

Yelp:

Consumer Analysis and Promotional Strategy

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Yelp:

Consumer Analysis and Promotional Strategy

Background

Yelp, the wildly successful consumer review website, is often heralded as being the first such website of its kind to successfully incorporate a strong social networking element. Born out of the burgeoning technology bubble that is San Francisco's "Silicon Valley" in 2004, Yelp was conceived as a logical solution to a long-standing problem regarding user-generated reviews. That is, reliable and trustworthy location-based feedback of products and services were previously difficult, if not impossible, to find (Graham, 2007). Functioning, therefore, as a tool for capturing once nonexistent recommendations (at least in terms of any sizable scope), Yelp quickly flourished as a credible source of World Wide Web word of mouth. According to current CEO and cofounder Jeremy Stoppelman, Yelp is "a community that talks to one another" (Graham, 2007). It is this concept of community as a self-sustaining database of record (with over 57 million reviews to date), and thus a unique point of differentiation, that provides significant competitive advantage for the company in a mature market ("About us," n.d.). So successful, in fact, is their market-leader strategy that with its incomparable reach Yelp reported first quarter (Q1) earnings this year of 76.4 million—a 66 percent growth over Q1 earnings last year (Gesenhues, 2014).

Marketing Communication Strategy Problem

Subsequent improvements to the initial Yelp model helped garner additional interest in the review-based service. In 2005 the company instituted "check-ins," similar to the model used by Foursquare, which was a natural fit for Yelp as about half of its business continues to come from mobile devices (Ludwig, 2012). In addition, deals à la Groupon were available to consum-

ers until the market for buy-in business promotions became too saturated (“Yelp Deals isn’t closing—but its team is shrinking,” 2011). But most important, perhaps, are the “elite” mark self-identifiers, a badge of honor among those “Yelpers” deemed worthy enough to earn them (the method of selection by Yelp is virtually shrouded in mystery), which help to create a subculture hierarchy or social class befitting of emulation (“Yelp’s online reviewing mafia,” 2011). These super-users are the ultimate influencers. They are a respected voice of the masses—admired and envied—for their rank among the noise.

It is because of this environment that Yelp imbues feelings of privilege and superiority (affect). Regular users of the service see themselves not simply as urbane and resourceful but also avant-garde and stylish (psychosocial consequences and values). They are the bohemian chic of Internet fandom. Surely, the same aspirational feelings of acceptance we seek in the real world are just as evident in the online world of Yelp. However, once hip, homegrown, and seemingly honest, Yelp is now convincingly perceived as conniving and shrewd (cognition). The business-like expansion of the service renders less like a useful resource for consumers and more like a third-party advertising intermediary at the detriment of small business. It has, in essence, turned a culture once coveted—now contrived—on its head, revealing Yelp as the all-powerful oligarch.

The crux of the problem lies in Yelp’s advertising. The company’s primary source of income—roughly 80 percent of revenue—comes from preferred search result placement and special listing features, growing at a rate of 77 percent per year (Kelleher, 2013). In fact, about half of Yelp Inc.’s staff work in specific advertising related positions, pitting, not so subtly, both consumers of its services (businesses and customers) against one another (Roberts, 2013). The subject recently of subpoenas, lawsuits, and endless negative publicity from news media regarding

the seemingly unfair (and largely unbeknownst) method of filtering user-generated reviews, Yelp's hard-fought integrity is now in serious jeopardy. The likely held belief of consumers that the company's review website is a fair and accurate representation of the collection of their thoughts is undeniably being challenged. Bullish attempts by sales staff to have businesses "claim" (pay a fee to presumably control) their pages question not only the company's very fabric of morality but also the platform on which it exists. Businesses contend they are being forced to comply at the detriment of reputation. And that non-participation in this pay-to-play business model has resulted, some say, in the visible loss of earned favorable reviews usurped as retribution. It is simply not a risk businesses can take.

