



Reviewer Intent Survey Summary

**By: Keller Fay Group and
Bazaarvoice
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Study Background and Purpose

- **Bazaarvoice is the market and technology leader in social commerce applications that drive sales.**
- **While Bazaarvoice's analytics provide clients with deep insight into the factors that can help drive e-commerce success via consumer generated reviews, little to date has been known about the motivations of consumers who post ratings and reviews online**
- **This study is designed to provide a deeper and richer understanding of the motivations and behavior of this important group of consumers**
- **The study was conducted jointly with the Keller Fay Group, a market research firm that specializes in word of mouth**
- **A comparable study was conducted a year ago in the US, and results are presented both for the UK and the US**

Methodology

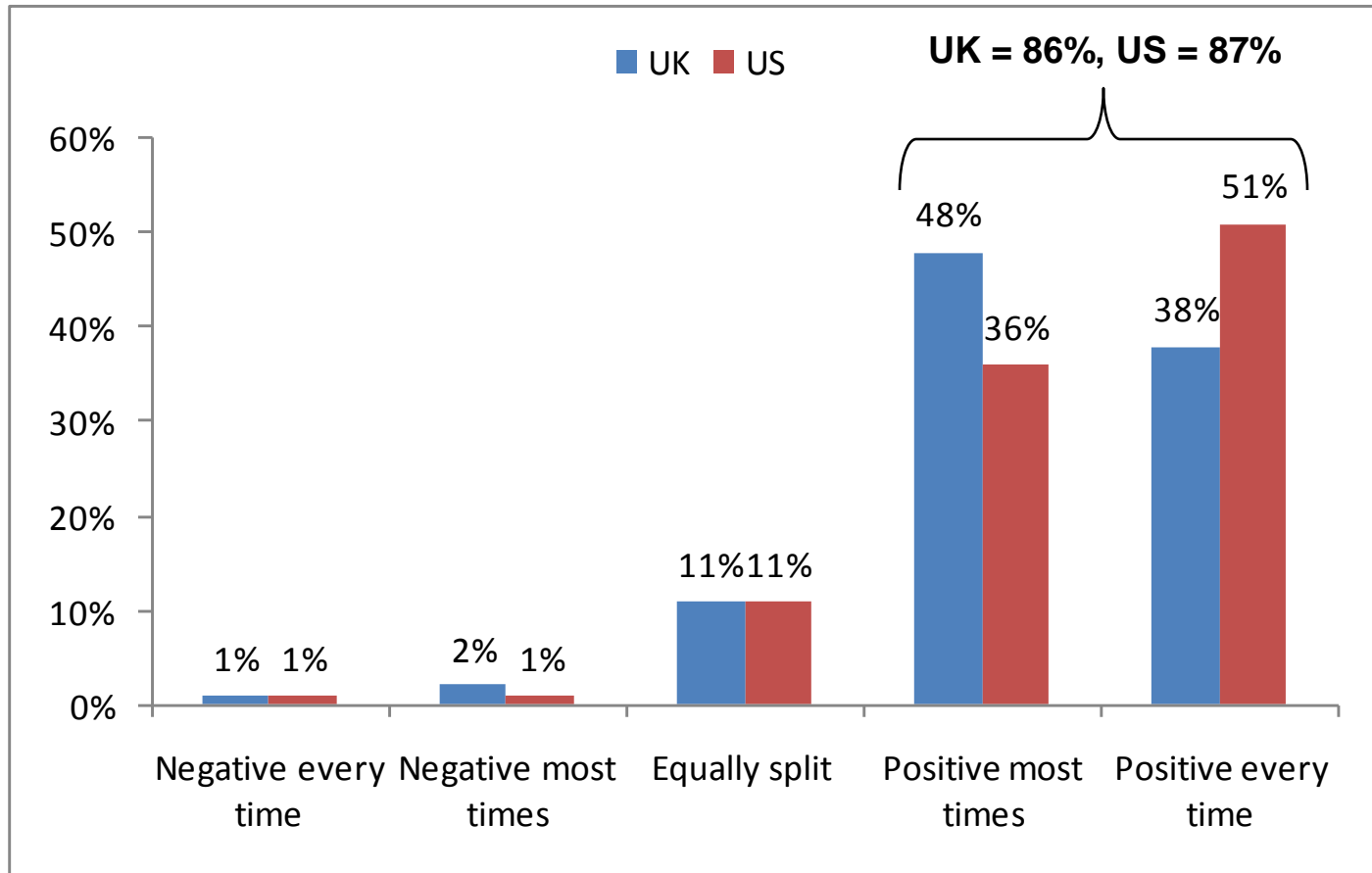
- **Online survey presented to reviewers who posted one or more reviews to Bazaarvoice client websites in the UK**
- **3,786 respondents**
- **Retail categories analyzed:**
 - Mass Merchant
 - Hardware/Home Improvement
 - Toys/Hobbies
- **An equal sample of responses were used from each client data set**
- **Online survey available: late July – mid-October, 2008**
- **All results were then aggregated and analyzed**
- **Comparisons are made to a study of 1,300 respondents to a similar survey conducted in August – October 2007 in the US**

Summary of Findings

- What kind of feedback?
 - **86% of UK and 87% of US respondents** have reported to give **positive** online feedback
- How do you provide feedback?
 - **49% of UK respondents** tell friends and family about their experiences compared to **59% for the US**
- Why post feedback?
 - **94% of UK respondents** reported it was somewhat or extremely important to post feedback to “**help other consumers make good decisions**”
 - **84% of UK respondents** and **74% of US respondents** provide feedback to help a company make improvements to the products and services they offer
 - **82% of UK respondents** and **79% of US respondents** provide feedback to reward a company that they think is doing a good job
- Who is posting feedback?
 - Feedback respondents were typically **female**, in their **30's**, completed **vocational education**, and are making **slightly higher than average income**.
 - **93% of UK respondents** make **online purchases to deliver to their home**

