

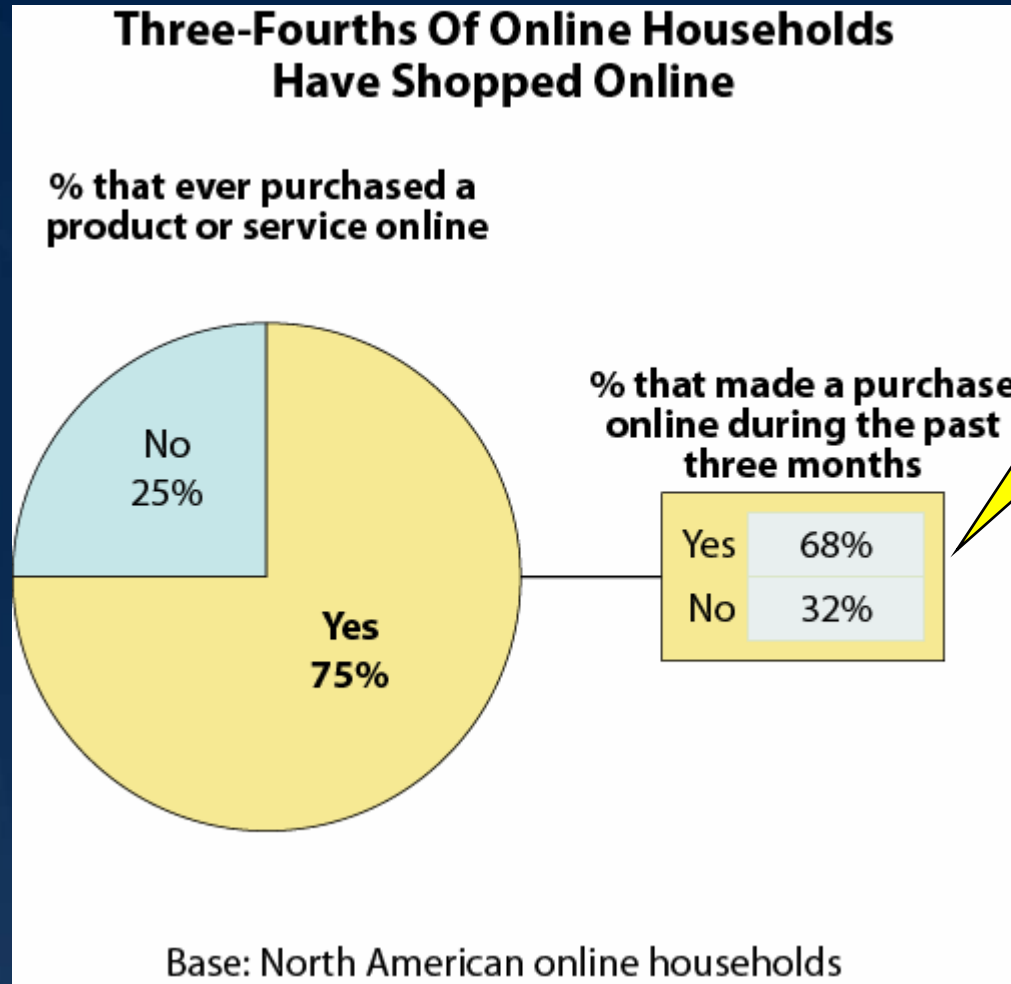
FORRESTER®

Benefits to Consumers of Living in an Instant Information Culture

Sucharita Mulpuru
Senior Analyst
Forrester Research

