



Office for Product
Safety & Standards

OPSS Research into Consumer Behaviour on Online Marketplaces

DBT Research Paper

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This report was commissioned by the Office for Product Safety and Standards and prepared by YouGov.

The views expressed in this report are those of the authors, not necessarily those of the Office for Product Safety and Standards (OPSS) or the Department for Business and Trade (DBT), nor do they necessarily reflect government policy.

Section 1: Executive summary

Aims and objectives

This report seeks to understand the attitudes, understanding and behaviours of online marketplaces users in the UK. It explored two main areas:

- The consumer journey of how consumers end up purchasing from online marketplaces.
- Consumer opinions, attitudes and behaviours that relate to online marketplaces.

To support these objectives, OPSS commissioned YouGov to understand consumers' interaction with online marketplaces, their decision-making processes, and attitudes and understanding of safety implications.

Key findings

The quantitative survey and qualitative focus groups investigated a range of topics regarding online marketplace users' understanding, use and perception of online marketplaces. This included investigating the consumer journey and the decision making that takes place before choosing an online marketplace, and assuring the safety of the product purchased. Detailed below are three key themes from the research focusing specifically on perceptions of marketplaces and product safety considerations. More information on the consumer journey and decision-making processes can be found in sections 2, 3 and 5.

Understanding of online marketplaces

There is mixed confidence among online marketplace users regarding their knowledge of what an online marketplace is. While just over half (52%) state they have a good understanding of the difference between them and other websites, a large majority (44%) state they have little to no understanding of the difference, highlighting the need for clearer definitions for users.

When asked to identify a definition, users of online marketplaces most commonly state they understand online marketplaces to be places where individuals sell second-hand, or handmade items (65%), followed by a slightly smaller proportion identifying that there are third party sellers selling items which do not include second-hand or handmade items (57%). Almost half of respondents (46%) selected an incorrect online marketplace definition, demonstrating that consumer understanding of online marketplaces is mixed, and not always accurate.

Perceptions and trust online marketplaces

Impression of online marketplaces varies greatly across users and is likely tied to awareness and use of the marketplace. More commonly used online marketplaces, such as eBay (72%) and Etsy (59%) see higher proportions reporting positive impressions, in comparison to less used marketplaces such as Shpock (10%) and Fruugo (8%), with the latter marketplaces seeing higher rates of uncertainty. Indeed, a significant driver of perception is use of the platform itself, where we generally see that respondents who have purchased from a platform in the past six months are likely to have a more positive impression of that platform, compared to individuals who did not use it in that time.

Online marketplaces such as Temu, Wish and TikTok shop see the highest level of negative impression (41%, 26%, 21% respectively), and this then correlates with later findings regarding consideration and avoidance of online marketplaces, where all three brands are most commonly selected as ones users would avoid purchasing from (42%, 28%, 31% respectively). The reasons given for avoiding buying from online marketplaces in the future differ depending on the specific marketplace in question, although for online marketplaces such as Temu and Wish, users are more likely to report avoiding them because they have heard negative things about the online marketplace (71% and 60% respectively).

In the focus groups, participants shared that before purchasing products from an online marketplace they determine quality using reviews, brand reputation, country of origin, images and description of the product, safety markings and price. Trust in marketplaces is generally seen to be more important than trust in sellers or businesses, as participants note that they would expect the marketplace to monitor sellers on their platform and to deal with any issues relating to products purchased. Trust in established marketplaces like eBay and Amazon Marketplace tends to be high. However, there was mixed trust levels for Facebook Marketplace, Temu, Shein and AliExpress, due to lack of familiarity and the perception that products will be low quality and take too long to arrive.

To determine whether to trust an online marketplace some participants rely on reviews however there are concerns around fake, commissioned or AI reviews on online marketplaces. Besides reviews, participants note that they would be likely to look out for prices that are unusually low, lack of reviews about the marketplace, poor product descriptions, spelling mistakes, or images that appear 'fake'.

To increase their confidence and trust when shopping with online marketplaces, participants would like to have clearly outlined policies, such as money back guarantee and protection for buyers and sellers, clear and simplified return processes and responsive customer service. They also suggested including clear product specifications and visible safety certifications along with stricter vetting of sellers.

Navigating product safety on online marketplaces

Perceived product safety remains consistently high across online marketplaces, despite varying levels of user impression and consideration. The majority of online marketplace users state that they consider the products of across all online marketplaces to be safe, with Vinted (94%) seeing the highest levels.

Users predominantly state they use reviews and recommendations in determining their trust in the safety of products sold. Three in ten (31%) state they use online reviews/ recommendations of the product, and one quarter (24%) use online reviews/ recommendations of the marketplace. Likewise, checking reviews is also cited as key step that is taken to ensure the safety and legitimacy of the online marketplace before making a purchase (58%)

Comparatively, formalised metrics of safety are less likely to be considered when thinking about trust in product safety. The UK government product safety framework is cited by one in ten (10%), while 13% identify a kitemark / quality trademark as influencing trust in an online marketplace. Indeed, when thinking about actual products purchased, only 16% state that they looked for safety labels, and 26% report not taking any steps to check product safety when purchasing a certain product.

Assumed safety is a determining factor among those who do not do anything to check the safety of products, with one in three (34%) stating that they assumed the product would be safe regardless, and two in ten who state that they trusted either the seller or the brand (20%) or the marketplace itself (18%) to ensure the product was safe.

Approach

Quantitative methodology

The findings are based upon a representative sample of 2,073 online marketplace users from across the United Kingdom (UK) collected through online research methods during wave seven of the OPSS consumer survey¹. Fieldwork was carried out between 11th – 21st February 2025.

To be eligible for the survey, respondents had to have purchased from an online marketplace in the last 6 months. They were asked to identify which online marketplace from the list below:

- Amazon marketplace or Amazon handmade
- Etsy
- Wish
- eBay
- AliExpress
- Vinted
- Shpock
- Depop
- Facebook Marketplace
- Temu
- TikTok Shop
- Fruugo
- OnBuy
- Other online marketplace

Respondents were provided with the following definition of an online marketplace to aide with understanding at the question.

*For the purposes of this survey, by **online marketplaces**, we mean digital platforms where multiple sellers offer products or services for consumers to purchase. **Products on online marketplaces may be purchased directly from brands themselves, or from sellers selling other brands' products.** They may be new or second-hand. Online marketplaces **do not** include individual retailer websites or classified ad sites.*

Please note, this screening was asked after the questions gauging understanding of online marketplaces, to ensure respondents' answers were not biased.

The representative sample frame for this research was devised using the demographic profile of online marketplace users identified in the OPSS Product Safety and Consumers survey²; a large-scale representative sample of 10,000 people from across the UK. Details on the final sample achieved are provided in the Annex.

¹ All OPSS consumer research reports are available at [Product safety research - GOV.UK](#)

² All OPSS consumer research reports are available at [Product safety research - GOV.UK](#)

Qualitative methodology

As part of this research, YouGov conducted 3 text-based focus group discussions in April 2025, with 10-12 participants per group, who were online marketplace users, to explore individuals' attitudes, behaviours and perceptions of online marketplaces. All groups lasted 90 minutes.

The focus group participants opted in to follow up research at the end of the quantitative survey. They were then invited to groups based on how they fit into the sampling criteria outlined below.

Focus group sampling criteria:

Groups were split according to their age, usage frequency of online marketplaces and parental status.

- **Group 1:** aged 18 – 34, frequent users of online marketplaces (purchased multiple products from multiple online marketplaces in the past 6 months)
- **Group 2:** aged 35 – 54, parents of children under 18 (including those who have bought toys from online marketplaces)
- **Group 3:** aged 55+, infrequent users of online marketplaces (purchased product(s) from an online marketplace in the 6 months)

Across groups we included a mix of demographics including age, social grade, gender, ethnicity, location and parental status.

Analysis:

The quantitative data analysis used a combination of descriptive statistics, with significance tests applied, and other inferential analyses to investigate consumer attitudes and behaviours. First, the survey data was analysed to ascertain the incidence of certain behaviours or attitudes. Significance testing was applied to analyse how survey responses differ by other contextual factors, such as age, gender, socio-economic demographics etc., alongside responses to other survey questions.

The qualitative data was analysed using thematic analysis. This is an inductive technique that involves establishing categories and then identifying systematic links between them. The thematic analysis was conducted by the three researchers who conducted the fieldwork. The researchers referred to transcripts during their individual analysis, alongside this they collectively analysed findings in a joint brainstorm session to increase the reliability and credibility of the analysis.

Guidance on analysis

Where two or more groups are discussed, only statistically significant differences to the 95% confidence interval are mentioned. Significance testing is not applied for figures based on fewer than 50 respondents. Where included, figures based on fewer than 50 respondents are noted and should be treated with caution. Figures based on fewer than 30 respondents are not included or reported upon. All analysis is conducted to two decimal places.

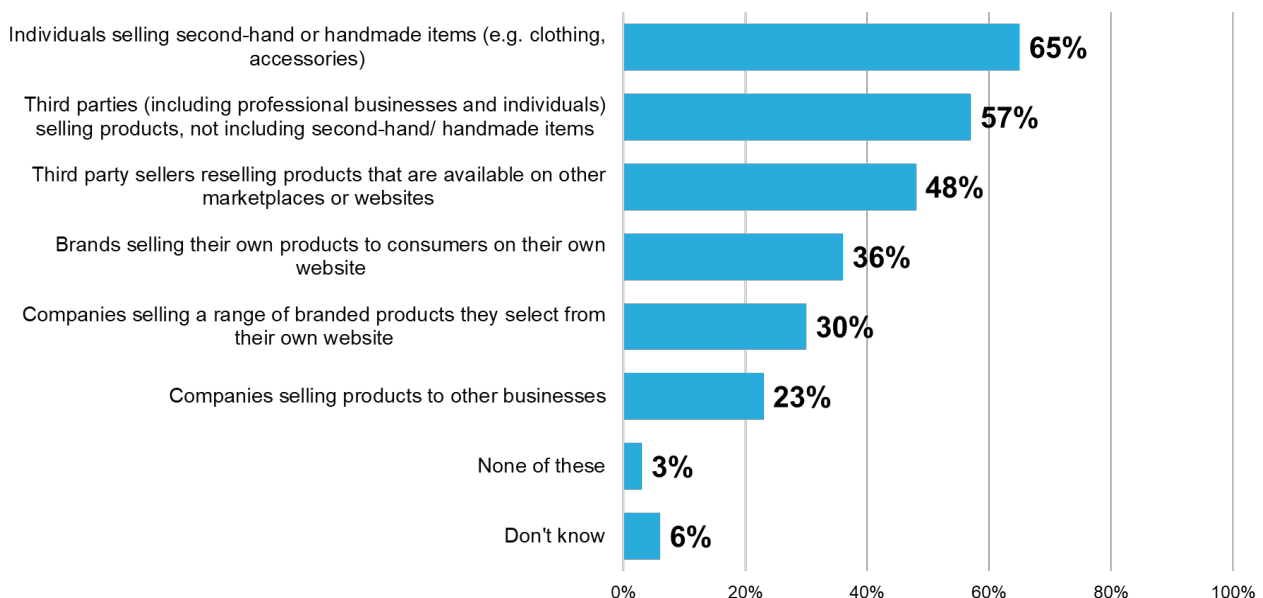
Findings from the qualitative research are noted as “the qualitative research” or “focus group participants”. Due to the nature of the qualitative research, no findings are statistically significant.

Section 2: Understanding and use of online marketplaces

Understanding of online marketplaces

At the outset of the survey, and prior to being shown a definition of an online marketplace, online marketplace users were asked what they considered to be the definition of an online marketplace. Most commonly, respondents identify online marketplaces to be individuals selling second-hand or handmade items, with two in three identifying this (65%). This is followed by a large proportion selecting third parties selling products, not including second-hand/ handmade items (57%), while nearly half believe that they are third party sellers reselling products that are available on other marketplaces or websites (48%). Responses relating to brands or companies selling directly to consumers or other businesses are selected by a minority of users.

Figure 1. Description of online marketplaces



Q: Which, if any, of the following do you think describes what "online marketplaces" are? (Please select all that apply)
Base: All online marketplace users (2,073)

Men are more likely than women to select almost all descriptions of online marketplaces, with the most pronounced differences for third party sellers reselling products that are available on other marketplaces or websites (53% men vs. 43% women), and companies selling products to other businesses (27% men vs. 19% women).

There are also some variations between ages, with those aged 18-29 less likely to select third parties selling products, not including second-hand/ handmade items (52%) and individuals selling second-hand or handmade items (58%) compared to average. Those aged 65+ are more likely to state they are companies selling a range of branded products they select from their own website (37%) compared to average.

We also see that frequent online marketplace shoppers (more than once a week) are generally more likely to identify *all* descriptors more than those who shop less frequently (less than once a month). In particular, less frequent shoppers are more likely to identify

online marketplaces as brands selling products to other businesses, companies selling products to other businesses and companies selling a range of branded products they select from their own website.

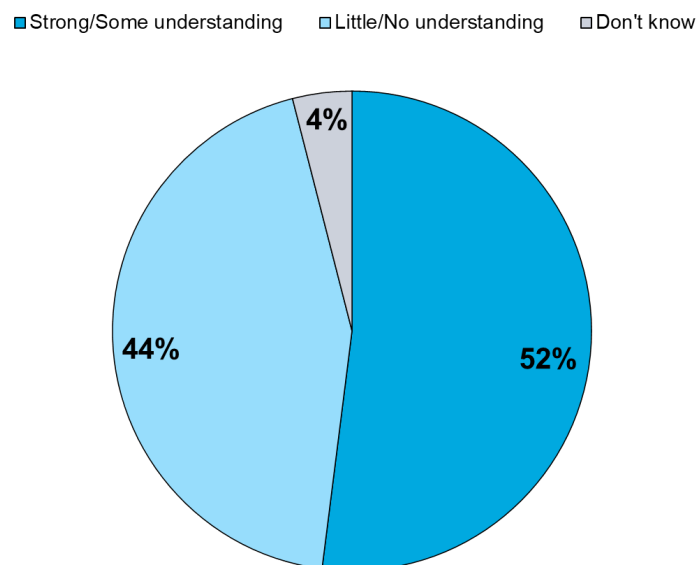
Similar findings were evident in the focus groups, where participants understand online marketplaces to be platforms that allow individual sellers or independent businesses to sell a wide range of items that are either new or second-hand. The majority are aware of various marketplaces, including eBay, Vinted, Amazon, Depop and Facebook Marketplace, Etsy, Temu and AliExpress.

“It's an online digital structure that allows small traders to reach a wide audience for their products at less inconvenience and possibly less cost than doing it independently would be.” (55+, less frequent online marketplace shopper)

“A place for both buyers and sellers to sell new and old items usually small privately owned business.” (18-34, more frequent online marketplace shopper)

Online marketplace users report a mixed understanding of the difference between online marketplaces and other websites. Just over half say they have a strong understanding or some understanding of this (52%), while 44% have little or no understanding. Consumers are equally confident in their own understanding of OM descriptions, irrespective of whether they selected the correct definitions or not.

Figure 2. Understanding of online marketplaces



Q: To what extent, if at all, do you understand the difference between online marketplaces and other websites (e.g. Amazon vs Amazon Marketplace, Tesco vs Tesco Marketplace etc.)?

Base: All online marketplace users (2,073)

There is a clear age difference in levels of reported understanding, with younger respondents more likely to say they have a strong/some understanding of the difference compared to older respondents (18-29: 58%, 30-49: 57%, 50-64: 49%, 65+: 39%).

Men are more likely to say they have a strong/some understanding of the difference between online marketplaces and other websites compared to women (57% vs 47%). Additionally, those from a higher social grade (ABC1) (56%) are more likely to report strong/some understanding compared to those from a lower social grade (C2DE) (46%). The difference between these two groups is most prominent at the extremes of the scale,

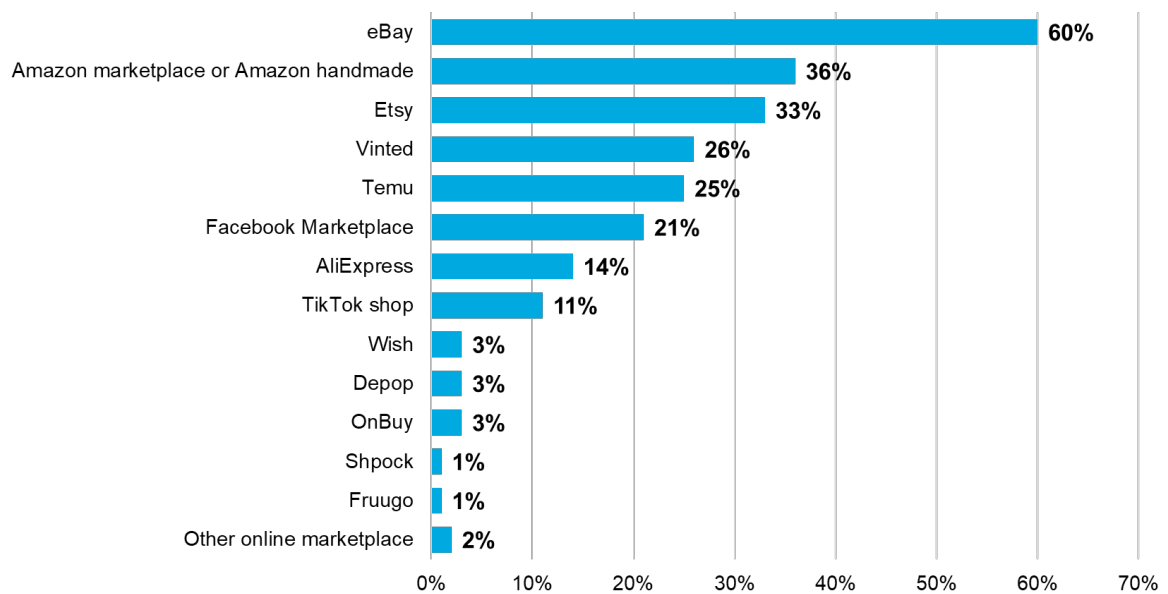
with ABC1s more likely to select a strong understanding (17% vs. 9% C2DE), and C2DEs more likely to select no understanding (18% vs. 13% ABC1).

Generally, those who shop more frequently at online marketplaces report a stronger understanding of the difference between online marketplaces and other websites, compared to those who shop less frequently.

Use of online marketplaces

Online marketplace users were asked whether they have purchased any products from a list of online marketplaces in the past six months. A majority report purchasing from eBay in this period (60%), followed by Amazon Marketplace or Amazon Handmade (36%) and Etsy (33%).

Figure 3. Purchased from online marketplaces in past six months



Q: Have you purchased any products from third parties selling on the following platforms in the past 6 months? Please select all that apply.

Base: All online marketplace users (2,073)

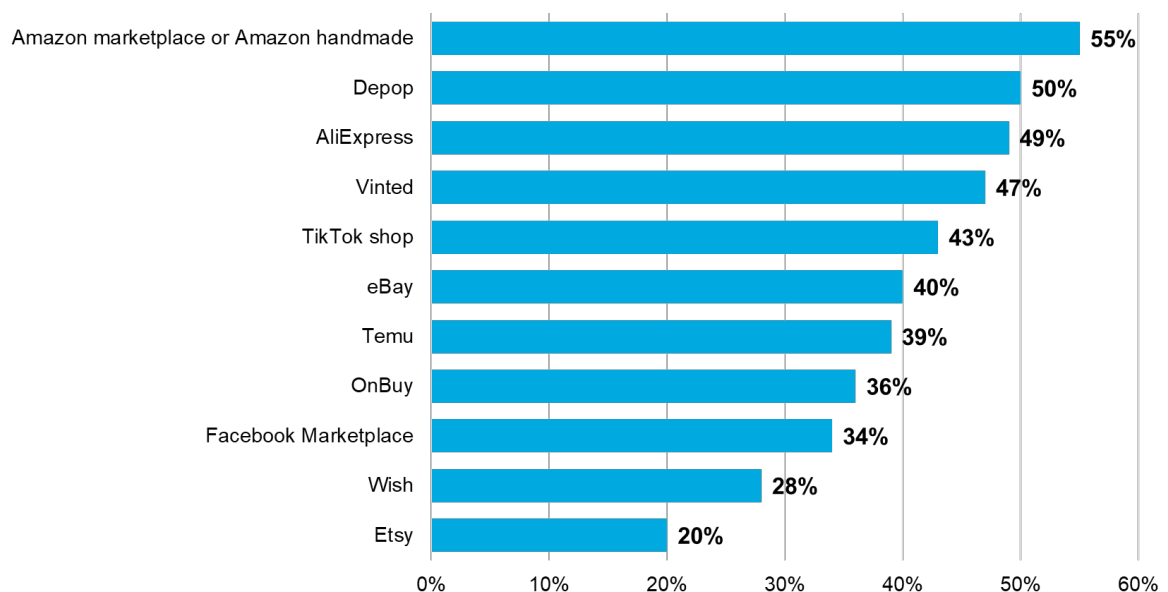
Younger respondents are generally more likely to report purchasing from more online marketplaces than older respondents, however purchase trends from different online marketplaces are skewed by age in both directions, depending on the platform. For example, younger respondents are significantly more likely to say they have purchased from AliExpress (18-29: 29%) compared to older respondents (50-64: 7%, 65+: 5%). A similar trend can be seen among those who report purchasing from TikTok Shop (18-29: 22% vs. 30-49: 13%, 50-64: 9%, 65+: 2%). In contrast, older respondents report higher use of eBay in the past six months compared to younger respondents (65+: 66%, 50-64: 70% vs. 30-49: 58%, 18-29: 48%).

There is also a difference in the use of some online marketplaces between men and women. For example, men are more likely to report using Amazon Marketplace or Amazon Handmade (41% vs. 32% women), eBay (67% vs. 55% women) and AliExpress (18% vs. 10% women) in the past six months, whereas women are more likely to report using Etsy (42% vs. 23% men) and Vinted (37% vs. 13%).

When thinking about frequency of purchase, more than half of Amazon Marketplace or Amazon Handmade users report purchasing at least once a month (55%). This is followed by Depop (50%), AliExpress (49%) and Vinted (47%). A quarter of Depop users report purchasing at least once a week (24%), followed by Amazon Marketplace or Amazon Handmade (15%), TikTok Shop (14%) and AliExpress (14%).

In contrast, almost four in five Etsy users say they purchase less than once a month (78%), followed by Facebook Marketplace (63%). This implies that whilst these platforms have significant reported use, it is more commonly for irregular or one-off purchases rather than regular repeat purchases.

Figure 4. Frequency of purchase from online marketplaces in past six months (at least once a month)



Q: How often have you purchased products from each of the following platforms in the past 6 months?

Base: Amazon marketplace or Amazon handmade users (755), Depop users (62), AliExpress users (275), Vinted users (532), TikTok Shop users (226), eBay users (1,259), Temu users (521), OnBuy users (57), Facebook Marketplace users (436), Wish users (69), Etsy users (689)

There are some demographic differences evident: men who use eBay purchase more frequently than female users, with almost half saying they have purchased at least once a month in the past six months (45% vs. 36% women). This trend is mirrored for Facebook Marketplace (43% men vs. 25% women).

