

Qualitative Marketing Research

MSMI 606 - Fall 2022

Team: The Research Gurus

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Gayathri Pothuru



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Meet the Research Gurus



Hung Chun Chou
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Flávia De
Souza



Shih-Chi Kao
(Kyle)

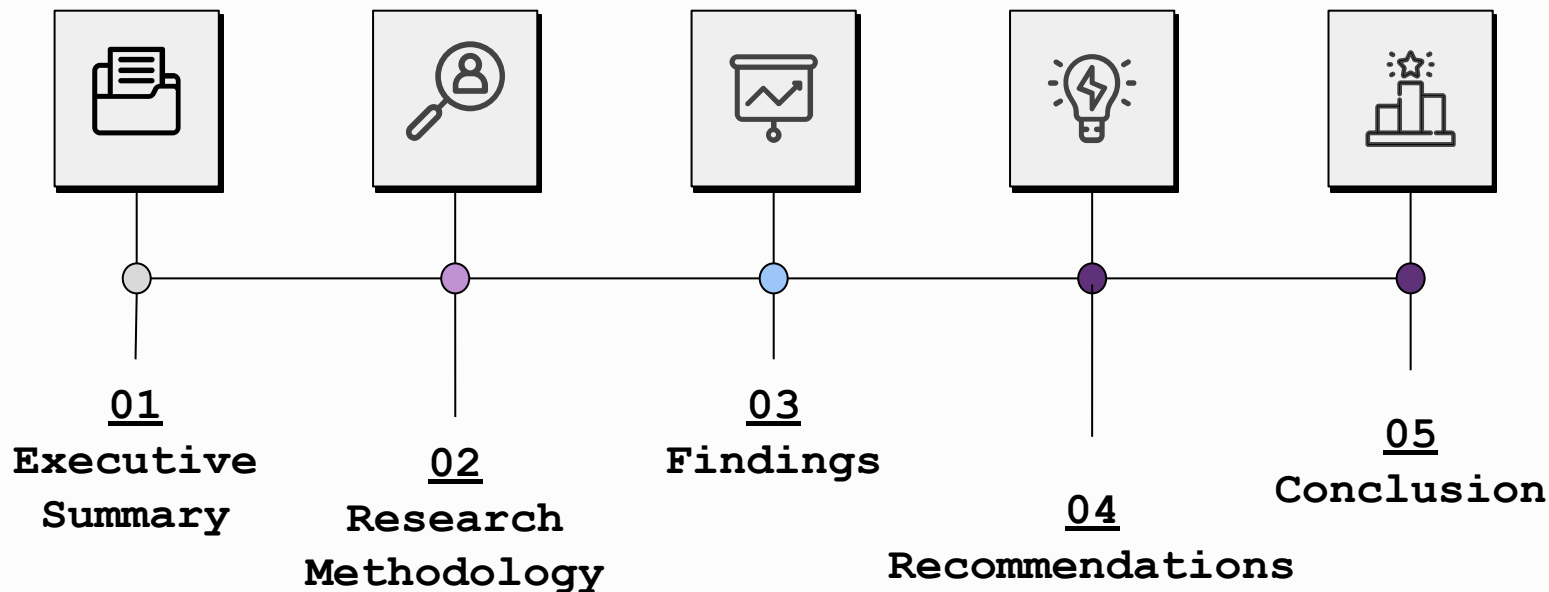


Gayathri Pothuru

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Executive Summary

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Again... What is craigslist about?

Craigslist is an American **classified advertisements** website founded in 1995 by Craig Newmark.

Sections are devoted to jobs, housing, buying and sales, community service, gigs, résumés, and discussion forums.

Vision and Beliefs



- Giving people a voice
- A sense of **trust** and even intimacy
- Consistency of down-to-earth values
- **Simplicity**

- No charges, except for job postings
- Freshness of the material
- No ads, particularly no banner ads

Source: Craigslist Website



Why is Craigslist
so outdated over many years?



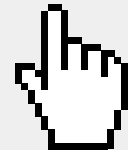
Executive Summary

Craigslist's interface, function, content, reliability, trends...etc have remained relatively unchanged since 1995, only expanding to include more cities and countries.

This research aims to understand if and how apartment renters' consumer behavior has changed while the website barely changed. Also, a few recommendations will be given in order to appeal to more customers entering the website and even close a deal.