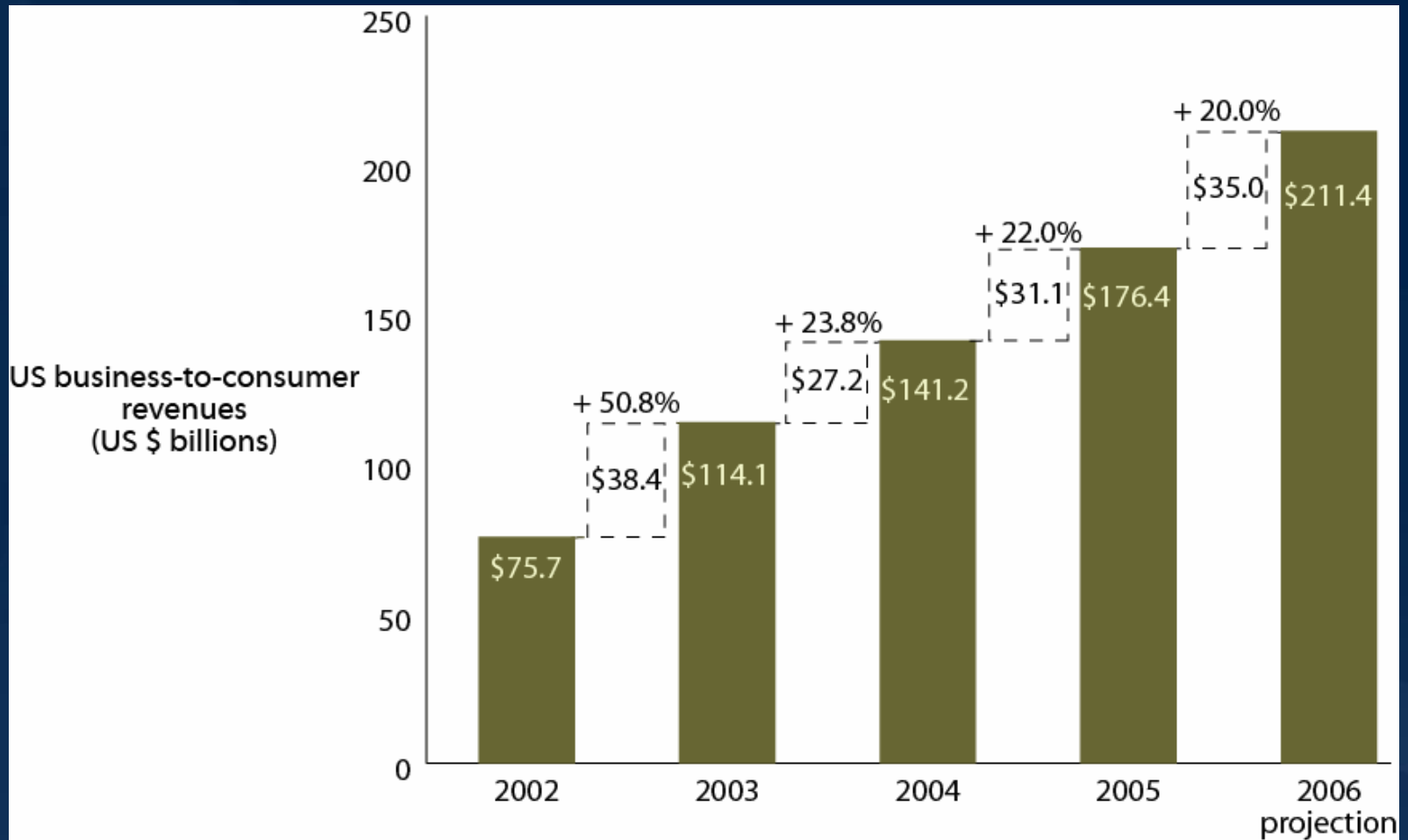
November 7, 2006

Who's Buying Online Now

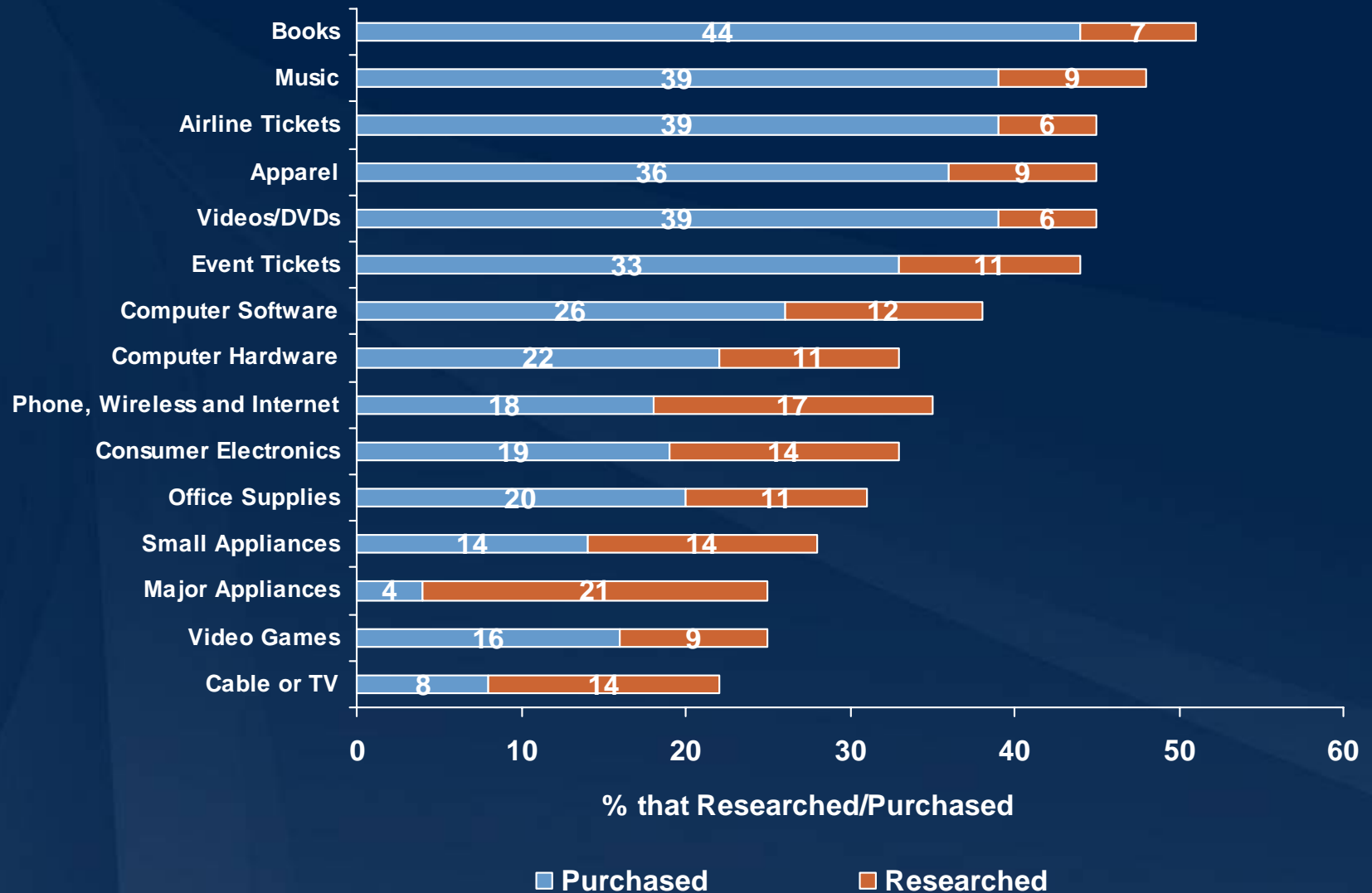


Nearly 60 MM HHs

How Much Consumers Buy Online



Categories Purchased and Researched Online



Some Consumers Research Extensively Online



October 2006, Data Overview “US eCommerce: Five-Year Forecast And Data Overview”