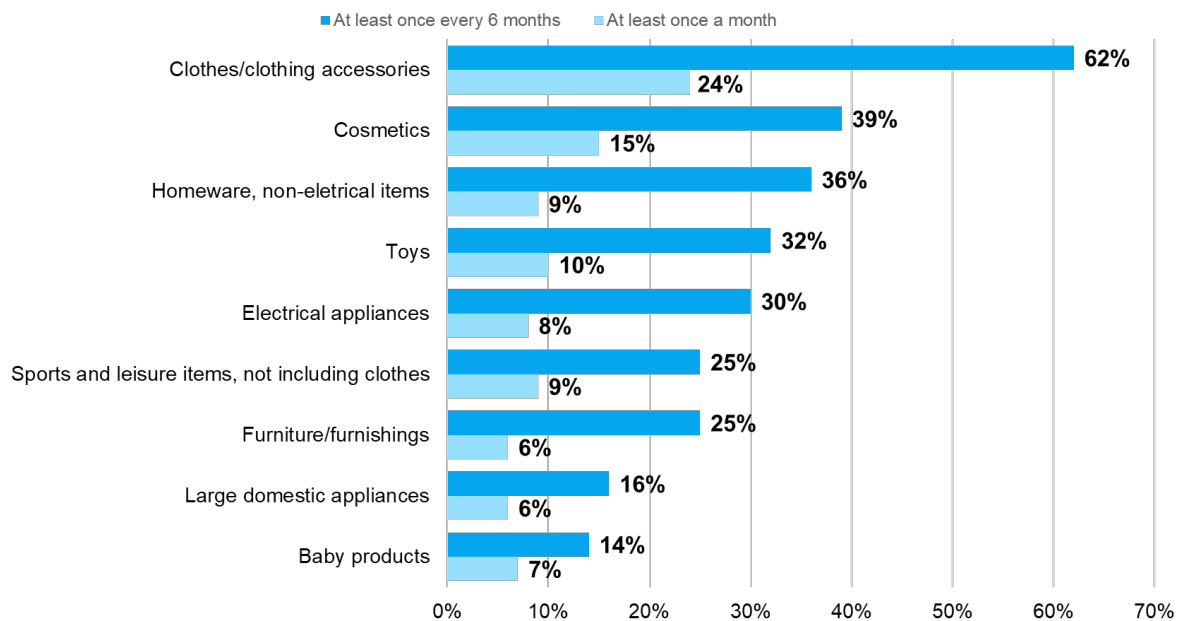
Generally, younger online marketplace users are more likely to report purchasing more frequently across several online marketplaces, even where reported use overall is higher among older respondents. For example, one third (34%) of 18–29-year-old Etsy users report purchasing at least once a month (compared to 50–64: 10%, 65+: 7%), and half of 18–29-year-old Facebook Marketplace users (52%) report purchasing at least once a month (compared to 50–64: 13%, 65+: 15%).

Purchase frequency is higher among those in a higher social grade (ABC1) across several online marketplaces. Most prominently this is seen in the proportion of users who purchase at least once a month on AliExpress (56% ABC1 vs. 33% C2DE), Facebook Marketplace (47% ABC1 vs. 28% C2DE), and TikTok Shop (49% ABC1 vs. 34% C2DE).

Online marketplaces users were then asked to think about their purchase habits of specific items using online marketplaces. The category with the highest frequency of purchase is

clothes/clothing accessories, with 62% of users saying they purchase this on an online marketplace at least once every six months, and 24% saying they do so at least once a month. This is followed by cosmetics (39% purchase at least once every six months) and homeware, non-electrical items (36% purchase at least once every six months). The least frequently purchased items listed are large domestic appliances (78% purchase less often than once every six months), and baby products (74% purchase less often than once every six months).

Figure 5. Frequency of purchasing items using an online marketplace



Q: How often, if at all, do you purchase each of the following items using online marketplaces?

Base: All online marketplace users (2,073)

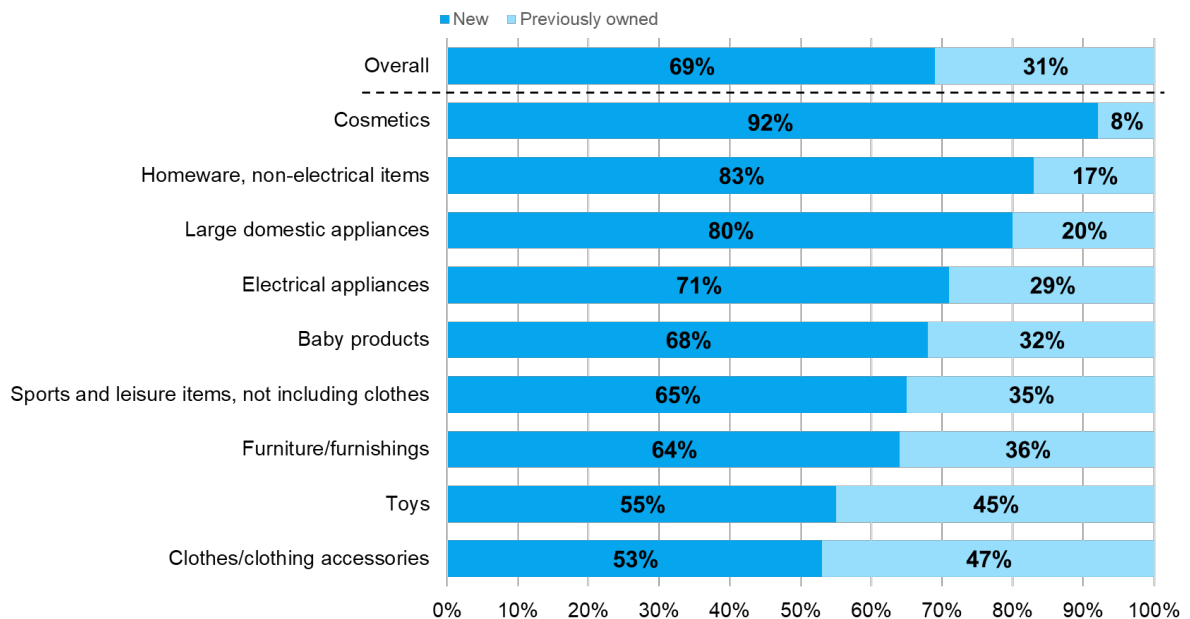
There is variation between men and women in their frequency of purchasing different items from online marketplaces. Men are more likely to purchase electrical appliances at least once every six months (39% vs 23% women), as well as large domestic appliances (21% vs. 11% women) and sports and leisure items (33% vs. 19% women). In contrast, women are more likely to purchase cosmetics at least once every six months (43% vs. 33% men), as well as clothes/clothing accessories (67% vs. 57% men).

Consistent with the trend in purchase frequency more generally, there is some difference between younger and older respondents, with younger respondents more likely to purchase more frequently than older respondents across all item categories. This is perhaps expected in categories which are more relevant to younger age groups (e.g. baby products, toys), however can also be seen in the proportion who purchase other more universal products at least once every six months, such as homeware (18-29: 46% vs 65+: 20%), furniture (18-29: 37% vs 65+: 12%), and clothes/clothing accessories (18-29: 71% vs 65+: 46%).

Certain platforms have a skew towards a specific product type that the platform specialises in, for example 88% of Vinted users selected clothes/clothing accessories, as did 57% of Depop users and 54% of Temu users. Other platforms had a more even spread of product types selected by users, such as Amazon Marketplace or Amazon Handmade, which still has a high proportion of respondents who selected clothes/clothing accessories (37%), but also electrical appliances (32%), homeware (28%), cosmetics (27%) and toys (21%).

When asked about an item they purchased from an online marketplace in the past six months, a majority say the item was bought new (69%) as opposed to previously owned (31%). However, there is variation within this when comparing product types. Some products have a significantly higher proportion of new purchases, such as cosmetics (92%), homeware (83%) and large domestic appliances (80%). Conversely, other products have a significantly higher proportion of previously owned purchases, such as clothes/clothing accessories (47%) and toys (45%).

Figure 6. Items purchased – new or previously owned



Q: Was the [item] you purchased from an online marketplace new or previously owned?

Base: All who have purchased a listed item from an online marketplace in the past six months (1,730); Cosmetics (204), Homeware (196), Large domestic appliances (136), Electrical appliances (195), Baby products (133), Sports and leisure (188), Furniture/furnishings (186), Toys (200), Clothes (292)

Note: All who purchased at least one listed item from an online marketplace in the past six months were randomly assigned one product category for this question.

Overall, men are more likely to purchase new products (74% vs 65% women), while those aged 65+ are also more likely to purchase new products (79%) compared to average. Ethnic minorities are generally more likely to report purchasing an item as new (80%) compared to white respondents (67%).

In the qualitative research, participants shared that they have purchased a wide range of items from online marketplaces, including clothing, cosmetics, electronics, furniture, sports equipment, craft supplies and gifts. The marketplaces they purchased the items from include Vinted, Facebook Marketplace, eBay and Amazon Marketplace, Shein, Temu and AliExpress.

The main reasons for shopping with online marketplaces are convenience, access to a wide choice of products, a range of deals and offers, ease of comparing products and prices, and generally better deals and prices, particularly when compared to purchasing from brick-and mortar retailers. Some participants also noted the benefits of being able to buy second-hand items for both financial and environmental reasons, as they prefer to be able to re-use items and save on costs, particularly when buying larger or more expensive items.

*"It's fast and easy to use, also the prices are better than most physical shops."
(18-34, more frequent online marketplace shopper)*

*"I prefer to buy second hand (carbon footprint and price) and find it easier to purchase unusual items online as I live rurally and so only have small shops locally."
(18-34, more frequent online marketplace shopper)*

"I decided to shop there as the prices buying second hand were much more affordable and it helps the planet." (35-54, parents group)

Participants mostly had positive experiences with online marketplaces, although some note previous negative experiences, such as products not being as described or not receiving the products they purchased. However, this has a little effect on their overall perception of online marketplaces because they feel it does not happen frequently and they were able to obtain a refund, either from the seller or the marketplace. In general, participants highlight that the return and refund process is usually streamlined and convenient, which positively impacts their overall perceptions and experiences of shopping with online marketplaces.

*"On the whole it has been positive, however sometimes you end up sifting through a huge amount of things which aren't good quality."
(18-34, more frequent online marketplace shopper)*

*"Surprisingly good. Even when I found poor CD quality from Amazon, they had a no quibble refund policy which they honoured."
(55+, less frequent online marketplace shopper)*

"I had one case where they gave a fake tracking number and I never received the item. In the end I got a refund from eBay." (18-34, more frequent online marketplace shopper)

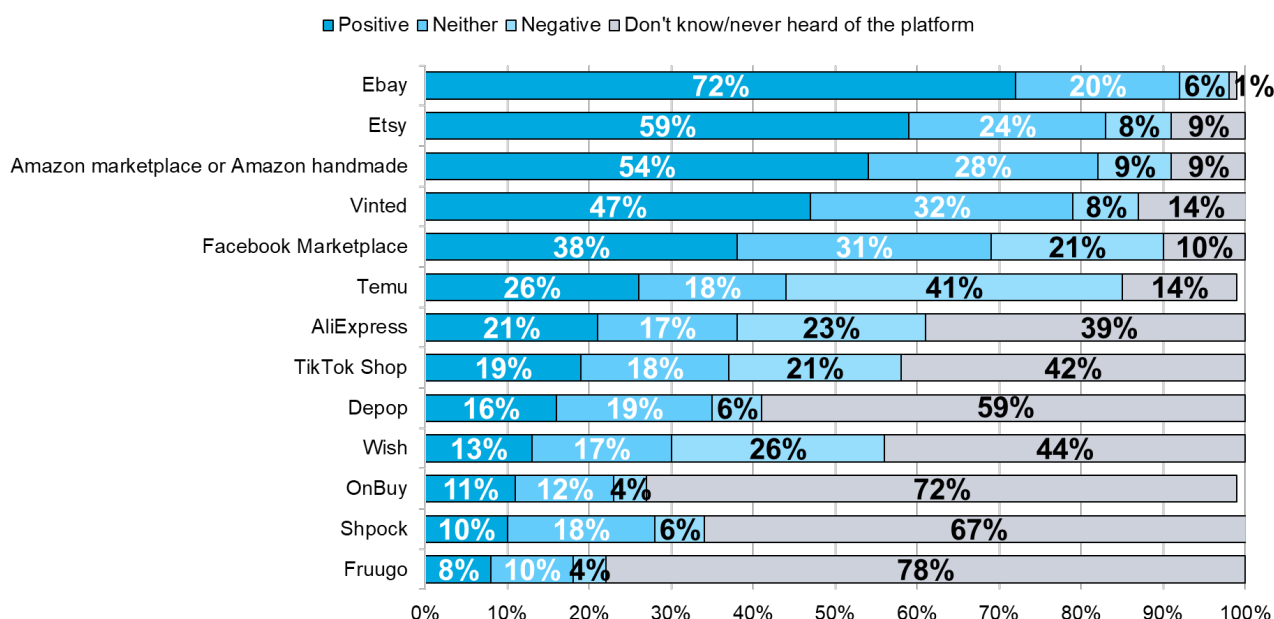
Perceptions of online marketplaces

Online marketplace users were also asked about their overall impression of each online marketplace platform, regardless of whether they had previously used it. The platform with the highest proportion of positive impressions is eBay (72%), followed by Etsy (59%), Amazon Marketplace or Amazon Handmade (54%) and Vinted (47%). The platform with the highest proportion of negative impressions is Temu (41%), followed by Wish (26%), AliExpress (23%) and TikTok Shop (21%). Other platforms such as Fruugo, Shpock, OnBuy and Depop have relatively low scores for both positive and negative impressions, due to a high proportion of those who say they don't know/have never heard of the platform, as well as some who say they feel indifferently.

There are a few differences between men and women on perceptions of specific online marketplace platforms, though often this can be explained by a higher proportion of indifference or lack of knowledge/awareness rather than increased negativity in the opposing group. For example, women feel more positively towards Vinted (56% vs. 36% men), however men are more likely to say they feel neither positive or negative (36% vs. 28% women), and more likely to say they don't know/have not heard of the platform (20% vs 8% women).

Between age groups there is also some difference in perceptions of online marketplaces, with younger people reporting more positive impressions than older people in some cases such as Etsy (18-29: 70%, vs 65+: 43%). Again though, the difference in positive perception in this case can largely be attributed to indifference or a lack of knowledge/awareness, rather than a major increase in negativity.

Figure 7. Overall impression of online marketplaces



Q: Thinking about each of the following platforms, how positively or negatively would you rate your overall impression of them?

Base: All online marketplace users (2,073)

A significant driver of perception is use of the platform itself, where we generally see that respondents who have purchased from a platform in the past six months are likely to have a more positive impression of that platform, compared to individuals who did not use it in that time. Examples of this include Vinted (91% users vs 32% non-users), Amazon Marketplace or Amazon Handmade (78% users vs 40% non-users) and Etsy (86% users vs 46% non-users).

For the more positively perceived platforms generally, user status tends to affect negative sentiment less drastically than it does positive sentiment. However, for the more polarising platforms, user status amplifies the effect in both positive and negative perception. For example, 73% of users of Facebook Marketplace have a positive impression of the platform compared to 28% of non-users, however just 4% of users have a negative impression of the platform compared to 26% of non-users. A similar effect is seen for AliExpress; 81% of users have a positive impression of the platform compared to 11% of non-users, and 6% of users have a negative impression of the platform compared to 25% of non-users.

Some of the non-users may be individuals who previously used the platform and had a bad experience, which may explain some negative sentiment from this group. However, non-users also encompass those who have *never* used the platform, indicating that some of these brands/platforms are suffering from a negative reputation/brand perception which does not align with the impression among those with the experience of recent/current use.

In the focus groups, perceptions of online marketplaces centred around convenience, affordability, ease of use, as well as the opportunity to access a wide range of new and second-hand products for affordable prices and support small businesses. Despite the positive perceptions, many have concerns about scams in online marketplaces. Whilst a few mentioned having negative experiences with sellers on eBay, Vinted and Amazon, the concerns are particularly high about Facebook Marketplace, as it is seen to lack sufficient customer protection. However, this does not prevent them from shopping with online marketplaces, particularly the ones they trust more (e.g., Amazon, eBay).

“Second hand, often good quality things at cheap prices.” (18-34, more frequent online marketplace shopper)

“Convenient. Cheap. Wide range of products. Good deals.” (55+, less frequent online marketplace shopper)

“I worry about being scammed but have sold quite a bit on Facebook marketplace and also bought.” (35-54, parents group)

“Facebook scamming is much more prevalent than any other platform. Fake profile, fake messages.” (35-54, parents group)

Trust in online marketplaces

In the qualitative research, participants shared that trust in online marketplaces to them means knowing that they will get the item they paid for, that there are policies in place to protect customers from scams and a simple process for contacting customer service to help resolve any concerns, such as getting a refund or a replacement if there are any issues with the item purchased. For some, trust also means having confidence in the legitimacy of sellers and buyers, as well as a secure site for online transactions and knowing that their details are stored safely.

Trust in marketplaces is generally seen to be more important than trust in sellers or businesses, as participants note that they would expect the marketplace to monitor sellers on their platform and to deal with any issues relating to products purchased. There is a sense that there is always a risk of having untrustworthy sellers in marketplaces and as a result, trusting the platform itself is essential, in order to counter the potential risks. However, for a few, trust in sellers is more important, particularly on platforms where they feel it might not be an easy process to get a refund or solve issues once the transaction has been made.

“I need to be able to contact customer support easily and item refunds or returns if needed.” (18-34, more frequent online marketplace shopper)

“I think I trust the marketplace more than the individual items... There's no guarantee an item will be as described.” (18-34, more frequent online marketplace shopper)

“A site is trustworthy if it has in place good policies that prioritise customers.” (18-34, more frequent online marketplace shopper)

“Trust for the item comes down to the seller - quality, authenticity of branded product, based on reviews etc. but I wouldn't buy an item even if I was positive it was perfect and the seller had a pristine reputation if I didn't trust the platform they were selling on.” (18-34, more frequent online marketplace shopper)

Among focus group participants the trust for online marketplaces is generally high, particularly for the marketplaces that they perceive to be more ‘established’, such as eBay and Amazon Marketplace. This is due to a sense that they have been operating for a long time, alongside a perception that they have good customer protection policies in place and previous positive experiences with resolving issues they have experienced. However, trust in Facebook Marketplace is mostly low, particularly among those in 35-54 and 55+ age groups, due to a sense that it is not being monitored, and buyers are not sufficiently protected from potential scams.

Among those in the 55+ age group, there are also mixed views about Temu and other newer sites, such as Shein or AliExpress. Whilst some note having positive experiences,

others tend to avoid them due to a lack of familiarity, being unsure how trustworthy they are, a perception that it will have lower quality products or that the items will take a long time to ship. A few mentioned that they distrust Temu due to a perception that their personal information is not safe on their platform.

“I’d trust most of them. Just not [Facebook] marketplace! It’s not monitored and anyone can post anything.” (35-54, parents group)

*“Usually find eBay has more genuine sellers than Facebook.”
(18-34, more frequent online marketplace shopper)*

“I would avoid Temu and Alibaba. Each time I look at their stuff it looks ropey to me with long shipping times.” (55+, less frequent online marketplace shopper)

In general, participants do not feel the necessity to check the trustworthiness of more established online marketplaces, such as eBay and Amazon Marketplace, as they rely on their previous experiences and their overall reputation. If they were unsure about whether an online marketplace is trustworthy, they would be likely to look for reviews, particularly on Trustpilot. However, there is a concern about reviews being misleading – a few feel that companies can find ways of obtaining predominantly positive reviews and others note that people tend to post reviews mostly as a result of negative, rather than positive experiences, which may lead to the overall rating not being reflective of genuine customer experiences.

Besides reviews, participants note that they would be likely to look out for other factors that could help them to determine if the online marketplace is trustworthy, such as prices that are unusually low, lack of reviews online about the marketplace, poor product descriptions, spelling mistakes, or images that appear ‘fake’. Those who tend to shop in Facebook Marketplace, also mention checking the seller’s profiles to see if the profile appears to be genuine.

“Everyone seems to have a brilliant Trustpilot rating, so I don’t really trust it. It feels like it’s easy to game.” (35-54, parents group)

“The vibe of the site does matter too, I can usually tell if something feels scammy or if the prices are a bit too good to be true.” (35-54, parents group)

“I personally think online marketplaces, in the most part, are too huge for Trustpilot to be effective. Those of us who have had a normal experience aren’t going to run to review the website on Trustpilot – people annoyed because something has gone wrong, their own fault or otherwise, will no doubt post.” (18-34, more frequent online marketplace shopper)

Participants feel that product reviews on online marketplaces are also important to them, and they generally feel that they can trust product reviews. However, there is still concern about ‘fake’ product reviews, such as those that are generated by AI or where customers may be incentivised to leave 5-star reviews. Some note that as a result of this concern, they tend to cross-check product reviews on various platforms, and a few highlight that some platforms, such as Amazon Marketplace, take steps to ensure that fake reviews are being removed, therefore increasing their trust in the reviews they see on the marketplace.

*“I am a bit more suspicious of online reviews. I always check to see if they read as believable but with the advent of AI it can be quite hard to tell!”
(18-34, more frequent online marketplace shopper)*

*“It’s not very important but it is an indicator to show if it’s good or not. Especially since nowadays there are several fake reviews online.”
(18-34, more frequent online marketplace shopper)*

“I do check for feedback and reviews from other platforms too just to be able to balance things up.” (35-54, parents group)

“I think on the whole they are [trustworthy], but they need to be moderated - I also wonder about AI reviews.” (35-54, parents group)

To increase their confidence and trust when shopping with online marketplaces, participants would like to have clearly outlined policies, such as money back guarantee and protection for buyers and sellers, clear and simplified return and refund processes, responsive customer service to tackle any issues. When probed around product safety, participants noted that they would also like to have a way of ensuring that the products that are being sold conform to the UK safety standards. A few note that it would be helpful to have more clearly visible information about customer protection policies on the online marketplace websites, as it is felt that many often skip reading terms and conditions.

“A well thought out and implemented dispute resolution process and protections for both buyers and sellers, which can’t be abused by either.” (35-54, parents group)

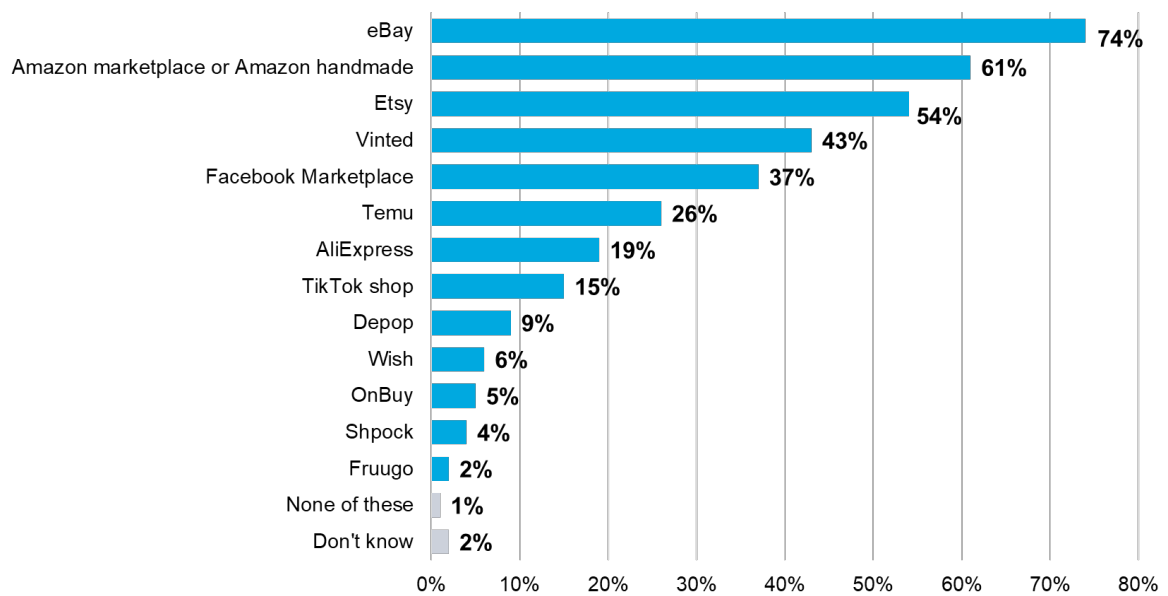
*“Better policies in place and quicker customer services.”
(18-34, more frequent online marketplace shopper)*

“More pop-ups/notifications around protecting users during the customer journey. It is very easy to quickly click on T&Cs without reading, but to put more explicit notifications regarding user protection and/or an acceptance of risk when purchasing products, it would improve the customer experience.” (18-34, more frequent online marketplace shopper)

Online marketplaces consumers would consider buying from in the future

Online marketplace users were asked which online marketplaces they would consider buying from in the future. Reflecting the perceptions findings, the most selected platform is eBay (74%), followed by Amazon Marketplace or Amazon Handmade (61%) and Etsy (54%). The least selected marketplaces are Fruugo (2%), Shpock (4%) and OnBuy (5%).