Such is the risk for Yelp as well. Instead of encouraging users to participate by writing reviews (overt behavior), the indeterminable filtering practice is likely to dishearten, if not completely deter, involvement. According to Peter and Olson (2010), "cognition [. . .] includes the knowledge, meanings, and beliefs that consumers have developed from their experiences and stored in their memories" (p. 21). Previous knowledge structures do not accurately depict current personal experience—the two are incongruous, divergent. Expectations are not only impossible to meet but also impossible to make. Central to the marketing communication problem, therefore, is the issue of public perception and brand image management (cognition and environment). Acknowledging the real possibility that individual reviews may not appear publicly, users are apt to devalue Yelp on the basis that it no longer satisfies the functional consequence in their means-end chain. Where motivation to participate exceeds the risk of censorship, the preferential treatment shown to paying businesses still form wrongful impressions of the review environment universally. The user is advised to proceed with caution and some skepticism as even

points of parity are unseeingly (hidden) points of difference. In all such cases the prejudiced system impairs the ability of the consumer to objectively assess a business' ranked attributes.

Consumer and Consumer Issues

The consumer most directly affected (on basis of functional consequence) is the business owner. Simply by virtue of the current marketing communication problem, owners are being deceptively targeted and exploited for their dollar potential. However, it is the end user's bearing on the overall success of the company that Yelp must openly recognize. Although somewhat indirectly, the company needs to consider the repercussions of these negative interactions among the larger community. According to Peter and Olson (2010), "marketing strategies should be designed not only to influence consumers but also to be influenced by them" (p. 26). Yelp's research and analysis seems to have ended with the implementation of its recent business injunction. Little is known (or cares to be known) regarding the affect and cognition of business owners collectively. The Wheel of Consumer Analysis would have us understand that consumers as well as the environment are dynamic components of an established marketplace. The reciprocity that ought to exist between Yelp and its consumers as a vehicle for feedback is noticeably absent. In fact, in their singularly limited effort to assuage business owners' fears of fake reviews via self-arbitration, Yelp has inadvertently created a more subjective (not objective) platform than before.

In this particular marketing situation, consumers' cognition is more important than their overall affective responses—though the two often influence each other (Peter and Olson, 2010, p. 39). There is, after all, a high level of decision making involved with the use of the Yelp service. Indeed, the very foundation of the review website is in its ability to narrow the consideration set by intentionally and very consciously comparing the attributes of brand alternatives. Ac-

According to Peter and Olson (2010), “attention governs how consumers select which information to interpret and which information to ignore” (p. 48). Without an objective attention process for which consumers select the reviews that are meaningful to them, the reviews themselves are compromised. Yelp is accused of trying to automate the attention process of consumers on behalf of paying businesses so comprehension can happen quickly and uncontested. With consumers’ already (natural) limited cognitive capacity, non-paying businesses are concerned the few reviews that do exist on their page creates a generalized frame of reference for consumers. Even one negative review is known have damaging results.

Yelp needs to restore consumer confidence in a system that seems inextricably flawed. Consumers whose sense of self is tied to the service may even begin to question their own decision making process. This would severely hurt Yelp, since their large library of reviews is an important element of the company’s competitive advantage. According to Roberts (2013), “much of Yelp’s success is due to its users—the website is only as valuable as its content, and it has content only if people actively participate.” The myriad data are a source of strong, viable marketing intelligence. If that inventory were to become corrupt, then there would be nothing significant to offer consumers. The means-end benefit of receiving unbiased, objective reviews could never materialize.

Consumer Analysis

To further identify Yelp’s marketing communication strategy problem of its inability to come across as trustworthy to users, and business owners in particular, a survey and series of interviews of Yelp consumers as well as a Yelp employee were conducted. The purpose of the research was to see what attributes consumers look for in review websites and how Yelp compares to its competitors.

To find out what the average consumer looks for in an online review website, 58 people volunteered to take a 10-question survey. Of those 58 people, nearly 80 percent have used Yelp and commend the website for its convenience and abundant amount of reviews and recommendations. Over half described Yelp as being a popular and helpful review website, and admitted that they are likely to use the website in the future. However, some participants have pointed out that they read the reviews “with a grain of salt,” and are aware that “not every review might be truthful” (see Figure 3 in the Appendix).