Key insights:

- Lack of reliability on the website.
- Simplicity of the interface is not a problem for users.
- It is simple, but not enough functional.
- Poor decision-making influence.
- Lack of exposure to other countries.



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Methodology

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Research Methods Used

Ethnography

Observed 3 users' behavior as they demonstrated how they navigate for an apartment search on Craigslist website.



Netnography

Collected data from comments on social media, Youtube videos and reviews about Craigslist and its founder, Craig Newmark.



Quantitative Survey

Surveyed 22 people about motivations and general preferences about house and/or apartment searching.



In-depth Interview (IDI)

Interviewed 10 respondents among active users and ex-users to understand about their consumer behaviors.



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Findings

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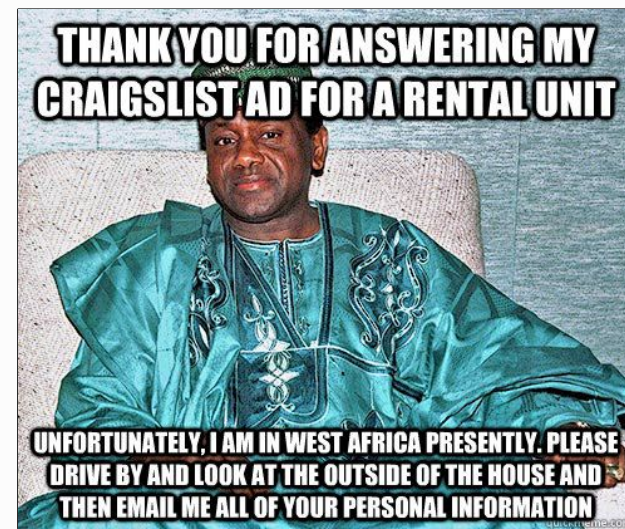


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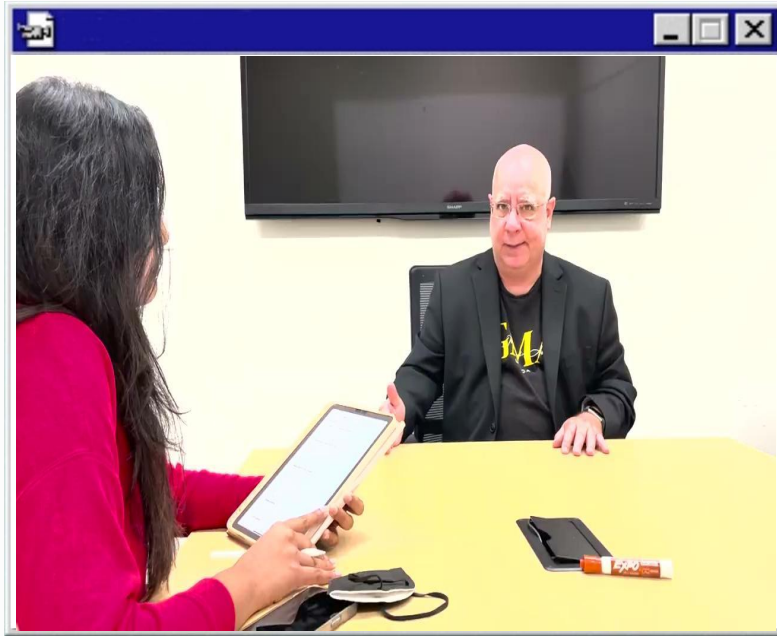
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Finding 1: no reliability