Figure 8. Online marketplace consideration in the future



Q: Which, if any, of the following online marketplaces would you consider buying from in the future? Please select all that apply.

Base: All online marketplace users (2,073)

Consideration is higher among women for Etsy (67% vs 40% men), Vinted (56% vs 27% men), and Facebook Marketplace (42% vs 32% men). For Etsy and Vinted this broadly aligns with gender differences of use in the past six months so is perhaps unsurprising. Consideration is higher among men for AliExpress (25% vs 13% women), which again somewhat aligns with use in the past six months.

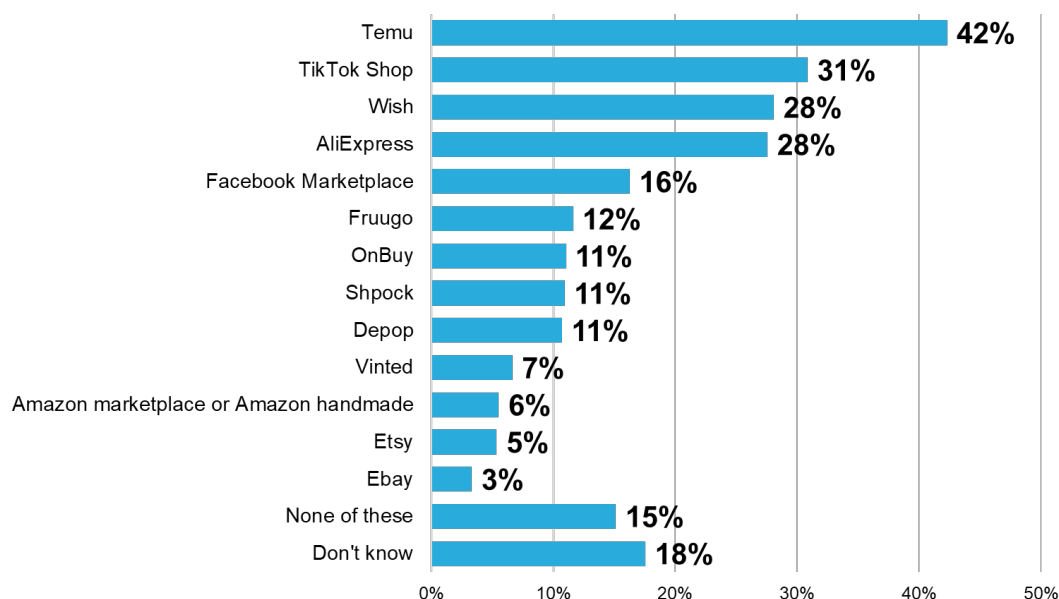
Use in the past six months is a significant determinant of higher consideration. For example, 89% of users of eBay in the past six months said they would consider purchasing from eBay in the future, compared to 51% of non-users. Similar trends are seen for Amazon Marketplace or Amazon Handmade, Etsy, and Vinted.

Online marketplaces consumers would avoid buying from in the future

Online marketplace users were asked if they would avoid buying from any online marketplaces in the future. Temu is most commonly selected, with 42% saying they would avoid purchasing from here. This is followed by TikTok Shop (31%), Wish (28%) and AliExpress (28%).

Reservations about these marketplaces are higher among certain demographic groups than others; women are more likely to say they would avoid buying from Temu (48%, compared with 36% for men) and Wish (32%, compared with 24% for men).

Figure 9. Online marketplaces would avoid buying from in the future



Q: Which of the following statements best applies to you?

Base: All who would not consider buying from at least one online marketplace in the future (2,058)

When comparing this data between those who purchased from different online marketplaces it is evident that the proportion who have recently purchased from a particular marketplace who say they would avoid doing so in the future is quite low. One in ten (11%) of those who have shopped on Temu recently report that they would avoid doing so in the future, while the corresponding figures are 4% for recent users of TikTok Shop, 18% for Wish and 6% for AliExpress. All other online marketplaces see 5% or fewer of recent purchasers reporting they would avoid buying in the future, indicating a relatively high level of satisfaction.

The reasons given for avoiding buying from online marketplaces in the future differ depending on the specific marketplace in question. Not knowing enough about the online marketplace or not having heard of it before is the top reason for avoiding many online marketplaces, especially those less commonly used, such as Shpock (66%), Depop (63%), Fruugo (72%) and OnBuy (65%).

In contrast, other marketplaces are more likely to see people avoiding them because they have heard negative things about the online marketplace. This figure is highest for Wish (60%), AliExpress (59%), Facebook Marketplace (60%) and Temu (71%). eBay is the only online marketplace where having had a bad experience when purchasing from the marketplace in the past is the top reason selecting for avoiding doing so in the future (41%).

Figure 10 compares the responses across online marketplaces. Please read across the rows, with green identifying the most commonly selected online marketplace for the respective response on the row, and blue being the least common.

Figure 10. Reasons to avoid buying from online marketplaces in the future

	Amazon marketplace/handmade	Etsy	Wish	eBay	AliExpress	Vinted	Shpock	Depop	Facebook Marketplace	Temu	TikTok Shop	Fruugo	OnBuy
I've had a bad experience when purchasing from this online marketplace in the past	25%	28%	12%	41%	6%	16%	3%	9%	16%	10%	3%	4%	10%
I've heard negative things about this online marketplace	40%	33%	60%	29%	59%	35%	17%	17%	60%	71%	42%	13%	17%
I don't know enough about this online marketplace/hadn't heard of it before	13%	30%	21%	15%	27%	32%	66%	63%	14%	12%	40%	72%	65%
This online marketplace doesn't sell the types of products I would want to buy	9%	13%	8%	15%	8%	22%	7%	8%	9%	8%	8%	7%	8%
Other	30%	11%	8%	5%	10%	8%	3%	2%	12%	13%	13%	2%	3%
Don't know	4%	4%	5%	4%	3%	5%	13%	9%	4%	1%	5%	11%	10%

*Q: Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?
Base: All who would not consider buying from each online marketplace*

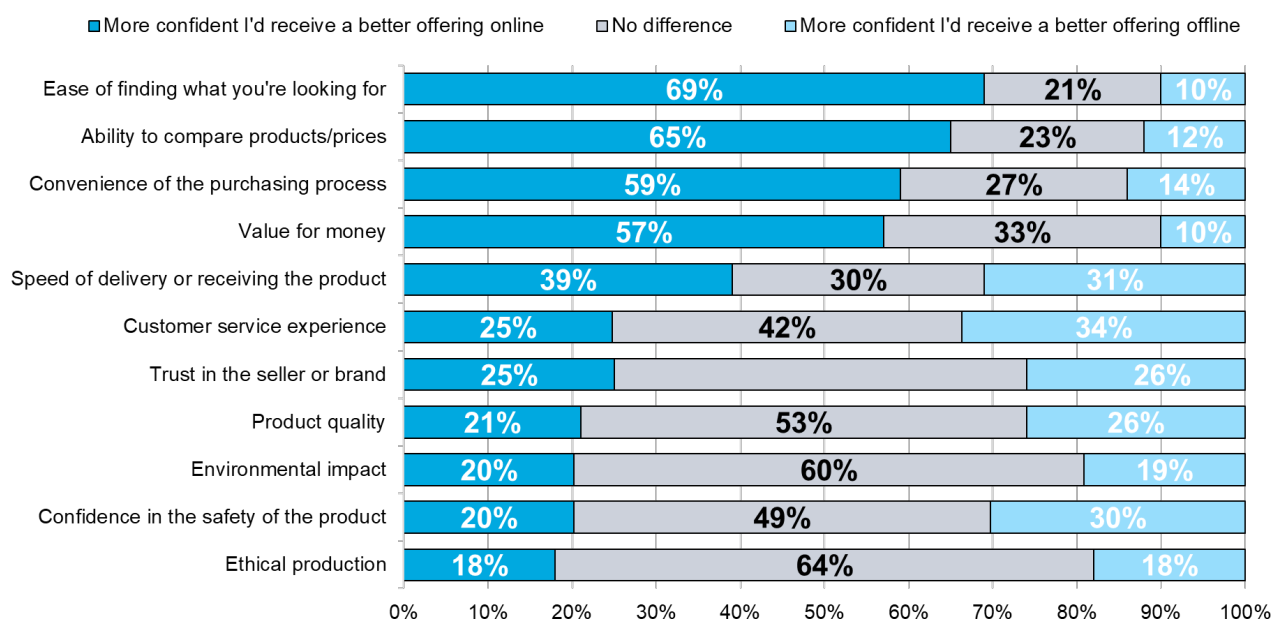
Online vs. offline purchasing

Online marketplace users were asked whether they felt more confident that they would receive a better offering when purchasing a product online, compared to purchasing a product offline, across several factors. A majority report feeling more confident they would receive a better offering online when considering ease of finding what they are looking for (69%), ability to compare products prices (65%), convenience (59%) and value for money (57%).

In contrast, customer service, speed and safety are commonly stated when thinking about offline services. Around a third of respondents say they feel more confident in an offline offering when considering customer service (34%), speed of receiving the product (31%), and confidence in the safety of the product (30%).

That being said, while confidence in the speed of receiving the product is high when thinking about offline services (31%), it remains higher when thinking about online (39%). When asked about ethical production, environmental impact and product quality, a majority report no difference in their confidence between online and offline offerings (64%, 60% and 53% respectively).

Figure 11. Online vs offline purchases



Q: For each of these factors please indicate on the scale provided whether, in general, you would feel more confident that you would receive a better offering when purchasing products through online marketplaces or purchasing products offline (e.g. in-store from a retailer).

Base: All online marketplace users (2,073)

Confidence among both men and women is generally comparable. Women are more confident in the ability to compare products/prices when shopping online (67% vs 62% men). While men are more confident across a range of factors, including confidence in the safety of the product (23% vs 18%) and product quality (24% vs 18%).

Younger adults are more confident about the offering when shopping online across multiple factors. For example, safety (30% 18-29 vs 16% 65+), trust in the seller/brand (34% 18-29 vs 21% 65+) and product quality (32% 18-29 vs 17% 65+). Older adults (65+) are more likely to express indifference between the online and offline offering compared to young adults (18-29), across almost all factors. This not only includes those already mentioned but is prominent in consideration of environmental impact (74% 65+ vs 42% 18-29) and ethical production (76% 65+ vs 46% 18-29). It is evident that whilst young people seem to have more confidence in online purchasing compared to older adults in most instances, this is because older adults are more likely to express no preference, rather than being more confident offline.

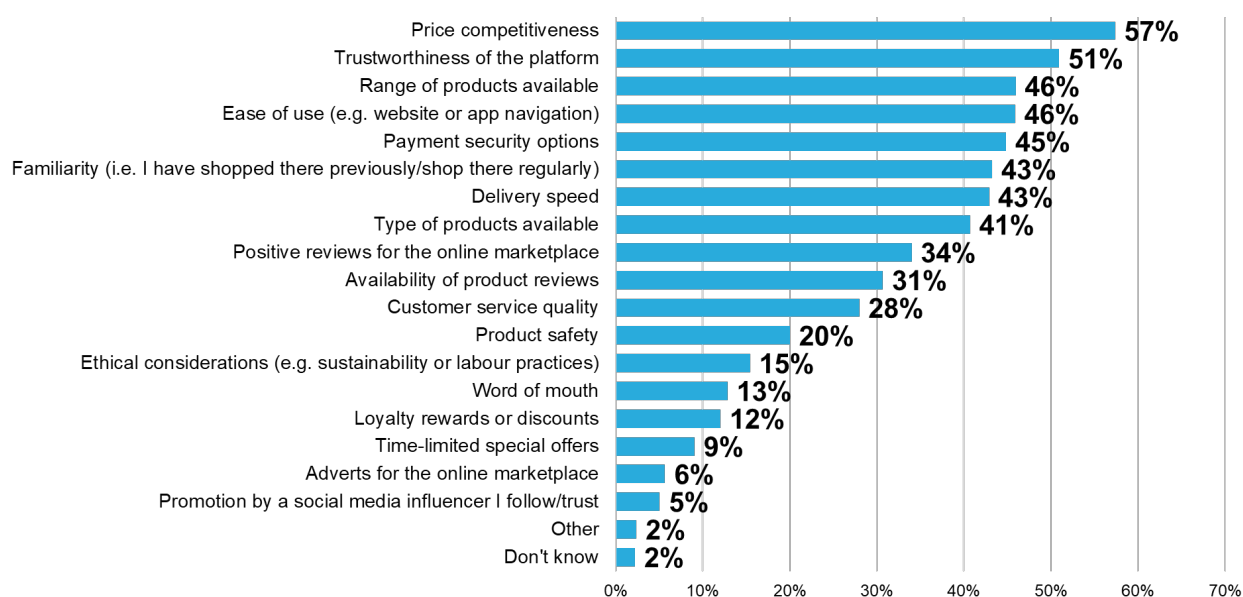
Section 3: Choosing online marketplaces

Factors influencing choice of online marketplace

Online marketplace users report considering a wide range of factors when choosing an online marketplace to purchase from. Top of the list is price competitiveness (57%), followed by trustworthiness of the platform (51%), range of products available (46%) and ease of use (46%). Only one in five (20%) report considering product safety.

Certain factors are more likely to report being considered by some demographic groups than others. Women are more likely to mention familiarity of the marketplace (i.e. having shopped there previously/regularly) as being important (47%, compared with 39% for men), while the same gender divide is seen for the type of product available (i.e. the online marketplace specialising in the product they are looking for (45%, compared with 36% for men). An age divide is also evident, with certain factors rising in importance alongside age. Price competitiveness, for example, is more commonly selected by older respondents (63% of those aged 65+, compared with 44% for those aged 29 and under), while a similar gap is seen for trustworthiness of the platform (53% of those aged 65+, compared with 44% for those aged under 29) and familiarity of the platform (50%, compared with 36% for those aged under 29).

Figure 12. Factors accounted for when choosing an online marketplace



*Q: Which, if any, of the following do you take into account when choosing an online marketplace to purchase from?
Please select all that apply.*

Base: All (2,073)

Those who had shopped on a given online marketplace in the past six months were further asked their reasons for choosing to purchase from that online marketplace specifically. While there is some deviation from platform to platform, the reasons given generally mirror those mentioned in the previous question. Regardless of the online marketplace in question, the top-ranking reasons users mention for shopping there are price competitiveness, the range and types of products available, ease of use and familiarity with the online marketplace, trustworthiness of the platform and delivery speed.

As mentioned, certain factors do stand out more than others for users of particular online marketplaces. Those who have recently shopped on Temu, for example, are especially likely to report price competitiveness as their reason for doing so (56%), much higher than the next top reason given (range of products available: 32%). Temu shoppers are around 3 times as likely as those who have shopped on Etsy (17%) to mention price as a reason for doing so. In contrast, trustworthiness of the platform is a low priority for Temu users (11%), whereas it is among the top reasons for shopping on Amazon Marketplace/Amazon Handmade (33%). Trustworthiness also ranks lowly for users of Wish (17%), Shpock (16%) and TikTok Shop (16%).

Product safety ranks among the bottom half of reasons for choosing an online marketplace for almost all platforms listed. Less than one in ten report that this was a reason for choosing to purchase from eBay (9%), Etsy, Depop or Temu (8%), Facebook Marketplace or TikTok Shop (7%) and Vinted (2%).

Figure 13 compares the responses across online marketplaces. Please read across the rows, with green identifying the most commonly selected online marketplace for the respective response on the row, and blue being the least common.

Figure 13. Top factors accounted for when choosing an online marketplace by online marketplace purchased from in past six months

	Amazon marketplace/ handmade	Etsy	Wish	eBay	AliExpress	Vinted	Depop	Facebook Marketplace	Temu	TikTok Shop	OnBuy
Price competitiveness	47%	17%	46%	47%	43%	53%	27%	35%	56%	43%	36%
Trustworthiness of the platform	33%	27%	17%	28%	22%	21%	17%	18%	11%	16%	22%
Range of products available	33%	44%	23%	38%	29%	33%	31%	20%	32%	19%	24%
Ease of use (e.g. website or app navigation)	29%	22%	16%	31%	22%	31%	27%	28%	21%	25%	22%
Payment security options	26%	16%	14%	28%	20%	18%	12%	13%	15%	13%	17%
Familiarity (i.e. I have shopped there previously/shop there regularly)	33%	30%	14%	36%	27%	31%	15%	23%	20%	14%	18%
Delivery speed	44%	12%	13%	25%	26%	10%	18%	15%	16%	14%	19%
Type of products available	27%	45%	15%	31%	26%	29%	31%	21%	22%	22%	23%
Positive reviews for the online marketplace	19%	19%	14%	14%	21%	14%	14%	11%	10%	23%	21%
Availability of product reviews	28%	17%	23%	15%	20%	9%	16%	11%	13%	14%	13%
Customer service quality	20%	15%	13%	15%	17%	7%	10%	8%	10%	9%	13%
Product safety	14%	8%	21%	9%	15%	2%	8%	7%	8%	7%	17%

Q: You mentioned you have previously purchased from [online marketplace]. Which, if any, of the following were/are your reasons for choosing to purchase from [online marketplace]?

Base: All (2,073)

Just as the factors that people consider when purchasing from an online marketplace differ from platform to platform, they also differ depending on the specific type of product they are considering buying. To further analyse this, online marketplace users were randomly assigned a product category that they had not purchased from an online marketplace in the past six months, and asked to select the three most important factors they would take into account would take into account if they were hypothetically purchasing that type of product on an online marketplace.

Figure 14. Hypothetical factors considered if purchasing different types of products on an online marketplace

Electrical appliances	Baby products	Toys	Cosmetics	Large domestic appliance	Clothes	Furniture	Homeware	Sports and leisure items
Price competitiveness 43%	Product safety 46%	Price competitiveness 39%	Price competitiveness 35%	Price competitiveness 46%	Price competitiveness 36%	Price competitiveness 37%	Price competitiveness 34%	Price competitiveness 43%
Trustworthiness of the platform 30%	Price competitiveness 25%	Product safety 31%	Trustworthiness of the platform 22%	Trustworthiness of the platform 27%	Trustworthiness of the platform 27%	Trustworthiness of the platform 32%	Trustworthiness of the platform 30%	Payment security options 31%
Product safety 30%	Trustworthiness of the platform 23%	Trustworthiness of the platform 27%	Product safety 20%	Payment security options 27%	Payment security options 26%	Delivery speed 24%	Payment security options 24%	Trustworthiness of the platform 28%

Q: You said you have purchased [product] from any of the online marketplaces listed previously in the past 6 months. Thinking hypothetically, which, if any, of the following would you take into account if you were considering buying [product] from one of these online marketplaces. (Please select the THREE most important factors)

Base: All not purchased at least one of these types of products from an online marketplace in past six months (2,047)

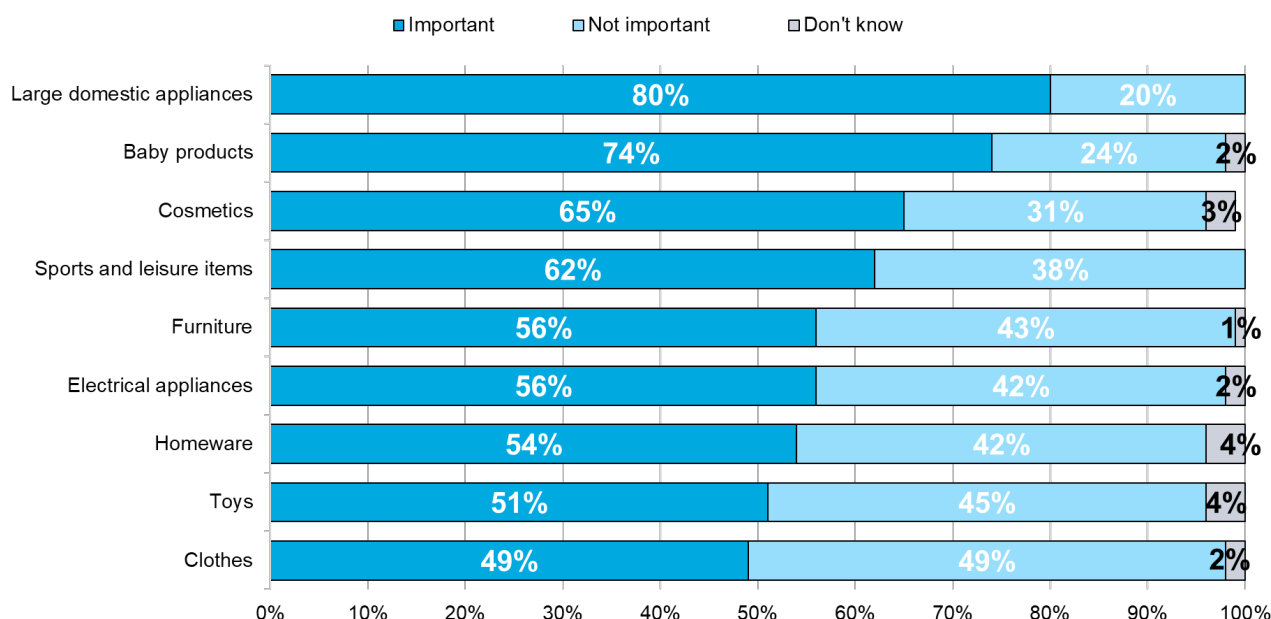
As Figure 14 shows, while there is some variation in the degree to which people say they would consider certain factors depending on the product, there is a strong degree of consistency in terms of the factors people report they would consider most. Price competitiveness is the top factor people say they would consider across all product categories, apart from baby products, where it is second. Trustworthiness of the platform is also key, ranking as the second highest priority for six of the categories listed, and third for two of them.

Another consideration that may impact consumer choices when it comes to purchasing from online marketplaces is the country of origin of the product seller. Those who reported having purchased a given product from any of the listed online marketplaces in the past six months were therefore asked to what extent it was important to them to know the product's country of origin/where the seller was based when purchasing the product.

Overall, around six in ten (59%) reported that it was important, including 26% who said it was very important. Four in ten (39%) said it was not important, including 16% who said it was not at all important. Those aged under 30 (69%) were more likely than all other age groups (59% 30-49, 50% 50-64, 58% 65+) to say that the country of origin was important to them.

Importance of country of origin also differs somewhat depending on the allocated product the person reported having purchased on an online marketplace. Importance was relatively higher than average for those who had purchased large domestic appliances (80%), baby products (74%) and lower than average for those who had purchased clothes (49%).

Figure 15. Importance of knowing country of origin/where seller was based when purchasing different product types



Q: How important, if at all, was it to know the product's country of origin/where the seller was based when purchasing the [product]?

Base: All purchased at least one of these types of products from an online marketplace in past six months (1,730)

In the focus groups, country of origin of the seller was viewed as important for most participants, it is felt to be more important for certain products, particularly high value items or electronics. Some have a strong preference to buy products made in the UK, this is largely due to the speed of delivery alongside trusting the safety standards in the UK

"I prefer to buy from the UK, quicker delivery, same safety standards (55+, less frequent online marketplace shopper)

"I prefer to stick to UK based sellers. It's faster and I feel more confident about the quality." (35-54, parents group)

Some avoid purchasing from certain countries due to concerns around importing costs and time, others have environmental or ethical concerns e.g. purchasing from Russia. Alongside this, some have concerns about quality and authenticity of items e.g. when purchasing items from Temu. But others are open as long as there is no additional cost, particularly if buying items in bulk which are not potentially dangerous.

"I don't use any of the websites like AliExpress, Temu etc as I know them to be items being produced and sent out of countries like China and have heard many, many issues regarding delivery times, quality and authenticity" (18-34, more frequent online marketplace shopper)

"Anything from China via Temu and such like has been very shoddy from my experience." (35-54, parents group)

"I wouldn't purchase anything large and expensive from outside the UK due to import taxes" (35-54, parents group)

Others highlighted that country of origin is not always clear when shopping on online marketplaces, therefore it can be difficult to make an informed decision when shopping.

