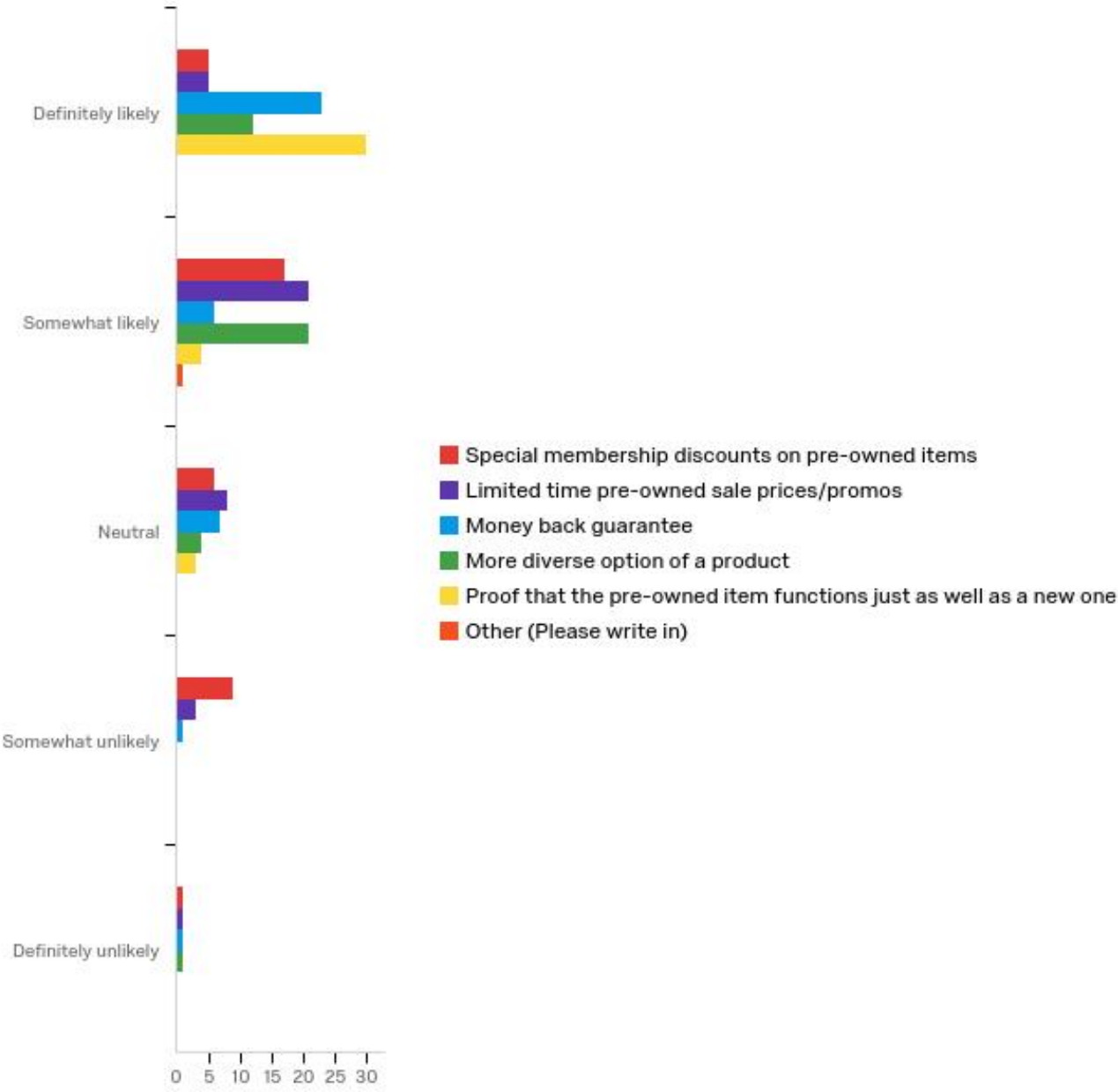
Craigslist

Movie Trading Company

EB Games

Kijiji

How likely are these options to influence to you purchase a pre-owned item?



#	Question	Definitely likely		Somewhat likely		Neutral		Somewhat unlikely		Definitely unlikely		Total
1	Special membership discounts on pre-owned items	13.16%	5	44.74%	17	15.79%	6	23.68%	9	2.63%	1	38
2	Limited time pre-owned sale prices/promos	13.16%	5	55.26%	21	21.05%	8	7.89%	3	2.63%	1	38
3	Money back guarantee	60.53%	23	15.79%	6	18.42%	7	2.63%	1	2.63%	1	38
4	More diverse option of a product	31.58%	12	55.26%	21	10.53%	4	0.00%	0	2.63%	1	38