Finding 1: no reliability



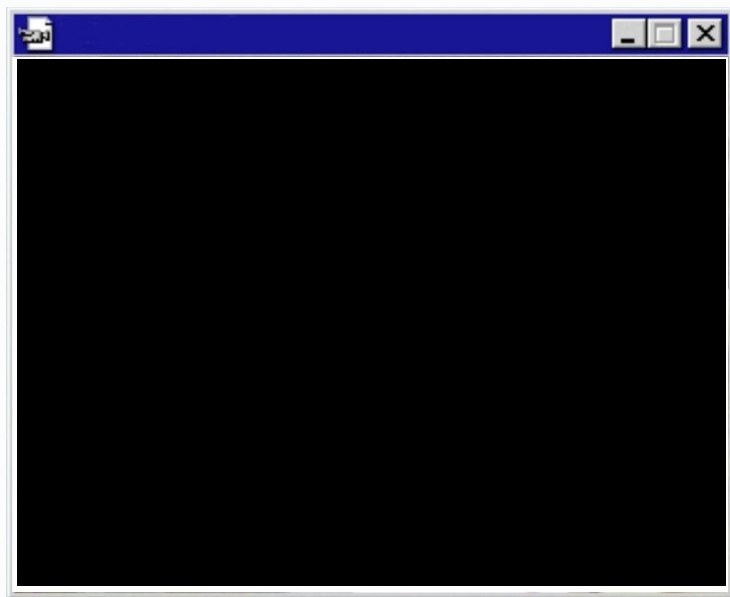
Scams! Scams
everywhere

Lack of Security

No information
about the seller

Anonymous Posts

Finding 2: interface simplicity is not a problem for users



"Simple interface [...]. Great to have geographical Areas separated, included by city."



Barbara



★★★★★ January 10, 2021

Simple interface makes this app fairly easy to use. Great to have geographical areas separated, included by city. Very handy to be able to look something up by distance from a certain location. Some categories missing, such as childcare jobs. Some overlap in categories. Some misuse by users in categorizing items or jobs, but easy to flag for removal.

93 people found this review helpful

Did you find this helpful?


Yes

No

Finding 3: not enough functional

"I kept trying to contact Craigslist and they never got back to me....need to have better customer service and tell us why our post are flagged..."

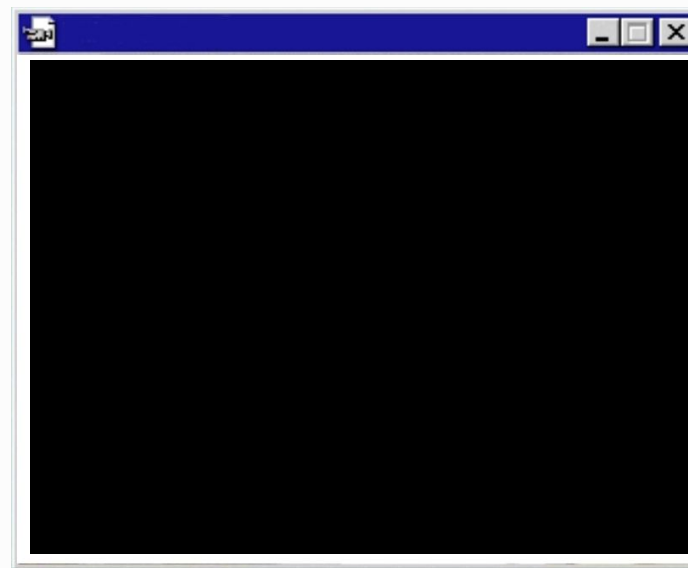
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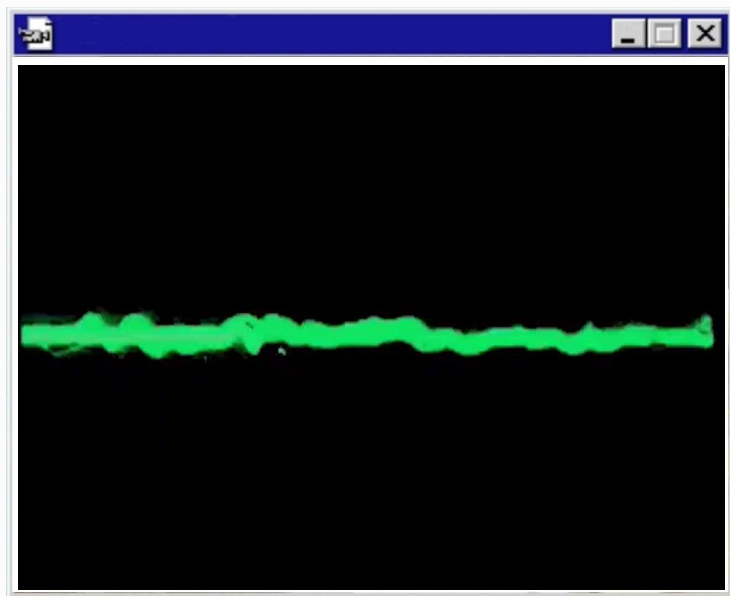
Jalhmde, 11/08/2021