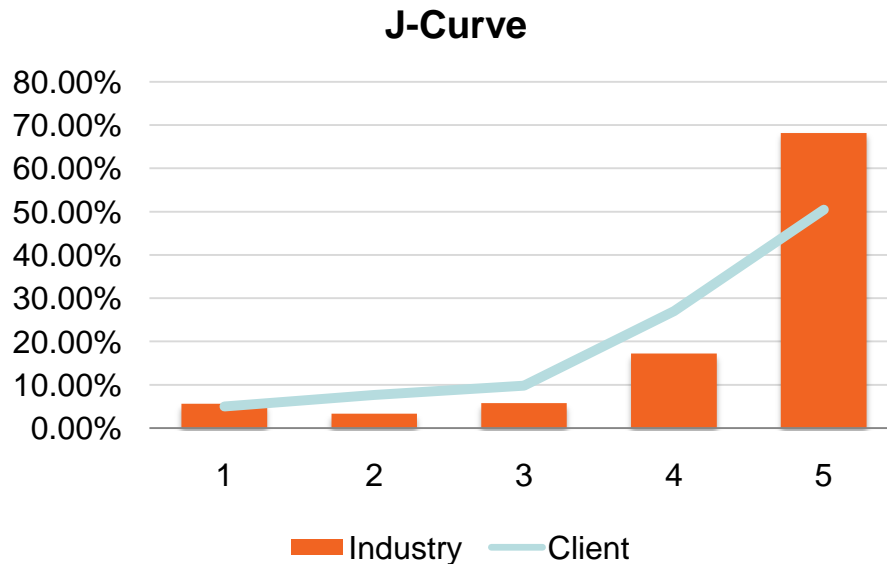
Tone of Surveyor's Online Posts: Mostly or Always Positive

Thinking of all the times you've posted feedback online over the last 30 days, has your feedback been:



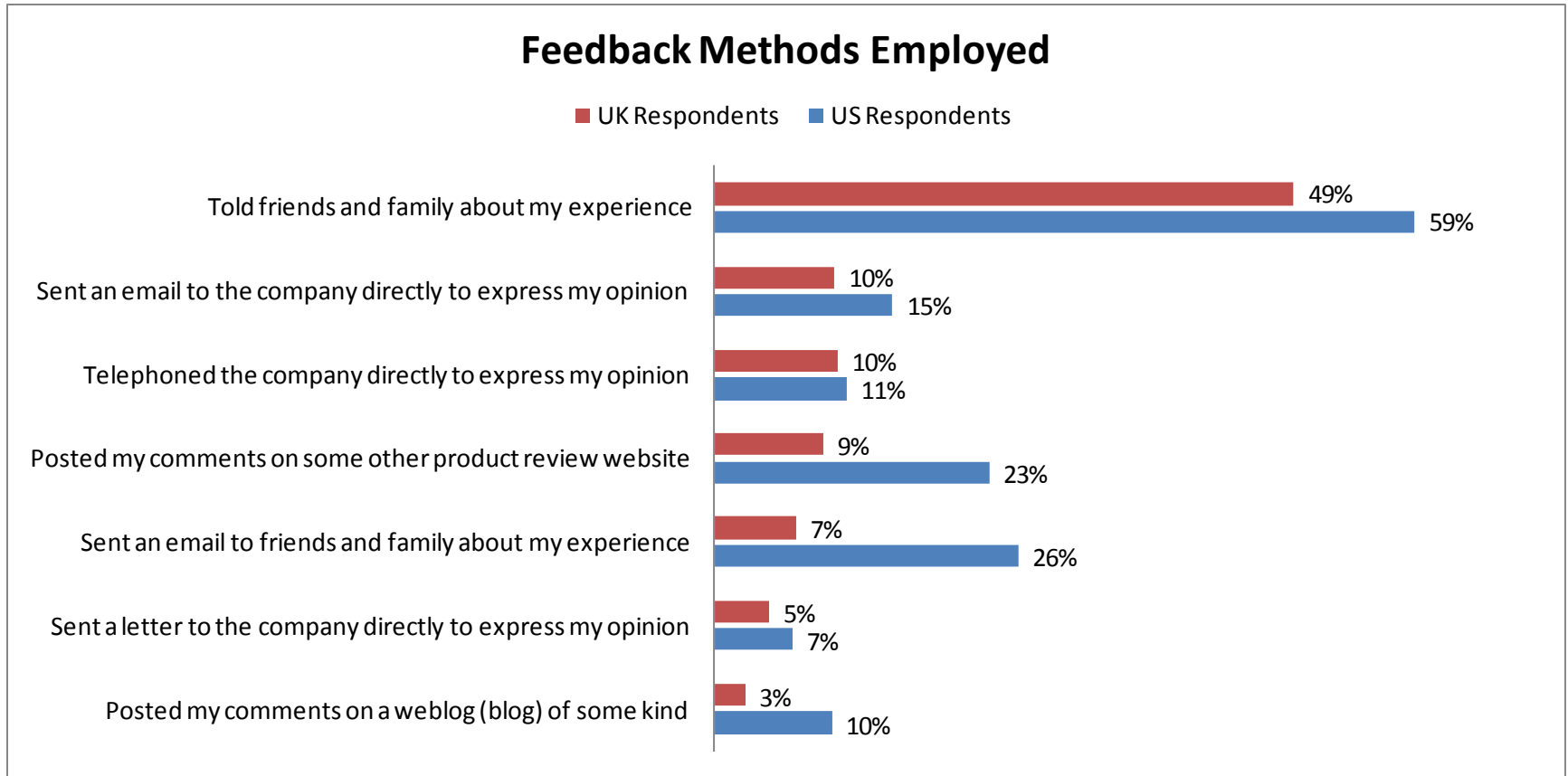
Positive Review Feedback

- **83% of UK respondents** said the review that they just posted was ranked either a 4-“positive” or 5-“extremely positive.”
- The Bazaarvoice J-Curve demonstrates how 80% of all reviews across clients are ranked 4 or above.