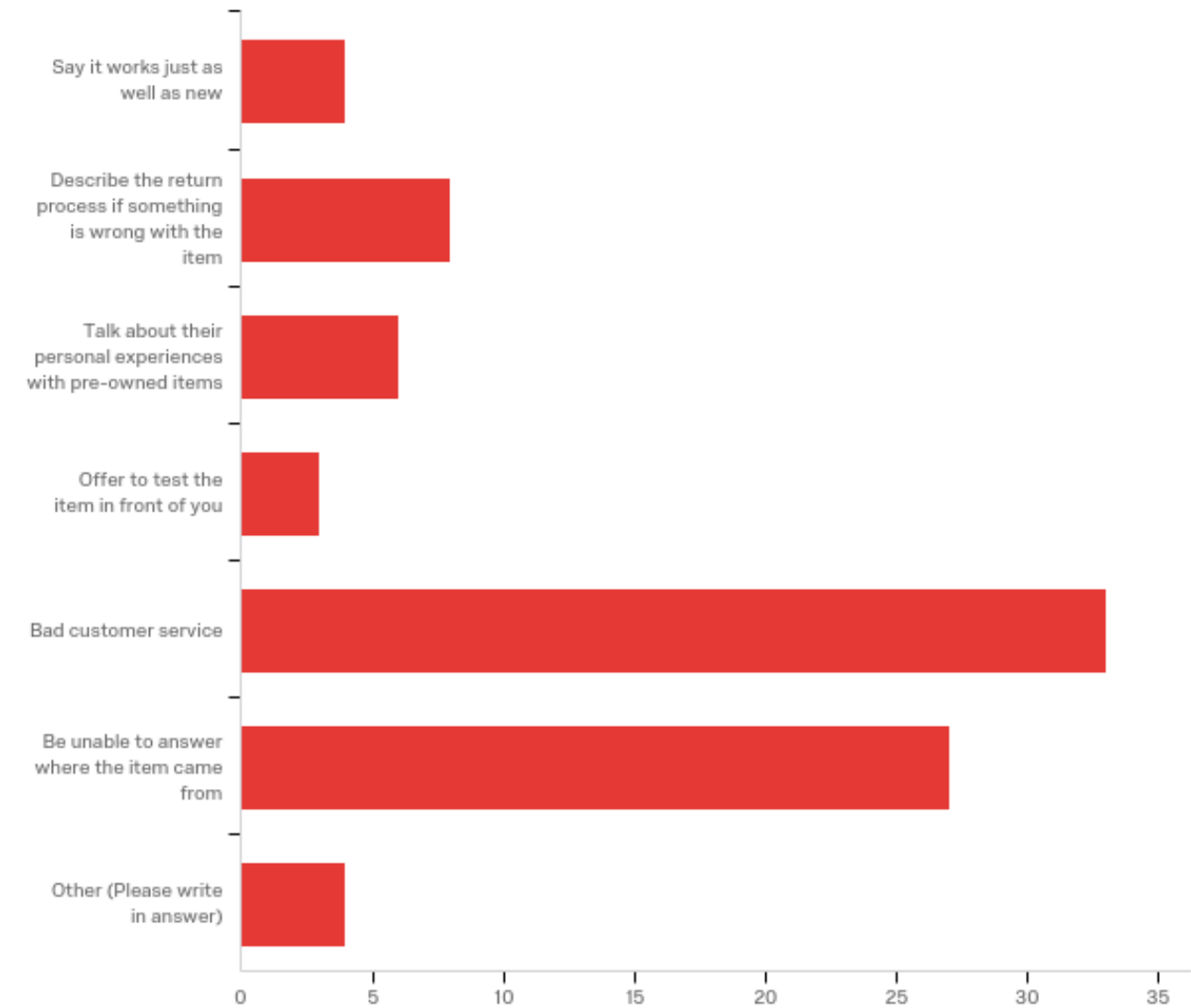
5	Proof that the pre-owned item functions just as well as a new one	81.08%	30	10.81%	4	8.11%	3	0.00%	0	0.00%	0	37
6	Other (Please write in)	0.00%	0	100.00%	1	0.00%	0	0.00%	0	0.00%	0	1

Other (Please write in)

Other (Please write in) - Text

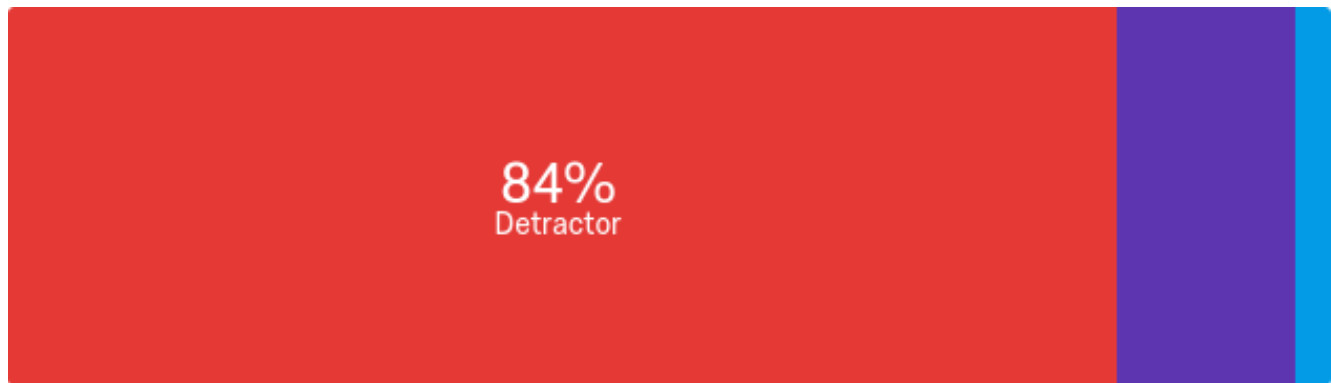
Items come in refurbished condition

What is a retail associate, at a brick and mortar store, most likely to do to make you apprehensive to purchasing a pre-owned item? (Select all that apply)

