



## Final Report with Data Analysis and Recommendations

Team Bid Busters: Ty Hak, Steve Heo, Airi Tanaka, Pam Zeng

## Table of Contents

Table of Contents	2
<b>Introduction</b>	3
<b>Exploratory Research</b>	4
<b>Secondary Data and Analysis of Ads</b>	4
<b>Ad Analysis</b>	5
<b>Secondary Data Insights</b>	6
<b>Focus Group</b>	7
<b>Background</b>	7
<b>Focus Group Insights</b>	8
<b>Plan of Action</b>	9
<b>Conclusive Research: Experiment</b>	10
<b>Participants</b>	10
<b>Independent Variable</b>	10
<b>Dependent Variables</b>	11
<b>Analysis and Results</b>	12
1) Brand Associations: Trustworthiness (Independent Samples t-test)	12
2) Brand Attitude: - Likeliness to trust transactions with PayPal (Independent Samples t-test)	12
3) Emotional Response: Anxiousness (Independent Two Samples T-Test)	13
4) Purchase/Usage Intentions: Influencing Factor for purchase decision on eBay: Authentication and PayPal Payment (Two paired t-tests)	14
5) Willingness-to-Pay: - Willingness to Spend (Chi-square goodness of fit)	14
<b>Recommendation</b>	15
<b>Limitations and Reflection</b>	15
<b>Appendix</b>	18

## **Introduction**

Our marketing research project focuses on an e-commerce industry that connects buyers and sellers. As we live in our advanced technology world, online shopping has become one of the most convenient and easier ways for people to shop. The company that we are conducting market research on is eBay, a US company. Our research question is 'How can eBay enhance its brand image to improve trust and perception among users?'. The perception of trustworthiness and reliability plays a crucial role in shaping users' attitudes and behaviors towards the platform. Therefore, it is imperative for eBay to continuously enhance its brand image to foster trust and positive perceptions among its user base. This research explores strategies that eBay can employ to strengthen its brand image and improve trust and perception among users. The brand wants to be recognized as a leading online marketplace that connects buyers and sellers globally. They want to emphasize its diverse range of products, encompassing both new and used items. The platform encourages a sense of community among all its users where they can sell and buy with trust. Overall eBay wants to convey its global presence, allowing users to connect and trade internationally.

Regarding the company positioning and desired associations, eBay positions itself as a platform with a vast and diverse range of products, encompassing new and used items. The desired association is that eBay is the go-to destination for finding a unique variety of items that cater to different consumer preferences. Currently, eBay markets itself as a platform that links buyers and sellers globally, emphasizing its global reach. The intended association is that eBay gives buyers and sellers a global trading platform.

In 2017, eBay ran the "Fill Your Cart with Color" campaign, emphasizing the platform's diverse and colorful range of products. The messaging focused on personalization and individuality, encouraging users to express their unique tastes through eBay. Another advertisement that eBay used was the "Shop the World" theme in some of its campaigns, highlighting eBay's global reachable platform. This messaging underscores the idea that eBay provides access to products worldwide, allowing users to explore and purchase items beyond local boundaries. The third campaign by eBay was "The Gift of Imagination," which focused on the idea that eBay is a platform where buyers can find imaginative and unique gifts. The messaging aimed to position eBay as a destination for creative and thoughtful purchases.

Perceptions of eBay's brand image as problematic could stem from various factors. The platform faces challenges competing with more streamlined e-commerce giants like Amazon, impacting customer perception of convenience and efficiency. With PayPal as the primary payment method of the platform, if not the only one, this could lead to seeing the brand image as outdated and lacking in newness. eBay's marketplace, which includes new and used items from various sellers, can also create a perception of product quality and reliability inconsistency. With the marketing research team's limited personal experiences with eBay, we want to learn more about how much market share brand awareness, and other marketing components.

## **Exploratory Research**

### **Secondary Data and Analysis of Ads**

Statista is a leading data provider with access to a wide range of insights from over 80,000 topics and 22,500 sources. In a study conducted in the US with 895 respondents, eBay's remarkable brand awareness is highlighted, with 92% of respondents recognizing the brand. 59%

of online shop users express a favorable view of eBay, and 55% of second-hand apparel online shoppers in the US actively use eBay. Additionally, 47% of users would likely shop at eBay again, indicating brand loyalty, while 49% have encountered the eBay brand through media or online presence in the past three months. Overall, eBay's strong brand recognition, positive sentiment, and loyal customer base position it as a dominant player in the second-hand apparel market (Figure 1, 2 and 3).

## **Ad Analysis**

Interestingly, no ads have been specifically created for eBay US, but the eBay UK campaigns provide valuable insights. McCannon London, responsible for the promotion videos from 2019 to 2022, maintained consistent creative styles. These videos wonderfully magnify eBay's specialties while infusing them with unique British humor.

The outstanding themes include: "Mechanic Mindset": This theme emphasizes resourcefulness and adaptability—the ability to find solutions and make things work. It aligns with eBay's ethos of empowering individuals to create their own opportunities. "There's a Small Business for That": This slogan celebrates the diversity of small businesses thriving on eBay. It highlights the platform's role in supporting entrepreneurs and niche markets. "That's the eBay Way": This phrase encapsulates eBay's distinctive approach—a blend of innovation, community, and individuality. It reinforces eBay's position as a platform where everyone can find their own way to success. Soccer (Football): Given the UK's passion for football, integrating soccer-related content resonates with the local audience. It creates a sense of familiarity and cultural relevance (EBay Advertising, Marketing Campaigns and Videos, n.d.).