The first interviewee, Jeff DeLisio, a graduate student in Washington D.C., frequently uses the Yelp application on his smartphone to determine where he will grab lunch and dinner, and meet friends for drinks. According to Peter and Olsen (2010), the laddering technique is used to determine how a “consumer associates product attributes with more abstract consequences and values” (p. 80). By way of this method it was established that DeLisio uses Yelp because of its quick, easy access and the likelihood that there will be several reviews to refer to. “The number of users on Yelp is what really stands out for me” (DeLisio, personal communication, May 7, 2014). DeLisio discovered that the number of users and reviews on Yelp is important to him as he closely identifies with the majority of user-generated feedback, positive or negative. “When I see that 50 people wrote about having a good lunch, I just assume that if I go there, my lunch will be good, too” (DeLisio, personal communication, May 4, 2014). In the end, DeLisio feels personal satisfaction when it comes to using Yelp because not only does it save him time, but also it gives him a slew of information about a store or restaurant without having to personally experience them himself. This makes him feel more confident during the decision-making process.

The second interview conducted was of Darryl Crosby, a Senior Marketing Coordinator for an interior design and home remodeling company in the Washington, D.C. Metro area. Crosby is the designated handler of his company's Yelp profile, and spends a significant amount of time reading and responding to reviews. While he feels that having a Yelp profile is necessary due to all of the competing company profiles present on the website, he often questions the platform's reliability of conveying company reputation. "I've had an unsatisfied customer write four negative reviews under four different usernames over the course of a few days" (Crosby, personal communication, May 8, 2014). Crosby expressed how he does not think Yelp can control the authenticity of users and reviews, and that he has spent many hours dealing with Yelp account executives who ultimately decide—at their own discretion—whether a user account or review is genuine. From his experience it often "takes several days to get a questionable review off the profile" (Crosby, personal communication, May 8, 2014). Crosby also emphasized how Yelp limits the control that business owners have over their own profiles and how fees are applied if a company wants to add additional pictures or videos, or remove a competitor's ad from their own page. Even though Yelp is a popular review website, Crosby claims another review website, Angie's List, is more deserving of his time and money as he feels it is a more accurate, genuine representation of company reputation. "All users are verified on Angie's List and I don't have to spend hours talking with the company because I know the reviews come from actual customers, not just one person who had a less than average experience" (Crosby, personal communication, May 8, 2014).

Ali Mirza is an Account Executive for Yelp, and, as such, is the main point of contact between the company and business owners who have Yelp profiles. While Mirza understands how business owners might experience frustration when it comes to the authenticity about Yelp users

and reviews, he explained that these owners could maintain control of their pages by flagging comments or privately/publicly messaging the user. He states that it is simply up to the business owner to immediately question whether a review is real or not, but that Yelp does monitor questionable accounts and reviews overtime. “If we think a review doesn’t provide helpful information, it gets filtered out so it doesn’t affect the overall star rating” (Mirza, personal communication, May 12, 2014). Mirza firmly believes that it is the open community Yelp provides that sets them apart from other social review websites. “The anonymity of users creates an honest and open online community” (Mirza, personal communication, May 12, 2014).

In conducting the survey, the laddering interview, and other personal interviews, it is undeniable that Yelp is a popular, frequently used review website that plays a large role in consumer decision making. Yelp provides a service that contributes helpful information for consumers as well as the opportunity for businesses to publicly display their company’s reputation. However, the research conducted also establishes the acknowledgment by consumers (including business owners) that not every review may be authentic, resulting in user trust issues.

Recommendations

Common themes surrounding the team’s research consist mainly of public perception and brand management. These communication issues were so prominent in the team’s findings that it helped to create the foundation of key marketing and communication tactics. Yelp has had some initial considerable success. However, fallout from the aforementioned controversy has jolted reviewer trust and participation, resulting ultimately in loss of confidence in the consumer decision-making process. Further analysis of the team’s research with regards to user’s interactions and perceptions of Yelp led to the following promotional mix strategy as a means to alleviate these negative pressures.

According to Peter and Olsen (2010), a consumer must recognize a need in order to consume the product or service (p. 416). Competition is extremely high among user-generated review websites due to low startup costs, ease of entry with low barriers to market, and the role of ever-changing technology. In identifying how consumers currently use Yelp, a pattern emerged where more than half of the users surveyed seemed to use Yelp as a consequence of browsing for or researching a product. In other words, Yelp was not their go-to website. One of the most powerful advantages Yelp has over competitor's websites is the immense amount of primary data from users. Therefore in order to expand their market and create a sustainable second wave of users, Yelp should promote the positive consequences of using their services, and create value with the resources they currently have over the competition.