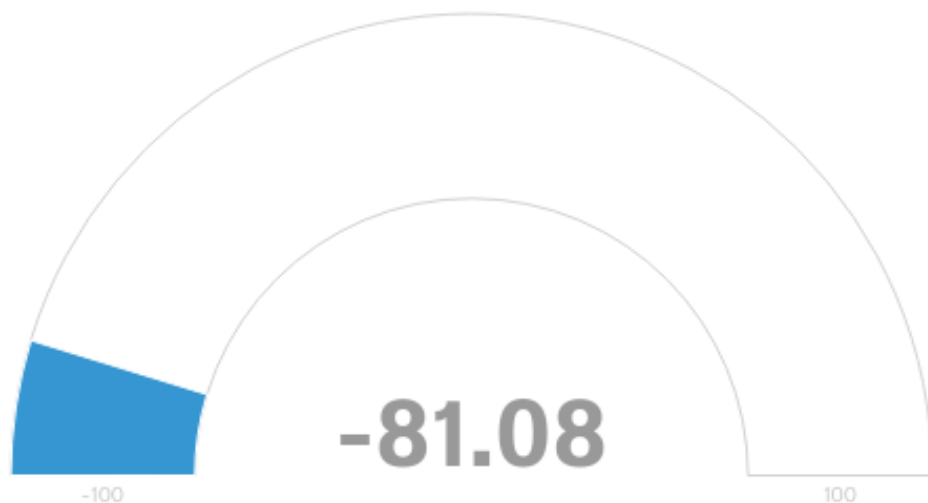


#	Answer	%	Count
1	Say it works just as well as new	4.71%	4
2	Describe the return process if something is wrong with the item	9.41%	8
3	Talk about their personal experiences with pre-owned items	7.06%	6
4	Offer to test the item in front of you	3.53%	3
5	Bad customer service	38.82%	33
6	Be unable to answer where the item came from	31.76%	27
7	Other (Please write in answer)	4.71%	4
	Total	100%	85

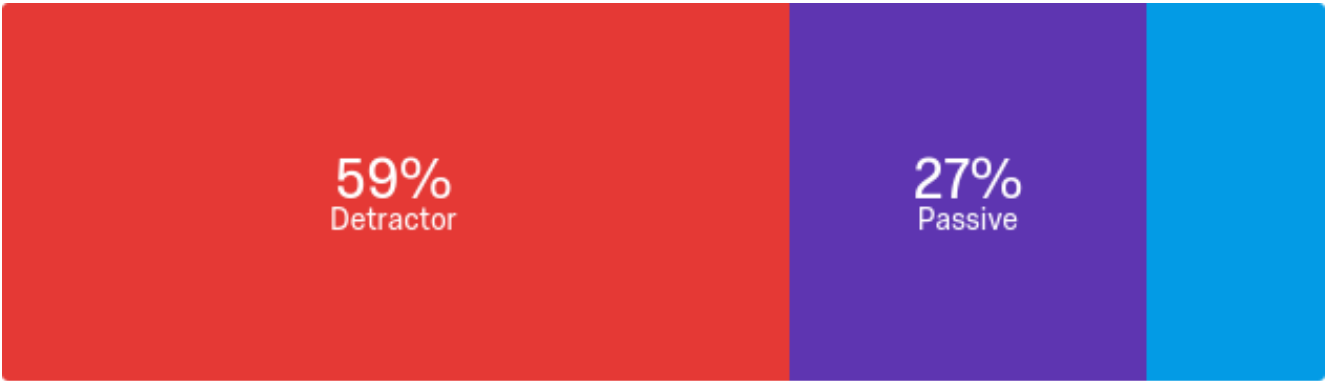
On a scale of 1 to 10 how much does marketing/advertising influence your opinions of pre-owned products?



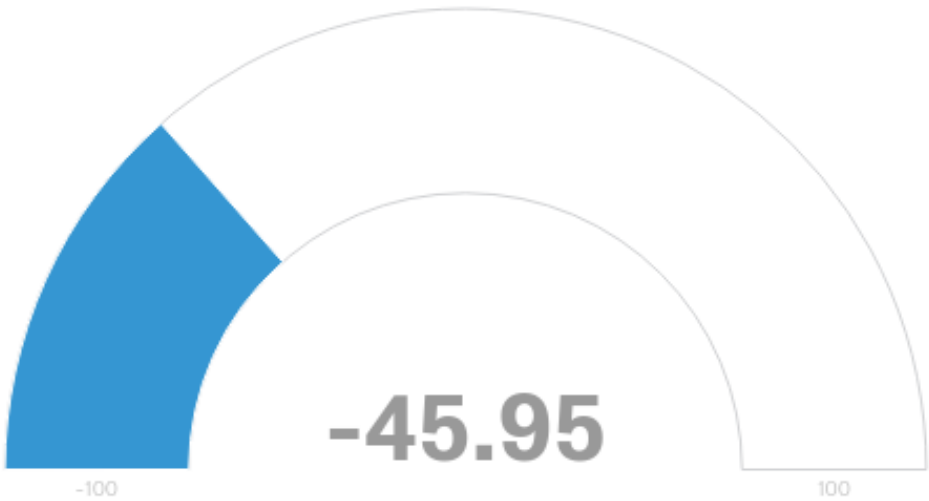
■ Detractor
 ■ Passive
 ■ Promoter



On a scale of 1 to 10 how influential is the packaging of an item on your purchase?



Detractor Passive Promoter



Describe a situation in which you would be most likely to purchase a pre-owned item:

Describe a situation in which you would be most likely to purchase a pre-owned item:

A car , or larger household appliances

Usually games or a car. My car was well maintained by its previous owner. He was able to describe everything about the car and kept a logbook of all maintenance. The condition matched what I was told and I made the purchase with confidence. This car has worked wonderfully for the last four years. A knowledgeable seller who can answer questions about the product almost immediately puts the buyer at ease and builds confidence. A poor seller will have to think for a long time which can make the buyer apprehensive due to a lack of trust.