In summary, McCannon London's consistent creative approach, combined with these thematic elements, reinforces eBay's brand identity and resonates with viewers. The infusion of British humor adds an engaging twist, making eBay's campaigns memorable and relatable.

Let's continue discussing the inconsistencies across eBay's ads: Change in Advertising Agency: eBay UK underwent a significant shift when it changed its advertising agency from 72andSunny Amsterdam to McCann London in 2018. This transition likely changed the creative direction, messaging, and overall campaign strategy. Despite this shift, the collaboration between eBay UK and McCann London remains robust, ensuring continuity in brand communication.

Divergent TV Usage Patterns: TV usage in the UK significantly differs from that in the US. In the UK, people watch or stream TV for an average of 28 hours and 18 minutes per week, translating to nearly 4 hours daily (Barber, 2023). This extended TV engagement provides ample opportunities for eBay UK's ads to reach a broad audience. Conversely, TV streaming time in the US is considerably lower, averaging 2.46 hours per day in 2024 (Stoll, 2014). This divergence in TV consumption habits impacts the effectiveness of eBay's advertising campaigns in each market.

In summary, while eBay UK maintains consistency through its collaboration with McCann London, the varying TV usage patterns between the UK and the US pose an interesting challenge for tailoring ad strategies to each audience.

## **Secondary Data Insights**

Our focus group aims to delve deeper into understanding eBay from various angles. Here are the key directions we intend to explore:

**General Attitudes Toward Online Shopping:** We want to gauge participants' overall perceptions of online shopping. Understanding their attitudes, preferences, and concerns will provide valuable context. **Usage and Purchase Behavior in Online Shopping:** Examining participants' online shopping habits—what they buy, how frequently, and through which

platforms—will shed light on broader consumer trends. **Attitude Toward eBay:** Participants' specific views about eBay as an online marketplace will help us assess its brand perception. What do they associate with eBay? What sets it apart? **Usage and Purchase Experience on eBay:** We'll explore participants' firsthand experiences with eBay. How often do they use the platform? What types of products have they purchased? Any notable interactions? **Factors Influencing Shopping Decisions on eBay:** Identifying the decision-making factors—price, product variety, seller reputation, etc.—will inform our understanding of eBay's appeal and areas for improvement. **Advertising and Recommendations:** Lastly, we'll discuss participants' exposure to eBay's advertising and any recommendations they may have. What resonates with them, and what could enhance their eBay experience?

By addressing these dimensions, we aim to gain comprehensive insights that will inform strategic decisions and enhance eBay's user experience.

## **Focus Group**

### **Background**

In Focus Group 1, we had 4 participants, 2 white males, 1 white female, and 1 Latino male, with ages ranging from 42 to 63. In Focus Group 2, we also had 4 participants, 2 Asian females, 1 white female, and 1 Asian male, aged 30 to 31. Focus Group 1 represented an older demographic, while Focus Group 2 represented a younger demographic. The composition of the two groups differed because, given that the target market segment includes individuals aged 30 and older, we believed it is important to conduct research and host focus groups within these age groups. This approach allows us to capture diverse perceptions and opinions about eBay. It is essential to gather feedback from atypical eBay customers to understand why they either do or

do not prefer eBay. The focus group was conducted using the Focus Group Guide (Figure 4 in Appendix).

## Focus Group Insights

From the focus groups, we identified 4 insights about eBay's actual brand image from a consumer's perspective. The first insight, "Rare and Unique Treasures", emerged from the older group's perspective. The participants in this age group value the diversity and uniqueness of the product selection, especially when looking for items that are hard to find elsewhere. eBay is a go-to place because when *"you broke your mom's saucer bowl from Thanksgiving, and it's an old dish, you know where to go."* However, when considering the two groups, the younger group showed minimal awareness of eBay, forgetting about its existence and lacking knowledge about its unique offering compared to Amazon.

The second insight, "Bare-Bones and Outdated", emerged from the concerns regarding eBay's user interface and overall experience on the platform. Participants found eBay's design outdated and not user-friendly, describing it as "old school." They all agreed that *"it's very outdated and very hard to maneuver"*, and it looks less legitimate. The negative perception is consistent across both groups, indicating a shared belief that eBay falls short as a legitimate and appealing shopping platform, especially the younger group who find it unappealing and lacking features.

The third insight, "Reliability and Trustworthiness", emerged from the older group, as they view eBay as a trustworthy marketplace, emphasizing its association with safety measures like PayPal's return policy, authentication verification, and money-back guarantee programs. For significant purchases, eBay provides a secure process for returns and refunds. Authentication verification is seen as an important trust factor, ensuring authenticity and peace of mind. The



older group values their relationship with PayPal for added assurance. However, the younger group expressed inconsistency in trust. They highlight skepticism about product legitimacy. While the older group, more familiar with eBay, trusts more, the younger group, less acquainted, tends to perceive it as less legitimate.

The fourth insight, “Lack of Marketing”, emerged from the younger group who struggle to recall recent eBay ads on social media, television, or podcasts. This lack of visibility has caused some participants to forget about eBay’s existence, leading to skepticism about the platform’s legitimacy. Both age groups highlighted the need for more prominent and engaging marketing efforts from eBay.