Those who are less concerned about country of origin tend to be more focused on the getting the best deal for products which are not potentially dangerous.

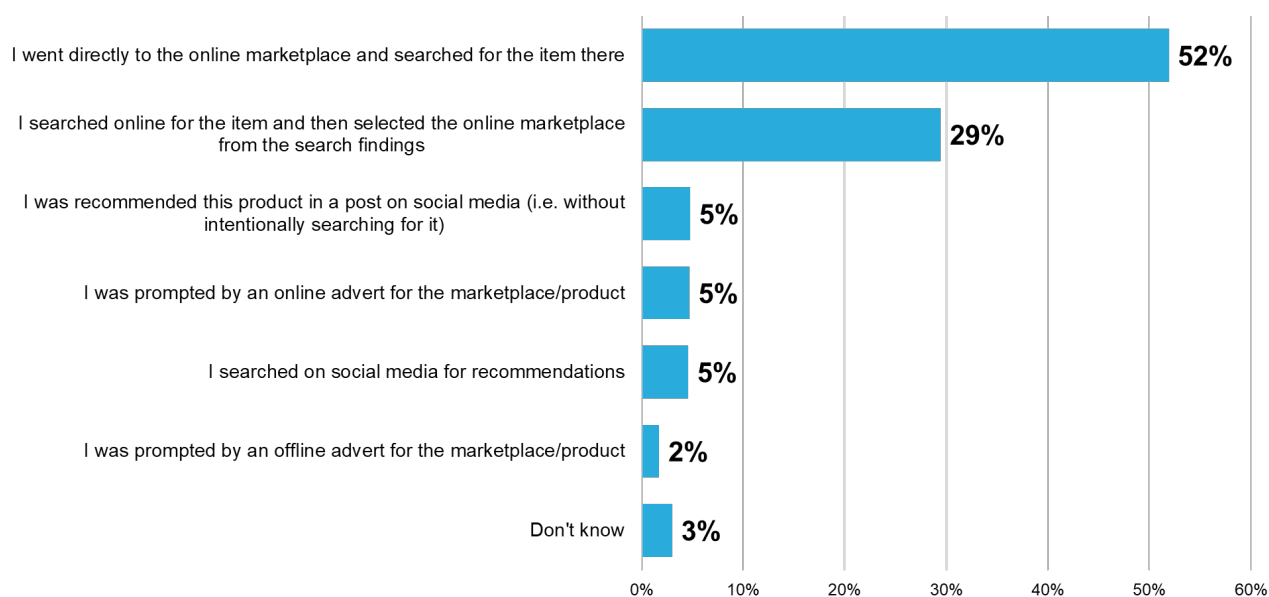
“I’m not so fussed about this as I’ve had multiple positive experiences with sellers from all over the world” (18-34, more frequent online marketplace shopper)

“I feel guilty from an environmental point of view when I know things have travelled from across the world but sadly price often wins out” (35-54, parents group)

Journey to choosing an online marketplace

Those who had purchased a product from an online marketplace in the past six months were asked how they initially found the item. The most common method is to go directly to the online marketplace and search for the item there, with half (52%) reporting that they did this. In contrast, three in ten (29%) report they searched online for the item and then selected the online marketplace from the search findings. Other methods of initially finding items are less common, with 5% reporting they were recommended the product on social media (i.e. without initially searching for it), prompted by an online advert for the marketplace or product (5%) or that they searched on social media for recommendations (5%).

Figure 16. Method of initially finding product purchased on online marketplace



Q: How important, if at all, was it to know the product’s country of origin/where the seller was based when purchasing the [product]?

Base: All purchased at least one of these types of products from an online marketplace in past six months (1,730)

Older respondents are more likely to report having gone to the online marketplace directly and searched for the item there, with 61% of 50–64-year-olds and 56% of those aged 65+ saying this, compared to 41% aged 29 and under. Younger respondents are more likely than average to report using social media to initially find the item, including being recommended the product in a post on social media (10%) or searching for product recommendations on social media directly (10%). Reported methods of finding products on online marketplaces do not differ strongly depending on the specific type of product that people purchased, however.

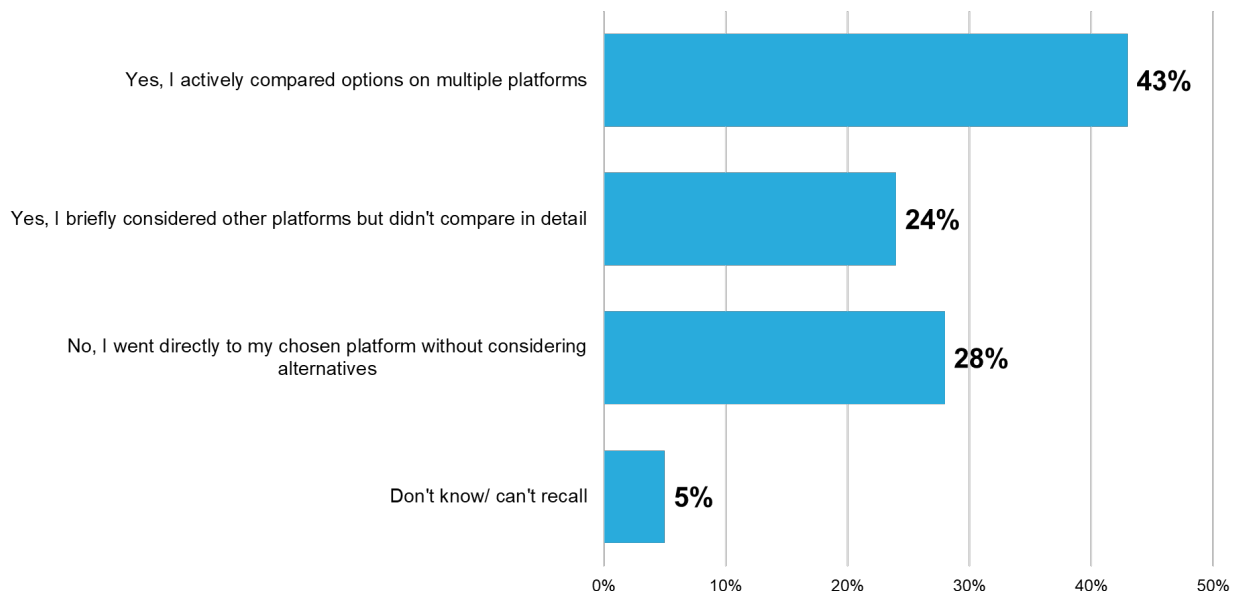
Those who reported initially finding the product via online advertising (either an online advertisement for the marketplace/product or being recommended the product in a post on

social media) were asked how they got from seeing this advert/post to purchasing the product on the online marketplace. A slight majority (56%) reported having clicked directly on the advert/post, which brought them to the online marketplace where they purchased it, while 41% said they searched for the product they saw on the online marketplace themselves.

This group were also asked whether they had already intended to purchase the product before seeing the advert/post. Respondents were split here, with 47% saying they already intended to purchase the item, and 51% saying they had not.

Respondents were then asked whether they had considered purchasing the product from any other online platforms before they made their purchase. Just over two in five (43%) said they actively compared options on multiple platforms, while a further 24% said they briefly considered other platforms without comparing in detail. Nearly three in ten (28%) went directly to their chosen platform without considering alternatives.

Figure 17. Whether considered other platforms before making purchase

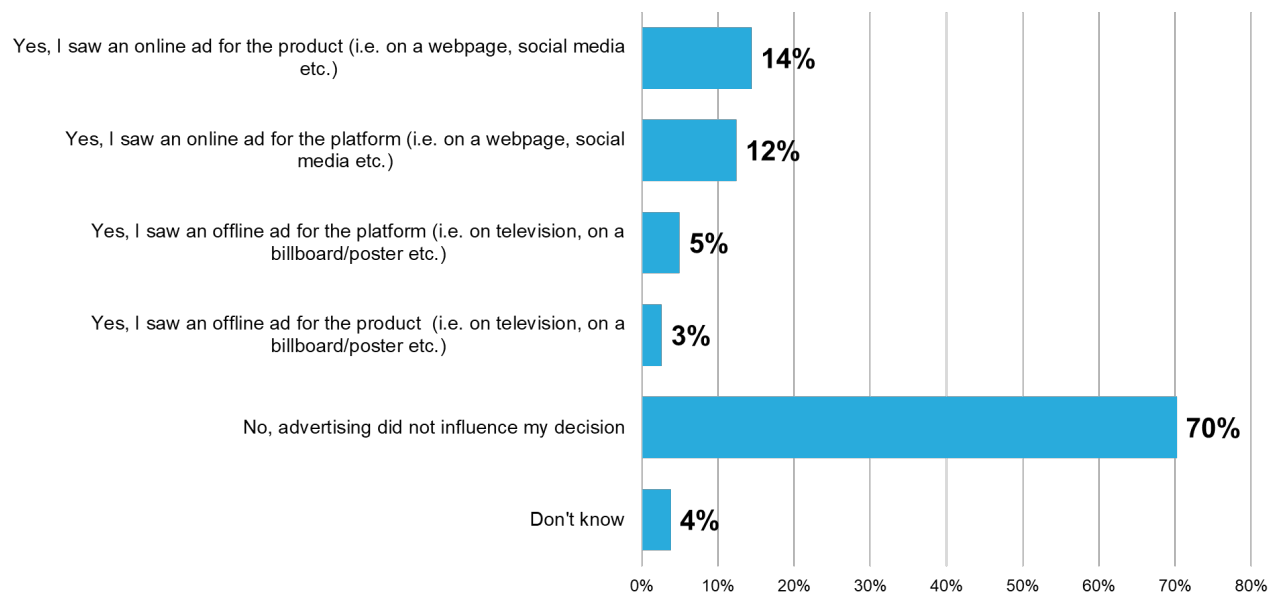


Q: Did you consider purchasing the [item] from any other online platforms before making your purchase?

Base: All purchased at least one of these types of products from an online marketplace in past six months (1,730)

As discussed previously, relatively few report having found the product they purchased directly via advertising. This is reflected in the finding that only 26% who had purchased a relevant product say that advertising for the platform or product influenced their decision to use that online marketplace, while 70% say it did not. Among those who say that advertising did influence their decision to buy, 14% say they saw an online advert for the product (on a website, social media etc.), 12% saw an online advert for the platform, and 5% saw an offline advert for the platform (on television, a billboard etc.).

Figure 18. Whether advertising influenced choice of online marketplace



Q: Before purchasing the [item], did advertising for the platform or product influence your decision to use that platform? Please select all that apply.

Base: All purchased at least one of these types of products from an online marketplace in past six months (1,730)

As has been seen previously, there are some variations in the data depending on the specific type of product purchased. Those who were asked about large domestic appliances were most likely to report that advertising influenced their decision of which online marketplace to use (69%), while large numbers also said this about baby products (53%). Homeware (11%) is the product category where people were least likely to say that advertising influenced them.

In the focus groups, Google tends to be the first port of call for consumers searching for products as it gives them a range of options to compare and contrast products and prices. Others look at Amazon first to compare prices and brands.

"I will often google the item I want and look at different websites to see who is offering the cheapest price" (18-34, more frequent online marketplace shopper)

"I would type it in Google and see where offers the cheapest option. Sticking with websites I am already aware of" (35-54, parents group)

For some the price is the most important factor when shopping, but others focus more on quality, brand trust/reputation or delivery time and cost. Others look at reviews, customer service, return/warranty policy, discounts available, cashback rewards, or overall availability e.g. if they can purchase products in bulk or if they could purchase in store.

"The first consideration is always price, second would be trustworthiness of site and then other things like fast shipping, free returns" (18-34, more frequent online marketplace shopper)

"I do a google search - if it's an expensive item e.g. TV I do my research online and then buy in person or I might buy online from a big retailer with customer service policies, warranties, guarantees etc" (35-54, parents group)

"Price, brand, customer service, warranties, delivery, discounts." (35-54, parents group)

Some participants prefer shopping in store for certain items, allowing them to trial, see and feel products, but conducting online research before going in store was felt to be a valuable process to understand the options available to them.

Consumers in the frequent online marketplaces group were less likely to shop in store and preferred to browse and purchase products online. They enjoy the process of comparing products and discounts on different websites along with the convenience, speed and simplicity of buying products online. Participants in the less frequent online marketplaces group were open to shopping in store, particularly in their local area, so they can support their local economy. They look to well known, large and trusted brands.

“I shop with retailers I know well usually. I prefer to shop in person” (55+, less frequent online marketplace shopper)

“I prefer to shop in person first. I like to walk to shops. I like to see the goods. And support the local economy.” (55+, less frequent online marketplace shopper)

Participants tend to choose an online marketplace over a regular store (online or offline) due to the range of products and sellers in one place in online marketplaces which they may not be able to find in store. They also feel that they can save money on products, find niche products, be environmentally friendly and support local businesses/artists.

Participants tend to go back to the same online marketplaces which they consider reliable and that have a good reputation e.g. Etsy has a reputation for offering unique and creative products.

“I want variety and freedom to choose from less obvious mainstream – like smaller businesses” (55+, less frequent online marketplace shopper)

Many look for ‘established’ sellers on online marketplaces, this is assessed by the number of years they have been selling on a site for, how many items they have sold and how they have been reviewed. Others look at whether they sell similar products through their account, check the quality of the images, where the seller is based and previous interactions with other consumers, for example through reviews or responding to issues.

“I look to see how recently they've started trading on the sites/reviews of the item and/or the seller.” (18-34, more frequent online marketplace shopper)

“I find it useful to see what the seller has sold and bought recently, and the feedback they have given and received - this is done really well on eBay (18-34, more frequent online marketplace shopper)

“I lean heavily towards people with a lot of feedback” (35-54, parents group)

“How long they have been selling for and how many items in that time they have sold. How quick they are at responding if communication is needed” (35-54, parents group)

Participants who are concerned about fraud online often check buyer protection on the site before purchasing. Though they are reliant on the number and authenticity of reviews, some are concerned about fake reviews on websites, particularly on Amazon.

If consumers are feeling unsure, they may message the seller to confirm information and ensure they are legitimate and reliable. Many have a preference to go back to sellers who have been responsive and send items quickly.

“I’m not a lover of reviews as it’s so subjective. I have checked on company house sometimes” (55+, less frequent online marketplace shopper)

“On vinted you get little badges saying top wardrobe seller - and ‘quick responder with messages’” (35-54, parents group)

“I feel on vinted that the reviews are authentic but on amazon because I was once offered an incentive I feel like there could be some false ones” (35-54, parents group)

An online marketplace is expected to have some responsibility to protect buyers and to communicate if there is a problem. Some consumers also check whether the marketplace has published terms and conditions that protect buyers and their money.

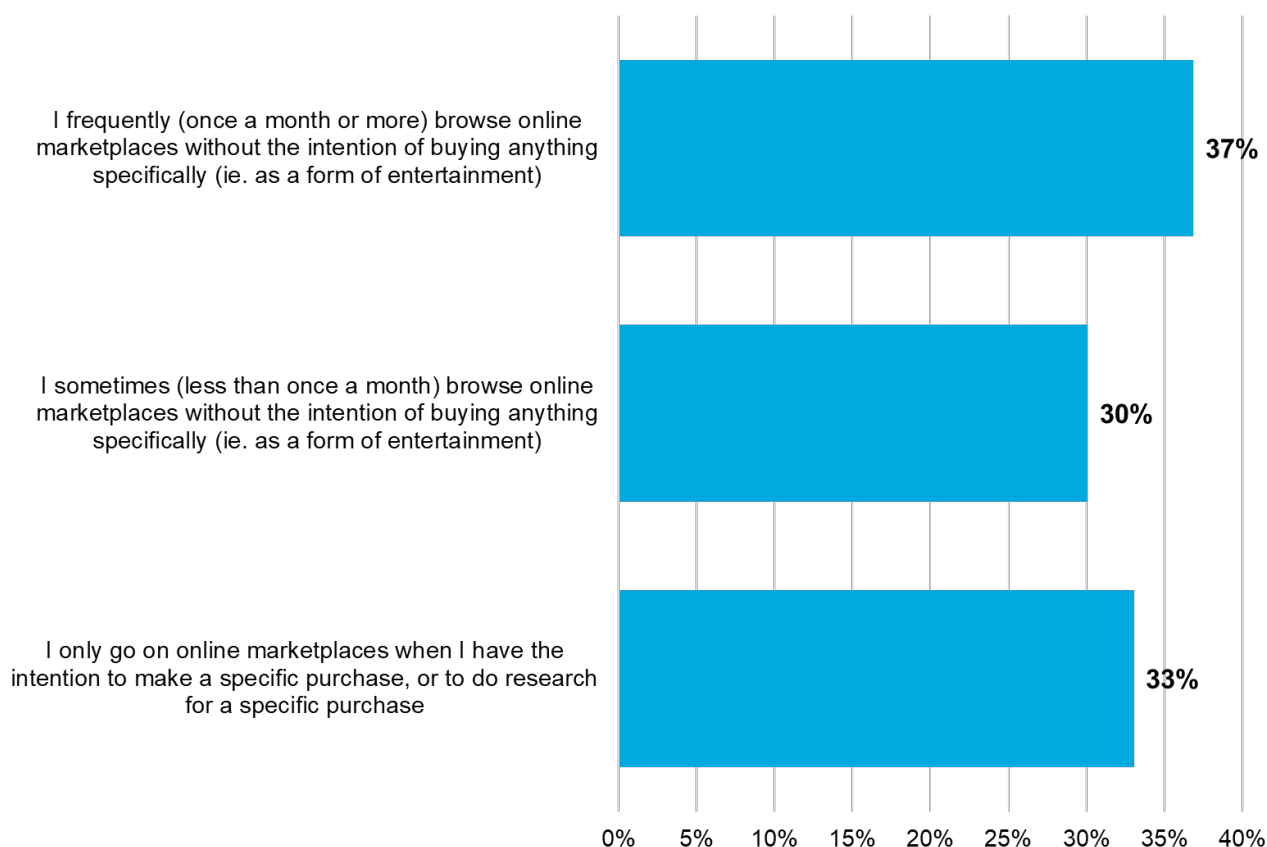
“I would prefer to trust the marketplace over the seller. I think you can feel more protected by the T&Cs on a website than a “promise” to sell something by a certain date from a seller” (18-34, more frequent online marketplace shopper)

“The online marketplace is more important, but equally the seller needs to seem trustworthy for me to choose them over other ppl on that marketplace” (35-54, parents group)

Browsing online marketplaces

Online marketplace users commonly report browsing (i.e. without the intention to make a specific purchase) on online marketplaces. Close to two fifths (37%) report that they frequently browse without the intention of buying, and 30% report that they sometimes browse. A third (33%) of online marketplace users report they only go on online marketplaces when they have the intention to make a specific purchase. Browsing behaviour is more common among younger adults, two in five (40%) 18-29s report that they frequently browse online marketplaces, with a similar proportion (39%) stating they sometimes do. This compares to 27% of those aged 65 and over who frequently browse, and 21% of the same age group who report doing so sometimes.

Figure 19. Browsing behaviour on online marketplaces



Q: Which of the following statements best applies to you?

Base: All who have purchased from an online marketplace (2,073)

There is also some variation by the type of online marketplace consumers report using. Those who have used Depop (63%), Vinted (52%), Facebook Marketplace (50%), TikTok Shop (48%), Temu (47%), Ali Express (46%) and eBay (42%) in the last six months are more likely to report frequently browsing. In some cases, this does correlate with the age of the consumer; younger respondents (aged 18-29) are more likely than average to report using online marketplaces such as Depop (9%), Facebook Marketplace (25%) and TikTok shop (22%). However, eBay (66%) is significantly more likely to be used by older respondents (aged 65+), highlighting that browsing is a behaviour common to this specific marketplace.

Those who browse online marketplaces most commonly report that they browse for clothes/ clothing accessories (92%). One in ten (10%) report that they do so 3 or more times a week. This is followed by those who report ever browsing for homeware (81%) and electrical appliances (80%).

Figure 20 compares the frequency of browsing behaviour across each product type. Please read across the rows, with green identifying the most commonly browsed item in that timeframe, and blue being the least common.

Figure 20. Frequency of browsing products on online marketplaces

	Clothes/ clothing accessories	Homeware, non-electrical items	Electrical appliances	Furniture/ furnishings	Sports and leisure items, not including clothes	Toys	Cosmetics	Large domestic appliances	Baby products
3 or more times a week	10%	3%	4%	2%	3%	3%	4%	2%	2%
Once or twice a week	17%	7%	7%	7%	6%	6%	9%	4%	5%
1 or 2 times a month	25%	16%	12%	10%	9%	12%	14%	6%	6%
Once every 2-3 months	18%	16%	15%	14%	11%	11%	12%	6%	4%
Once every 6 months	10%	14%	14%	14%	11%	11%	8%	9%	3%
Less often	12%	25%	30%	30%	27%	23%	17%	35%	14%
Never	7%	18%	19%	22%	31%	34%	35%	36%	65%
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	1%
Net: Ever	92%	81%	80%	77%	67%	65%	64%	63%	33%

Q: You mentioned you browse online marketplaces without the intention of making a specific purchase... How often, if at all, do you browse each of the following items on online marketplaces?

Base: All who browse online marketplaces without the intention of making a specific purchase (1,378)

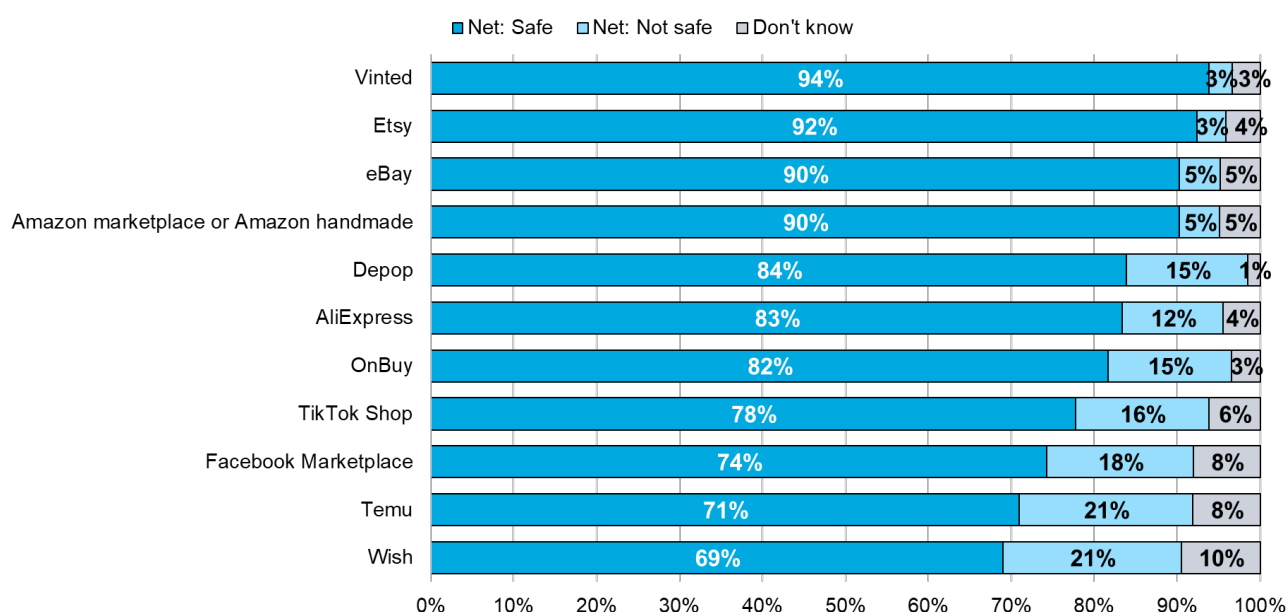
Fifty-six percent of online marketplaces users report that they have made an impulse purchase from an online marketplace in the last year, with a third (32%) stating this happened on more than one occasion, and a quarter (24%) stating it happened once. Those who report that they frequently browse online marketplaces are more likely to report that they have made an impulse purchase (77%) compared to average (56%). Indeed, over half (54%) of frequent browsers report they have made an impulse purchase on more than on occasion.