If reviews of the product and seller are good.

Something that has a long lifespan, but can be expensive new. Excellent example is clothing and some appliances.

If it functions properly and has a guarantee.

Significant savings

The product was in very good to excellent condition

If it is expensive like a car and it has a good warranty and no problems, also vintage clothes are amazing

Car

Need laptop

Save a large amount of money and have a full guarantee that it will look and work like new.

I can inspect in person

Something very expensive where the savings are worth getting something that works as well as new, for ex. buying a car

I prefer to buy most games and movies preowned

I bought a tandem kayak off of Craigslist, it was a great kayak but it was way bigger in person and couldn't store it in many places. Also I love you Ryan, xo Emi

Video games from Gamestop, major car dealerships, Amazon's refurbished selections

Cars, clothes, furniture

Pre-owned games and movies are my life. Second to that is pre-owned furniture. I'm chronically broke so pre-owned savings are the best

Posted real pictures online, met with me somewhere maybe a parking lot, evaluated item and ask questions and then purchase

Vehicles due to the massive price break compared to new

A pre-owned car for my hypothetical future child. I wouldn't waste money on a new car for a teenager under pretty much any circumstances.

Cars (pre-owned is better buy for same quality in many cases as new) or clothes (limited edition items not available any more but secondhand)

Used car, pre-owned video games and clothes from a 2nd hand store

I purchase most of my pre-owned at GameStop and Halfprice Books. I know I have a guarantee on the item, and that they will be in good condition.

Finding a product that is out of print at a reasonable rate used.

Video game. Clothes for a costume or cosplay.

Video game, Movie, Music

Good will clothes for some sick grandpa swag

Fairly recently released game that has been returned and I am able to inspect the disc personally.

The physical condition of the item is near identical to that of one that could be purchased new

Buying technology that doesn't have to be new to be at its most useful.

I was in dire need of the product and it was only available preowned for whatever reason

cheaper alternative, mostly amazon, like a DVD or game or electronic device

If it's something that I can no longer purchase new, and the product is still in its original packaging.

If they had the exact item I was wanting in used and it was in perfect working condition

Describe a situation in which you would be least likely to purchase a pre-owned item:

Describe a situation in which you would be least likely to purchase a pre-owned item:

Pushy sales person and if I don't know about the history of the item I'm buying

If the seller is shady or unknowledgeable.

Reviews are bad, seller is not great at customer service, product does not look presentable.

A collector's item for a personal collection or something that I know may not save money in the long run with repairs and maintenance.

If there was no proof it functions properly

Item connects to internet

Price doesn't vary by much, product in 'ok' condition

If I cant tell the condition it is in, am rushed to make a decision, and if not a lot of details are provided on the item

Unknown origins

Camera

No guarantee, no savings, looks like crap

Unable to inspect in person, no returns

If there's a high likelihood it will break or not work as well as new, or if there is extreme wear and tear from the previous owner

I would be least likely to purchase any preowned product I believe could be unsafe in my home or not work

If the person selling wanted tp meet at their home or mine, pr if there were no pictures of product. Np descriptions

There's no background on the product or credibility in regards to the seller.

Tech, electronics, shoes, hats

Pre owned vehicles are one of the easier products to hide any major issues. If a salesman won't let me take it to my mechanic for inspection I will not purchase a vehicle. If there isn't a full refund if returned by "X" number of days I won't purchase it. Never buy pre owned mattresses or shoes.

Pictures look fake or are of what the item looks like when it's new, not willing to meet, asking too much money and purchase seems dangerous or questionable

Clothing due to not knowing who/where it came from

Buying a pre-owned car for myself.

Home appliances (unclear process that it works just as good as new)

Used computer NOT from a retailer

If the associate refuses to show the product, are being too pushy, or can't answer reasonable questions.

Finding an out of print item that is ridiculously overpriced.

Food.

A computer

Sex toys

Pre-owned product where I am unsure of the quality of the product and am unable to verify where it came from or its condition.

Even if the item works, if it is badly damaged or is physically malformed

I'm not sure, honestly.