Where Consumers Research Online

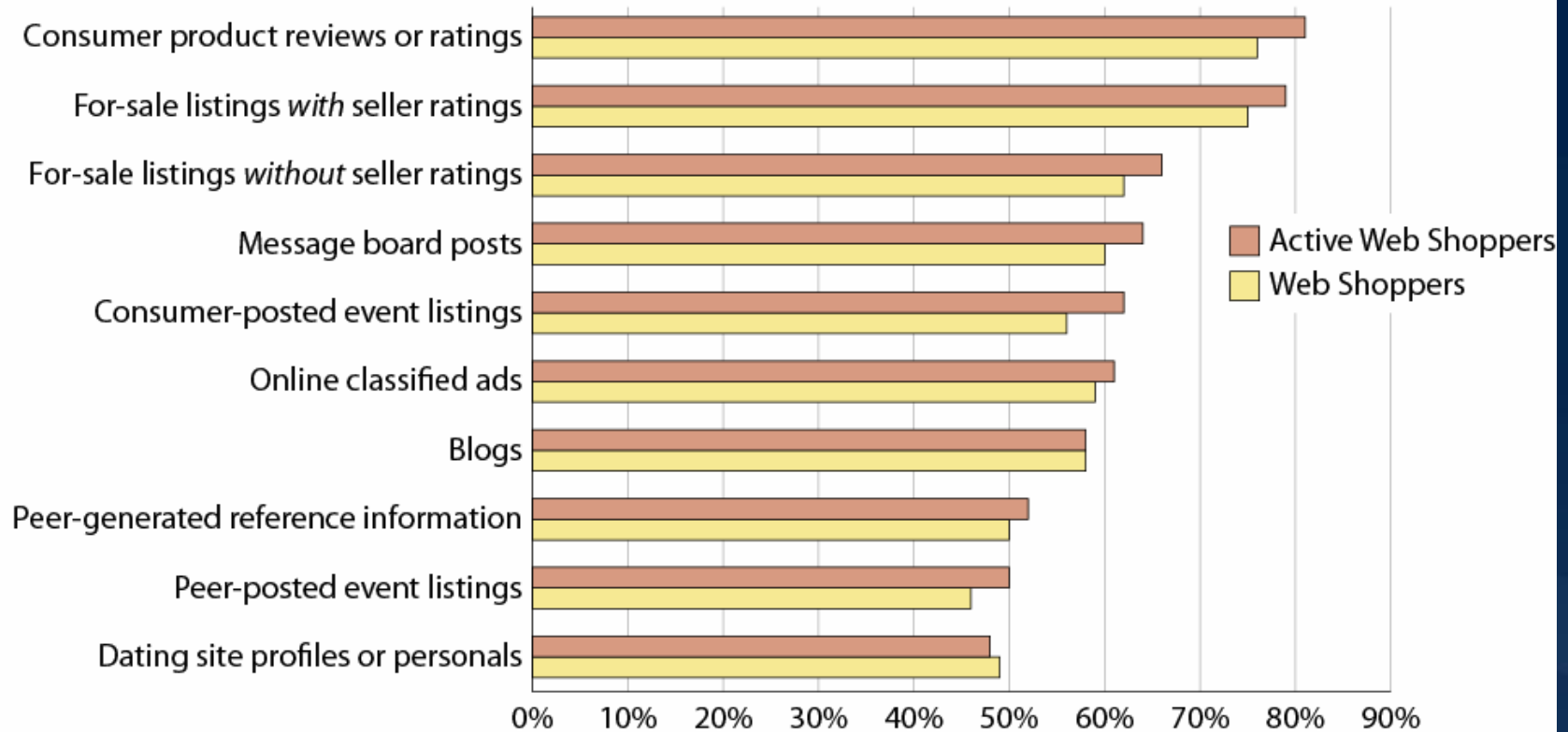


- Ratings
- Customer Reviews
- Suggestions
- Prices
- Product Information
- Store Details