Played

I posted a listing for rehoming my kitty... I follow Craigslist's rules... I asked for a \$25 rehoming fee because I got her fixed chipped and her vacations.... I got a message from a guy saying he is interested in getting her... we made plans to meet up at a public place... once it came time to meet he would say that he isn't sure if he should get her and he would text me like crazy like he knew me and wanted to date me even though I told him I'm married... when I didn't respond back to him right away he would blow up my phone asking if I'm ok and that I need to answer him right away because he was worried.... So I blocked him and he kept flagging my post and I had to keep reposting my ad... so I had to wait for a couple of weeks to repost my post... I kept trying to contact Craigslist and they never got back to me.... I finally found a great family for our kitty... u need to have better customer service and tell us why our post are flagged....



Finding 4: Poor decision-making influence



"[...] I think (Craigslist) it's the first avenue (option) and then I would go through the website that was posted on Craigslist ad and that was the next step (for renting)"

Finding 5: Lack of exposure in other countries



Source: Google Trends

Craigslist type of Personality:

- Stuck in time
- Old school
- Basic
- Bittersweet
- Reluctant to change,
no matter how bad
things are



Carl Fredrickson from Up

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Recommendations on Product

Before a deal

- Guidelines / restrictions for posting structure
- Genuinity check of the posts
 - Background check
 - Location check
 - Price check
- Rating system

During a deal

- Search function optimization
- Chat box for direct communication
- Add "Book a tour" function through the website
- Add "3D Visualization" tool

After a deal

- Customer service
- Improvement of processes for reported scams

*Providing 3D visualization filming service for seller, Craigslist could check the authenticity of the apartment at the same time, even make a profit.

Recommendations on Promotion & Place

Promotion:

- Good-rating and frequent-posting owners get better exposure on Craigslist.
- Ad campaign

Place:

- Creating recognition globally through marketing campaign

**SAME OLD LOOK,
BRAND NEW
FEATURES!**

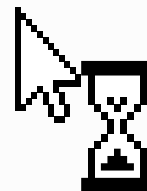
NEW OLD PLATFORM

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Conclusion

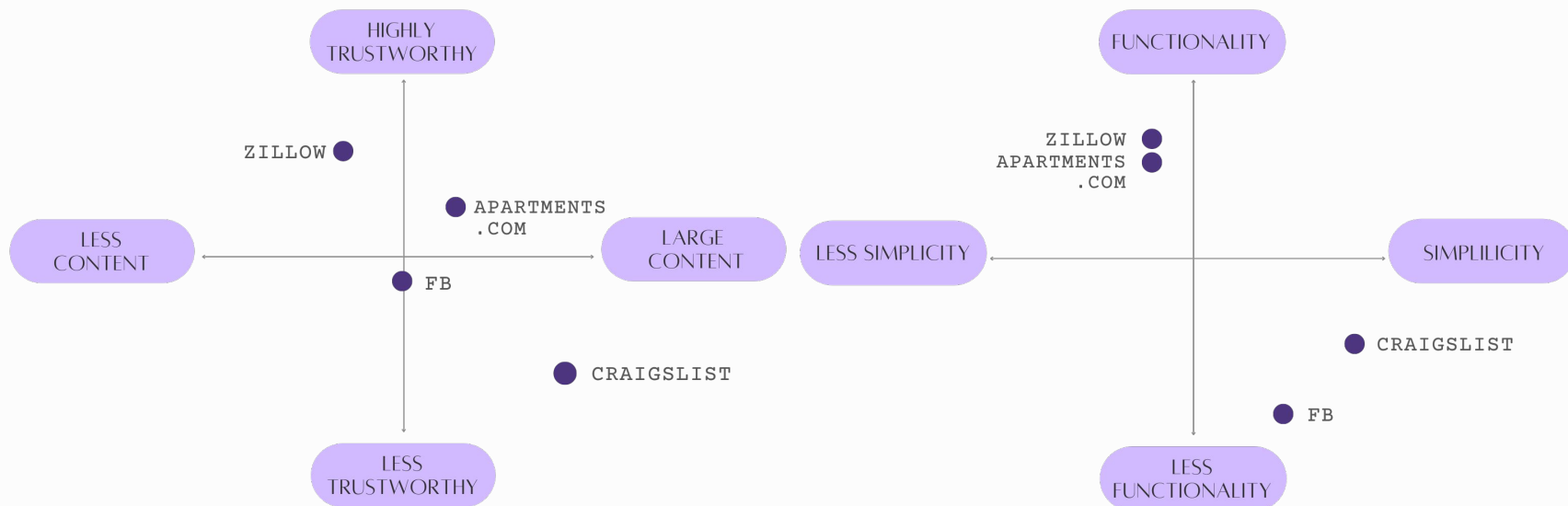
- Keep the characteristic of being simple and straightforward.
- Focus on security to gain more trustworthiness and avoid scams!
- Upgrade functions to develop better user experience.
- Attract customers to close a deal on the website instead of using it as a searching engine.