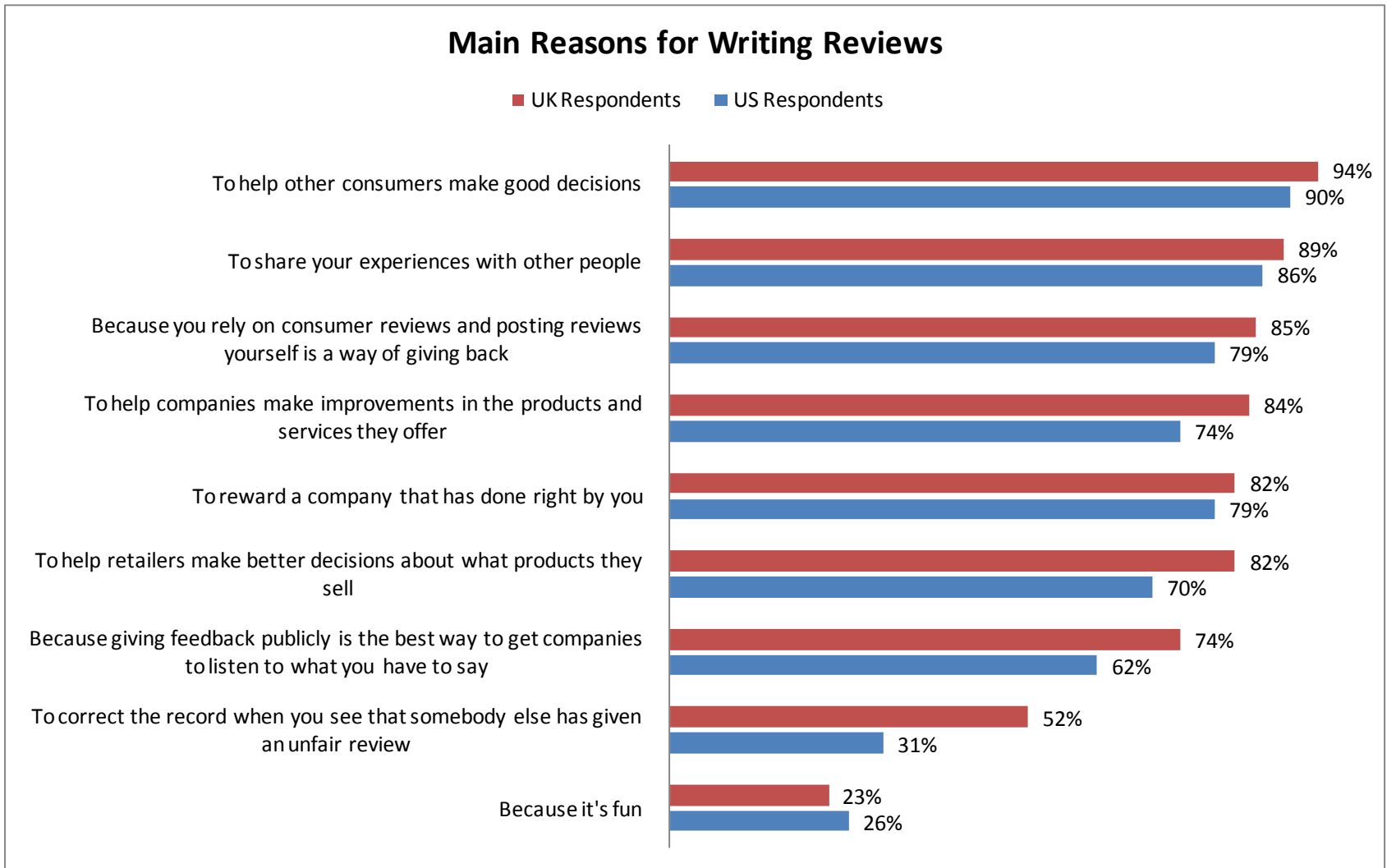


Feedback Methods Employed

Besides posting your feedback online, have you expressed your opinions on that same product or service experience using any of the following methods? Please designate which of the following actions you have taken:



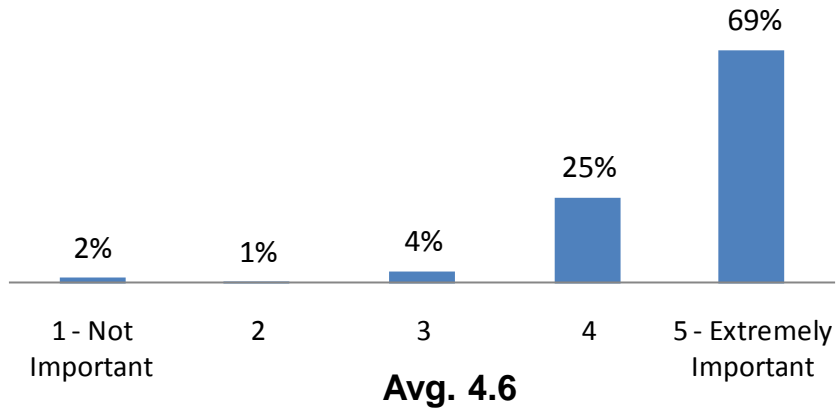
Main Reasons for Writing Reviews



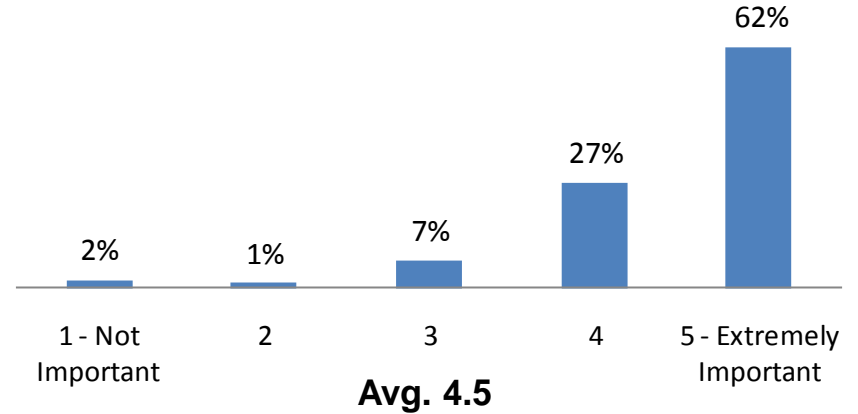
Note: Results are for reviewers who selected “somewhat important” or “extremely important”

Now, we would like to ask you more generally about the reasons why you have posted feedback online about products and services.

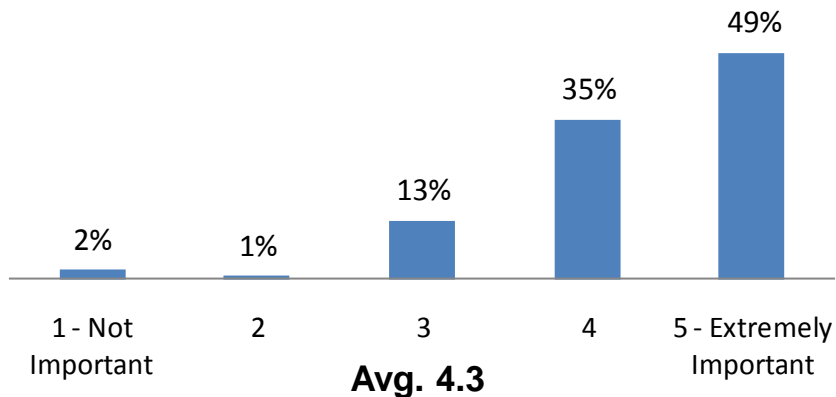
To help other consumers make good decisions



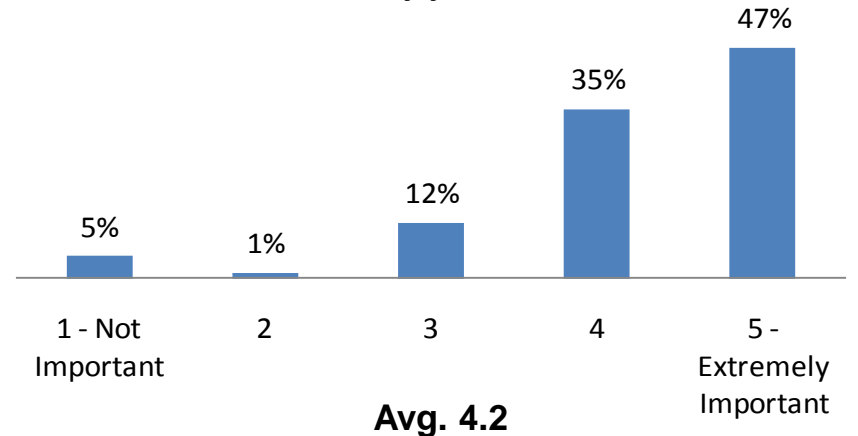
To share your experiences with other people