To begin, Yelp can target businesses and users in the following manner. For businesses, Yelp could further promote the user interactions it offers and connections they provide via search engine optimization and online presence. In addition, Yelp could establish themselves as a practical service for businesses, rather than one they ought to feel obligated to consume. For customers, it is necessary to illustrate the services that Yelp provides as an extra step in the purchase consideration process—one necessary for evaluating the myriad of consumer goods and services that exist in today's world. For example, Yelp could create a promotional campaign regarding how consumers shop *tomorrow*, conveying consumers' need to use Yelp for self-satisfaction. Furthermore, Yelp could highlight what the world might be like without user reviews. Although these campaigns are simply examples, it is nonetheless evident that Yelp has unique points of difference not duplicated anywhere else, despite the competition and cut-throat climate of the industry. Once a need is established and effectively communicated to businesses and consumers,

Yelp can focus on a wider variety of end users to tailor specific services to. This strategy would help move Yelp into the next generation of websites by creating a demand that is sustainable.

Throughout the team's research, it was clear that users knew what Yelp was (most had at least some level of brand awareness). The problem, rather, lies in how the brand is managed and thus communicated to the public. Much of the charm and culture that once established Yelp as an interconnected community seems to have disappeared, with reviewers feeling discouraged from fully participating. Furthermore, many of the respondents surveyed mentioned apprehension in their ability to accept the reviews verbatim. In order to relieve this issue, a cohesive, comprehensive public relations campaign is recommended. The objective in utilizing this type of promotion is to gain back user trust and be seen as a reliable, credible source for consumers at the purchase consideration stage. Transparency will undoubtedly play a key role in making the PR plan a successful one.

Removing some of the mystery behind the review process is the first such needed step. Although Yelp cannot divulge, fully, how reviews are filtered—since that would infiltrate the website with even more faulty reviews—they could disclose the benefits of closely scrutinizing posts as a measure of security prevention. In their attempt to protect the consumer from deceitful practices, Yelp might argue the need to occasionally be overzealous. In addition, Yelp could foster better relationships with their top reviewers by allowing them to post openly and freely after meeting certain strict criteria or maintaining standards. In allowing these select reviewers or “elite Yelpers” to be trusted sources—i.e., not having them feel as though their reviews are being discarded—Yelp can help gain back some of the original culture lost that once promoted review contributions and encouraged individuals to participate. Increasing transparency and rewarding

the most responsible reviewers will help assure the community that they play a respected role in the growth of the online environment and that their feedback is being validated.

Many businesses feel as though they must “claim” their Yelp page, and therefore pay Yelp, to have any sort of influence in how their business is being promoted. Once businesses have accounts, as the interviews indicate, there is not an efficient process to handle discrepancies in reviews they know are false. In order to manage this issue, the team would recommend that Yelp not change their strategy, but rather their approach. Calling businesses and utilizing personal selling has its distinct advantages. Primarily a sales tool, personal selling can also aid in brand awareness. In utilizing the *personal* one-on-one aspect of this approach, Yelp could implement business account managers who not only sell pages, but also manage them personally as a sort of concierge for their clients. Not only would businesses then have a personal contact to call, but also it would allow Yelp to foster important relationships paramount in growing their business. While not every negative review can feasibly be deleted, Yelp employees familiar with their business accounts can proactively monitor pages in an effort to prevent needless negative attention from happening in the first place. Creating this caring, human aspect transforms Yelp’s image as a distant review service that is profit-focused into more of a localized tool for business.

Likewise, in utilizing a full-fledged PR team, Yelp could establish a crisis prevention plan to curtail the more unavoidable blunders from escalating to full emergencies. This plan would include a media contact or spokesperson to act as the voice of Yelp in such crises. This individual would also be responsible in helping to humanize the company in the eyes of its publics. Next, Yelp would have set standards akin to a “brand bible” to be maintained by the company, and a plan of action should these standards be broken. Such work is the result of a proper internal communications program. Second, these plans should include key external audiences

that need to be communicated with, the channels with which to do so, and clear messages that fit with the mission of Yelp and the incidence at hand. Having a prevention plan is key since further crisis could derail or completely forestall the progress Yelp has already made.