Section 4: Product safety on online marketplaces

Perceptions of safety of products on online marketplaces

The majority of online marketplace users report that the products they purchase from online marketplaces are safe. Users of Vinted are most likely to report this (94%), followed by those who use Etsy (92%), eBay (90%) and Amazon (90%). Comparatively, products sold on online marketplaces such as Temu (71%), and Wish (69%) see lower levels of perceived safety. These marketplaces also see higher levels of uncertainty, with one in ten reporting that they don't know how safe products on Temu (8%), and Wish (10%) are.

Figure 21. Perceived safety of products sold on online marketplaces



Q: Generally when purchasing products from online marketplaces, how safe or not do you think the products you purchase are?

Base: All who have purchased from a relevant online marketplace: Vinted (526); Etsy (677); eBay (1,238); Amazon Marketplace or Amazon Handmade (737); Depop (59); AliExpress (266); OnBuy (54); TikTok Shop (221); Facebook Marketplace (421); Temu (506); Wish (60)

There is a relationship between those who have a positive impression of the online marketplace, and their perception of safety. Across nearly all brands, those who feel positive towards the online marketplace are more likely to think it is safe. The only exception to this is Vinted, with no significant differences in safety among those who are positive (92%) and negative (87%) about it.

However, this pattern is not as evident when looking at frequency of use. When looking specifically at those who use the online marketplace less often than once a month, only Ali Express (73%), Facebook Marketplace (68%) and Temu (62%) see lower than average perceptions of safety.

In the focus groups, participants shared that before purchasing products from an online marketplace they determine quality using reviews, brand reputation, country of origin, images and description of the product, safety markings and price.

“The price can sometimes make you think twice. i.e. if it is too cheap” (55+, less frequent online marketplace shopper)

“[I look at] price, reviews, knowledge of the brand of item, pictures” (35-54, parents group)

The importance of product safety depends on the product type e.g. there are more concerns around electricals, food and items that could be used by children or pets, due to the potential impact of issues with these products. Alongside potential physical harm others are concerned about the safety of their bank cards on some online marketplace websites.

“I'd be wary of buying a safety-critical item through an unknown seller” (55+, less frequent online marketplace shopper)

“Safety is very important when it comes to children's products such as toys” (55+, less frequent online marketplace shopper)

“Product safety comes into play with electrical items, or baby toys, dog toys, chews. Nobody wants a fire or choking hazard.” (35-54, parents group)

Some participants feel that consumers take on some responsibility when purchasing products from online marketplaces and that there could be an expectation for a poor-quality product because of the cheaper price point. Therefore, they avoid purchasing potentially dangerous items e.g. electronics from online marketplaces.

“It depends on the product. If it's electrical than it's definitely important (18-34, more frequent online marketplace shopper)

“Food and supplements I'd rather have them from certified sellers and good safety records, everything else I'm more lenient” (18-34, more frequent online marketplace shopper)

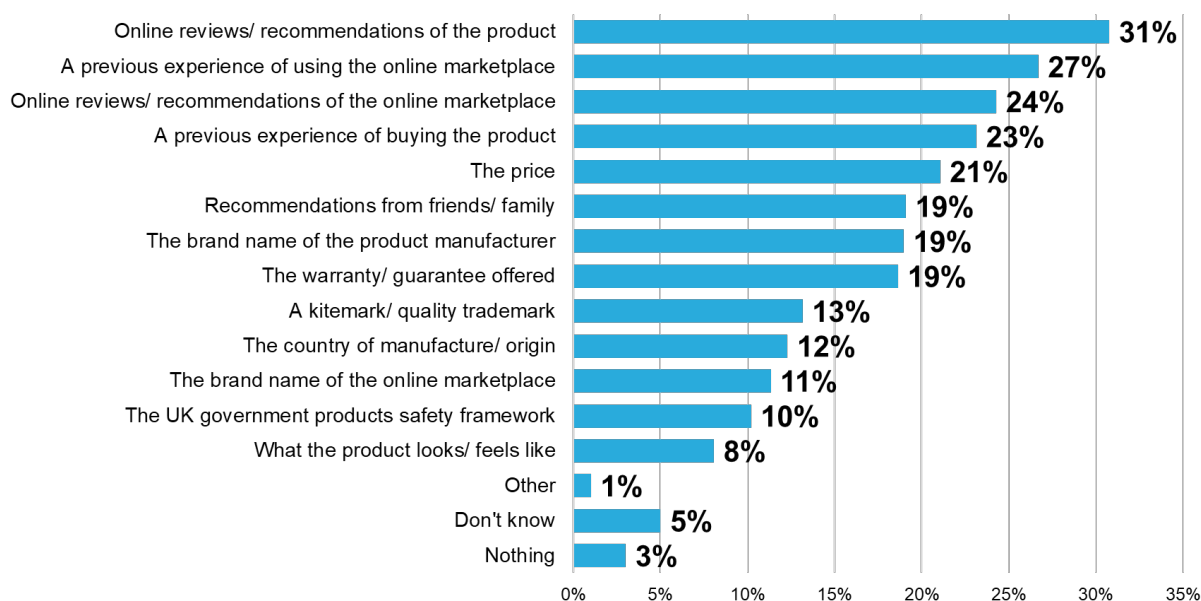
“If you're buying a product dramatically cheaper than market rate I think its reasonable to expect some safety/quality issues. If something seems too good to be true” (18-34, more frequent online marketplace shopper)

Factors influencing trust in safety of products on online marketplaces

Online reviews and recommendations are key in determining trust in safety of products bought from online marketplaces. Three in ten (31%) state they use online reviews/ recommendations of the product, and one quarter (24%) use online reviews and recommendations of the marketplace. Previous experience is important; 27% state that previous experience of using the online marketplace influences their trust, while 23% state they were influenced by previous experience of buying the product.

Comparatively, formalised metrics of safety are less likely to be used. The UK government product safety framework is cited by one in ten (10%), while 13% identify a kitemark / quality trademark as influencing trust.

Figure 22. Factors influencing levels of trust in product safety



Q: Which, if any, of the following most influence you to trust that a product from an online marketplace is safe?

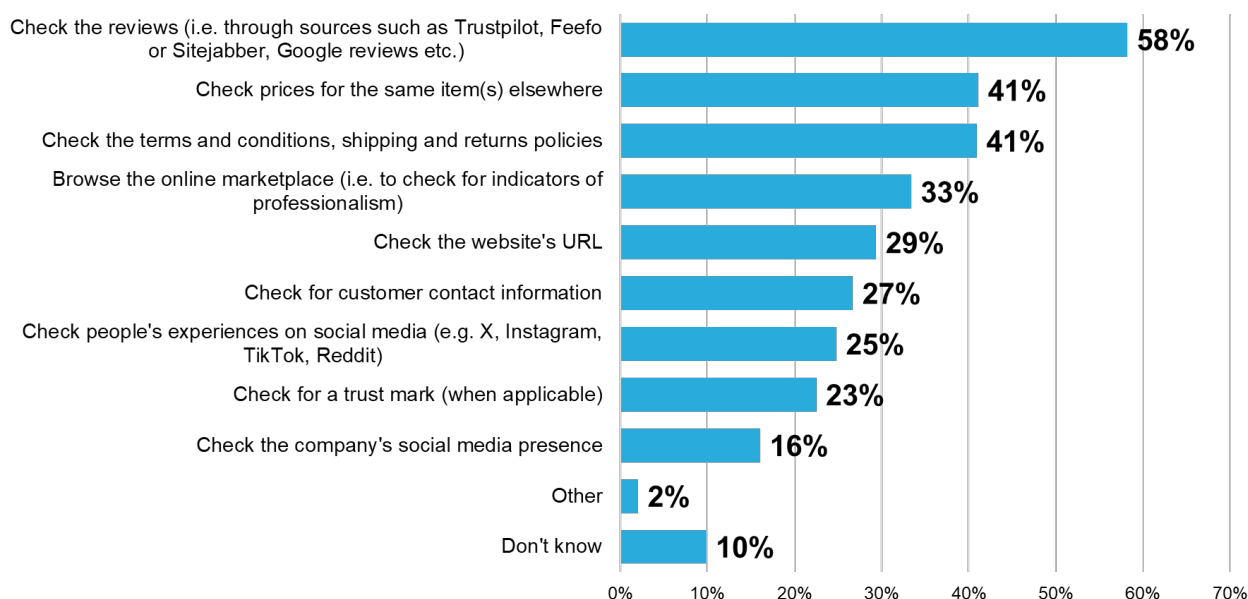
Base: All who have purchased from an online marketplace (2,073)

As discussed previously, online marketplaces tend to be used more frequently by younger adults. From the respondents who state their trust in product safety is not influenced by anything at all, the findings showed that there are no differences across age groups. However, there are some differences across specific factors; when thinking about specific safety marks, those aged 65 and over are more likely to be influenced by a kitemark/ quality trademark (21%) than all other age groups, with likelihood lowest among the younger age group; only 5% of those aged 18-29 identify this.

Steps taken to ensure safety of products on online marketplaces

Actions to assess the legitimacy of an online marketplace are mixed. The majority (58%) of online marketplace users report that they would check the reviews of a marketplace to ensure its legitimacy before making a purchase. Four in ten (41%) state they would check the terms and conditions of the online marketplace, and a third (33%) would browse the marketplace to check for indicators of legitimacy.

Figure 23. Steps taken for reassurance about online marketplaces' legitimacy



Q: Which, if any, of the following would you do for reassurance about an online marketplace's legitimacy before purchasing?

Base: All who have purchased from an online marketplace (2,073)

Four in ten (41%) state that they check the prices of the same item elsewhere, a behaviour that is more common among older online marketplace users; 57% of those aged 65 and over state they do this compared to 31% of those aged 18-29. Comparatively, younger online marketplace users are more likely to refer to social media. Indeed, a quarter (25%) state they check the company's social media presence, compared to 7% of those aged 65 and over, and 37% of younger users (18-29) state that they check people's experiences on social media, compared to 12% of those aged 65 and over.

To check these general opinions, respondents were asked to reflect on a specific purchase they had made in the past 6 months, and the steps taken to ensure safety. The importance of reviews and recommendations can also be seen here. Those who had purchased certain products³ in the last 6 months most commonly identify verification of the sellers' rating or feedback (38%) and reading customer reviews about the product (37%) as steps taken. Also reflecting earlier findings, significantly fewer looked for safety certifications or labels (16%). However, contrasting earlier findings, younger online marketplace users are more likely to report looking at safety certifications or labels (21% 18-29s) compared to those aged 65+ (13%). This is possible due to the type of product they reported purchasing.

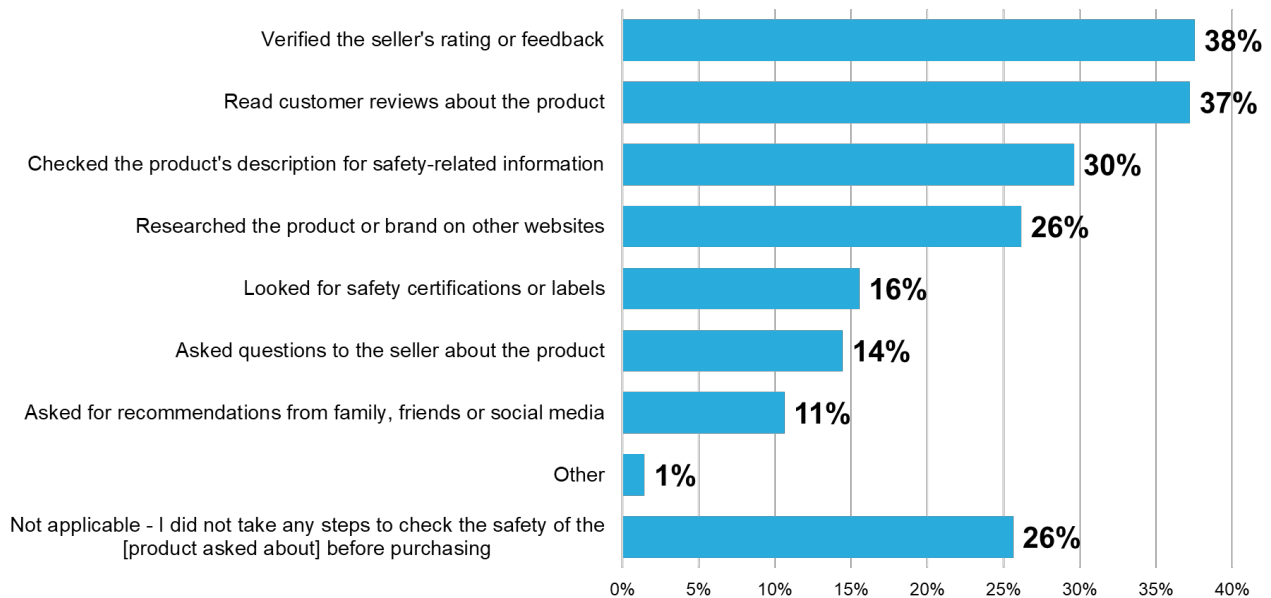
One quarter (26%) report not taking any steps to check product safety when purchasing a certain product, a behaviour that is more common among those aged 65 and over (33%) compared to those aged 18-29 (13%), despite there being no difference in the earlier question regarding influential factors for safety.

There is a relationship between perceived safety of the online marketplace and the steps taken to check for safety of products purchased. Across all marketplaces with an adequate sample size, those who reported they felt the online marketplace was not safe were more likely to state they took any steps compared to those who felt they were safe. For example,

³ Electrical appliances, baby products, toys, cosmetics, large domestic appliances, clothes, furniture/furnishings, homeware, sports and leisure items.

those who perceived Facebook Marketplace as unsafe were more likely to say they took any steps to check product safety (90%), compared to those who perceived it as safe (79%). This is also the case for eBay (89% vs 75%).

Figure 24. Steps taken to check product safety of products actually purchased



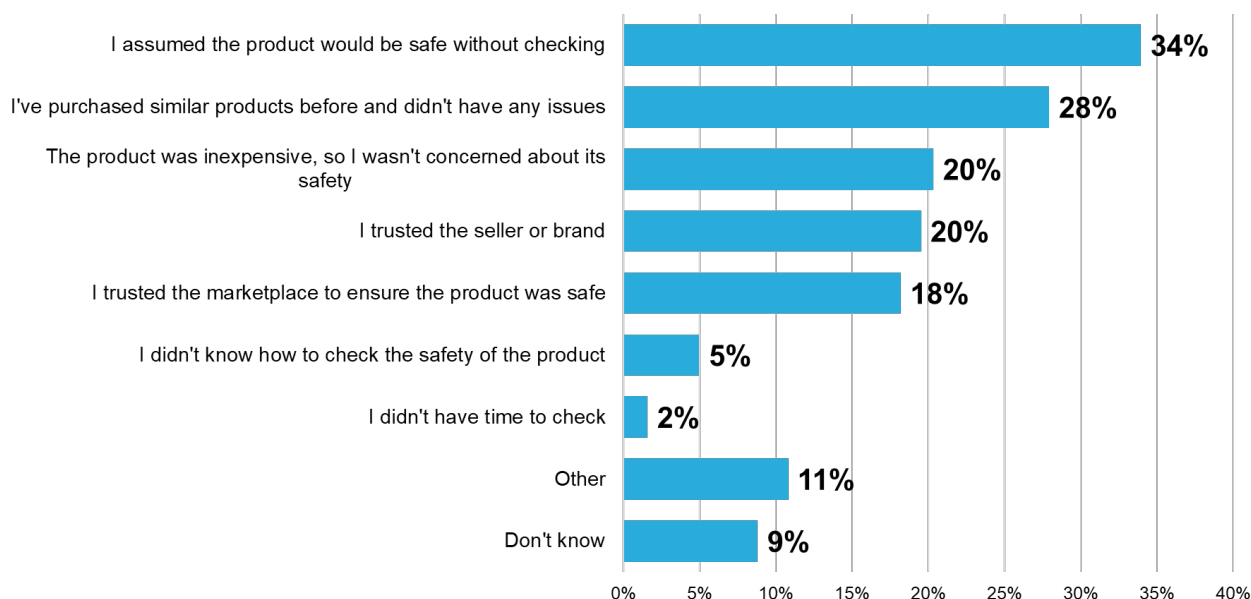
Q: Which of the following steps, if any, did you take to check the safety of the [product asked about] before purchasing?
Base: All who have purchased a specified item from an online marketplace (1,730)

There are some variations in behaviour when looking across different product types. Half (51%) of those who had purchased either baby items or large domestic appliances in the last 6 months report that they researched the product or brand on other websites. These consumers are also more likely to report having checked for safety certifications or labels (31% baby products; 44% large domestic appliances).

Indeed, purchasers of baby products or large domestic items are least likely to report not taking any steps to check the safety of the product before purchasing (8% and 4% respectively). Meanwhile, those who purchased toys (39%) and homeware (38%) are most likely to report not taking any steps to check for safety.

One third (34%) of those who report not doing anything to check the safety of their product state they assumed the product would be safe without checking. Again, the role of previous experience is evident, just under three in ten (28%) state that they have purchased a similar product before and did not have any issues.

Figure 25. Reasons for not taking steps to ensure product safety



Q: You said you did not take any steps to ensure the safety of the [product asked about] before purchasing... Which, if any, of the following are reasons you did not do this?

Base: All who have purchased a specified item from an online marketplace and did not check safety (450)

A large minority also place trust in the seller and marketplace; two in ten who state that they trusted either the seller or the brand (20%) or the marketplace itself (18%) to ensure the product was safe, an opinion that is broadly consistent across all demographic subgroups and product type.

Similarly, there is an expectation among focus group participants that products sold in online marketplaces would conform to the UK safety standards. However, despite this expectation, many mention that they would be less likely to purchase certain items where safety could be compromised, such as large electricals and children's car seats, particularly if purchased second-hand, as well as food products and cosmetics.

If they needed to determine safety, participants would look to purchase well-known brands or look for safety marks, such as EU trademarks or BSI Kitemark. Participants in the parents' group mentioned that due to safety concerns, they would be unlikely to purchase toys or baby products from some online marketplaces, particularly Shein and Temu, as they are unsure whether the products sold on these platforms conform to the UK safety standards. In contrast, they might be likely to shop with Amazon marketplace or eBay due to an expectation of products sold in more established marketplaces being safe, although this would mostly depend on their confidence with the seller or familiarity with the brand.

*"I would rank cosmetics as high on my list to be careful of safety - items not being what they actually are or containing unknown ingredients can be so dangerous on eyes/skin so I will usually prefer to purchase direct from, e.g., Boots."
(18-34, more frequent online marketplace shopper)*

"I wouldn't buy toys from Shein or Temu in fear of choking hazards or not conforming to safety standards like we have in UK." (35-54, parents group)

"Some of the products are sometimes below the expected quality. I wouldn't buy edible stuffs from Temu." (55+, less frequent online marketplace shopper)

Increasing customer's trust in product safety

Focus group participants suggest a range of measures that online marketplaces could implement to increase customer's trust in product safety. They recommend requiring clear product specifications and visible safety certifications along with stricter vetting of sellers and high-risk items by verifying their legitimacy, business status, and trustworthiness through documentation such as product codes, serial numbers, warranties, and receipts.

Others propose enhanced buyer protection policies including transparent safety information, balanced reviews, a clear returns policy, and clear communication of the standards met by listed products.

"I would perhaps increase the level of scrutiny before certain sellers can be added to marketplaces, and the level of communication between sellers and buyers. See if they are trustworthy, if they actually have a business, and also with their products, as mentioned, serial numbers etc." (18-34, more frequent online marketplace shopper)

"High risk items should be subject to additional questions - dates of purchase, receipts, warranties and any issues with sellers trying to sell items that could be a significant risk should be reacted to strongly by the marketplace." (18-34, more frequent online marketplace shopper)

"Guarantee that the products all reach the safety standards of the UK with a no quibble returns if it cannot be shown they do." (35-54, parents group)

Participants also suggested that access to product guides, official manuals, and proof of regulatory compliance such as warranties or original purchase documentation as this would help them assess product quality and safety of products on online marketplaces.

Many emphasised that this information should be clearly visible at the top of the product page and within the product description. Others suggested having a standardised format or checklist, especially for electrical items, showing whether key safety regulations are met, or integrating such information into sections like FAQs.

"Proof of purchase or of accompanying documents - safety information/instructions/warranties that came with the product." (18-34, more frequent online marketplace shopper)

"I think maybe some kind of verification that the product meets the standards of the marketplace retailer, something easy to see on the product listing." (18-34, more frequent online marketplace shopper)

"Should be a checklist. E.g. if electrical then ticks that show all safety regulations have been met for UK." (35-54, parents group)

Section 5: Product purchase scenarios

To explore the product purchase process, focus group participants were asked about how they would approach two product purchase scenarios, one of purchasing an electric heater and the other of children's toy.

Researching the product

When searching for an electric heater, many participants would begin by conducting initial research using search engines such as Google to explore product types, specifications, energy ratings, and pricing. Sources like 'Which' magazine and brand's social media pages, including their websites, are also considered important for providing reliable product options, product reviews, adverts, and recommendations, while a few others stated they would seek recommendations from friends or family.

At the point of purchase, there is a strong preference to buy from well-known, reputable UK-based retailers such as Amazon, John Lewis or AO.com, largely due to safety concerns to ensure they select an electric heater that is safe, efficient, and cost-effective.

Price, energy efficiency and safety standards, including PAT testing are some of the key considerations, with many emphasizing the importance of avoiding unreliable sellers to mitigate fire risks.

"I would do a search online and I agree energy rating would be high up there for me. I would almost certainly purchase from a large retailer direct as I work in the fire service and have seen what dodgy electrical items can do." (55+, less frequent users of online marketplaces)

"I'm much more likely to stick to big retailers as I don't want my house to burn down." (55+, less frequent users of online marketplaces)

"Ask my parents to check Which for best brands. Then look them up online in various places to see prices." (55+, less frequent users of online marketplaces)

"Lots and lots of research as this feels like a very risky product to me! it strikes me as exactly the sort of product you could buy cheap and end up having serious safety issues with." (18-34, frequent users of online marketplaces)

When searching for toys, participants usually begin with an online search, typically using Google to explore available products, pricing, etc. While Amazon is a preferred choice for them, many participants, especially those with children, express a preference for buying directly from stores rather than through third-party marketplace sellers, citing concerns about product authenticity and safety. They prefer to buy toys in-store to physically inspect the item and ensure it meets their expectations. A few also look for products with recognised safety indicators, such as the Kitemark and age suitability labelling.

At the point of purchase, price and delivery details remains an important factor, with participants actively comparing costs across different retailers to find the best deal.

"I would prefer to buy in person. I would want to be hands on with it, make sure it's safe and as I expected it to be. Look for age suitability, safety marks." (35-54, parents group)

"I would look at a reputable store, such as John Lewis, or even supermarkets sell good range of toys now. Mostly like to buy in person." (35-54, parents group)

"I would go to the really nice independent toy shop near me and shop locally. I would buy something I liked the look of and not an overpriced must have latest craze item. They only stock safe quality toys with kite marks." (35-54, parents group)

"As the item could prove to be quite harmful, I think I would rather go buy it instore after I have seen it, and probably asked recommendations for it by friends/family and instore. I would rather see the product with my own eyes before I buy it." (18-34, more frequent online marketplace shopper)

Online marketplace consideration

Participants appeared somewhat divided on the likelihood of using an online marketplace to purchase an electric heater. While many frequent online marketplace users are open to the idea of purchasing from an online marketplace, especially Amazon, under specific conditions such as the product being brand new, comes in original packaging, and is from a trusted or well-known brand, others who were parents and less frequent online marketplace users prefer purchasing from a reputable store or retailer (even if online).

Participants across all the groups, are sceptical about quality of second-hand electric heaters and therefore, prefer buying only new on online marketplaces to avoid safety concerns.

"I would buy from an online marketplace but only if the item was brand new and in the original packaging. And it was a known brand." (18-34, more frequent online marketplace shopper)

"I wouldn't use a marketplace for something like this. I need to know my family is safe when using electrical items." (55+, less frequent online marketplace shopper)

"I'm much more likely to stick to big retailers as I don't want my house to burn down." (35-54, parents group)

For purchasing toys, many frequent online marketplace users, and parents are open to looking at online marketplaces. Convenience, competitive pricing, and the ability to compare options quickly or to assess quality through reviews are key motivators for them.