Sources Customers Use

Active Web Shoppers Are Slightly Above Average In Their Use Of Consumer Reviews

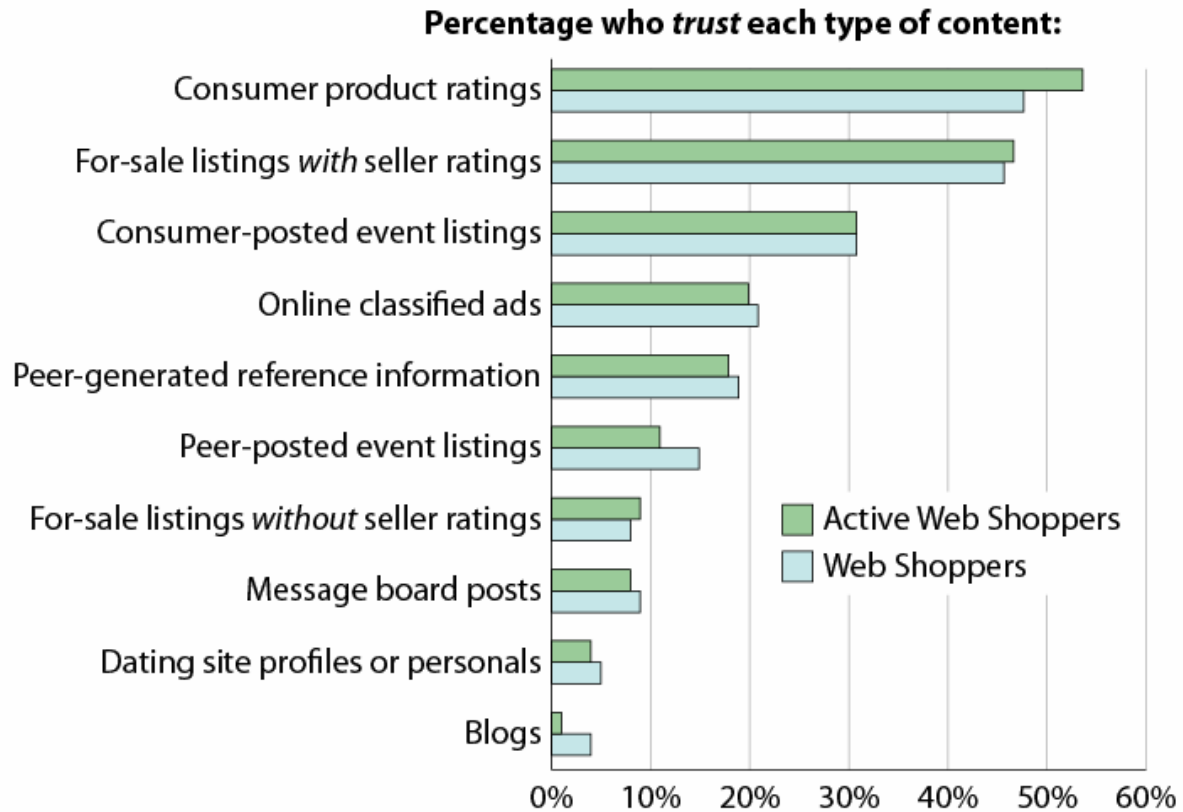
Percentage who have *used* each type of content:



Base: North American Web Shoppers and Active Web Shoppers

Skepticism Of Sources Is High

Active Web Shoppers Trust Product Ratings And For-Sale Listings With Seller Ratings



Base: North American Web Shoppers and Active Web Shoppers

Why The Skepticism

Prices are easy to find...



[PreferredPhoto.com](#)

Why Shop with Preferred Photo? Low Prices! Fast Delivery! Quality Products!

[Write a review](#)

Average Merchant Rating (from 493 ratings)

Overall	★★★★☆
Price	★★★★☆
Shipping Options	★★★★☆
Delivery	★★★★☆
Ease of Purchase	★★★★☆
Customer Service	★★★½☆

- [MCRUSH.COM](#) (51)
- [PigPony.com](#) (12)
- [PineComputer](#) (2)
- [POWERSELLERNYC.COM](#) (23)
- [PreferredPhoto.com](#) (419)
- [RandomItems.com](#) (120)
- [realdealshop.com](#) (36)
- [RedEnvelope](#) (1)
- [RefurbElectroni](#) (7)
- [Sears](#) (83)

Wow! More reviews than Sears

What This Means

But it isn't so easy to find the truth

BizRate shopping search

Log in to your account
Bookmark this page!