If Yelp were to increase affect surrounding their brand, they could create clearer means-end chains and spend fewer resources on situational problems that hinder larger organizational goals (Peter and Olson, 2010, p. 78). Utilizing the plans proposed by the team would increase a need for the company's services while also establishing all-important emotional connections. This would be supplemented by a public relations plan to increase company transparency and engagement with users. Evaluating the needs and values of the survey and interview respondents has allowed the team to conclude, with confidence, that these strategies will bring consumers closer to their goals and needs for review websites such as Yelp. Finally, the team could have benefitted from observational research to witness patterns in users' physical interactions with Yelp and other review websites. The recorded data could better indicate what website elements draw consumers' attention first, how long they stay on certain pages, and how they search for reviews. Although one of the survey questions helped define the attributes important to users in a review website, it would have been gratifying to observe these preferences in person.

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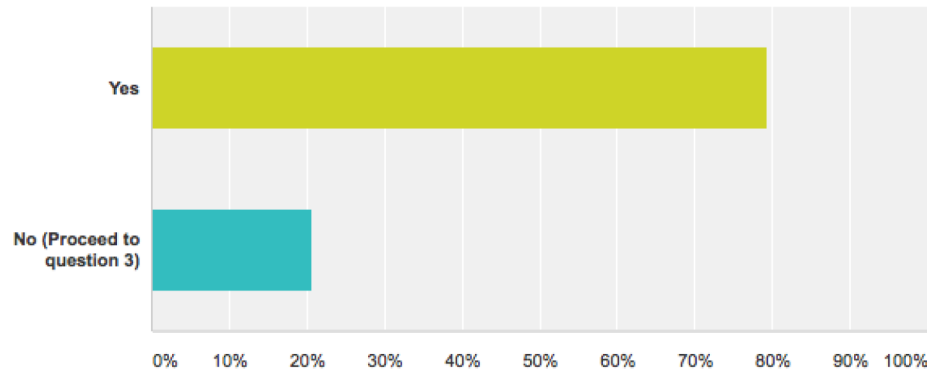
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Appendix

Figure 1

Have you ever used Yelp.com?

Answered: 58 Skipped: 0

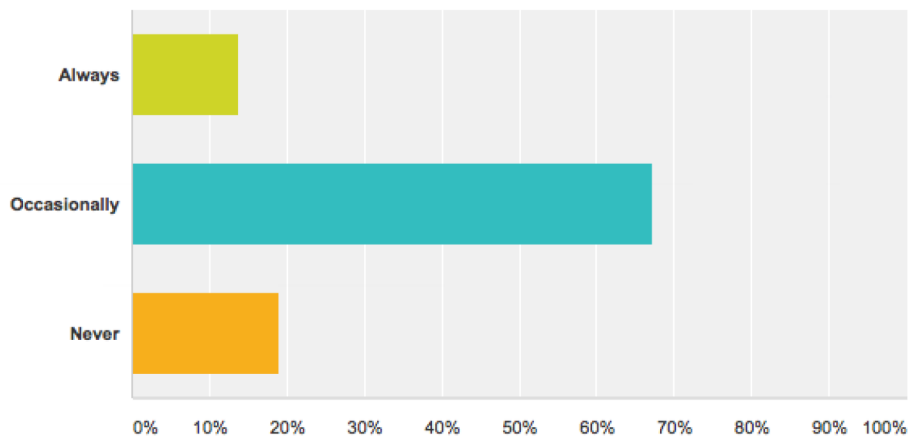


Answer Choices	Responses
Yes	79.31% 46
No (Proceed to question 3)	20.69% 12
Total	58

Figure 2

How often do you use Yelp?

Answered: 58 Skipped: 0



Answer Choices	Responses
Always	13.79% 8
Occasionally	67.24% 39
Never	18.97% 11
Total Respondents: 58	

Figure 3

Tell me about Yelp or your favorite review website ...

Answered: 38 Skipped: 20

Responses (38)
Text Analysis
My Categories

Categorize as...
Filter by Category

?