To help companies make improvements in the products and services they offer

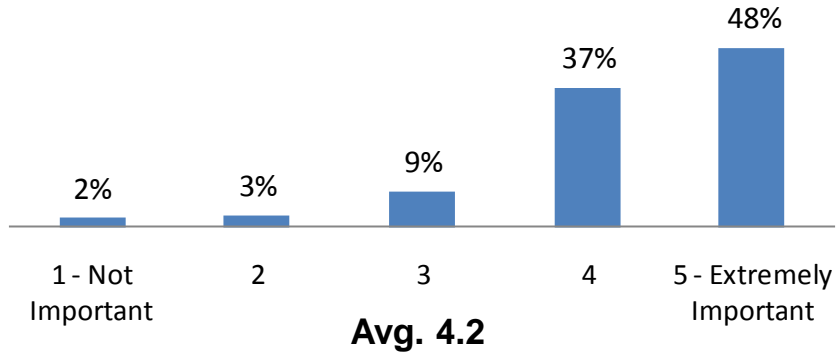


To reward a company that has done right by you

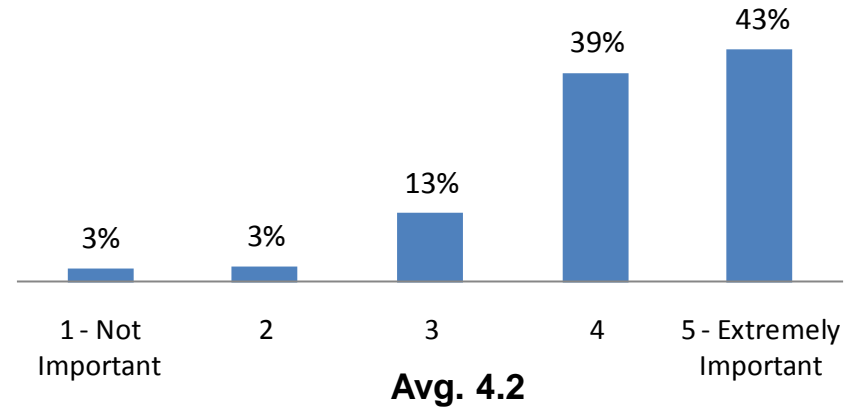


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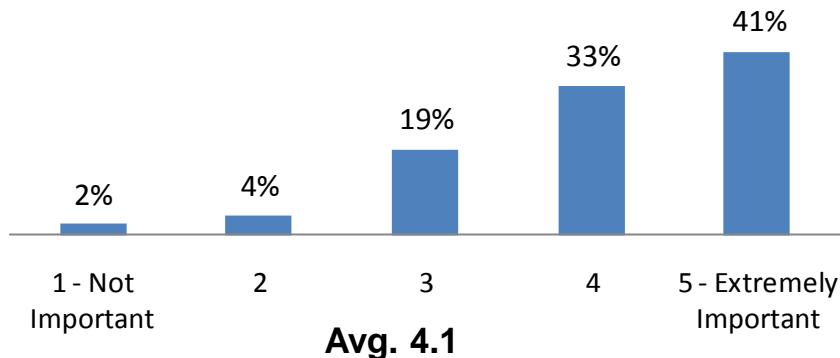
Because you rely on consumer reviews and posting reviews yourself is a way of giving back



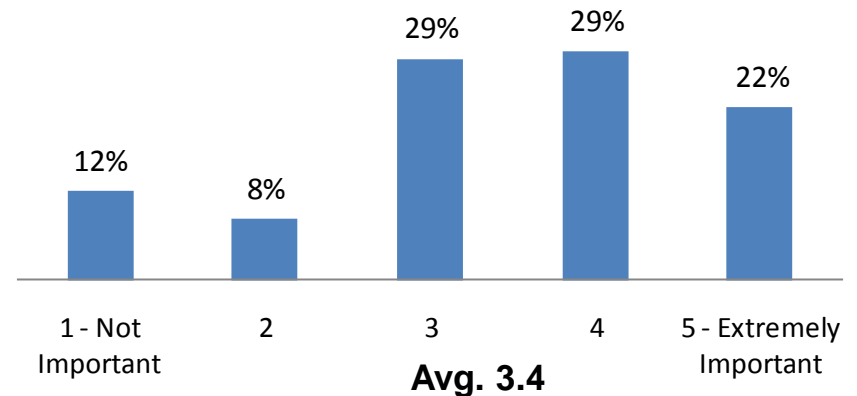
To help retailers make better decisions about what products they sell



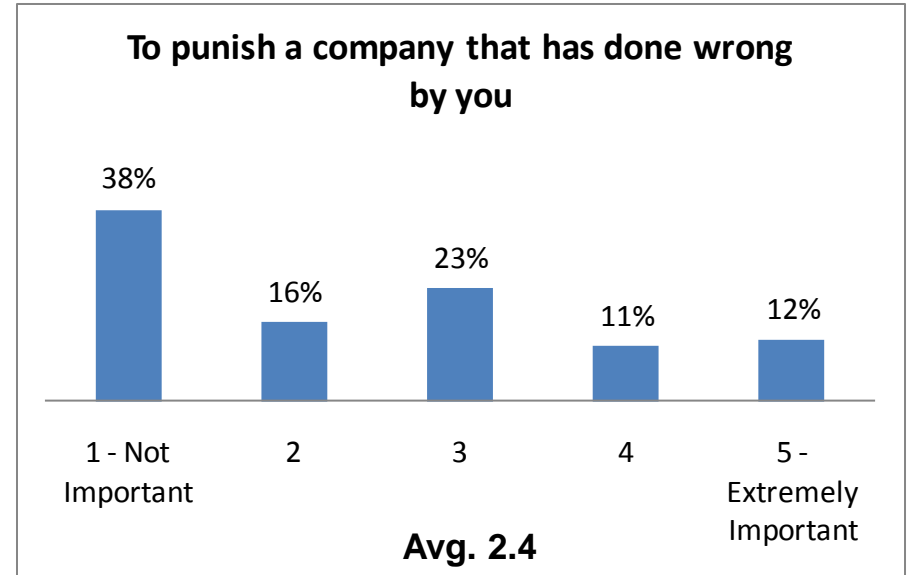
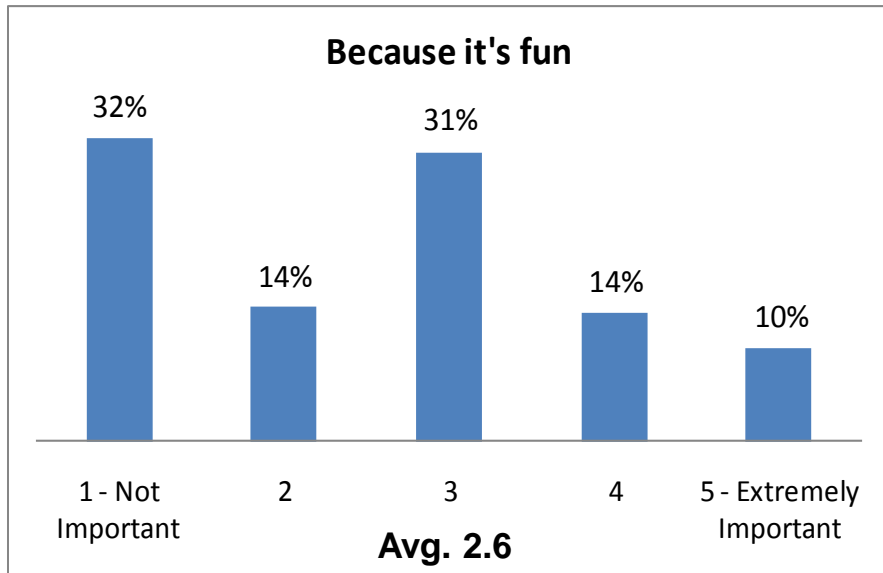
Because giving feedback publicly is the best way to get companies to listen to what you have to say