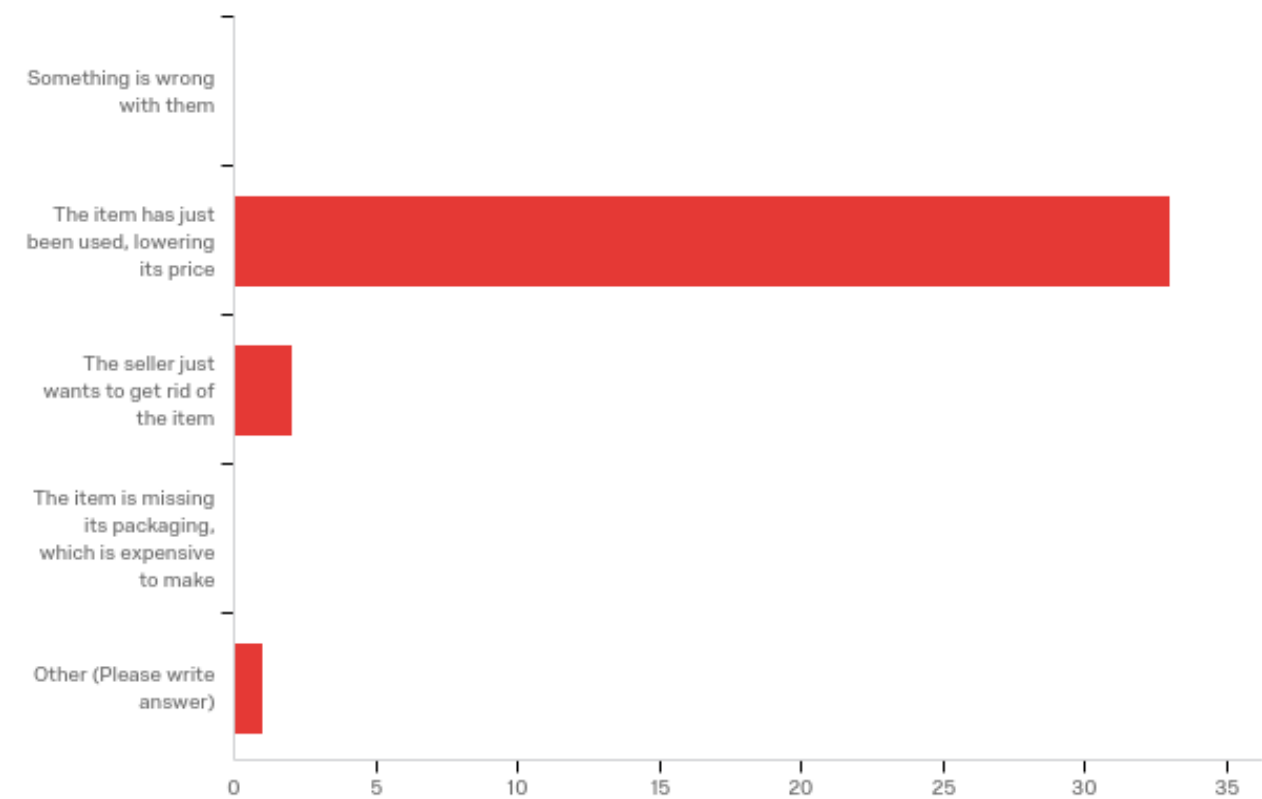
Furniture. I don't know people's living habits.

appliances like fridge, washer, etc.

If the product is in less than acceptable condition, and the seller isn't willing to reimburse me if there's some wrong with the product.

There were a number of alternatives to choose from and most of the choices were in poor condition

Why do you think pre-owned products cost less than brand new ones?



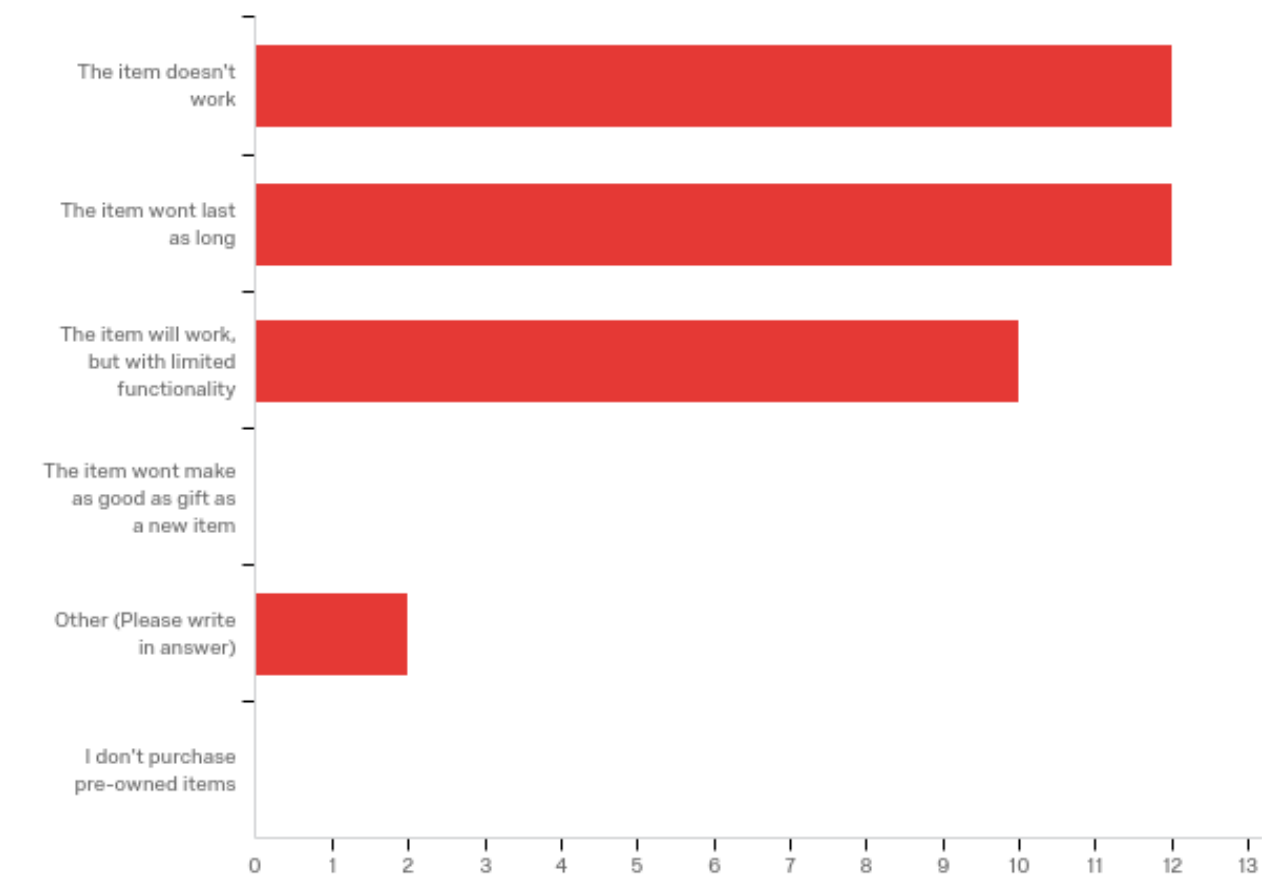
#	Answer	%	Count
1	Something is wrong with them	0.00%	0
2	The item has just been used, lowering its price	91.67%	33
3	The seller just wants to get rid of the item	5.56%	2
4	The item is missing its packaging, which is expensive to make	0.00%	0
5	Other (Please write answer)	2.78%	1
	Total	100%	36

Other (Please write answer)

Other (Please write answer) - Text

It's not as attractive as a new product.