Showing 38 responses

<p>It provides real customer reviews of restaurants of all types. It's very helpful when getting a sense of what type of food is there, the price, service, etc.</p> <p>5/14/2014 10:56 AM View respondent's answers</p>
<p>I stumbled upon Yelp looking for reviews. However, I have heard that they might not be truthful and people are paid to provide a review.</p> <p>5/13/2014 3:16 PM View respondent's answers</p>
<p>Nothing to tell.</p> <p>5/12/2014 9:12 PM View respondent's answers</p>
<p>I've only used it a couple of time to find coffee. Worked we'll.</p> <p>5/12/2014 9:03 PM View respondent's answers</p>
<p>sometimes it comes up as the first option when I do a search, so that is why I use it.</p> <p>5/12/2014 7:48 PM View respondent's answers</p>
<p>I generally use YELP when I am researching businesses online and find a YELP link for reviews. I don't normally go directly to YELP</p> <p>5/12/2014 6:06 PM View respondent's answers</p>
<p>I trust Yelp and rely on it frequently, mostly for reviews, menus, hours of operation and contact info.</p> <p>5/12/2014 2:40 PM View respondent's answers</p>
<p>It's normally one of the first search results on Google so it's typically what I use when reviewing a restaurant or gathering details on one.</p> <p>5/12/2014 11:26 AM View respondent's answers</p>
<p>Nice layout - Vague Question</p> <p>5/12/2014 11:19 AM View respondent's answers</p>
<p>I Google reviews, Yelp is what usually comes up</p> <p>5/12/2014 10:57 AM View respondent's answers</p>
<p>TripAdvisor is my go to site but when Yelp comes up on a search I use it.</p> <p>5/12/2014 8:33 AM View respondent's answers</p>
<p>Seems like a bunch of complaining. I do t take it too seriously.</p> <p>5/12/2014 6:19 AM View respondent's answers</p>
<p>I take it w/ a grain of salt, but its useful to get a good lay of the land,</p> <p>5/11/2014 10:07 PM View respondent's answers</p>
<p>I use it mostly for restaurant and recreation (parks) review.</p> <p>5/11/2014 9:11 PM View respondent's answers</p>
<p>Yelp provides reviews of restaurants, bars and other local attractions.</p> <p>5/11/2014 5:19 PM View respondent's answers</p>
<p>Yelp, from my understanding, is a website to review businesses. I have seen it, but do not personally use it. I don't use any particular review sight</p> <p>5/11/2014 5:11 PM View respondent's answers</p>
<p>Foursquare knows more about myself and my interests, thus it is my favorite review website.</p> <p>5/11/2014 4:25 PM View respondent's answers</p>
<p>I use Yelp primarily for reading restaurant reviews.</p> <p>5/11/2014 4:06 PM View respondent's answers</p>
<p>Yelp is a reliable source for product and service reviews by customers. I trust it more than other online information sources.</p> <p>5/11/2014 3:55 PM View respondent's answers</p>

Figure 3 (cont.)

Tell me about Yelp or your favorite review website ...

Answered: 38 Skipped: 20

Responses (38)
Text Analysis
My Categories

Categorize as...
Filter by Category

🔍
?

Showing 38 responses

<p>I use it predominantly for restaurant recommendations when visiting a new place. 5/11/2014 3:32 PM View respondent's answers</p>
<p>Website that shows business info type review map and discounts for all types of services,. 5/11/2014 2:28 PM View respondent's answers</p>
<p>Use it to find restaurants in the area 5/11/2014 1:08 PM View respondent's answers</p>
<p>Use it to review potential clients or partners 5/11/2014 12:17 PM View respondent's answers</p>
<p>I use it occasionally when I am out with no concrete plans 5/11/2014 6:25 AM View respondent's answers</p>
<p>None to mention 5/10/2014 5:25 PM View respondent's answers</p>
<p>It gives reviews from people who have had first hand experience with whatever place you are looking up. 5/10/2014 3:49 PM View respondent's answers</p>
<p>trust yelp for everything, contribute reviews often 5/10/2014 2:35 PM View respondent's answers</p>
<p>What specifically about it? Question is too vague. 5/10/2014 2:17 PM View respondent's answers</p>
<p>Consumer Reports 5/10/2014 1:16 PM View respondent's answers</p>
<p>Google . It's easy to use. 5/10/2014 1:16 PM View respondent's answers</p>
<p>Don't have one 5/10/2014 1:04 PM View respondent's answers</p>
<p>I have found Yelp to be quite helpful when in a new city and trying to find a reputable service that is not clouded by its popularity, but based on its customer satisfaction. 5/10/2014 12:58 PM View respondent's answers</p>
<p>So infrequently. I couldn't tell you. 5/10/2014 11:51 AM View respondent's answers</p>
<p>I use tripadvisor more 5/10/2014 10:44 AM View respondent's answers</p>
<p>Never used Yelp. 5/10/2014 10:25 AM View respondent's answers</p>
<p>Never used it 5/10/2014 8:30 AM View respondent's answers</p>
<p>Enjoy reading consumer reviews to decide whether I'd like to visit a restaurant or business 5/9/2014 9:50 PM View respondent's answers</p>
<p>its not always up to date 5/9/2014 9:33 PM View respondent's answers</p>