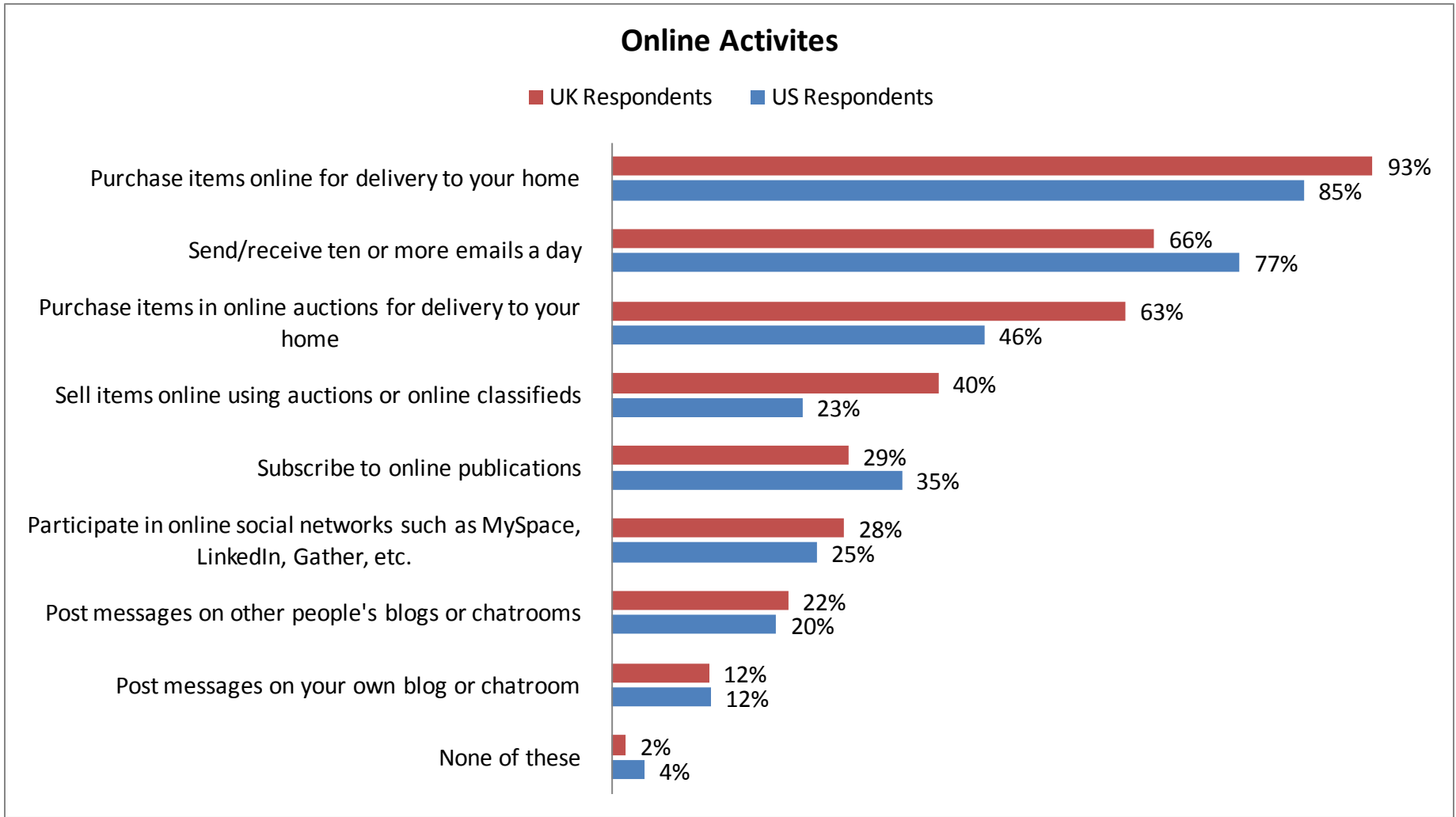
To correct the record when you see that somebody else has given an unfair review