What is your biggest concern when buying products pre-owned?



#	Answer	%	Count
1	The item doesn't work	33.33%	12
2	The item wont last as long	33.33%	12
3	The item will work, but with limited functionality	27.78%	10
4	The item wont make as good as gift as a new item	0.00%	0
5	Other (Please write in answer)	5.56%	2
6	I don't purchase pre-owned items	0.00%	0
	Total	100%	36

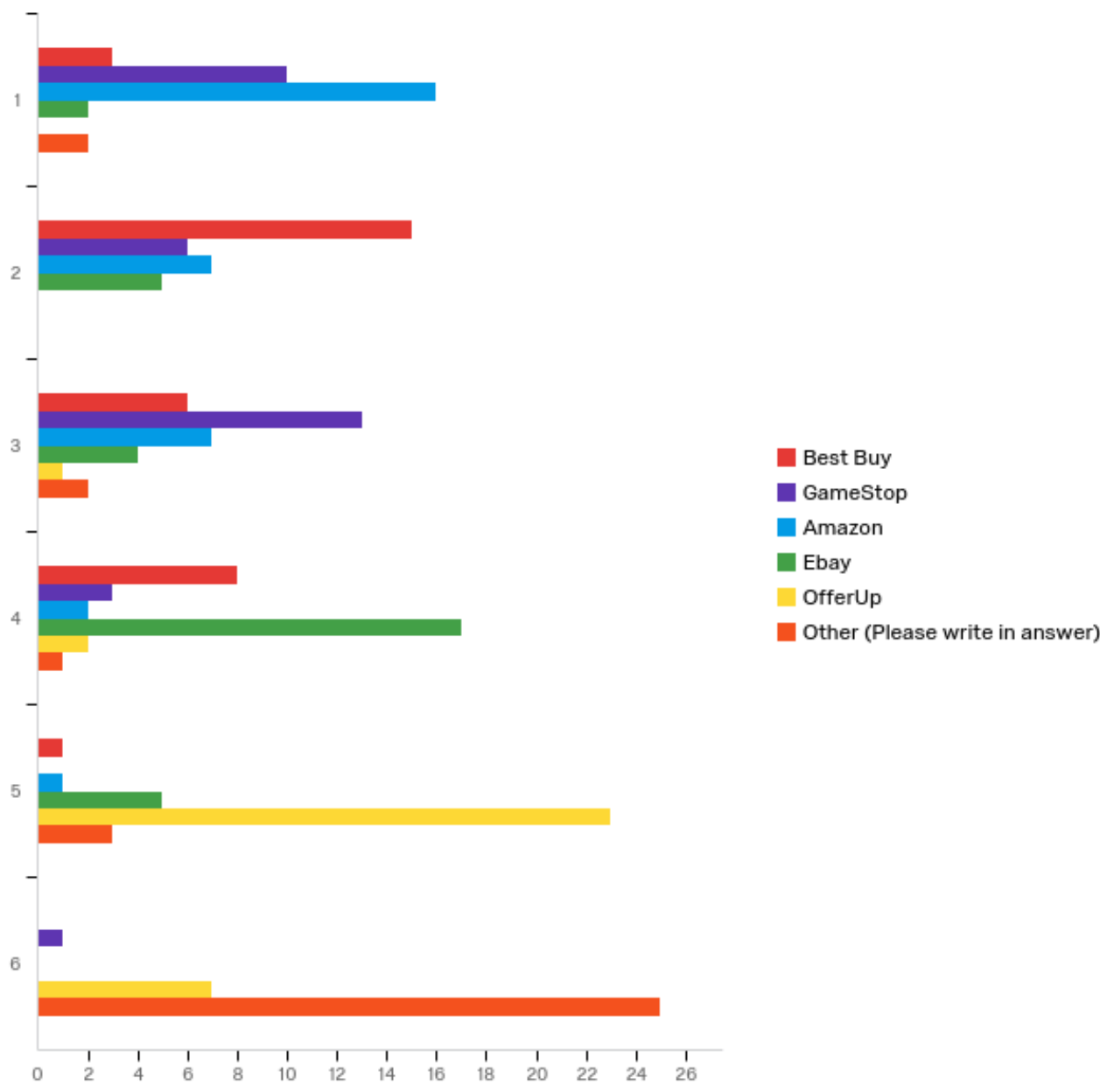
Other (Please write in answer)

Other (Please write in answer) – Text

All of the above

It will not look as nice as a new product

Out of these outlets for pre-owned items, which do you trust the most to sell you a fully functioning pre-owned item? (#1 being the most trustworthy)