Some frequent users also express their willingness to purchase second-hand toys on online marketplaces, with Facebook marketplace being their top choice, due to being cost efficient and allowing verification of the product in-person when collecting it.

However, there is also a strong preference for known brands and new toys, particularly for gifts or when safety is a higher priority. For such cases, participants, especially less frequent users express a clear inclination towards larger, reputable retailers due to greater trust, perceived accountability, and faster or more reliable delivery.

eBay, Amazon Marketplace, and Facebook Marketplace are the most frequently mentioned online marketplaces that participants are more likely to consider when shopping for toys.

"Online is convenient and if it is cheaper or the same price as in store, then it makes sense." (55+, less frequent online marketplace shopper)

"I'm going to go for a big retailer first and use the marketplaces if they're a lot cheaper." (55+, less frequent online marketplace shopper)

"If I needed something quickly, I might not trust the marketplaces but otherwise I would compare the postage times." (35-54, parents group)

“You can get low cost toys from Facebook marketplace and then see them in person when collecting.” (18-34, frequent users of online marketplaces)

Participants typically use the search bar when looking for a product in an online marketplace, mainly if they have a specific item in mind. If the search doesn't yield satisfactory results, they then explore product categories to find similar items. They also commonly apply filters such as price (usually sorted from low to high), seller ratings, and picture quality to refine their choices.

“Use search bar first, then if that didn't come up with the results I want, try going through categories.” (55+, less frequent online marketplace shopper)

“Search bar - quickest way to identify relevant part of website. Can always look at category from there to explore other similar toy options.” (55+, less frequent online marketplace shopper)

Many prioritise trusted brand names, particularly for safety and reliability, reviews to know the quality of the product and product images and videos with multiple angles, good lighting, and clean backgrounds to better understand the product's functionality.

“A decent video or line of photographs from all angles. Something that clearly indicates the item will do the job properly.” (35-54, parents group)

“I think I would look at reviews, or what was on trend at the moment to get a good idea of what to buy.” (18-34, more frequent online marketplace shopper)

“Brand name, needs to be a trusted source, then price and reviews.” (18-34, more frequent online marketplace shopper)

Importance of product information and safety

Participants have a strong interest in reviewing the product description to gather essential information before making a purchase. They look for comprehensive and specific information such as warranty, evidence of safety testing (such as UK or ISO standards), confirmation that the item is suitable for use in the UK such as having a UK plug for electric heater and CE markings or kite marks for toys to ensure the item met their practical and safety expectations. Other important aspects include clear, well-written descriptions, product dimensions, type, performance features (such as energy efficiency), and usability details like cable length and the presence of a manual.

“Size, aesthetics, price, dimensions, type of electric heater (e.g. convection or fan), performance, efficiency. Wouldn't occur to me to look for warnings if I was buying from a reputable retailer.” (35-54, parents group)

“Detail, detail, detail - e.g. recently bought storage containers - they gave dimensions, clear photos from all angles and information on exactly how much could be stored in each container of different products e.g. rice v cereal, BPA free plastic.” (35-54, parents group)

Seller's credibility is considered important by many participants. For smaller or low-cost items, some are less concerned by seller credibility due to the 'low stakes'. However, for more significant purchases, participants are more likely to check seller reviews, ratings, and details such as the length of time the seller has been active on the platform.

“If it's a small purchase I probably wouldn't bother, but if a bigger one I'd have a look on Trustpilot.” (55+, less frequent online marketplace shopper)

"I would check the reviews of the seller, but I would mostly be interested in the item being brand new and sealed in the original box. If it was an unknown brand, I would be more sceptical." (18-34, more frequent online marketplace shopper)

Product safety is a top priority for most of the participants, especially when it involves electrical items or children's toy. To ensure product safety, they emphasise buying from reputable retailers and trusted brands and avoid second-hand purchases. They also find checking for safety markings, product specifications, age suitability warnings, voltage compatibility, online reviews, and warranty information important.

"For an item like this, safety is top priority. I'd check the brand and its reputation, check reviews and warranty." (55+, less frequent online marketplace shopper)

"Reading reviews and seeing what safety markings the seller has stated. For an item like this it needs to be extremely safe!" (55+, less frequent online marketplace shopper)

"If I wanted a specific toy I'd buy from a reputable known company online. I'd expect it to be safe as company is reputable." (35-54, parents group)

Scenarios conclusion

While some participants see little to no difference between the two scenarios due to shared safety concerns, others are clearly more hesitant about purchasing electric heaters, expressing greater caution with electrical products due to fire hazard concerns. Many also indicate they would take precautions in both scenarios as they believe both involve higher safety risks.

"I would be more wary purchasing electric appliances in comparison to another item. I'd also be less likely to purchase them from an online marketplace." (18-34, more frequent online marketplace shopper)

"I would take extra precautions with electrical items and toys for babies so probably not much difference between those two examples." (18-34, more frequent online marketplace shopper)

"Both are very important with regards to safety. In both instances I would look for a reliable retailer and not use a marketplace." (35-54, parents group)

Section 6: Research considerations

Profile of online marketplace users

Summarised below are the key differences across online marketplaces, based on the survey findings. This includes the demography of their users, and how perceptions of the marketplace and product safety differ. Further research could be completed to further understand how behaviours differ between different user types and platforms.

Use of online marketplaces by demographic group

Differences are seen in use of online marketplaces by gender. Specifically, men are more likely to report using Amazon Marketplace or Amazon Handmade (41% vs. 32% women), eBay (67% vs. 55% women) and AliExpress (18% vs. 10% women) in the past six months, whereas women are more likely to report using Etsy (42% vs. 23% men) and Vinted (37% vs. 13%).

Different patterns also exist by age, although the trends vary depending on the platform. For example, younger respondents are significantly more likely to say they have purchased from AliExpress (18-29: 29%) compared to older respondents (50-64: 7%, 65+: 5%). A similar trend can be seen among those who report purchasing from TikTok Shop (18-29: 22% vs. 30-49: 13%, 50-64: 9%, 65+: 2%). In contrast, older respondents report higher use of eBay in the past six months compared to younger respondents (65+: 66%, 50-64: 70% vs. 30-49: 58%, 18-29: 48%).

Looking at trends by social grade, use of a number of platforms skew towards ABC1s. They are more likely than C2DEs to report having used Etsy (36% vs. 28%) and Vinted (29% vs. 20%) recently, for example.

Patterns by ethnicity skew in both directions. While white respondents are more likely to report using Etsy (35% vs. 21% ethnic minorities) and Vinted (27% vs. 19% ethnic minorities), the opposite is true for a range of other platforms, such as Temu (40% ethnic minorities vs. 23% white), AliExpress (36% vs. 11%) and Facebook Marketplace (29% vs. 20%).

Impressions of online marketplaces

When asked how positively or negatively they perceive different online marketplaces, eBay ranks highest, with 72% having a positive impression. This is followed by Etsy (59%), Amazon Marketplace/Handmade (54%) and Vinted (47%). In contrast, negative perceptions are highest for Temu (41%), Wish (26%), AliExpress (23%) and TikTok Shop (21%).

As might be expected, the online marketplaces people are most likely to say they would consider buying from in future align closely with those that people have the most positive perceptions of. eBay again ranks first here, with 74% saying they would consider buying from there in future, again followed by Amazon Marketplace/Handmade (61%), Etsy (54%) and Vinted (43%). Lower levels of consideration come for marketplaces with more negative impressions, or those that have lower levels of awareness. Specifically, 2% say they would consider purchasing from Fruugo, 4% from Shpock, 5% from OnBuy and 6% from Wish.

Of the online marketplaces that people say they would not consider buying from in future, Temu is the most common one which people say they would avoid doing so (42%). This is

followed by TikTok Shop (31%), Wish and AliExpress (both 28%). At the other end of the scale, only 3% say they would avoid buying from eBay, 5% from Etsy, 6% from Amazon Marketplace/Handmade, and 7% Vinted.

Factors accounted for when choosing online marketplaces

The most common reasons given for shopping on a given online marketplace are generally consistent across all marketplaces. However, certain factors do stand out more than others for users of particular online marketplaces.

Those who have recently shopped on Temu, for example, are especially likely to report price competitiveness as their reason for doing so (56%), much higher than the next top reason given (range of products available: 32%). Temu shoppers are around 3 times as likely as those who have shopped on Etsy (17%) to mention price as a reason for doing so. In contrast, trustworthiness of the platform is a low priority for Temu users (11%), whereas it is among the top reasons for shopping on Amazon Marketplace/Amazon Handmade (33%). Trustworthiness also ranks lowly for users of Wish (17%), Shpock (16%) and TikTok Shop (16%).

Product safety ranks among the bottom half of reasons for choosing an online marketplace for almost all platforms listed. Less than one in ten report that this was a reason for choosing to purchase from eBay (9%), Etsy, Depop or Temu (8%), Facebook Marketplace or TikTok Shop (7%) and Vinted (2%).

Perceptions of safety

The majority of online marketplace users report that the products they purchase from online marketplaces are safe. Users of Vinted are most likely to report this (94%), followed by those who use Etsy (92%), eBay (90%) and Amazon (90%). Comparatively, products sold on online marketplaces such as Temu (71%) and Wish (69%) see lower levels of perceived safety, with two in ten (21%) thinking that they are unsafe. These marketplaces also see higher levels of uncertainty, with one in ten reporting that they don't know how safe products on Temu (8%), and Wish (10%) are.

Considerations and recommendations for future messaging and research.

Improving awareness of what constitutes online marketplaces

Clear messaging and communication on what constitutes an online marketplace could be beneficial to consumer and online marketplace users' understanding. Current confidence in understanding is mixed and does not differ when comparing those who identified incorrect definitions of an online marketplace. Clarification around this could help consumers safeguard themselves against possible product safety concerns and make informed decisions when choosing places of purchase.

Increasing consumer awareness of product safety

Consumers report looking to reviews and recommendations for assurances around product safety, while few look for official documentation or kitemarks for safety. Likewise, a large minority report not taking any steps to check for safety, citing assumed safety as the main reason for not doing so. While this does reflect guidance regarding the responsibility of safety on individual sellers on online marketplaces, further information for consumers to clarify this, and focusing on steps they could take to check for safety could increase consumers' awareness and attention to product safety decisions.

Additional research could collect experiences of product safety issues with products purchased from an online marketplace; this research could explore perceptions of responsibility of the seller vs the marketplace. Further research could also be conducted to understand whether consumers recognise fake online reviews e.g. reviews written by AI.

Annex

Survey questionnaire

Base: All who have purchased from a listed online marketplace in P6M

Question type: Multiple

[TO12] Which, if any, of the following do you think describes what “online marketplaces” are?
(Please select all that apply)

- | | |
|-----------------|---|
| <1> | Third parties (including professional businesses and individuals) selling products, not including second-hand/ handmade items |
| <2> | Individuals selling second-hand or handmade items (e.g. clothing, accessories) |
| <3> | Brands selling their own products to consumers on their own website |
| <4> | Companies selling products to other businesses |
| <5> | Companies selling a range of branded products they select from their own website |
| <6 fixed> | Third party sellers **reselling** products that are available on **other** marketplaces or websites |
| <944 fixed xor> | None of these |
| <98 fixed xor> | Don't know |

Base: All who have purchased from a listed online marketplace in P6M

Question type: Single

[O18] To what extent, if at all, do you understand the difference between online marketplaces and other websites (e.g. Amazon vs Amazon Marketplace, Tesco vs Tesco Marketplace etc.)?

- | | |
|----------------|---------------------------------------|
| <1> | I have a strong understanding of this |
| <2> | I have some understanding of this |
| <3> | I have a little understanding of this |
| <4> | I have no understanding of this |
| <98 fixed xor> | Don't know |

Question type: Text

For the purposes of this survey, by **online marketplaces**, we mean digital platforms where multiple sellers offer products or services for consumers to purchase.

Products on online marketplaces may be purchased directly from brands themselves, or from sellers selling other brands' products. They may be new or second-hand.

Online marketplaces **do not** include individual retailer websites or classified ad sites.

Base: All in online purchase section

Question type: Multiple

#row order: randomize(Rand13)

[TO7] Have you purchased any products from third parties selling on the following platforms in the past 6 months? Please select all that apply.

<null>	list_TO7
<99 fixed>	Other online marketplace (open [TO7_other1]) [open] please specify
<977 fixed xor>	Don't know / can't recall
<944 fixed xor>	Not applicable - I have not purchased from any of these in the past 6 months

#skip logic:
 exit status=screenout if TO7.has_any([977, 944])

Question type: Text

This survey is on the topic of **online marketplaces**. We have tested the survey and found that, on average it takes around 15 minutes to complete. This time may vary depending on factors such as your Internet connection speed and the answers you give. Your YouGov Account will be credited with 50 points for completing the survey.

Please click the forward button to continue.

Question type: Text

The first section includes a number of questions about your general shopping habits on online marketplaces.

Please click the forward button to continue.

Base: All
 Question type: Grid
 #row order: randomize(Rand13)

[TO13] How often have you purchased products from each of the following platforms in the past 6 months?

-[TO13_1]	Amazon marketplace or Amazon handmade	-[TO13_8]	Depop
-[TO13_2]	Etsy	-[TO13_9]	Facebook Marketplace
-[TO13_3]	Wish	-	Temu
		[TO13_10]	
-[TO13_4]	Ebay	-	TikTok Shop
		[TO13_11]	
-[TO13_5]	AliExpress	-	Fruugo
		[TO13_12]	
-[TO13_6]	Vinted	-	OnBuy
		[TO13_13]	
-[TO13_7]	Shpock		
<1>	More than once a week		
<2>	Once a week		
<3>	Once a fortnight		
<4>	Once a month		
<5>	Less than once a month		
<98>	Don't know		

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize #Columns: 2

[O2] Which, if any, of the following do you take into account when choosing an online marketplace to purchase from? Please select all that apply.

- | | | | |
|------|--|----------------|--|
| <1> | Price competitiveness | <11> | Loyalty rewards or discounts |
| <2> | Trustworthiness of the platform | <12> | Familiarity (i.e. I have shopped there previously/shop there regularly) |
| <3> | Delivery speed | <13> | Type of products available (i.e. the online marketplace specialises in the product I am looking for) |
| <4> | Availability of product reviews | <14> | Word of mouth |
| <5> | Range of products available | <15> | Time-limited special offers |
| <6> | Ease of use (e.g. website or app navigation) | <16> | Promotion by a social media influencer I follow/trust |
| <7> | Payment security options | <17> | Adverts for the online marketplace |
| <8> | Customer service quality | <18> | Positive reviews for the online marketplace |
| <9> | Ethical considerations (e.g. sustainability or labour practices) | <955 fixed> | Other (open [O2_open1]) [open] |
| <10> | Product safety | <98 fixed xor> | Please specify |
| | | | Don't know |

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Single**

[O11a] Which of the following statements best applies to you?

- | | |
|-----|---|
| <1> | I frequently (once a month or more) browse online marketplaces without the intention of buying anything specifically (ie. as a form of entertainment) |
| <2> | I sometimes (less than once a month) browse online marketplaces without the intention of buying anything specifically (ie. as a form of entertainment) |
| <3> | I only go on online marketplaces when I have the intention to make a specific purchase, or to do research for a specific purchase |

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Single**

[O11b] In the past year, have you made an 'impulse purchase' from an online marketplace (ie. purchased something you saw on an online marketplace that you had not previously planned to)?

- | | |
|----------------|--------------------------------|
| <1> | Yes, on more than one occasion |
| <2> | Yes, on one occasion |
| <3> | No |
| <98 fixed xor> | Don't know |

Base: All who browse online marketplaces without the intention of making a specific purchase

Question type: **Dyngrid**

#row order: randomize

#Question display logic:

If [O11a] - I **frequently** (once a month or more) browse online marketplaces without the intention of buying anything specifically (ie. as a form of entertainment) or I **sometimes** (less than once a month) browse online marketplaces without the intention of buying anything specifically (ie. as a form of entertainment), is selected [if O11a in [1,2]]

[O11c] You mentioned you browse online marketplaces without the intention of making a specific purchase...

How often, if at all, do you browse each of the following items on online marketplaces?

- | | |
|----------------|--|
| -[O11c_1] | Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices) |
| -[O11c_2] | Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table) |
| -[O11c_3] | Toys (e.g. board game, action figure, building blocks) |
| -[O11c_4] | Cosmetics (e.g. hair dye, make up, shampoo, toothpaste) |
| -[O11c_5] | Large domestic appliances (e.g. refrigerator, washing machine, oven) |
| -[O11c_6] | Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery) |
| -[O11c_7] | Furniture/ furnishings (e.g. sofa, bed, curtains, carpets) |
| -[O11c_8] | Homeware, non-electrical items (e.g. crockery, wall decorations) |
| -[O11c_9] | Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments) |
| <1> | 3 or more times a week |
| <2> | Once or twice a week |
| <3> | 1 or 2 times a month |
| <4> | Once every 2-3 months |
| <5> | Once every 6 months |
| <6> | Less often |
| <7> | Never |
| <98 fixed xor> | Don't know |

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Dyngrid**

#row order: randomize

[O12] How often, if at all, do you **purchase** each of the following items using online marketplaces?

- | | |
|----------------|--|
| -[O12_1] | Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices) |
| -[O12_2] | Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table) |
| -[O12_3] | Toys (e.g. board game, action figure, building blocks) |
| -[O12_4] | Cosmetics (e.g. hair dye, make up, shampoo, toothpaste) |
| -[O12_5] | Large domestic appliances (e.g. refrigerator, washing machine, oven) |
| -[O12_6] | Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery) |
| -[O12_7] | Furniture/ furnishings (e.g. sofa, bed, curtains, carpets) |
| -[O12_8] | Homeware, non-electrical items (e.g. crockery, wall decorations) |
| -[O12_9] | Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments) |
| <1> | 3 or more times a week |
| <2> | Once or twice a week |
| <3> | 1 or 2 times a month |
| <4> | Once every 2-3 months |
| <5> | Once every 6 months |
| <6> | Less often |
| <98 fixed xor> | Don't know |

Question type: *Text*

Moving on...

#order: randomize

Base: All who have purchased from a listed online marketplace in P6M

Question type: *Multiple*

#row order: randomize(Rand13)

#Question display logic:

if TO13_1 in [1,2,3,4,5]

[TO14a_1] Which, if any, of the following **types of product** have you purchased from ****Amazon marketplace or Amazon handmade**** in the past 6 months?

- | | |
|-----------------|--|
| <1> | Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices) |
| <2> | Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table) |
| <3> | Toys (e.g. board game, action figure, building blocks) |
| <4> | Cosmetics (e.g. hair dye, make up, shampoo, toothpaste) |
| <5> | Large domestic appliances (e.g. refrigerator, washing machine, oven) |
| <6> | Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery) |
| <7> | Furniture/ furnishings (e.g. sofa, bed, curtains, carpets) |
| <8> | Homeware, non-electrical items (e.g. crockery, wall decorations) |
| <9> | Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments) |
| <944 fixed xor> | None of these |
| <98 fixed xor> | Don't know |

Base: All who have purchased from a listed online marketplace in P6M

Question type: *Multiple*

#row order: randomize(Rand13)

#Question display logic:

if TO13_2 in [1,2,3,4,5]

[TO14a_2] Which, if any, of the following **types of product** have you purchased from ****Etsy**** in the past 6 months?

- | | |
|-----------------|--|
| <1> | Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices) |
| <2> | Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table) |
| <3> | Toys (e.g. board game, action figure, building blocks) |
| <4> | Cosmetics (e.g. hair dye, make up, shampoo, toothpaste) |
| <5> | Large domestic appliances (e.g. refrigerator, washing machine, oven) |
| <6> | Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery) |
| <7> | Furniture/ furnishings (e.g. sofa, bed, curtains, carpets) |
| <8> | Homeware, non-electrical items (e.g. crockery, wall decorations) |
| <9> | Sports and leisure item, not including clothes (e.g. treadmill, bikes and accessories, musical instruments) |
| <944 fixed xor> | None of these |
| <98 fixed xor> | Don't know |

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand13)

#Question display logic:

if TO13_3 in [1,2,3,4,5]

[TO14a_3] Which, if any, of the following **types of product** have you purchased from ****Wish**** in the past 6 months?

- | | |
|-----------------|--|
| <1> | Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices) |
| <2> | Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table) |
| <3> | Toys (e.g. board game, action figure, building blocks) |
| <4> | Cosmetics (e.g. hair dye, make up, shampoo, toothpaste) |
| <5> | Large domestic appliances (e.g. refrigerator, washing machine, oven) |
| <6> | Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery) |
| <7> | Furniture/ furnishings (e.g. sofa, bed, curtains, carpets) |
| <8> | Homeware, non-electrical items (e.g. crockery, wall decorations) |
| <9> | Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments) |
| <944 fixed xor> | None of these |
| <98 fixed xor> | Don't know |

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand13)

#Question display logic:

if TO13_4 in [1,2,3,4,5]

[TO14a_4] Which, if any, of the following **types of product** have you purchased from ****Ebay**** in the past 6 months?

- | | |
|-----------------|--|
| <1> | Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices) |
| <2> | Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table) |
| <3> | Toys (e.g. board game, action figure, building blocks) |
| <4> | Cosmetics (e.g. hair dye, make up, shampoo, toothpaste) |
| <5> | Large domestic appliances (e.g. refrigerator, washing machine, oven) |
| <6> | Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery) |
| <7> | Furniture/ furnishings (e.g. sofa, bed, curtains, carpets) |
| <8> | Homeware, non-electrical items (e.g. crockery, wall decorations) |
| <9> | Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments) |
| <944 fixed xor> | None of these |
| <98 fixed xor> | Don't know |

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand13)

#Question display logic:

if TO13_5 in [1,2,3,4,5]

[TO14a_5] Which, if any, of the following **types of product** have you purchased from ****AliExpress**** in the past 6 months?

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)
- <4> Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
- <5> Large domestic appliances (e.g. refrigerator, washing machine, oven)
- <6> Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)
- <7> Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)
- <8> Homeware, non-electrical items (e.g. crockery, wall decorations)
- <9> Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
- <944 fixed xor> None of these
- <98 fixed xor> Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand13)

#Question display logic:

if TO13_6 in [1,2,3,4,5]

[TO14a_6] Which, if any, of the following **types of product** have you purchased from ****Vinted**** in the past 6 months?

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)
- <4> Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
- <5> Large domestic appliances (e.g. refrigerator, washing machine, oven)
- <6> Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)
- <7> Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)
- <8> Homeware, non-electrical items (e.g. crockery, wall decorations)
- <9> Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
- <944 fixed xor> None of these
- <98 fixed xor> Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand13)

#Question display logic:

if TO13_7 in [1,2,3,4,5]

[TO14a_7] Which, if any, of the following **types of product** have you purchased from ****Shpock**** in the past 6 months?

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)
- <4> Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
- <5> Large domestic appliances (e.g. refrigerator, washing machine, oven)
- <6> Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)
- <7> Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)
- <8> Homeware, non-electrical items (e.g. crockery, wall decorations)

<9>	Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
<944 fixed xor>	None of these
<98 fixed xor>	Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand13)

#Question display logic:

if TO13_8 in [1,2,3,4,5]

[TO14a_8] Which, if any, of the following **types of product** have you purchased from ****Depop**** in the past 6 months?

<1>	Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
<2>	Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
<3>	Toys (e.g. board game, action figure, building blocks)
<4>	Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
<5>	Large domestic appliances (e.g. refrigerator, washing machine, oven)
<6>	Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)
<7>	Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)
<8>	Homeware, non-electrical items (e.g. crockery, wall decorations)
<9>	Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
<944 fixed xor>	None of these
<98 fixed xor>	Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand13)

#Question display logic:

if TO13_9 in [1,2,3,4,5]

[TO14a_9] Which, if any, of the following **types of product** have you purchased from ****Facebook Marketplace**** in the past 6 months?