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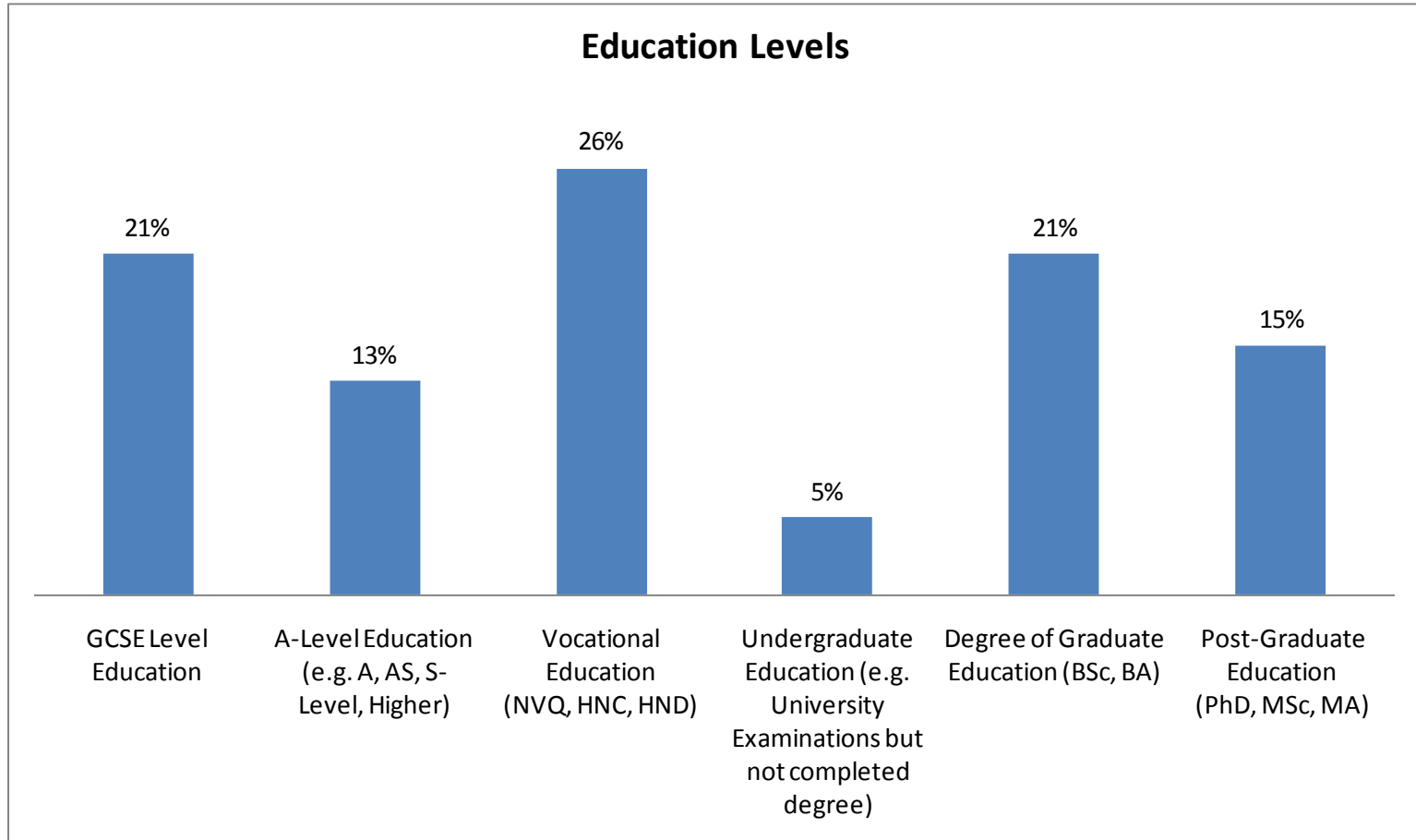


Which of the following things do you do online?