Home Home & Garden Computers Clothes **Halloween** Toys Electronics Kids Jewelry All Departments

I'm shopping for in All Departments Find it!

Home > Computers & Software > Digital Cameras > Nikon D50 > Reviews [Email this page](#)

Nikon D50
6.1 Megapixels - SLR / Large Digital Camera - 2 in LCD Screen - Storage: SD/MMC Card - Built In Flash

Overall Product Rating: ★★★★★
Price Range: [\\$485 to \\$964](#) at 33 stores

[Compare Prices & Stores](#)
[See Product Details](#)
[Read Reviews](#)
[Write a review](#)

[Enlarge Image](#)

9 Nikon D50 Reviews: 100% of Customers Recommend It [Write a review](#)

Display: [Recommending](#) | [Not Recommending](#) | [Both](#) Sort by: [Rating](#)

★★★ **Very good camera but dont buy from Preferred Photo**
by [intez](#)

Comments:
If you like being ripped off, then buy this camera from **Preferred Photo**. You'll likely end up paying up to several hundred dollars more than you originally authorised on your credit card without your knowledge. Here's how the **scam** works

You are attracted to their website by the low prices-the Nikon D50 kit with camera and lens in Sept 2006 is shown at around \$600. You order the camera and then are asked to phone to confirm the order. At this stage the salesperson asks, you were you aware if you purchased a Japanese model and would you like to change to the US model. Apart from the fact there is nothing on the website to indicate that the Japanese model is more expensive you would assume that most people are expecting to get a US model if they are purchasing from a US based supplier. So you say yes. At no stage is it mentioned that this will cost a lot extra.

You receive the camera and then you find that instead of around \$600 you have been charged \$799.99 for the camera (the price of the USA's current offer offer after rebate by the way). Call **Preferred Photo** to complain and they claim you approved the purchase.

108 very poor reviews in Yahoo Shopping



What This Means

You can Google anyone...if you know where and how to look

Google [Advanced Search](#) [Preferences](#)

Web Results

[Spirit-Incentives.com](#)
Spirit Incentives is committed to providing the highest quality, ... Located in sunny Ft. Lauderdale, Florida, Spirit Incentives has grown to be the leading ...
[www.spirit-incentives.com/](#) - 8k - [Cached](#) - [Similar pages](#)
[Contact Us](#) - [www.spirit-incentives.com/contactus.php](#)
[Services](#) - [www.spirit-incentives.com/services.php](#)
[Products](#) - [www.spirit-incentives.com/products.php](#)
[Client List](#) - [www.spirit-incentives.com/client_list.php](#)
[More results from www.spirit-incentives.com »](#)

[Spirit Incentives - Travel Message Boards from The Independent ...](#)
Spirit Incentives Travel Cafe. ... has info or stories about Spirit Incentives. Is it legit? What kind of hotels do they offer? Any certain chains? ...
[boards.independenttraveler.com/showthread.php?t=4943](#) - 89k - [Cached](#) - [Similar pages](#)

[Infinity Incentives Group, Scottsdale, AZ - I attended a ...](#)
Infinity Incentives Group, Scottsdale, AZ - I attended a presentation organized by Spirit Incentives. The reward for attending the presentation was 2 free ...
[www.complaints.com/directory/2004/august/3/24.htm](#) - 18k - [Cached](#) - [Similar pages](#)

[Spirit incentives](#)
Spirit incentives. ... My complaint with spirit was that when we entered a bowling/ vacation league we were not told about the many stipulations to us ...
[www.complaints.com/directory/2005/june/13/51.htm](#) - 8k - [Cached](#) - [Similar pages](#)

[Spirit Incentives Coupons for 2 free airline tickets - Travel ...](#)
I am still trying to have Spirit Incentives book my trip - every date I send in, ... It was not spirit incentives but I also went to a time share ...
[forum.usfultraveltips.com/5855-spirit-incentives-coupons.html](#) - 25k