#	Question	1		2		3		4		5		6		Total
1	Best Buy	9.09%	3	45.45%	15	18.18%	6	24.24%	8	3.03%	1	0.00%	0	33
2	GameStop	30.30%	10	18.18%	6	39.39%	13	9.09%	3	0.00%	0	3.03%	1	33
3	Amazon	48.48%	16	21.21%	7	21.21%	7	6.06%	2	3.03%	1	0.00%	0	33
4	Ebay	6.06%	2	15.15%	5	12.12%	4	51.52%	17	15.15%	5	0.00%	0	33
5	OfferUp	0.00%	0	0.00%	0	3.03%	1	6.06%	2	69.70%	23	21.21%	7	33
6	Other (Please write in answer)	6.06%	2	0.00%	0	6.06%	2	3.03%	1	9.09%	3	75.76%	25	33

Other (Please write in answer)

Other (Please write in answer) - Text

Thrift

Facebook marketplace

Craigslist

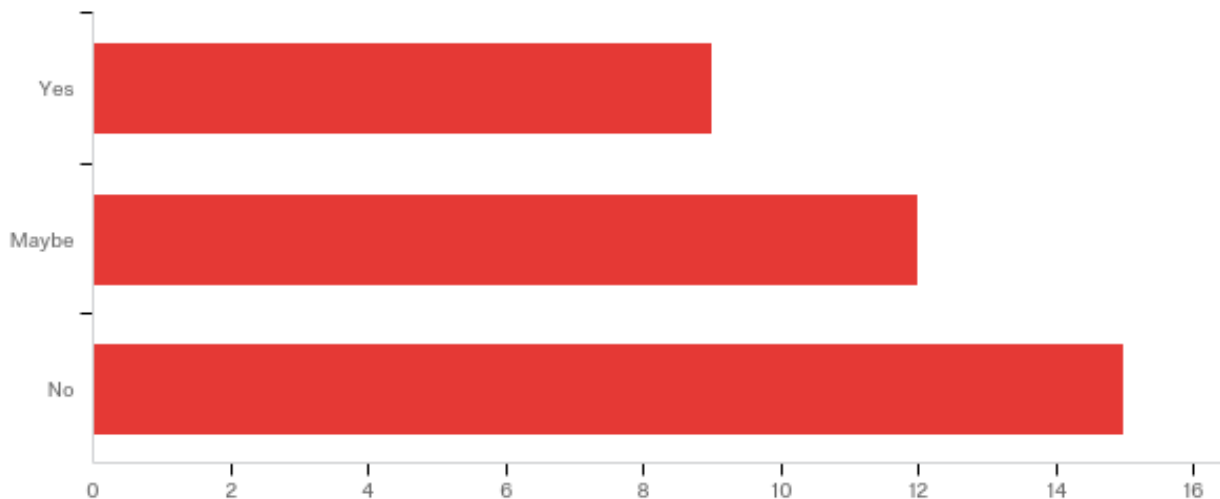
Car dealerships

HalfPrice Books

Movie Trading Company

Kijiji

Do you think that a retailer would sell a pre-owned product with a functionality defect intentionally?



#	Answer	%	Count
1	Yes	25.00%	9
2	Maybe	33.33%	12
3	No	41.67%	15
	Total	100%	36

You said that you thought a retailer would knowingly sell a pre-owned product with a functionality defect. Why is that?

You said that you thought a retailer would knowingly sell a pre-owned product with a functionality defect. Why is that?

If they don't care and just want the money. And if the defect is not easily detectable.

Because a business needs to empty product and content. They need to cycle items out and in to maintain efficient productivity.

I know that a lot of shortcuts are taken for profits in literally all professions

Knew people in retail that had done it before

Not everyone is trustworthy

Best buy doesnt know tech

Would be a reason to sell it at a lower price while still not taking the full hit on writing off the product

I've worked in retail and seen it happen.

To make a profit off something they might have thrown away

Car salesmen do it all the time.

To make the money

I said maybe. Assuming a retailer is morally bankrupt (many are..) it would be very profitable, however I'd imagine it would be more likely to be the employees doing something like this rather than with executive knowledge.

Get the item off the shelf so it's not counting against them in hopes the customer will either keep it or return it to another store.

They may discount the price because of the defect, also I do believe some companies don't care about their customers.

To make money.

To make more money or repeat customers

\$\$\$

Programmed obsolescence.

Everyone's in business to make a profit.

You said that you didn't think a retailer would knowingly sell a pre-owned product with a functionality defect. Why is that?

You said that you didn't think a retailer would knowingly sell a pre-owned product with a functionality defect. Why is that?

If they are reputable they would want to keep customers coming therefore offering continual good customer service would be important

At a larger chain like Best Buy or Gamestop it would be counter productive to business. If word got out that these chains intentionally sold shoddy merchandise it would blow up on social media and cause a stir among customers. People would stop purchasing merchandise from them and they would begin to lose business. Even independent sellers on eBay have ratings. If they're too low, customers don't even bother.

Usually retailers are run by corporate offices, which have rules about pre-owned products

I would hope that they make the same decisions that I do, and selling a defective product is against my personal ethics

Hopefully they are concerned about their reputation and credibility

This would damage the reputation of the company. With social media, this wouldn't go over well and would ultimately damage the company.

Most retailers have either stated that they will not except returns or pre owned items, and I would not buy it unless the price was too good to pass up, or they do accept returns of pre owned items, in which case I can then return it and try another pre owned or use it as credit towards the same product in new condition.

Reputation, you can bring up a bad brand

It's mathematically impossible for an individual retail chain store to know if each individual item's condition is working or not.

