

I want to understand the condition of an open-box item before I make a purchase so I know what to expect.

- I want to know why something was returned
- When I buy open box I know there's a possibility for it to not be perfect
- Used = needs more info from them having done a full inspection
- I like that they tell you and show you exactly where the item is worn/damaged
- I bought my computer open box and it runs perfectly with no visible damage
- Like New = can't differentiate from a new product, problem only packaging
- Considers condition of open-box item before purchasing
- I like that the photos are actually of the item being sold, not a stock photo
- Communication about the product is so important, what condition it's in etc..
- knowing the true condition of the product matters to me
- Images are very important - if they don't match what arrives it's a betrayal
- Usability quality of the item - it can't need immediate repair
- I like when sites have accurate photos of their products
- Wants to know where an item has wear/tear when it's a resale item

Products

I rely on brand familiarity to understand the quality of an item.

- wants to understand quality when shopping online
- wants decent quality items for her money
- likes tactile sense of knowing when shopping
- I don't mind used as long as it's quality
- Quality is important to me
- will shop by quality over price
- Prefers to shop in store than online to see the product in person

- I usually compare models / other sites and prices before I buy
- Convenience over price as long as it's below my maximum
- will check at top of page for promotions/free shipping
- I like to browse around to see what products are on sale
- I always look for the best deal
- price is a top priority
- Likes to see how much she is saving from original price when it's a resale item
- shops on a budget
- I care about saving money
- will purchase more if price is good (overpurchase)
- Love the balance of having good deals and also the adventure of finding things
- I am price conscious and always buy the cheapest option
- will browse Target because of excellent majority of item needs at good prices
- I shop with a set amount (\$) of what I'm willing to spend
- compares prices when shopping

I am price-conscious to ensure my budget balances between online purchases and my other needs.

I value transparent return policies because they ensure I feel more secure in my purchase decisions.

- I need to be 100% confident in the return policy
- does not consider the return process when shopping
- A good return policy for resale items is important to me
- I don't want to give them another chance to send that item to someone else so I keep it
- Returns free if what they said was not accurate or the item doesn't function
- ease of returns equals excellent cust. serv.
- Options for store credit OR full refund are both great options to have.
- I like when companies make returns easy
- When something is wrong with my item I buy online I never send it back, I call it a loss
- being walked through the return process was memorable
- A good return policy is important to me when making a decision to buy a resale item
- Inconvenient when online stores don't give you a return label
- I tend not to return things - I accept online shopping is a gamble

I consider the speed and cost of shipping as primary factors in my decision when shopping online.

- does not want to think about added cost of shipping
- looks for free shipping
- I love going to look at my package tracker / estimated delivery date
- quick shipping is enticing
- Enjoys being able to track an order/ receive shipping updates
- Prefers not to pay for shipping
- high shipping cost can deter purchase
- Speed is a big deal
- ease of getting item is a consideration

I want to feel treated like a human so I can build a strong relationship with an online marketplace.

- I want to know customer service is actual human beings
- I appreciate when it is easy to contact the seller
- I enjoy when associates are helpful not trying to get a sale
- feels "pushed" by online marketing
- wants a cust. serv. process similar to confidence of in-store
- What I love most about the small shops is I get real feedback from real people
- Customer service is key to keep me coming back.
- prefers email or phone cust. serv.
- Values a good customer service
- I want over communication if there are delays
- good customer service is very important

I value trust to feel confident when I am shopping online.

- I trust brand that have good brand reputation
- I don't like when companies appear to hop on a bandwagon because it seems cool and lucrative
- Supports resale/overstock shopping because of its sustainability
- I trust a store when I'm not trying to be sold something forcefully
- Likes to feel secure about a site before purchasing an item
- Trusts brands she is already familiar with
- shops based on familiarity with store/brand
- Honesty is the number one way to build trust
- small shops go way above and beyond bigger retailers which is why I shop with etsy and amazon sellers
- I only trust shopping from verified sellers
- Expect more information from resellers vs new - an abundance of information
- I appreciate genuine companies

I feel more enjoyment from a well-organized, intuitive shopping experience because it empowers me to find what I want.

- I enjoy when products are organized efficiently
- broad categories can feel like a rabbit hole
- Shopping resale is a bit of an adventure
- Things that are organized and pretty I will spend more time looking
- Organization is key to keep me looking longer
- I don't like to feel overwhelmed with too many options on a single page
- a site having good organization of product catalog is important
- Aesthetics is so important for me to want to come back
- I feel overwhelmed in-person at these stores. I don't like to dig.
- Likes to use filters when browsing around
- I like searching by size
- uses filter feature
- considers self lazy shopper
- Customizable search is "the biggest thing"
- does not browse or want to browse
- does not want lots of clicks/steps
- search function is quick way to find the specific item in her mind
- I like searching by brand

I use filter features to feel in control of my shopping experience.

I read reviews to gain the opinions of other shoppers to feel informed regarding products and sellers.

- I like to read reviews to feel informed when making a purchase
- reads lots of reviews for items when shopping open-box
- I always go through review photos
- I looked at reviews of sites before buying open box
- I always look at comments / reviews/ aesthetics to establish trust
- Reviews are very important to me
- Before I purchase open box I ALWAYS read reviews
- I read reviews before purchasing an item

I remember sites with positive checkout experiences and continue to shop with those sellers due to the ease and speed of the process.

- likes quick/easy checkout with info saved
- ease of flow in checkout will cause her to shop more
- Payment features matter to me when im online shopping
- Enjoys when sites use afterpay/klarna as a payment option
- I enjoy a quick and easy checkout process
- Where a site directs me / how i have to pay also plays into trust

Inventory

- I don't like I can sometimes put limited stock items in my cart if its already been sold
- I always buy a resale product immediately because of its limited stock
- I put an item in my cart that was limited stock, bought it, got an email saying it wasn't available, but got a coupon code
- reseller shopping means "buy now or risk losing out"
- I know what brands fit me and I come back if I know they are in stock
- limited quantities cause her to shop hastily
- does not like limited quantities
- Has always had good experiences with resale/overstock shopping
- Likes to see how many of an item are left when there is limited stock
- When something is limited stock I never really buy, it feels more like window shopping

I appreciate transparency regarding stock so I can respond appropriately.

- I like when there is product variety
- I like mixing up my styles
- I like that I never know what I may find
- I like a good variety
- I enjoy variety

I lose interest when there is a lack of surprise in item inventory.

- likes being given suggestions for similar items
- I like getting emails that connect me with things I'm looking for based on my account
- I like that you can save preferences to account
- does not like making accounts for every site
- Tolerates making an account when there are benefits as a frequent user
- I don't love having to make an account

I hesitate to make an account unless there are apparent incentives and benefits to doing so.