<1>	Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
<2>	Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
<3>	Toys (e.g. board game, action figure, building blocks)
<4>	Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
<5>	Large domestic appliances (e.g. refrigerator, washing machine, oven)
<6>	Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)
<7>	Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)
<8>	Homeware, non-electrical items (e.g. crockery, wall decorations)
<9>	Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
<944 fixed xor>	None of these
<98 fixed xor>	Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand13)

#Question display logic:
if TO13_10 in [1,2,3,4,5]

[TO14a_10] Which, if any, of the following **types of product** have you purchased from ****Temu**** in the past 6 months?

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)
- <4> Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
- <5> Large domestic appliances (e.g. refrigerator, washing machine, oven)
- <6> Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)
- <7> Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)
- <8> Homeware, non-electrical items (e.g. crockery, wall decorations)
- <9> Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
- <944 fixed xor> None of these
- <98 fixed xor> Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand13)

#Question display logic:

if TO13_11 in [1,2,3,4,5]

[TO14a_11] Which, if any, of the following **types of product** have you purchased from ****TikTok Shop**** in the past 6 months?

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)
- <4> Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
- <5> Large domestic appliances (e.g. refrigerator, washing machine, oven)
- <6> Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)
- <7> Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)
- <8> Homeware, non-electrical items (e.g. crockery, wall decorations)
- <9> Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
- <944 fixed xor> None of these
- <98 fixed xor> Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand13)

#Question display logic:

if TO13_12 in [1,2,3,4,5]

[TO14a_12] Which, if any, of the following **types of product** have you purchased from ****Fruugo**** in the past 6 months?

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)

<4>	Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
<5>	Large domestic appliances (e.g. refrigerator, washing machine, oven)
<6>	Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)
<7>	Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)
<8>	Homeware, non-electrical items (e.g. crockery, wall decorations)
<9>	Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
<944 fixed xor>	None of these
<98 fixed xor>	Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: *randomize(Rand13)*

#Question display logic:

if TO13_13 in [1,2,3,4,5]

[TO14a_13] Which, if any, of the following **types of product** have you purchased from ****OnBuy**** in the past 6 months?

<1>	Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
<2>	Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
<3>	Toys (e.g. board game, action figure, building blocks)
<4>	Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
<5>	Large domestic appliances (e.g. refrigerator, washing machine, oven)
<6>	Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)
<7>	Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)
<8>	Homeware, non-electrical items (e.g. crockery, wall decorations)
<9>	Sports and leisure items, not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
<944 fixed xor>	None of these
<98 fixed xor>	Don't know

#Question display logic:

if TO14a_1.has_any([1,2,3,4,5,6,7,8,9]) or TO14a_2.has_any([1,2,3,4,5,6,7,8,9]) or TO14a_3.has_any([1,2,3,4,5,6,7,8,9]) or TO14a_4.has_any([1,2,3,4,5,6,7,8,9]) or TO14a_5.has_any([1,2,3,4,5,6,7,8,9]) or TO14a_6.has_any([1,2,3,4,5,6,7,8,9]) or TO14a_7.has_any([1,2,3,4,5,6,7,8,9]) or TO14a_8.has_any([1,2,3,4,5,6,7,8,9]) or TO14a_9.has_any([1,2,3,4,5,6,7,8,9]) or TO14a_10.has_any([1,2,3,4,5,6,7,8,9]) or TO14a_11.has_any([1,2,3,4,5,6,7,8,9]) or TO14a_12.has_any([1,2,3,4,5,6,7,8,9]) or TO14a_13.has_any([1,2,3,4,5,6,7,8,9])

Question type: **Text**

You said you have purchased \$q_chosen_TO14a **from one or more of the online marketplace platforms** listed in the previous question in the last 6 months.

In the next section, you will be asked a number of questions about the process you undertook when choosing an online marketplace to purchase this type of product from.

If you have purchased more than one of these types of products ****from an online marketplace**** in the last 6 months, please think about the **most recent time** you did so.

Please **do not** consider times when you have purchased this type of product from anywhere other than an online marketplace (e.g. offline in-store or directly from a retailer's website).

Base: All who have purchased a listed item from a listed online marketplace in P6M

Question type: Single

#row order: randomize

[O8] When you were shopping for the \$q_chosen_TO14a0, how did you initially find the item?

- | | |
|----------------|--|
| <1> | I searched online for the item and then selected the online marketplace from the search findings |
| <2> | I went directly to the online marketplace and searched for the item there |
| <3> | I was prompted by an online advert for the marketplace/product |
| <4> | I was prompted by an offline advert for the marketplace/product |
| <5> | I searched on social media for recommendations |
| <6> | I was recommended this product in a post on social media (i.e. without intentionally searching for it) |
| <97 fixed xor> | Don't know |

Base: All who initially found the item via an online ad

Question type: Single

#Question display logic:

If [O8] - I was prompted by an online advert for the marketplace/product or I was recommended this product in a post on social media (i.e. without intentionally searching for it), is selected [if O8 in [3,6]]

[O8b] You said you initially found the item via \$pipeO8a...

Which of the following best describes your journey from seeing this \$pipeO8b to purchasing the product on the online marketplace?

- | | |
|----------------|--|
| <1> | I clicked directly on the \$pipeO8b, which brought me to the online marketplace where I purchased it |
| <2> | I searched for the product I saw on the online marketplace myself |
| <955 fixed> | Other (open [O8b_open1]) [open] Please specify |
| <98 fixed xor> | Don't know |

Base: All who initially found the item via an online ad

Question type: Single

#Question display logic:

If [O8] - I was prompted by an online advert for the marketplace/product or I was recommended this product in a post on social media (i.e. without intentionally searching for it), is selected [if O8 in [3,6]]

[O8c] You said you initially found the item via \$pipeO8a...

Please select the statement below that best applies to your decision to purchase this product after seeing the \$pipeO8b.

- <1> I had already intended to purchase the product before seeing the \$pipeO8b
- <2> I had not already intended to purchase the product before seeing the \$pipeO8b
- <98> Don't know

Base: All who have purchased a listed item from a listed online marketplace in P6M

Question type: Single

[O4] Did you consider purchasing the \$q_chosen_TO14a0, from any other online platforms before making your purchase?

- <1> Yes, I actively compared options on multiple platforms
- <2> Yes, I briefly considered other platforms but didn't compare in detail
- <3> No, I went directly to my chosen platform without considering alternatives
- <955> Don't know/ can't recall

Base: All who have purchased a listed item from a listed online marketplace in P6M

Question type: Multiple

[O6] Before purchasing the \$q_chosen_TO14a0, did advertising for the platform or product influence your decision to use that platform? Please select all that apply.

- <1> Yes, I saw an online ad for the platform (i.e. on a webpage, social media etc.)
- <2> Yes, I saw an online ad for the product (i.e. on a webpage, social media etc.)
- <3> Yes, I saw an offline ad for the platform (i.e. on television, on a billboard/poster etc.)
- <4> Yes, I saw an offline ad for the product (i.e. on television, on a billboard/poster etc.)
- <5 xor> No, advertising did not influence my decision
- <98 xor> Don't know

Base: All who have purchased a listed item from a listed online marketplace in P6M

Question type: Single

[O7] Was the \$q_chosen_TO14a0 you purchased from an online marketplace new or previously owned?

- <1> New
- <2> Previously owned

Base: All who have purchased a listed item from a listed online marketplace in P6M

Question type: Multiple

#row order: randomize

[O9] Which of the following steps, if any, did you take to check the **safety** of the \$q_chosen_TO14a0 before purchasing?

- <1> Read customer reviews about the product
- <2> Checked the product's description for safety-related information
- <3> Verified the seller's rating or feedback
- <4> Looked for safety certifications or labels
- <5> Researched the product or brand on other websites
- <6> Asked questions to the seller about the product
- <7> Asked for recommendations from family, friends or social media

<955 fixed>	Other (open [O9_open1]) [open] Please specify
<99 fixed xor>	Not applicable - I did not take any steps to check the safety of the \$q_chosen_TO14a0 before purchasing

Base: All who did not take any steps to check the safety of an item they bought before purchasing

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [O9] - Not applicable - I did not take any steps to check the safety of the \$q_chosen_TO14a0 before purchasing is selected [if 99 in O9]

[O9b] You said you did not take any steps to ensure the safety of the \$q_chosen_TO14a0 before purchasing...

Which, if any, of the following are reasons you did not do this? Please select all that apply.

<1>	I trusted the marketplace to ensure the product was safe
<2>	I trusted the seller or brand
<3>	I assumed the product would be safe without checking
<4>	I didn't know how to check the safety of the product
<5>	The product was inexpensive, so I wasn't concerned about its safety
<6>	I didn't have time to check
<7>	I've purchased similar products before and didn't have any issues
<955 fixed>	Other (open [O9b_open1]) [open] Please specify
<98 fixed xor>	Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Single**

[O5] How important, if at all, was it to know the product's country of origin/where the seller was based when purchasing the \$q_chosen_TO14a0?

<1>	Very important
<2>	Somewhat important
<3>	Not very important
<4>	Not at all important
<98 fixed xor>	Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand18) #max number of choices: 3 #Columns: 2

#Question display logic:

if len(q_chosen_TO14a_not_sel)>0

[O10] You said you have **not** purchased \$q_chosen_TO14a_not_sel from any of the online marketplaces listed previously in the past 6 months.

Thinking hypothetically, which, if any, of the following would you take into account if you were considering buying \$q_chosen_TO14a_not_sel from one of these online marketplaces. (Please select the **THREE** most important factors)

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)
<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace
<8>	Customer service quality	<18>	Positive reviews for the online marketplace
<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O10_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify
			Don't know

#order: randomize

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand18)

#Question display logic:

if TO13_1 in [1,2,3,4,5]

[O17_1_] You mentioned you have previously purchased from Amazon marketplace or Amazon handmade

Which, if any, of the following were/are your reasons for choosing to purchase from Amazon marketplace or Amazon handmade?

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)
<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace
<8>	Customer service quality	<18>	Positive reviews for the online marketplace
<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O17_1_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify
			Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: *randomize(Rand18)*

#Question display logic:

if TO13_2 in [1,2,3,4,5]

[O17_2_] You mentioned you have previously purchased from Etsy

Which, if any, of the following were/are your reasons for choosing to purchase from Etsy?

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)
<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace
<8>	Customer service quality	<18>	Positive reviews for the online marketplace
<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O17_2_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify
			Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: *randomize(Rand18)*

#Question display logic:

if TO13_3 in [1,2,3,4,5]

[O17_3_] You mentioned you have previously purchased from Wish

Which, if any, of the following were/are your reasons for choosing to purchase from Wish?

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)
<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace

<8>	Customer service quality	<18>	Positive reviews for the online marketplace
<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O17_3_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify
			Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand18)

#Question display logic:

if TO13_4 in [1,2,3,4,5]

[O17_4_] You mentioned you have previously purchased from Ebay

Which, if any, of the following were/are your reasons for choosing to purchase from Ebay?

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)
<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace
<8>	Customer service quality	<18>	Positive reviews for the online marketplace
<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O17_4_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify
			Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand18)

#Question display logic:

if TO13_5 in [1,2,3,4,5]

[O17_5_] You mentioned you have previously purchased from AliExpress

Which, if any, of the following were/are your reasons for choosing to purchase from AliExpress?

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)

<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace
<8>	Customer service quality	<18>	Positive reviews for the online marketplace
<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O17_5_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify
			Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand18)

#Question display logic:

if TO13_6 in [1,2,3,4,5]

[O17_6_] You mentioned you have previously purchased from Vinted

Which, if any, of the following were/are your reasons for choosing to purchase from Vinted?

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)
<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace
<8>	Customer service quality	<18>	Positive reviews for the online marketplace
<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O17_6_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify
			Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand18)

#Question display logic:

if TO13_7 in [1,2,3,4,5]

[O17_7_] You mentioned you have previously purchased from Shpock

Which, if any, of the following were/are your reasons for choosing to purchase from Shpock?

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
-----	-----------------------	------	------------------------------

<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)
<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace
<8>	Customer service quality	<18>	Positive reviews for the online marketplace
<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O17_7_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify
			Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand18)

#Question display logic:

if TO13_8 in [1,2,3,4,5]

[O17_8_] You mentioned you have previously purchased from Depop

Which, if any, of the following were/are your reasons for choosing to purchase from Depop?

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)
<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace
<8>	Customer service quality	<18>	Positive reviews for the online marketplace
<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O17_8_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify
			Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand18)

#Question display logic:

if TO13_9 in [1,2,3,4,5]

[O17_9_] You mentioned you have previously purchased from Facebook Marketplace

Which, if any, of the following were/are your reasons for choosing to purchase from Facebook Marketplace?

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)
<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace
<8>	Customer service quality	<18>	Positive reviews for the online marketplace
<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O17_9_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: Multiple

#row order: randomize(Rand18)

#Question display logic:

if TO13_10 in [1,2,3,4,5]

[O17_10_] You mentioned you have previously purchased from Temu

Which, if any, of the following were/are your reasons for choosing to purchase from Temu?

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)
<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace
<8>	Customer service quality	<18>	Positive reviews for the online marketplace
<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O17_10_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand18)

#Question display logic:

if TO13_11 in [1,2,3,4,5]

[O17_11_] You mentioned you have previously purchased from TikTok Shop

Which, if any, of the following were/are your reasons for choosing to purchase from TikTok Shop?

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)
<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace
<8>	Customer service quality	<18>	Positive reviews for the online marketplace
<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O17_11_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand18)

#Question display logic:

if TO13_12 in [1,2,3,4,5]

[O17_12_] You mentioned you have previously purchased from Fruugo

Which, if any, of the following were/are your reasons for choosing to purchase from Fruugo?

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)
<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace
<8>	Customer service quality	<18>	Positive reviews for the online marketplace

<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O17_12_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize(Rand18)

#Question display logic:

if TO13_13 in [1,2,3,4,5]

[O17_13] You mentioned you have previously purchased from OnBuy

Which, if any, of the following were/are your reasons for choosing to purchase from OnBuy?

<1>	Price competitiveness	<11>	Loyalty rewards or discounts
<2>	Trustworthiness of the platform	<12>	Familiarity (i.e. I have shopped there previously/shop there regularly)
<3>	Delivery speed	<13>	Type of products available (i.e. the online marketplace specialises in the product I am looking for)
<4>	Availability of product reviews	<14>	Word of mouth
<5>	Range of products available	<15>	Time-limited special offers
<6>	Ease of use (e.g. website or app navigation)	<16>	Promotion by a social media influencer I follow/trust
<7>	Payment security options	<17>	Adverts for the online marketplace
<8>	Customer service quality	<18>	Positive reviews for the online marketplace
<9>	Ethical considerations (e.g. sustainability or labour practices)	<955 fixed>	Other (open [O17_13_open1])
<10>	Product safety	<98 fixed xor>	[open] Please specify Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Dyngrid**

#row order: randomize(Rand13)

[O1] Thinking about each of the following platforms, how positively or negatively would you rate your overall impression of them?

-[O1_1]	Amazon marketplace or Amazon handmade	-[O1_8]	Depop
-[O1_2]	Etsy	-[O1_9]	Facebook Marketplace
-[O1_3]	Wish	-[O1_10]	Temu
-[O1_4]	Ebay	-[O1_11]	TikTok Shop
-[O1_5]	AliExpress	-[O1_12]	Fruugo
-[O1_6]	Vinted	-[O1_13]	OnBuy
-[O1_7]	Shpock		
<1>	Very positive		
<2>	Somewhat positive		
<3>	Neither positive nor negative		
<4>	Somewhat negative		
<5>	Very negative		
<98 fixed xor>	Don't know/ never heard of this platform		

Base: All who have purchased from a listed online marketplace in P6M

Question type: Multiple

#row order: randomize(Rand13)

[O13] Which, if any, of the following online marketplaces would you **consider** buying from in the future? Please select all that apply.

- | | | | |
|-----|---------------------------------------|----------------|----------------------|
| <1> | Amazon marketplace or Amazon handmade | <9> | Facebook Marketplace |
| <2> | Etsy | <10> | Temu |
| <3> | Wish | <11> | TikTok Shop |
| <4> | Ebay | <12> | Fruugo |
| <5> | AliExpress | <13> | OnBuy |
| <6> | Vinted | <98 fixed xor> | Don't know |
| <7> | Shpock | <99 fixed xor> | None of these |
| <8> | Depop | | |

Base: All who have purchased from a listed online marketplace in P6M

Question type: Multiple

#row order: randomize(Rand13)

#Question display logic:

if not O13.has_all([1,2,3,4,5,6,7,8,9,10,11,12,13])

[O14] Which, if any, of the following online marketplaces would you **avoid** buying from in the future? Please select all that apply.

- | | | | |
|---------------------|---------------------------------------|-----------------------|----------------------|
| <1 if not 1 in O13> | Amazon marketplace or Amazon handmade | <9 if not 9 in O13> | Facebook Marketplace |
| <2 if not 2 in O13> | Etsy | <10 if not 10 in O13> | Temu |
| <3 if not 3 in O13> | Wish | <11 if not 11 in O13> | TikTok Shop |
| <4 if not 4 in O13> | Ebay | <12 if not 12 in O13> | Fruugo |
| <5 if not 5 in O13> | AliExpress | <13 if not 13 in O13> | OnBuy |
| <6 if not 6 in O13> | Vinted | <98 fixed xor> | Don't know |
| <7 if not 7 in O13> | Shpock | <99 fixed xor> | None of these |
| <8 if not 8 in O13> | Depop | | |

#order: randomize

Base: All who would avoid purchasing from Amazon marketplace or Amazon handmade in future

Question type: Multiple

#row order: randomize(Rand4)

#Question display logic:

If [O14] - Amazon marketplace or Amazon handmade is selected [if 1 in O14]

[O15a] Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?

Amazon marketplace or Amazon handmade

- <1> I've had a bad experience when purchasing from this online marketplace in the past
- <2> I've heard negative things about this online marketplace (e.g. from family/friends, in the news)
- <3> I don't know enough about this online marketplace/hadn't heard of it before
- <4> This online marketplace doesn't sell the types of products I would want to buy
- <955 fixed> Other (open [O15a_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who would avoid purchasing from Etsy in future

Question type: **Multiple**

#row order: randomize(Rand4)

#Question display logic:

If [O14] - Etsy is selected [if 2 in O14]

[O15b] Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?

Etsy

- <1> I've had a bad experience when purchasing from this online marketplace in the past
- <2> I've heard negative things about this online marketplace (e.g. from family/friends, in the news)
- <3> I don't know enough about this online marketplace/hadn't heard of it before
- <4> This online marketplace doesn't sell the types of products I would want to buy
- <955 fixed> Other (open [O15b_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who would avoid purchasing from Wish in future

Question type: **Multiple**

#row order: randomize(Rand4)

#Question display logic:

If [O14] - Wish is selected [if 3 in O14]

[O15c] Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?

Wish

- <1> I've had a bad experience when purchasing from this online marketplace in the past
- <2> I've heard negative things about this online marketplace (e.g. from family/friends, in the news)
- <3> I don't know enough about this online marketplace/hadn't heard of it before
- <4> This online marketplace doesn't sell the types of products I would want to buy
- <955 fixed> Other (open [O15c_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who would avoid purchasing from Ebay in future

Question type: **Multiple**

#row order: randomize(Rand4)

#Question display logic:

If [O14] - Ebay is selected [if 4 in O14]

[O15d] Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?

Ebay

- <1> I've had a bad experience when purchasing from this online marketplace in the past
- <2> I've heard negative things about this online marketplace (e.g. from family/friends, in the news)
- <3> I don't know enough about this online marketplace/hadn't heard of it before
- <4> This online marketplace doesn't sell the types of products I would want to buy
- <955 fixed> Other (open [O15d_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who would avoid purchasing from Aliexpress in future

Question type: **Multiple**

#row order: randomize(Rand4)

#Question display logic:

If [O14] - AliExpress is selected [if 5 in O14]

[O15e] Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?

AliExpress

- <1> I've had a bad experience when purchasing from this online marketplace in the past
- <2> I've heard negative things about this online marketplace (e.g. from family/friends, in the news)
- <3> I don't know enough about this online marketplace/hadn't heard of it before
- <4> This online marketplace doesn't sell the types of products I would want to buy
- <955 fixed> Other (open [O15e_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who would avoid purchasing from Vinted in future

Question type: **Multiple**

#row order: randomize(Rand4)

#Question display logic:

If [O14] - Vinted is selected [if 6 in O14]

[O15f] Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?

Vinted

- <1> I've had a bad experience when purchasing from this online marketplace in the past

<2>	I've heard negative things about this online marketplace (e.g. from family/friends, in the news)
<3>	I don't know enough about this online marketplace/hadn't heard of it before
<4>	This online marketplace doesn't sell the types of products I would want to buy
<955 fixed>	Other (open [O15f_open1]) [open] Please specify
<98 fixed xor>	Don't know

Base: All who would avoid purchasing from Shpock in future

Question type: **Multiple**

#row order: randomize(Rand4)

#Question display logic:

If [O14] - Shpock is selected [if 7 in O14]

[O15g] Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?

Shpock

<1>	I've had a bad experience when purchasing from this online marketplace in the past
<2>	I've heard negative things about this online marketplace (e.g. from family/friends, in the news)
<3>	I don't know enough about this online marketplace/hadn't heard of it before
<4>	This online marketplace doesn't sell the types of products I would want to buy
<955 fixed>	Other (open [O15g_open1]) [open] Please specify
<98 fixed xor>	Don't know

Base: All who would avoid purchasing from Depop in future

Question type: **Multiple**

#row order: randomize(Rand4)

#Question display logic:

If [O14] - Depop is selected [if 8 in O14]

[O15h] Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?

Depop

<1>	I've had a bad experience when purchasing from this online marketplace in the past
<2>	I've heard negative things about this online marketplace (e.g. from family/friends, in the news)
<3>	I don't know enough about this online marketplace/hadn't heard of it before
<4>	This online marketplace doesn't sell the types of products I would want to buy
<955 fixed>	Other (open [O15h_open1]) [open] Please specify
<98 fixed xor>	Don't know

Base: All who would avoid purchasing from Facebook Marketplace in future

Question type: **Multiple**

#row order: randomize(Rand4)

#Question display logic:

If [O14] - Facebook Marketplace is selected [if 9 in O14]

[O15i] Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?

Facebook Marketplace

- <1> I've had a bad experience when purchasing from this online marketplace in the past
- <2> I've heard negative things about this online marketplace (e.g. from family/friends, in the news)
- <3> I don't know enough about this online marketplace/hadn't heard of it before
- <4> This online marketplace doesn't sell the types of products I would want to buy
- <955 fixed> Other (open [O15i_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who would avoid purchasing from Temu in future

Question type: **Multiple**

#row order: randomize(Rand4)

#Question display logic:

If [O14] - Temu is selected [if 10 in O14]

[O15j] Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?

Temu

- <1> I've had a bad experience when purchasing from this online marketplace in the past
- <2> I've heard negative things about this online marketplace (e.g. from family/friends, in the news)
- <3> I don't know enough about this online marketplace/hadn't heard of it before
- <4> This online marketplace doesn't sell the types of products I would want to buy
- <955 fixed> Other (open [O15j_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who would avoid purchasing from TikTok Shop in future

Question type: **Multiple**

#row order: randomize(Rand4)

#Question display logic:

If [O14] - TikTok Shop is selected [if 11 in O14]

[O15k] Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?

TikTok Shop

- <1> I've had a bad experience when purchasing from this online marketplace in the past
- <2> I've heard negative things about this online marketplace (e.g. from family/friends, in the news)
- <3> I don't know enough about this online marketplace/hadn't heard of it before
- <4> This online marketplace doesn't sell the types of products I would want to buy
- <955 fixed> Other (open [O15k_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who would avoid purchasing from Fruugo in future

Question type: **Multiple**

#row order: randomize(Rand4)

#Question display logic:

If [O14] - Fruugo is selected [if 12 in O14]

[O15] Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?