Bad reviews are a strong deterrent and the item will most likely be returned anyways

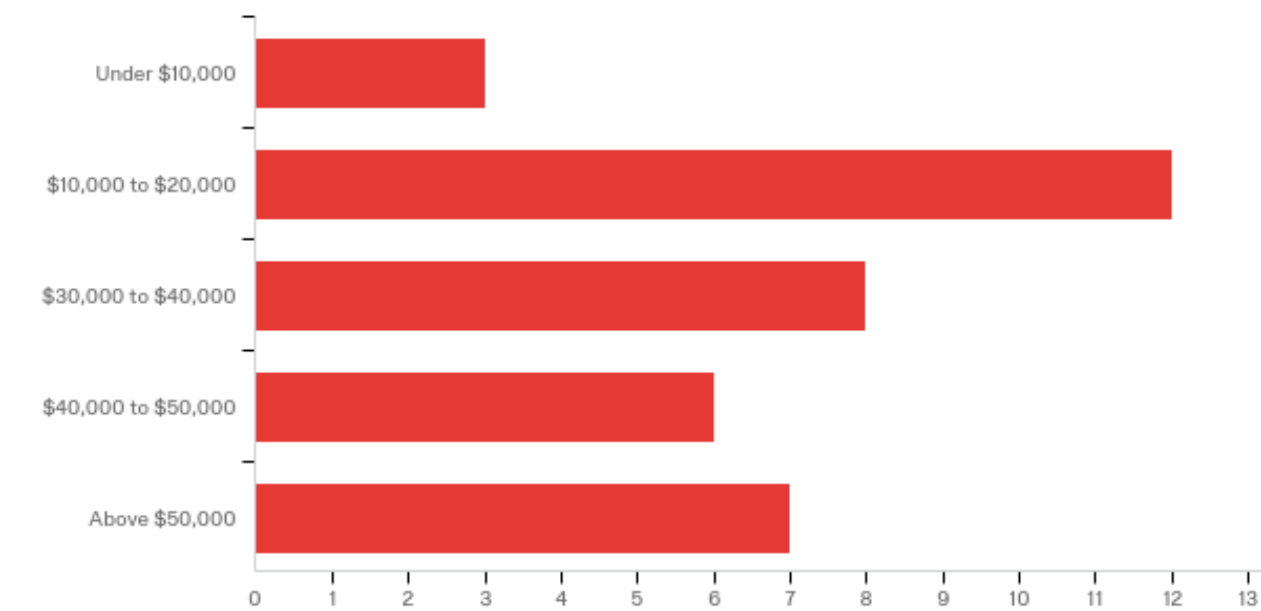
Most places I buy used products have a money back return policy for this issue. Plus it severely hurts reputation.

That would be really bad business practice, immediate loss of credibility

If it's an established retailer that relies on sales of used products (i.e. GameStop, Best Buy, etc.) they're relying on the positive word of mouth in regards to the functionality of their products - used or otherwise.

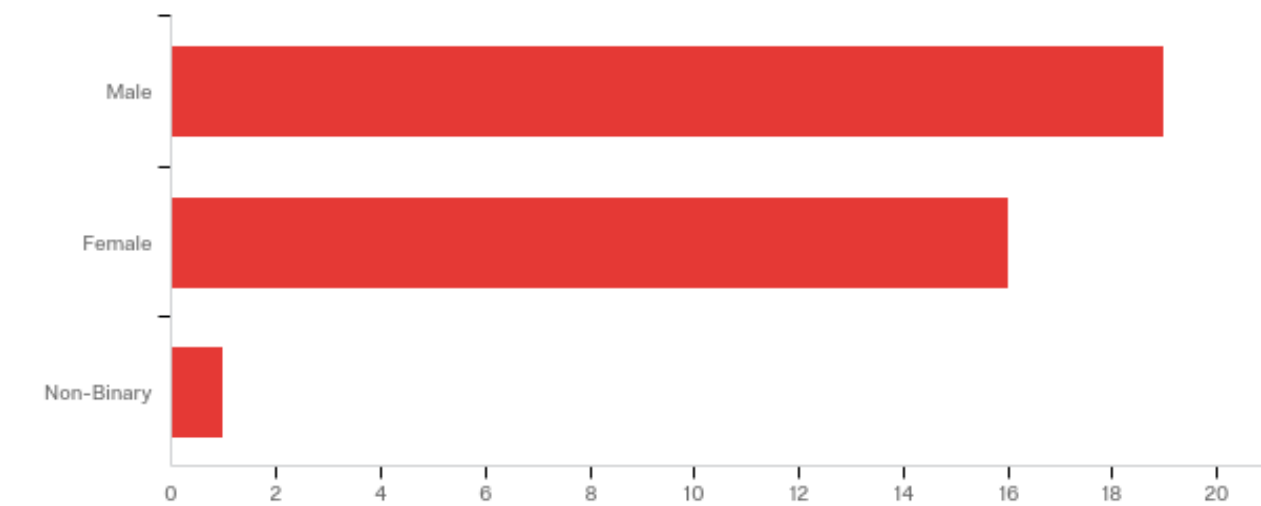
Companies are not malicious entities looking to scam its customers, they want to gain their loyalty and have them come back to spend more money, not a one off item scam

What is your annual income?



#	Answer	%	Count
1	Under \$10,000	8.33%	3
2	\$10,000 to \$20,000	33.33%	12
3	\$30,000 to \$40,000	22.22%	8
4	\$40,000 to \$50,000	16.67%	6
5	Above \$50,000	19.44%	7
	Total	100%	36

What is your gender?



#	Answer	%	Count
1	Male	52.78%	19
2	Female	44.44%	16
3	Non-Binary	2.78%	1
	Total	100%	36