ACTUAL

TRUSTWORTHY vs. CONTENT AMOUNT

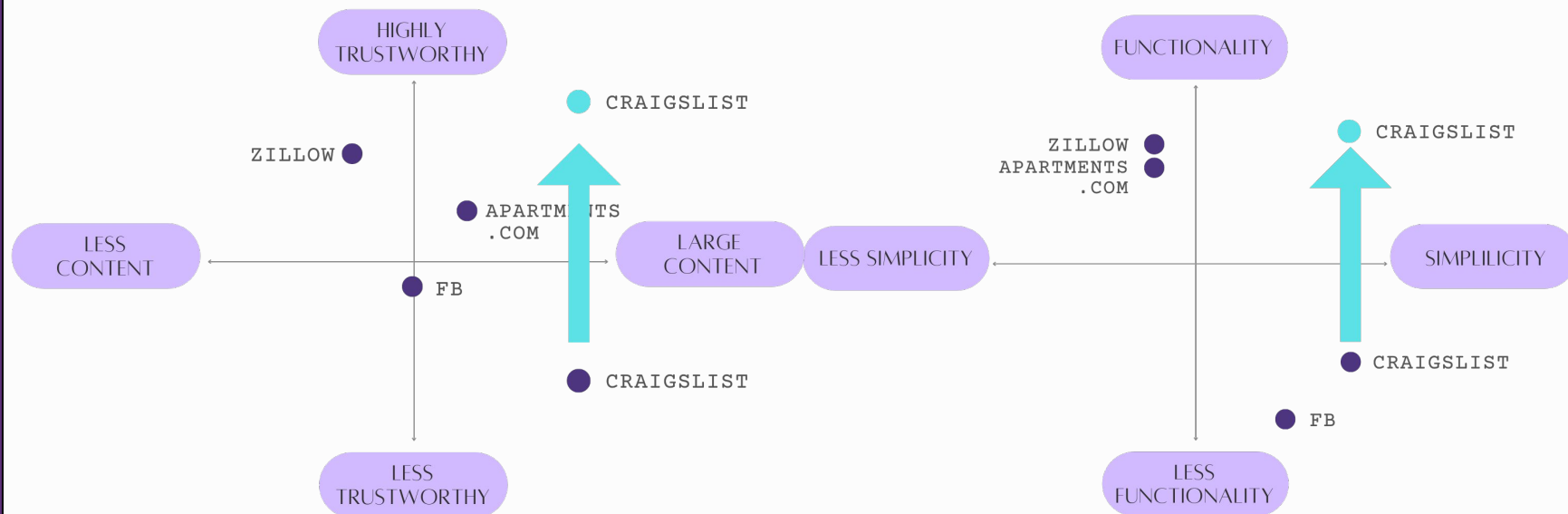
FUNCTIONALITY vs. SIMPLICITY



IDEAL

TRUSTWORTHY vs. CONTENT AMOUNT

FUNCTIONALITY vs. SIMPLICITY



Loading Conclusion

90%

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Thank you!

Do you have any questions?



Appendix



1. [IDI-interview videos and audios](#)
2. [A Conversation with Craig Newmark | Talks at Google - YouTube](#)
3. [Why Craigslist Is Such a Mess | WIRED](#)
4. [Extreme Makeover: Craigslist Edition | WIRED](#)
5. [Mr. Craigslist, Master of the Nerdiverse | WIRED](#)
6. [Craigslist Performance Compared to Main Competitors| Similar Web](#)
7. [Redesigning Craigslist With Focus On Usability - Smashing Magazine](#)
8. [Craigslist ad Nigerian Prince EA - quickmeme](#)
9. [craigslist | about | help | posting fees](#)

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