## **Plan of Action**

Through our focus group, we observed that there was a clear difference between the people who shopped at eBay and those who did not. Those who weren’t familiar with eBay had very little knowledge of what features and products were provided. We wanted to raise brand awareness and services provided such as paying with PayPal and shopping for collectible items. The original advertisement did not accentuate the services eBay provided and we believed it to be confusing. We changed the slogan from “Fill your cart with color” to “Treasure hunt. Authenticity. Guaranteed.” The new slogan is more direct and covers the insight we learned during the focus group. The new ad, allows the viewer to understand what products eBay provides and reassures trustworthiness.

## **Conclusive Research: Experiment**

### **Participants**

A total of 64 individuals participated in our survey, with an average age of 31.09 years. The gender distribution was 42% male, 55% female, and the remaining 3% chose not to disclose. Ethnicity breakdown includes 43.75% White/Caucasian, 39.06% Asian, 10.94% Hispanic/Latino/Spanish Origin, 3.13% multiple ethnicity, and 1.56% Black or African American. Regarding eBay usage, 35.94% (23) have an eBay account, while 64.06% (41) do not. The average familiarity with eBay among the participants was 18.55. Of the 64 respondents, 68.75% (44) reported being somewhat or very familiar with eBay. As for the advertisement, the mean familiarity score for the new ad was 18.13, while the old ad scored 18.91. This suggests that individuals who saw the old ad tended to be slightly more familiar with eBay compared to those exposed to the new ad.

### **Independent Variable**

The first message we tested was the original ad, highlighting the “Fill Your Cart with Color” campaign. This campaign targets customers seeking a diverse range of products on eBay, emphasizing personalization and individuality. The term “color” symbolizes unique and varied items available on eBay, catering to different customer preferences and choices (Figure 5).

The second message we tested was the desired ad, highlighting the concept of “Treasure hunt, Authenticity. Guaranteed” (Figure 6). This message aims to educate customers about finding unique and rare items on eBay. The inclusion of “Authenticity,” “Guaranteed,” PayPal logo, and checkmark icon enhances people’s perception of eBay, addressing concerns raised in the focus group about potential negative associations with fake and unauthentic items.

## **Dependent Variables**

The first dependent variable was familiarity with eBay. To measure this, we asked the participants on a question “How familiar are you with eBay?” to rate on a scale from 1 (very unfamiliar) to 5 (very familiar). The second variable was brand associations. We measured this by asking “After seeing the advertisement, how strongly do you associate eBay with the following attributes?”, to rate from 1 (not at all strongly) to 5 (very strongly) for the attributes, trustworthiness, reliability, rare items, high quality, sketchiness, and outdatedness. The third variable was the trustworthiness of transactions with PayPal on eBay, by asking “How likely are you to trust your transactions with PayPal?”, to rate on a scale from 1 (very unlikely) to 5 (very likely). The fourth variable was the emotional response asked “After seeing the advertisement, how excited are you to shop on eBay?” to rate on a scale from 1 (not excited at all) to 5 (very excited). Also, we asked “After seeing an advertisement, how anxious do you feel about making payments on eBay?”, to rate on a scale from 1 (definitely not anxious) to 5 (definitely anxious). The fifth variable was purchase intentions by asking “After seeing the advertisement, has your willingness to purchase on eBay increased, decreased, or remained the same?”, choosing from 1, increased, 2, decreased, and 3, remained the same. We also asked “After seeing the advertisement, how likely are you to consider purchasing something from eBay in the next three months?”, to rate on a scale from 1 (very unlikely) to 5 (very likely). The last variable was willingness to pay for an item on eBay by asking “After seeing the advertisement, how much would you be willing to spend on an item on eBay?”, to choose from 1, \$0-\$20 to 6, \$100 and above (see the full Qualtrics experiment handout can be found in Figure 7).

## Analysis and Results

Regarding the analysis and results of each hypothesis on each of our dependent variables, we made 5 hypothesis predictions to determine which message is more effective in building the desired brand image and associations for eBay.

### 1) Brand Associations: Trustworthiness (Independent Samples t-test)

“Do people who saw new ads associate eBay with trustworthiness more than people who saw old ads?.”

$$H_0 = \text{mean trustNewAd} \leq \text{mean trustOldAd}$$

$$H_a = \text{mean trustNewAd} > \text{mean trustOldAd}$$

The prediction was that individuals who saw the new advertisement would associate eBay with trustworthiness more than those who saw the old advertisement. An independent samples t-test was conducted, involving the variable “trustworthiness” and the two groups, new and old advertisements. The group means are in the predicted direction, as the mean of new ad is 3.06 whereas the mean of old ad is 2.94. The t-statistics is 0.51 and the p-value is 0.31. Since the group means are in the predicted direction, but the p-value (0.31) is not lower than 0.05, we fail to reject the null hypothesis (Figure 8). Thus, we concluded that there is no significant difference between the two groups thus, the new ad does not appear to significantly impact people’s trustworthiness of eBay.

### 2) Brand Attitude: - Likelihood to trust transactions with PayPal (Independent Samples t-test)

“Do people who saw new ad trust their transaction with PayPal on eBay more than those who saw the old ad?”

$$H_0 = \text{mean trustPalNewAd} \leq \text{mean trustPalOldAd}$$

$$H_a = \text{mean trustPalNewAd} > \text{mean trustPalOldAd}$$

The prediction was that people who saw new ad are more likely to trust their transaction with PayPal than those who saw the old ad. Since the mean for new ad was 3.10 and the old ad was 3.42, it is not in the predicted direction. Furthermore, since the t-statistic is -1.05 and the p-value for a one-tailed test (0.1484) is less than the chosen significance level (typically 0.05), we fail to reject the null hypothesis. Therefore, the two groups don't have any significant difference, thus the new ad does not appear to significantly impact the likelihood of a trust transaction with PayPal (Figure 9).