Google [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of at

[Spirit Incentives - Travel Message Boards from The Independent ...](#)
After posting in early June what I was beginning to think scam Spirit Incentives, finally (4 weeks) last week my info arrived with a letter on how to ...
[boards.independenttraveler.com/showthread.php?t=4943](#) - 89k - [Cached](#) - [Similar pages](#)

[Welcome to the Better Business Bureau](#)
Your transactions and dealings then get passed onto a company called SPIRIT INCENTIVES located at 115 NW 2nd Avenue, Fort Lauderdale, FL, 33311, ...
[www.spokane.bbb.org/alerts/alerts.html?newsid=627&newstype=1](#) - [Similar pages](#)

[Family Travel Boards - Family Travel Forum - Spirit Incentives](#)
I was taken care of by a company called Spirit Incentives. ... just to let you ... Has all the earmarks of a scam. I was thinking of trying to contact the ...
[www.familytravelboards.com/archive/index.php?t-2331.html](#) - 11k - [Cached](#) - [Similar pages](#)

[Sundance Vacations AKA Travel Advantage network](#)
Post information or speak your mind and be heard here at scam.com. ... which I found out later is that the brochure they use is from Spirit Incentives. ...
[www.scam.com/showthread.php?t=2575](#) - 235k - [Cached](#) - [Similar pages](#)

[Sundance Vacations AKA Travel Advantage network](#)
Post information or speak your mind and be heard here at scam.com. ... I am still trying to have Spirit Incentives book my trip - every date I send in, ...
[www.scam.com/showthread.php?goto=lastpost&t=2575](#) - 104k - [Cached](#) - [Similar pages](#)

["Spirit Incentives" trips?scam or value?](#)
Posts: N/A, "Spirit Incentives" trips?scam or value? I was given a 2 free nights coupon managed by Spirit Incentives which requires a \$50 buck "refundable" ...
[www.aboutmytalk.com/699013/s&html](#) - 23k - [Cached](#) - [Similar pages](#)

What This Means

You can Google anyone...if you know where and how to look

The image displays three overlapping Google search results. The top-left window shows a search for 'spirit incentives' with results from Spirit-Incentives.com and various travel-related sites. The top-right window shows a search for 'spirit incentives scam' with results from 'The Independent' and 'scam.com'. The bottom window shows a search for 'spirit incentive' with results from 'Ask.com' and 'Perfect Incentive Rewards'. Red boxes highlight specific search results in the bottom window, including a link to 'Spirit Incentives' trips?scam or value?' and a 'Rip Off Report: Spirit Incentives ripoff Fort Lauderdale Florida'.

What This Means

You can find the truth...but that can be overwhelming

Customer Reviews

Average Customer Review: ★★★★★
Number of Reviews: 702
[Write an online review](#) and share your thoughts with other customers.

Show:

1-10 of 702 | [next](#)

Augh

TICKETSNow™ THE POWER OF IN.™ [Print this page](#) [Close this window](#)

Chicago Bears Reviews Summary (Powered by PowerReviews.com)

Avg. Customer Rating: ★★★★★ (based on 11 reviews)

Customers most agreed on the following attributes:

Pros: The Crowd Loved It (10), Great Style Of Play (8), High Energy (8), Stadium Packed (7)
Best For: Everyone (9), Die-Hard Fans Only (4), Casual Fans (4), New To The Sport (3), Out-Of-Towners (3)

Already own it? [Write a Review](#)

Reviewed by 11 Customers **Sort by:**

Displaying Reviews 1-10 of 11 [Previous](#) | [Next >](#)

★★★★★ Great game! Great seats! Great stadium!

By KC VERIFIED PURCHASER from Lake Forest, IL on 9/20/2006

Pros: Great Style Of Play, High Energy, Stadium Packed, The Crowd Loved It
Best For: Casual Fans, Die-Hard Fans Only, Everyone, New To The Sport, Out-Of-Towners

All went smoothly -- stadium renovations terrific -- great game -- Go Bears!

Was this review helpful to you? [Yes/No](#) - You may also [flag this review](#).

Buyer Beware

Thank you

Sucharita Mulpuru

212-672-1757

smulpuru@forrester.com

www.forrester.com