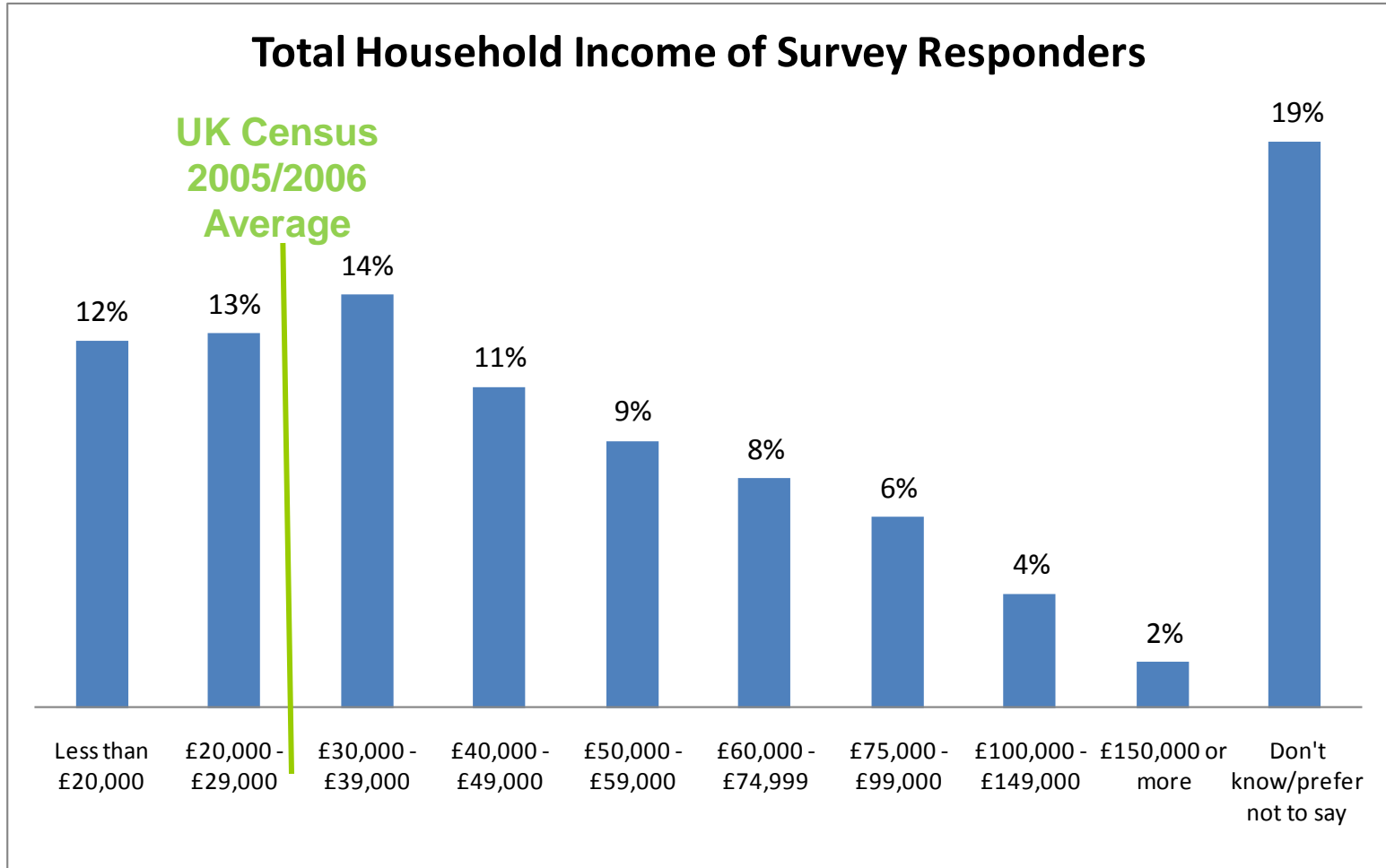


Demographic Data for UK

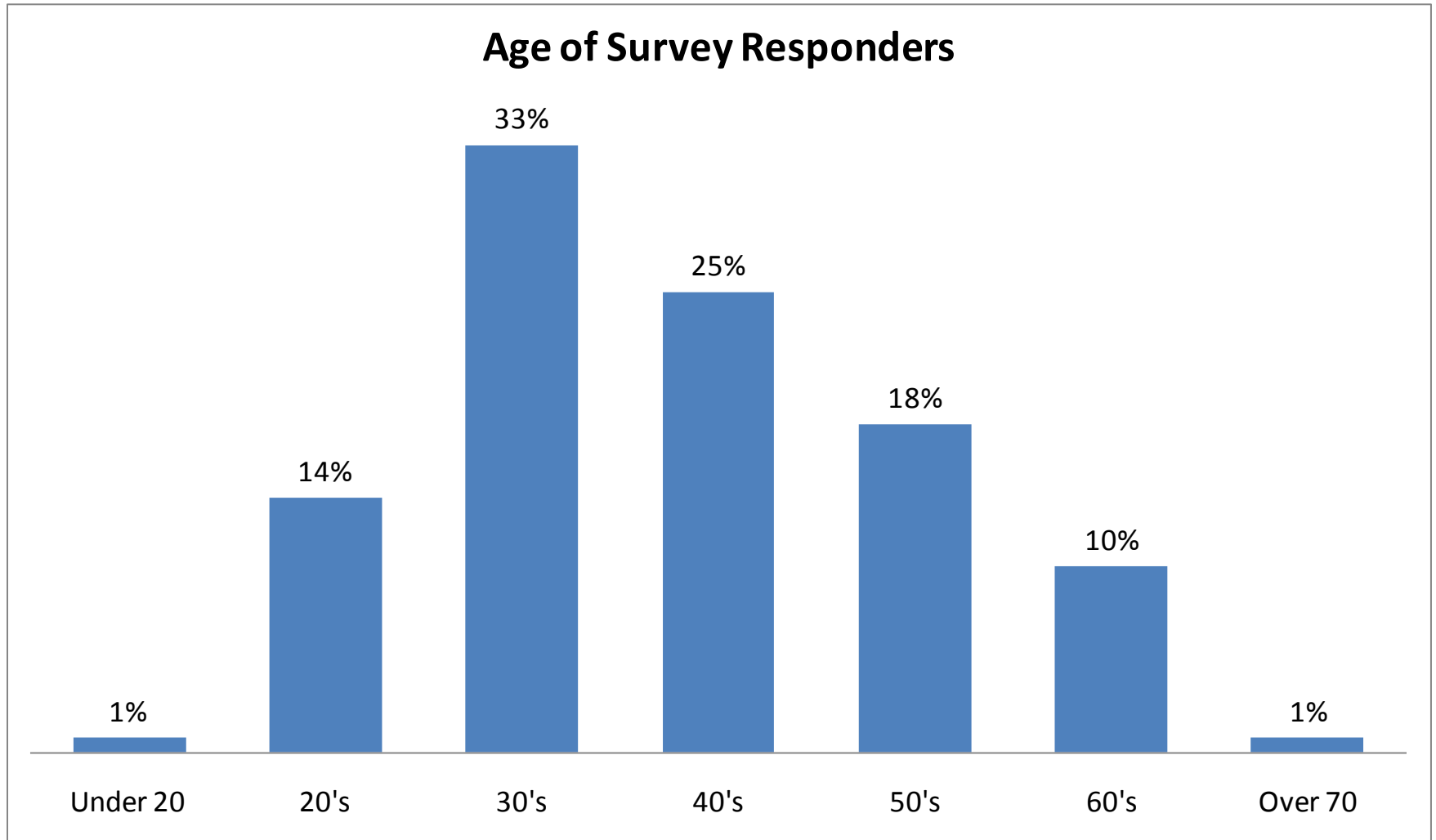
What is the highest level of education you have completed?



Which of the following best describes your total household income?



How Old Are You?



Gender Breakdown