### **3) Emotional Response: Anxiousness (Independent Two Samples T-Test)**

“Do people who saw the old ad feel more anxious to make payments on eBay than people who saw the new ad?”

$$H_0 = \text{mean anxiOldAd} \leq \text{mean anxiNewAd}$$

$$H_a = \text{mean anxiOldAd} > \text{mean anxiNewAd}$$

We predicted that the mean of anxiousness to purchase based on the old advertisement would be higher than the mean of anxiousness to purchase based on the new ad.

We performed a two-sample t-test to conduct our analysis. Our initial hypothesis of the mean anxiousness to purchase on the old ad being higher than the mean anxiousness to purchase based on the new ad was incorrect. The mean based on the new ad was 2.94 while the mean based on the old ad was lower at 2.52. The t-statistic was 1.46, and the p-value of 0.074 did not meet the 0.05 criteria, which signifies a significant difference. We have failed to reject our null hypothesis. Thus, the new ad does not appear to lower people's anxiety about purchasing on eBay (Figure 10).

#### **4) Purchase/Usage Intentions: Influencing Factor for purchase decision on eBay: Authentication and PayPal Payment (Two paired t-tests)**

“Does authentication influence people’s purchase decisions more than PayPal payment in the group that saw the new ad?”

$$H_0 = \text{mean authNewAd} \leq \text{mean paypalNewAd}$$

$$H_a = \text{mean authNewAd} > \text{mean paypalNewAd}$$

We predicted that the authentication factor will influence people’s purchase decisions more than PayPal payment. With the Test Results, the calculated t-statistic is approximately -2.64 and the p-value is approximately 0.01. Since the p-value is less than the common alpha level of 0.05, we reject the null hypothesis. Strong evidence suggests that authentication influences people’s purchase decisions more than PayPal payment for those who saw the new advertisement. Based on the statistical analysis, we find significant evidence that authenticity has a stronger influence on purchase decisions than PayPal payment for this specific group (Figure 11).

#### **5) Willingness-to-Pay: - Willingness to Spend (Chi-square goodness of fit)**

“Do more than 60% of people who saw the new ad willing to spend \$40 and above on eBay?”

$$H_0 = \text{prop willSpendNewAd \$40 and above} \leq 60\%$$

$$H_a = \text{prop willSpendNewAd \$40 and above} > 60\%$$

We predicted that more than 60% of people who saw the New Ad would be willing to spend more than \$40. Based on the chi-square test results, the proportion is 45.16% (observation of 14 divided by a total number of observations of 31). Since the proportion is not in the predicted direction, and the p-value (0.09) is not smaller than the chosen significance level (usually 0.05), we fail to reject the null hypothesis. Thus, we do not have sufficient evidence to

conclude that more than 60% of people are willing to spend \$40 and more on eBay after seeing the new advertisement, meaning advertisement does not change people's willingness to spend (Figure 12).

### **Recommendation**

We concluded that eBay must focus on increasing its brand awareness and the programs/products it offers after analyzing the data collected from our survey. Our analysis of trustworthiness indicated that our message did not change surveyors' perceptions about eBay. Furthermore, we do not have significant evidence that the new advertisement would help increase buyers' willingness to spend. This shows that the shoppers aren't willing to trust eBay with their money, even after seeing the new advertisement. The analysis of whether people value the authenticity of a product or ease of payment with PayPal indicated that people value authenticity more than paying with PayPal. Our recommendations to eBay would be to promote a stronger authentication factor/process of items to ease shoppers' anxiety and increase general brand awareness. This will result in the general public understanding eBay's platform deeper and increase the brand's trustworthiness and spending.

### **Limitations and Reflection**

Given our reliance on non-random sampling or convenience sampling - engaging mainly with individuals similar to our age and demographic through social media or friends - there is a potential for introducing sampling bias. This means our sample may not fully represent the broader population. Furthermore, it might be challenging to get thoughtful responses, as people might just pick answers randomly without really thinking about them, which could affect the quality of the data. The online nature of our survey also introduces other potential challenges,

such as variations in response times throughout different days or times of the week, contributing to noise in the data. In contrast to experiments, or in-person focus groups, conducting an online survey lacks the ability to observe participants' facial expressions and behaviors while answering questions. This limitation prevents us from clarifying any unclear questions directly with the participants.

Upon completing our analysis, we found that there are a few things that we wish to have completed differently. We should have grabbed a larger sample of surveys. We received 64 completed surveys, but a larger pool would have provided us with more data and insight into what the public thinks. We would've gotten a more diverse group of surveyors with the larger samples. Most of our data were collected from white/Asian individuals around 30 years old. If we had unlimited resources, one major change we would implement was how we conducted our survey. Due to simplicity and time restraints, we performed a convenience sample that limited the responses we received. With more money, we would've been able to conduct a systematic sampling. Instead of limiting our sample to our friends/family/social circle, we would've been able to grab surveys from people across the nation from a diverse race/age/financial background. This would've taken longer because we would've been more selective and purposeful with whom we sent our surveys. In hindsight, we maybe should've chosen a company the general public was more familiar with. A lot of people were aware eBay existed, but they weren't familiar with what eBay provided. This resulted in our ad having little effect on their perception.

The most enjoyable part of our experience was witnessing the test results unfold. These outcomes either confirmed or challenged our initial predictions, providing moments of validation



or surprise. Simultaneously, this experiment equipped us with practical steps and practices for conducting marketing research.