Fruugo

- <1> I've had a bad experience when purchasing from this online marketplace in the past
- <2> I've heard negative things about this online marketplace (e.g. from family/friends, in the news)
- <3> I don't know enough about this online marketplace/hadn't heard of it before
- <4> This online marketplace doesn't sell the types of products I would want to buy
- <955 fixed> Other (open [O15l_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who would avoid purchasing from OnBuy in future

Question type: **Multiple**

#row order: randomize(Rand4)

#Question display logic:

If [O14] - OnBuy is selected [if 13 in O14]

[O15m] Which, if any, of the following explain why you will avoid buying from the following online marketplace in the future?

OnBuy

- <1> I've had a bad experience when purchasing from this online marketplace in the past
- <2> I've heard negative things about this online marketplace (e.g. from family/friends, in the news)
- <3> I don't know enough about this online marketplace/hadn't heard of it before
- <4> This online marketplace doesn't sell the types of products I would want to buy
- <955 fixed> Other (open [O15m_open1]) [open] Please specify
- <98 fixed xor> Don't know

#order: randomize

Base: All who had a bad purchasing experience with Amazon marketplace or Amazon handmade

Question type: **Multiple**

#row order: randomize(Rand06)

#Question display logic:

If [O15a] - I've had a bad experience when purchasing from this online marketplace in the past is selected [if 1 in O15a]

[O16a] You said you had a bad experience when purchasing from Amazon marketplace or Amazon handmade in the past...

Which of the following issues did you experience? If you have had more than one bad experience when purchasing from this online marketplace in the past, please select all that apply.

- <1> Product I purchased was poor quality
- <2> Their prices were too high
- <3> Shipping times were too long
- <4> Poor customer service
- <5> I found it difficult to navigate this online marketplace
- <6> Product I purchased was unsafe
- <955 fixed> Other (open [O16a_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who had a bad purchasing experience with Etsy

Question type: **Multiple**

#row order: randomize(Rand06)

#Question display logic:

If [O15b] - I've had a bad experience when purchasing from this online marketplace in the past is selected [if 1 in O15b]

[O16b] You said you had a bad experience when purchasing from Etsy in the past...

Which of the following issues did you experience? If you have had more than one bad experience when purchasing from this online marketplace in the past, please select all that apply.

- <1> Product I purchased was poor quality
- <2> Their prices were too high
- <3> Shipping times were too long
- <4> Poor customer service
- <5> I found it difficult to navigate this online marketplace
- <6> Product I purchased was unsafe
- <955 fixed> Other (open [O16b_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who had a bad purchasing experience with Wish

Question type: **Multiple**

#row order: randomize(Rand06)

#Question display logic:

If [O15c] - I've had a bad experience when purchasing from this online marketplace in the past is selected [if 1 in O15c]

[O16c] You said you had a bad experience when purchasing from Wish in the past...

Which of the following issues did you experience? If you have had more than one bad experience when purchasing from this online marketplace in the past, please select all that apply.

- <1> Product I purchased was poor quality
- <2> Their prices were too high
- <3> Shipping times were too long
- <4> Poor customer service
- <5> I found it difficult to navigate this online marketplace
- <6> Product I purchased was unsafe
- <955 fixed> Other (open [O16c_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who had a bad purchasing experience with Ebay

Question type: **Multiple**

#row order: randomize(Rand06)

#Question display logic:

If [O15d] - I've had a bad experience when purchasing from this online marketplace in the past is selected [if 1 in O15d]

[O16d] You said you had a bad experience when purchasing from Ebay in the past...

Which of the following issues did you experience? If you have had more than one bad experience when purchasing from this online marketplace in the past, please select all that apply.

- | | |
|----------------|--|
| <1> | Product I purchased was poor quality |
| <2> | Their prices were too high |
| <3> | Shipping times were too long |
| <4> | Poor customer service |
| <5> | I found it difficult to navigate this online marketplace |
| <6> | Product I purchased was unsafe |
| <955 fixed> | Other (open [O16d_open1]) [open] Please specify |
| <98 fixed xor> | Don't know |

Base: All who had a bad purchasing experience with Aliexpress

Question type: **Multiple**

#row order: randomize(Rand06)

#Question display logic:

If [O15e] - I've had a bad experience when purchasing from this online marketplace in the past is selected [if 1 in O15e]

[O16e] You said you had a bad experience when purchasing from AliExpress in the past...

Which of the following issues did you experience? If you have had more than one bad experience when purchasing from this online marketplace in the past, please select all that apply.

- | | |
|----------------|--|
| <1> | Product I purchased was poor quality |
| <2> | Their prices were too high |
| <3> | Shipping times were too long |
| <4> | Poor customer service |
| <5> | I found it difficult to navigate this online marketplace |
| <6> | Product I purchased was unsafe |
| <955 fixed> | Other (open [O16e_open1]) [open] Please specify |
| <98 fixed xor> | Don't know |

Base: All who had a bad purchasing experience with Vinted

Question type: **Multiple**

#row order: randomize(Rand06)

#Question display logic:

If [O15f] - I've had a bad experience when purchasing from this online marketplace in the past is selected [if 1 in O15f]

[O16f] You said you had a bad experience when purchasing from Vinted in the past...

Which of the following issues did you experience? If you have had more than one bad experience when purchasing from this online marketplace in the past, please select all that apply.

- <1> Product I purchased was poor quality
- <2> Their prices were too high
- <3> Shipping times were too long
- <4> Poor customer service
- <5> I found it difficult to navigate this online marketplace
- <6> Product I purchased was unsafe
- <955 fixed> Other (open [O16f_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who had a bad purchasing experience with Shpock

Question type: **Multiple**

#row order: randomize(Rand06)

#Question display logic:

If [O15g] - I've had a bad experience when purchasing from this online marketplace in the past is selected [if 1 in O15g]

[O16g] You said you had a bad experience when purchasing from Shpock in the past...

Which of the following issues did you experience? If you have had more than one bad experience when purchasing from this online marketplace in the past, please select all that apply.

- <1> Product I purchased was poor quality
- <2> Their prices were too high
- <3> Shipping times were too long
- <4> Poor customer service
- <5> I found it difficult to navigate this online marketplace
- <6> Product I purchased was unsafe
- <955 fixed> Other (open [O16g_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who had a bad purchasing experience with Depop

Question type: **Multiple**

#row order: randomize(Rand06)

#Question display logic:

If [O15h] - I've had a bad experience when purchasing from this online marketplace in the past is selected [if 1 in O15h]

[O16h] You said you had a bad experience when purchasing from Depop in the past...

Which of the following issues did you experience? If you have had more than one bad experience when purchasing from this online marketplace in the past, please select all that apply.

- <1> Product I purchased was poor quality
- <2> Their prices were too high
- <3> Shipping times were too long
- <4> Poor customer service
- <5> I found it difficult to navigate this online marketplace
- <6> Product I purchased was unsafe
- <955 fixed> Other (open [O16h_open1]) [open] Please specify
- <98 fixed xor> Don't know

Base: All who had a bad purchasing experience with Facebook Marketplace

Question type: **Multiple**

#row order: randomize(Rand06)

#Question display logic:

If [O15i] - I've had a bad experience when purchasing from this online marketplace in the past is selected [if 1 in O15i]

[O16i] You said you had a bad experience when purchasing from Facebook Marketplace in the past...

Which of the following issues did you experience? If you have had more than one bad experience when purchasing from this online marketplace in the past, please select all that apply.

- | | |
|----------------|--|
| <1> | Product I purchased was poor quality |
| <2> | Their prices were too high |
| <3> | Shipping times were too long |
| <4> | Poor customer service |
| <5> | I found it difficult to navigate this online marketplace |
| <6> | Product I purchased was unsafe |
| <955 fixed> | Other (open [O16i_open1]) [open] Please specify |
| <98 fixed xor> | Don't know |

Base: All who had a bad purchasing experience with Temu

Question type: **Multiple**

#row order: randomize(Rand06)

#Question display logic:

If [O15j] - I've had a bad experience when purchasing from this online marketplace in the past is selected [if 1 in O15j]

[O16j] You said you had a bad experience when purchasing from Temu in the past...

Which of the following issues did you experience? If you have had more than one bad experience when purchasing from this online marketplace in the past, please select all that apply.

- | | |
|----------------|--|
| <1> | Product I purchased was poor quality |
| <2> | Their prices were too high |
| <3> | Shipping times were too long |
| <4> | Poor customer service |
| <5> | I found it difficult to navigate this online marketplace |
| <6> | Product I purchased was unsafe |
| <955 fixed> | Other (open [O16j_open1]) [open] Please specify |
| <98 fixed xor> | Don't know |

Base: All who had a bad purchasing experience with TikTok Shop

Question type: **Multiple**

#row order: randomize(Rand06)

#Question display logic:

If [O15k] - I've had a bad experience when purchasing from this online marketplace in the past is selected [if 1 in O15k]

[O16k] You said you had a bad experience when purchasing from TikTok Shop in the past...

Which of the following issues did you experience? If you have had more than one bad experience when purchasing from this online marketplace in the past, please select all that apply.

- | | |
|-----|--------------------------------------|
| <1> | Product I purchased was poor quality |
| <2> | Their prices were too high |

<3>	Shipping times were too long
<4>	Poor customer service
<5>	I found it difficult to navigate this online marketplace
<6>	Product I purchased was unsafe
<955 fixed>	Other (open [O16k_open1]) [open] Please specify
<98 fixed xor>	Don't know

Base: All who had a bad purchasing experience with Fruugo

Question type: **Multiple**

#row order: randomize(Rand06)

#Question display logic:

If [O15l] - I've had a bad experience when purchasing from this online marketplace in the past is selected [if 1 in O15l]

[O16l] You said you had a bad experience when purchasing from Fruugo in the past...

Which of the following issues did you experience? If you have had more than one bad experience when purchasing from this online marketplace in the past, please select all that apply.

<1>	Product I purchased was poor quality
<2>	Their prices were too high
<3>	Shipping times were too long
<4>	Poor customer service
<5>	I found it difficult to navigate this online marketplace
<6>	Product I purchased was unsafe
<955 fixed>	Other (open [O16l_open1]) [open] Please specify
<98 fixed xor>	Don't know

Base: All who had a bad purchasing experience with OnBuy

Question type: **Multiple**

#row order: randomize(Rand06)

#Question display logic:

If [O15m] - I've had a bad experience when purchasing from this online marketplace in the past is selected [if 1 in O15m]

[O16m] You said you had a bad experience when purchasing from OnBuy in the past...

Which of the following issues did you experience? If you have had more than one bad experience when purchasing from this online marketplace in the past, please select all that apply.

<1>	Product I purchased was poor quality
<2>	Their prices were too high
<3>	Shipping times were too long
<4>	Poor customer service
<5>	I found it difficult to navigate this online marketplace
<6>	Product I purchased was unsafe
<955 fixed>	Other (open [O16m_open1]) [open] Please specify
<98 fixed xor>	Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize #max number of choices: 3

[CCP2] Which, if any, of the following most influence you to trust that a product from an online marketplace is safe? (Please select up to three options)

<1>	The price	<9>	Online reviews/ recommendations of the online marketplace
<2>	The brand name of the online marketplace	<10>	A previous experience of buying the product
<3>	The brand name of the product manufacturer	<11>	A previous experience of using the online marketplace
<4>	The country of manufacture/ origin	<12>	What the product looks/ feels like
<5>	The warranty/ guarantee offered	<13>	Recommendations from friends/ family
<6>	The UK government products safety framework	<955 fixed>	Other (open [CCP2_open1])
<7>	A kitemark/ quality trademark	<977 fixed xor>	[open] Please specify
<8>	Online reviews/ recommendations of the product	<944 fixed xor>	Don't know
			Not applicable – nothing

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Multiple**

#row order: randomize

[O16] Which, if any, of the following would you do for reassurance about an online marketplace's legitimacy before purchasing? Please select all that apply.

<1>	Check the website's URL
<2>	Check prices for the same item(s) elsewhere
<3>	Browse the online marketplace (i.e. to check for indicators of professionalism)
<4>	Check for customer contact information
<5>	Check the terms and conditions, shipping and returns policies
<6>	Check the reviews (i.e. through sources such as Trustpilot, Feefo or Sitejabber, Google reviews etc.)
<7>	Check for a trust mark (when applicable)
<8>	Check the company's social media presence
<9>	Check people's experiences on social media (e.g. X, Instagram, TikTok, Reddit)
<96 fixed>	Other, please specify (open [O16_open])
<97 fixed xor>	[open] please specify
	Don't know

Base: All who have purchased from a listed online marketplace in P6M

Question type: **Grid**

#row order: randomize(Rand13)

[TO1] Generally when purchasing products from online marketplaces, **how safe or not** do you think the products you purchase are?

-[TO1_1 if TO13_1 in [1,2,3,4,5]]	Amazon marketplace or Amazon handmade	-[TO1_8 if TO13_8 in [1,2,3,4,5]]	Depop
-[TO1_2 if TO13_2 in [1,2,3,4,5]]	Etsy	-[TO1_9 if TO13_9 in [1,2,3,4,5]]	Facebook Marketplace

-[TO1_3 if TO13_3 in [1,2,3,4,5]]	Wish	-[TO1_10 if TO13_10 in [1,2,3,4,5]]	Temu
-[TO1_4 if TO13_4 in [1,2,3,4,5]]	Ebay	-[TO1_11 if TO13_11 in [1,2,3,4,5]]	TikTok Shop
-[TO1_5 if TO13_5 in [1,2,3,4,5]]	AliExpress	-[TO1_12 if TO13_12 in [1,2,3,4,5]]	Fruugo
-[TO1_6 if TO13_6 in [1,2,3,4,5]]	Vinted	-[TO1_13 if TO13_13 in [1,2,3,4,5]]	OnBuy
-[TO1_7 if TO13_7 in [1,2,3,4,5]]	Shpock		
<1>	Very safe		
<2>	Safe		
<3>	Not very safe		
<4>	Not safe at all		
<977>	Don't know		

Question type: *Text*

The final question focuses on purchases made via online marketplaces versus from offline sources (e.g. in-store from a retailer).

Base: All who have purchased from a listed online marketplace in P6M

Question type: *Dyngrid*

#row order: *randomize*

[O19] Below is a list of things that people might consider when purchasing a product...

For each of these factors please indicate on the scale provided whether, in general, you would feel more confident that you would receive a better offering when purchasing products through online marketplaces or purchasing products offline (e.g. in-store from a retailer).

-[O19_1]	Confidence in the safety of the product
-[O19_2]	Trust in the seller or brand
-[O19_3]	Ease of finding what you're looking for
-[O19_4]	Ability to compare products/prices
-[O19_5]	Convenience of the purchasing process
-[O19_6]	Speed of delivery or receiving the product
-[O19_7]	Value for money
-[O19_8]	Product quality
-[O19_9]	Customer service experience
-[O19_10]	Environmental impact
-[O19_11]	Ethical production
<1>	1 - More confident I'd receive a better offering **online**
<2>	2
<3>	3 - No difference
<4>	4
<5>	5 - More confident I'd receive a better offering **offline**

Qualitative discussion guide

OPSS x YG – Online Marketplaces consumer behaviour research

Discussion guide for text-based focus groups

Fieldwork/sampling summary

Across groups:

- Mix of age, gender, ethnicity and region
- Mix of parental status
- Mix of marketplaces used and products purchased in the past 6 months

Date	Sample frame
Group 1: 1st April 18:00-19:30	• 18-34, frequent users of online marketplaces (purchased multiple products in the past 6 months)
Group 2: 1st April 19:30-20:00	• 35-54, parents of children under 18 (including those who have bought toys from online marketplaces)
Group 3: 2nd April 18:00-19:30	• 55+, less frequent users of online marketplaces (purchased a product in the last 6 months)

Discussion guide

Introduction (5 minutes)

Good evening and thanks for logging in this evening. My name is Mariana/Evelina and I will be moderating the session for the next 90 minutes.

Tonight's discussion will be about your attitudes and experiences of online marketplaces. This session is informal - I am here to hear your thoughts and opinions, so please be as open and honest as possible! There are no wrong answers, and this isn't a test of your knowledge, so feel free to share what comes to your mind.

The discussion tonight is on a secure website. The client is observing the session as they are keen to see insights first-hand. But don't feel restricted by this – they want to hear what you think.

After the research, we will share the transcripts of this chat with the client from this group, which will be used for internal analysis purposes only. At no point will we share your contact information with them, or any third party. YouGov strictly follows the MRS Code of Conduct and the relevant data protection regulations, including GDPR.

- Do you have any questions before we make a start?

- To start with, why don't you briefly introduce yourself – let me know your age, the region you live in, and what keeps you busy day to day. I'll start!

General views and experiences with online marketplaces (30 minutes)

I would first like to hear about your thoughts and experiences with online marketplaces...

- What thoughts come to mind when you think about online marketplaces? *Probe: why?*
- In your own words, how would you describe what an online marketplace is?
 - If not mentioned spontaneously: in an online marketplace, are you buying directly from the website or from a third party?
 - What online marketplace platforms are you aware of? *Probe: on how they became aware of them*

Show on whiteboard:

By online marketplaces, we mean digital platforms where multiple sellers offer products or services for consumers to purchase. Products on online marketplaces may be purchased directly from brands themselves, or from sellers selling other brands' products. They may be new or second-hand. Online marketplaces do not include individual retailer websites or classified ad sites.

- Does this definition align with how you previously defined online marketplaces? *Probe: if any aspect is surprising/does not align with preconception*
 - What are some examples of an online marketplace?
- Thinking about the last 6 months, what products have you purchased from which marketplaces?
 - Why did you decide to shop in an online marketplace?
 - How frequently would you say you shop in online marketplaces? *Probe on why they shop in online marketplaces so frequently*
- In general, how would you describe your experience of shopping in online marketplaces? *Probe: positive, negative, easy, difficult, confusing. Why?*
 - Has this impacted how likely you are to shop in an online marketplace? If so, how?
- When shopping with online marketplaces, what does trust mean for you in practice?
 - What does trust mean for you when thinking about the online marketplace website/platform?
 - What does trust mean for you when thinking about products sold in the online marketplace?

- Is it more important for you to trust the online marketplace platform/website or products that they sell or the individual seller? Why/why not?
- What do you think makes an online marketplace trustworthy or untrustworthy?
Probe: brand, reputation, reviews, previous experiences, product quality/safety.
 - What, if anything, helps you to determine if an online marketplace is trustworthy?
 - Is there anything you do to check trustworthiness of an online marketplace before shopping there? If so, what? *If mentioned reviews, probe on sources – e.g., Trustpilot? And images and ‘feel/vibe’ of products and sites*
 - Are there any situations where you don’t check trustworthiness of a marketplace before shopping there? Why?
 - To what extent are reviews about an online marketplace important to you, if at all? Why / why not?
 - To what extent, if at all, do you trust the product reviews? Are they truthful, in your view? Why/why not?
- To what extent, if at all, do you trust that a product that is being sold in an online marketplace is safe to use?
 - How, if at all, do you determine the safety of a product in an online marketplace?
 - Are there any products that you would be less likely to buy in an online marketplace? If so, which ones and why? *Probe: safety/quality concerns.*

Purchase journey (20 minutes)

I would now like to ask you more about your purchase journey...

- To start with, how do you usually go about choosing where to shop for a product you might want to buy?
 - How, if at all, do you choose whether to shop online or in-person for an item?
 - What are the main factors that help you decide where to shop? *Probe: price, quality, reviews, delivery.*
 - What, if at all, makes you likely to shop with an online marketplace vs a regular store (online or in-person)? Why?
- If shopping through an online marketplace, what, if at all, makes you more likely to shop in certain marketplaces versus others?
 - Do you compare any marketplaces? If so, why and what do you look for?

- What, if anything, do you consider before shopping in an online marketplace? *Probe: reviews, reputation, prices, product range. Why are those important?*
 - How does that differ from shopping in an online store, if at all?
- How important, if at all, is the seller/business from which you buy in an online marketplace? Why so?
 - How, if at all, do you go about deciding whether to buy from a specific seller in an online marketplace? *Probe: price, reviews.*
 - What information, if any, is important for you when thinking whether to buy from a specific seller?
 - Do you ever check for the country of origin of the **product**? Why / why not?
 - What about the country of origin of the **seller**? Why / why not?
 - Are there any countries you would not buy from? Why? *Probe: risks, concerns about quality, delivery times, safety regulations.*
- When buying from an online marketplace, is ensuring product safety important to you? Why?
 - Does this depend on the product? If so, how? *Probe: if safety is more important for toys or other items for children*
 - How, if at all, do you determine product safety when buying from an online marketplace? *Probe: labels, warranty.*
 - How, if at all, is the process for determining product safety different for you when buying a product in an online marketplace versus in-store? Why?

Product purchase process – scenarios (30 minutes)

Thank you for all your responses so far. We are now half-way through the focus group. In the second half of the group, I would like to focus on exploring how you would approach shopping in different scenarios.

Scenarios to be shared on whiteboard:

Scenario 1:

I would now like you to imagine that you are going to buy an electric heater

Scenario 2:

I would now like you to imagine that you are going to buy a children's toy

Moderator to show scenarios in the following order:

- Group 1: Scenario 1, 2,
- Group 2: Scenario 2, 1

- Group 3: Scenario 1, 2

Questions for each scenario:

To start, please tell us about the steps you would take to search for the product...

- Where would you start your search for the product? Why? *Moderator to look out for spontaneous responses about online marketplaces and probe on reasons for that.*
 - What information would you look for at this point? Why?
 - How would you make a decision about what shops/websites to visit?
 - Would you compare any shops/websites? Why / why not?
 - What, if anything, would help you at this stage to make a decision about where to shop? Probe: price, trust, product safety, reviews.
- How likely, if at all, would you be to look at an online marketplace at this stage? Why / why not?
 - What, if anything, would prompt you to look at online marketplace vs a regular store (online or in-person) at this stage? Why?
 - Are there any marketplaces that you would be more likely to look at? Why?
- How would you go about finding a product in an online marketplace? E.g., would you use the search bar/go through the menu/product categories? Why?
 - What, if anything, would you look for when searching for the product at this stage?
 - If you were presented with a range of items when searching, what would make you click on a particular item?
- When making a decision about this specific product, what, if anything, would you look for at this stage? Probe: price, reviews, description, seller information, shipping time and cost, country of origin, warnings.
 - Would you look up any information about the seller at this stage? If so, what information would you look for and why?
 - What, if anything, would you look for in the product description?
 - Would you look for any product reviews? Why so? If so, how do you use reviews and do you trust them? Probe: on authenticity of reviews
 - Would you look for any warnings relating to the product? If so, where would you look for those and why?
- How important, if at all, would the product's safety be for you? Why?
 - What, if anything, would you do at this stage to ensure the product safety? Probe: warranty, product labels, reviews.

- o Would country of origin be important to you when buying this product? Why / why not?

Questions about all scenarios:

Thinking about all scenarios...

- How, if at all, do you feel your process of going about each scenario was different?
- Were there any scenarios in which you felt you might be likely to take more precautions? Why / why not?

I would now like to ask some final questions...

- What, if anything, do you think online marketplaces could do to increase the customer trust in product safety?
- What information, if any, would be helpful in online marketplaces to help you better decide on the quality or safety of the product?
 - o Where would you like to see this information? E.g., in the description / at the top of the page?

Conclusions (5 minutes)

Thank you for sharing your thoughts over the last 90 minutes. Do you have any reflections on what we discussed? Did you learn anything new?

Any client questions

Survey sample frame

	Unweighted n	Weighted n	Weighted %
Age			
18 to 24	190	236	11%
25 to 34	382	369	18%
35 to 44	388	373	18%
45 to 54	379	400	19%
55 to 64	304	284	14%
65+	430	410	20%
Gender			
Male	957	960	46%
Female	1116	1113	54%
Region			

	Unweighted n	Weighted n	Weighted %
North East	82	79	4%
North West	221	218	10%
Yorkshire and the Humber	159	155	7%
East Midlands	163	160	8%
West Midlands	185	185	9%
East of England	200	203	10%
London	264	276	13%
South East	290	303	15%
South West	183	178	9%
Wales	101	100	5%
Scotland	175	170	8%
Northern Ireland	50	48	2%
Social grade			
ABC1	1260	1231	58%
C2DE	813	860	42%
Ethnicity			
White British, other white minorities	1836	1831	88%
Black, Asian, Minority Ethnicities	236	241	12%

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