We delved into the intricacies of data collection, analysis, and interpretation, gaining valuable insights into research logistics.

Navigating the complexity of various testing methods proved to be the most challenging aspect. Distinguishing between methodologies required intense concentration, leaving us occasionally bewildered and mentally taxed. Crafting effective questions was another task that lacked joy. We engaged in back-and-forth discussions, carefully choosing wording and considering the types of data we aimed to collect. The precision of our questions directly impacted the usefulness of our research.

Surprisingly, an almost limitless array of ways to analyze the data we gathered exists. Each approach serves a unique purpose or answers specific questions. However, this exploration also revealed a potential concern: including IP addresses in the results, which raised alarms about privacy.

Finally, we realized that even a seemingly straightforward questionnaire demands significant time and effort. Team collaboration was pivotal—about 80% of the attributes leading to meaningful results were a collective effort. Each team member contributed at every stage, emphasizing the value of collaboration over individual efforts. Our journey taught us that conducting marketing research is both intellectually stimulating and labor-intensive, requiring a blend of skills and teamwork that transcends individual capabilities.

## Appendix

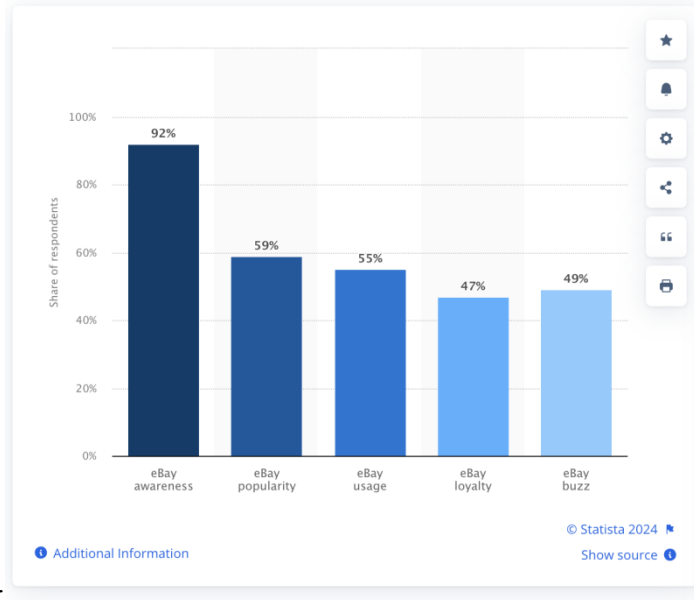


Figure 1:

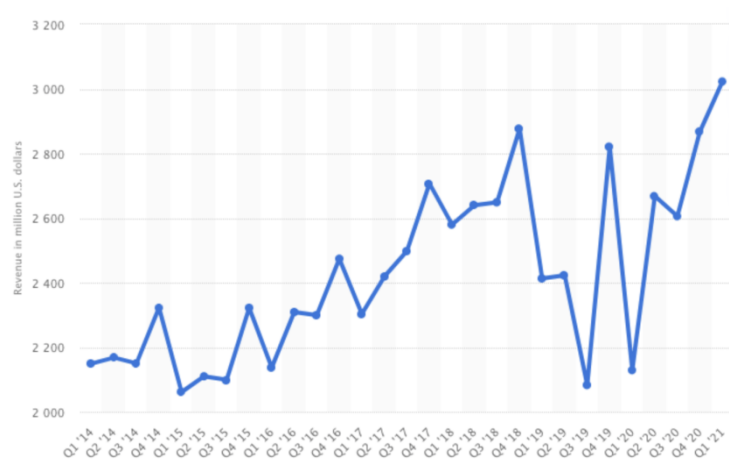


Figure 2:

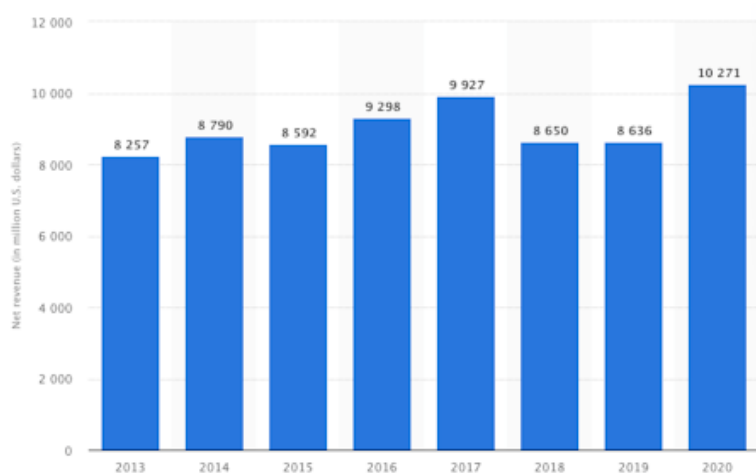


Figure 3:

Figure 4: Focus Group Guide

### **Introduction:**

Good evening. My name is \_\_\_\_\_.

Thank you for joining this focus group. Our discussion today will be casual, relaxed, and informal discussion. Please note that we will be voice recording the discussion.

The purpose is to get your perceptions of eBay (the world's online marketplace) as a brand. It can be what you think of the brand, your experience with the brand, any perception or the brand image you have toward eBay. There is no right or wrong answers, so please do not hesitate to participate in the discussion. You can agree and disagree with each other, and you can also change your mind based on what you hear from other people. Also, please be honest and tell the truth. On the discussion rules, please talk one person at a time and don't dominate the discussion. You can talk in any order, but please listen to other people as well. We would love to have an active interaction in the group.

**Ice Breaker Question:**

For an Ice breaker question, please share your name and your all-time favorite book.

Thank you so much for sharing! Now let's get into the fun discussion about eBay!

**Discussion:****General attitudes toward online shopping**

1. What was your overall experience with online shopping?
2. How has your online shopping behavior changed over the past few years, if at all?  
(specifically pre vs COVID)
3. What is the most important factor when shopping online?
4. What are the advantages and disadvantages of shopping online?

**Usage/Purchase on online shopping**

5. How frequently do you shop online?
6. Which approach would describe your online shopping habit?
  - a. Browsing
  - b. Specific
7. Any category or specific products you prefer to purchase online?
8. Which brand (online shopping website) do you use the most? Why?
9. What influences your decision-making process when purchasing online?

**Attitude toward eBay**

10. How familiar you are with eBay? Please rate from 1-10
  - a. Why did you rate that

11. What words/phrases come to your mind when you think about eBay?
  - a. Why?
12. In your own opinion, what sets eBay apart from other online marketplaces or retailers?
13. Are you aware there is an authentication verification on eBay?
  - a. Yes - what do you think about it? Positive? Negative?
  - b. No - now that you know it, do you care?

#### **Usage/Purchase experience on eBay**

14. Have you ever shopped at eBay?
  - a. What did you get?
15. Have you checked eBay via website or mobile app in the past 6 months?
  - a. If not, which online retailer did you choose for your last purchase?
16. How would you describe your overall experience with eBay? Positive? Negative?
17. Do you compare prices on eBay with other places when making a purchase?
  - a. Yes - please specify the retailer you compare with
  - b. No

#### **Factors influencing shopping decisions on eBay**

18. What factor(s) most influence your decision-making process over other similar retailers?
19. Which factor(s) prevent you from shopping?
  - a. Quality
  - b. Delivery
  - c. Return Policy
  - d. Shopping experience

- e. Price
  - f. Reliability
20. How do you perceive the quality of products at eBay compared to similar retailers?
21. Has any promotions or advertisement that influenced your purchase and decision-making on eBay?

### **Advertising and Recommendations**

22. Have you ever come across any advertisements for eBay in the last few months? If so, what was it? How did it influence you?
23. Has anyone ever recommended or suggested eBay to you before? And what did they say?
24. Is there anything specific you would like eBay to improve?
25. Would you recommend eBay to others?
- a. Why or why not?

### **Demographics**

- a. Age
- b. Race
- c. Gender

### **Closure:**

I think it was a great discussion with similar and different opinions and perceptions about eBay.

It seems that everyone agrees on \_\_\_\_\_ and \_\_\_\_\_. Does anyone want to add or clarify anything on this?

If not, thank you so much for participating in this focus group. Your time is very appreciated and your opinions and perceptions have been very helpful.

Figure 5: Actual Advertisement

“Fill Your Cart with Color”

This message targets customers who are looking for a diverse and wide range of products on eBay. It emphasizes the idea of filling your cart with color (personalization and individuality). The color refers to unique items and a wide variety of items available on eBay, catering to different customer preferences and choices.



Figure 6: Desired advertisement

“Treasure hunt, Authenticity. Guaranteed.”

This message aims to educate customers that you can find unique and rare items. The “Authenticity”, “Guaranteed”, PayPal and checkmark icon enhances people’s perception of eBay. It aims to remove any negative perceptions associated with “fake” “unauthentic” and “unreliable” which was the concern of many people in the focus group.

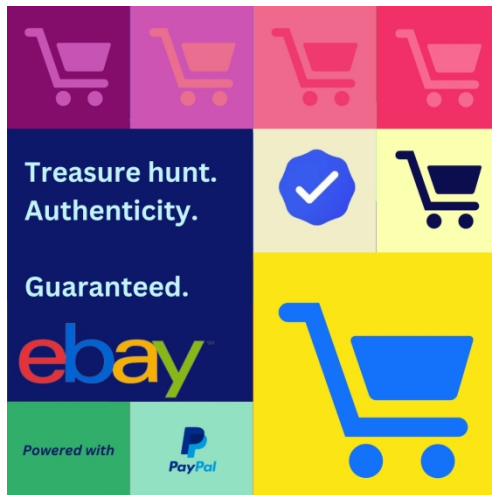



Figure 7: Qualtrics Printout

3/11/24, 4:20 PM

Qualtrics Survey Software



SEATTLE  
UNIVERSITY

### Introduction

Thank you for taking the time to participate in this survey! We are a group of graduate students in a marketing research class at Seattle University. The purpose of this survey is to gain valuable insights into people's perceptions of the brand, eBay.

You will be shown an advertisement followed by 14 questions. The survey should take approximately 5-8 minutes to complete.

Your submission will be entirely anonymous, so we appreciate and encourage honest answers. Your answers will greatly contribute to our analysis and interpretation of how effectively eBay's brand image is conveyed.

### OG Ad

Please consider this advertisement as you go through the

[https://seattleu.yu11.qualtrics.com/QEditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV\\_801GILyaVKyU9a&ContextLibraryID=UR\\_3RkM5p...](https://seattleu.yu11.qualtrics.com/QEditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_801GILyaVKyU9a&ContextLibraryID=UR_3RkM5p...)
1/8



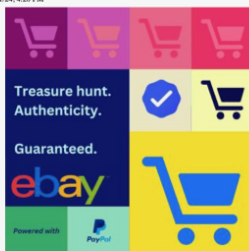
## survey



## New ad

Please consider this advertisement as you go through the survey

[https://zeatiles.yuill.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV\\_80IGILyaVRKyU9w&ContextLibraryID=U9R\\_3k8dPp...](https://zeatiles.yuill.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_80IGILyaVRKyU9w&ContextLibraryID=U9R_3k8dPp...) 2/8



## Trustworthy

How familiar are you with eBay?

Very unfamiliar ☐ Somewhat unfamiliar ☐ Neutral ☐ Somewhat familiar ☐ Very familiar ☐

After seeing the advertisement, how strongly do you associate eBay with the following attributes?

	Not at all Strongly	Not Strongly	Neutral	Somewhat Strongly	Very Strongly
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[https://zeatiles.yuill.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV\\_80IGILyaVRKyU9w&ContextLibraryID=U9R\\_3k8dPp...](https://zeatiles.yuill.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_80IGILyaVRKyU9w&ContextLibraryID=U9R_3k8dPp...) 3/8

3/11/24, 4:20 PM

Qualtrics Survey Software

	Not at all Strongly	Not Strongly	Neutral	Somewhat Strongly	Very Strongly
Rare items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sketchy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely are you to trust your transactions with PayPal?

Very unlikely	Somewhat unlikely	Neutral	Somewhat likely	Very likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### Block 4

After seeing the advertisement, how excited are you to shop on eBay?

Not excited at all	Somewhat not excited	Neutral	Somewhat excited	Very excited
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

After seeing an advertisement, how anxious do you feel about making payments on eBay?

Definitely not anxious	Somewhat not anxious	Neutral	Somewhat anxious	Definitely anxious
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[https://uat001.yul1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV\\_901G1UyaVKyU9o&ContextLibraryID=LR\\_3KdSp...](https://uat001.yul1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_901G1UyaVKyU9o&ContextLibraryID=LR_3KdSp...) 4/8

3/11/24, 4:20 PM

Qualtrics Survey Software

After seeing the advertisement, what is your overall perception of eBay?

Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### Block 5

After seeing the advertisement, has your willingness to purchase on eBay increased, decreased, or remained the same?

- ☐ Increased
- ☐ Decreased
- ☐ Remained the same

How strongly do you think each of the following factors influence your purchase decisions on eBay?

	Not strongly	Somewhat not strongly	Neutral	Somewhat strongly	Very strongly
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[https://uat001.yul1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV\\_901G1UyaVKyU9o&ContextLibraryID=LR\\_3KdSp...](https://uat001.yul1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_901G1UyaVKyU9o&ContextLibraryID=LR_3KdSp...) 5/8

3/11/24, 4:20 PM

Qualtrics Survey Software

	Not strongly	Somewhat not strongly	Neutral	Somewhat strongly	Very strongly
Rare items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Authentication Guarantee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PayPal Payment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

After seeing the advertisement, how likely are you to consider purchasing something from eBay in the next three months?

Very unlikely	Somewhat unlikely	Neutral	Somewhat likely	Very likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Block 6

After seeing the advertisement, how much would you be willing to spend on an item on eBay?

- ☐ \$0 - \$20
- ☐ \$20 - \$40
- ☐ \$40 - \$60
- ☐ \$60 - \$80
- ☐ \$80 - \$100
- ☐ \$100 and above

[https://seattle.yu1.qualtrics.com/QEditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV\\_801GILyaVRKyU9a&ContentLibraryID=UR\\_3BkM5p...](https://seattle.yu1.qualtrics.com/QEditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_801GILyaVRKyU9a&ContentLibraryID=UR_3BkM5p...) 6/8

3/11/24, 4:20 PM

Qualtrics Survey Software

## Block 7

Do you have an eBay account?

- ☐ Yes
- ☐ No

What is your age?

Which race or ethnicity best describes you? (Please choose only one)

- ☐ American Indian or Alaskan Native
- ☐ Asian
- ☐ Black or African American
- ☐ Hispanic/Latino/Spanish Origin
- ☐ Middle Eastern/North African
- ☐ White / Caucasian
- ☐ Multiple ethnicity
- ☐ Other (please specify)

[https://seattle.yu1.qualtrics.com/QEditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV\\_801GILyaVRKyU9a&ContentLibraryID=UR\\_3BkM5p...](https://seattle.yu1.qualtrics.com/QEditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_801GILyaVRKyU9a&ContentLibraryID=UR_3BkM5p...) 7/8

Gender - How do you identify?

- ☐ Male  
☐ Female  
☐ Non-binary / third gender  
☐ Prefer not to say  
☐ Other

Powered by Qualtrics

[https://uat001.you1.qualtrics.com/QEditSection/Blocks/Ajax/GetSurveyPrintPreview?ContentSurveyID=SV\\_801GHUyaV8KyU9&ContentLibraryID=UR\\_3RldSp...](https://uat001.you1.qualtrics.com/QEditSection/Blocks/Ajax/GetSurveyPrintPreview?ContentSurveyID=SV_801GHUyaV8KyU9&ContentLibraryID=UR_3RldSp...) 8/8

Figure 8: Test 1

t-Test: Two-Sample Assuming Unequal Variances		
	<i>New Ad</i>	<i>Old Ad</i>
Mean	3.064516129	2.939393939
Variance	0.729032258	1.246212121
Observations	31	33
Hypothesized Mean Difference	0	
df	60	
t Stat	0.505441387	
P(T<=t) one-tail	0.307550319	
t Critical one-tail	1.670648865	
P(T<=t) two-tail	0.615100637	
t Critical two-tail	2.000297822	

Figure 9: Test 2

t-Test: Two-Sample Assuming Unequal Variances		
	<i>Newad</i>	<i>Oldad</i>
Mean	3.09677419	3.42424242
Variance	1.82365591	1.25189394
Observations	31	33
Hypothesized	0	
df	58	
t Stat	-1.0527197	
P(T<=t) one-ta	0.14841779	
t Critical one-	1.67155276	
P(T<=t) two-ta	0.29683559	
t Critical two-	2.00171748	

Figure 10: Test 3

	<i>new</i>	<i>old</i>
Mean	2.935484	2.515152
Variance	1.262366	1.382576
Observati	31	33
Hypothesi	0	
df	62	
t Stat	1.462367	
P(T<=t) on	0.074346	
t Critical c	1.669804	
P(T<=t) tw	0.148692	
t Critical t	1.998972	

Figure 11: Test 4

t-Test: Paired Two Sample for Means		
	<i>Paypal payment</i>	<i>Authentication</i>
Mean	3.096774194	3.967741935
Variance	1.823655914	1.365591398
Observations	31	31
Pearson Correlation	-0.061323612	
Hypothesized Mean Difference	0	
df	30	
t Stat	-2.636604764	
P(T<=t) one-tail	0.006567266	
t Critical one-tail	1.697260887	
P(T<=t) two-tail	0.013134533	
t Critical two-tail	2.042272456	

Figure 12: Test 5

Count	31	New Ad		
	\$0 - \$40	\$40+	Alt	prop > 60
Hypo. Proportion	40%	60%	Proportion	45.16%
Observed	17	14		
Expected	12.4	18.6		
Differences	4.6	-4.6		
Diff^2	21.16	21.16		
Diff^2/Expected	1.706452	1.137634		
Chi-square	2.844086			
p value	0.091711			

## References

Barber, S. (2023, December 6). *TV statistics: How long does the UK spend watching TV?*

Finder UK. <https://www.finder.com/uk/tv-statistics#:~:text=27.3%20million%20households%20had%20a>

Chaffey, D. (2019, January 14). *eBay case study | Smart Insights*. Smart Insights.

<https://www.smartinsights.com/ecommerce/ecommerce-strategy/ebay-case-study-2/>

*eBay Advertising, Marketing Campaigns and Videos*. (n.d.). [www.campaignlive.co.uk](http://www.campaignlive.co.uk).

<https://www.campaignlive.co.uk/the-work/advertiser/ebay/7248>

Statista. (2018). *Statista - The Statistics Portal*. Statista; Statista.

<https://www.statista.com/aboutus/>

Stoll, J. (2014). *U.S. media usage - time spent watching television 2021 | Statista*.

Statista; Statista. <https://www.statista.com/statistics/186833/average-television-use-per-person-in-the-us-since-2002/>

Britannica, The Editors of Encyclopaedia. "eBay". *Encyclopedia Britannica*, 27 Jan.

2024, <https://www.britannica.com/topic/eBay>. Accessed 27 January 2024.

Elad, Barry. "25+ Amazing Ebay Statistics Facts, Stats, Trends and Data 2023."

Enterprise Apps Today, 6 Oct. 2023, [www.enterpriseappstoday.com/stats/ebay-](http://www.enterpriseappstoday.com/stats/ebay-statistics.html#:~:text=eBay%20Demographics,-)

[statistics.html#:~:text=eBay%20Demographics,-](http://www.enterpriseappstoday.com/stats/ebay-statistics.html#:~:text=eBay%20Demographics,-)

Nearly%2060.78%25%20of&text=14.09%25%20and%2017.3%25%20belong%20respec  
tively,of%2065%20years%20and%20above. Accessed 28 Jan. 2024.

Howland, Daphne. "EBay Launches 'fill Your Cart with Color' Campaign." Retail Dive, 5 June 2017, [www.retaildive.com/news/ebay-launches-fill-your-cart-with-color-campaign/444218/](http://www.retaildive.com/news/ebay-launches-fill-your-cart-with-color-campaign/444218/). Accessed 28 Jan. 2024.

THE INVESTOPEDIA TEAM. "How Are eBay and Amazon Different?" Investopedia, 30 Aug. 2021, [www.investopedia.com/articles/investing/061215/how-are-ebay-and-amazon-different.asp](http://www.investopedia.com/articles/investing/061215/how-are-ebay-and-amazon-different.asp). Accessed 28 Jan. 2024.

John, Adaline Lefe Mary. "What Is eBay and How Does It Work? (2024)." Webretailer, 27 Sept. 2023, [www.webretailer.com/ebay/what-is-ebay/](http://www.webretailer.com/ebay/what-is-ebay/). Accessed 28 Jan. 2024.

Page, Vanessa. "EBay vs. Amazon: What's the Difference?" Investopedia, 23 Aug. 2022, [www.investopedia.com/articles/investing/052615/ebay-vs-amazon-business-model.asp](http://www.investopedia.com/articles/investing/052615/ebay-vs-amazon-business-model.asp). Accessed 28 Jan. 2024.

Steen, Margaret. "Meg Whitman: How We Grew eBay from 30 to 13,000 Employees." Stanford Graduate School of Business, 1 May 2006, [www.gsb.stanford.edu/insights/meg-whitman-how-we-grew-ebay-30-13000-employees](http://www.gsb.stanford.edu/insights/meg-whitman-how-we-grew-ebay-30-13000-employees). Accessed 28 Jan. 2024.