Figure 4

Below are four attributes of review websites. Please rank each attribute "1" through "4" so that your ranking reflects the relative importance you attach to each attribute. ("1" is most important, "4" is least important)

Answered: 58 Skipped: 0

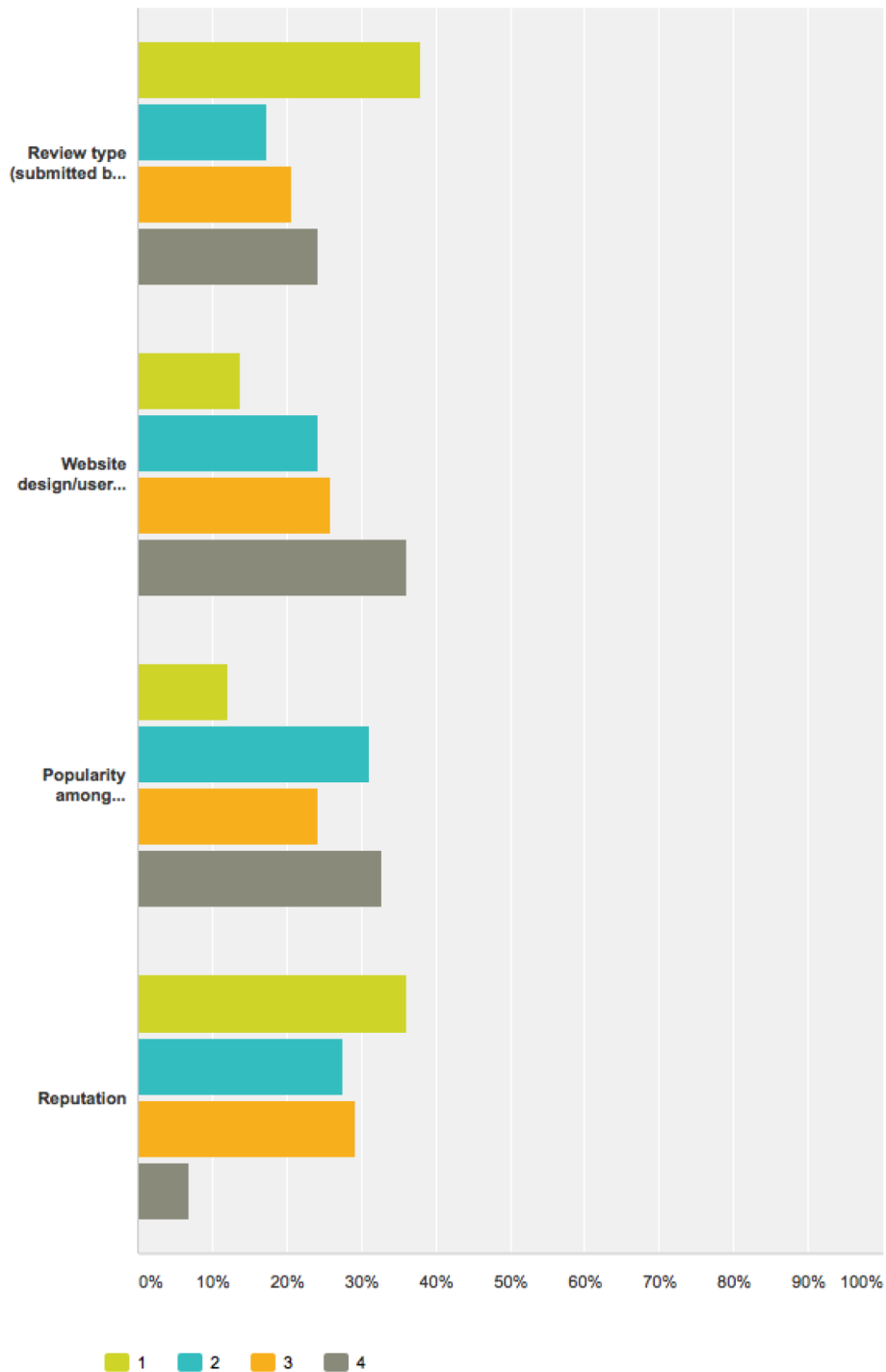


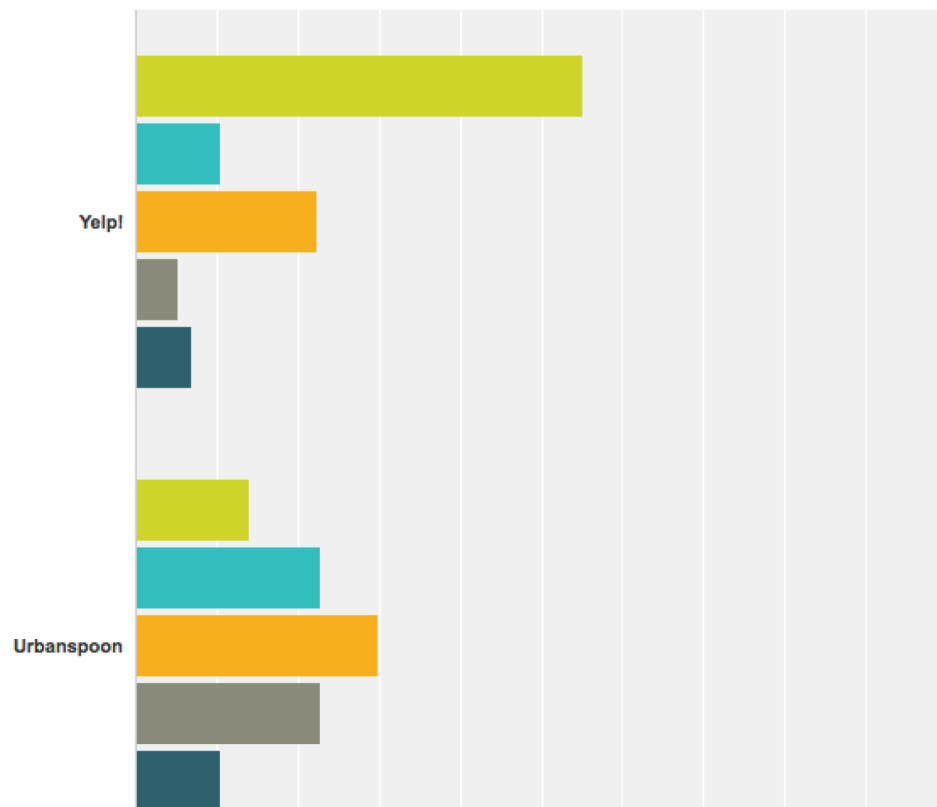
Figure 4 (cont.)

	1	2	3	4	Total	Average Ranking
Review type (submitted by individual consumer or professional organization)	37.93% 22	17.24% 10	20.69% 12	24.14% 14	58	2.69
Website design/user interface	13.79% 8	24.14% 14	25.86% 15	36.21% 21	58	2.16
Popularity among family/friends/peers	12.07% 7	31.03% 18	24.14% 14	32.76% 19	58	2.22
Reputation	36.21% 21	27.59% 16	29.31% 17	6.90% 4	58	2.93

Figure 5

Rank each review website 1 through 5 on the likelihood that you would use the website ("1" - definitely would use, "5" - Definitely would NOT use)

Answered: 58 Skipped: 0



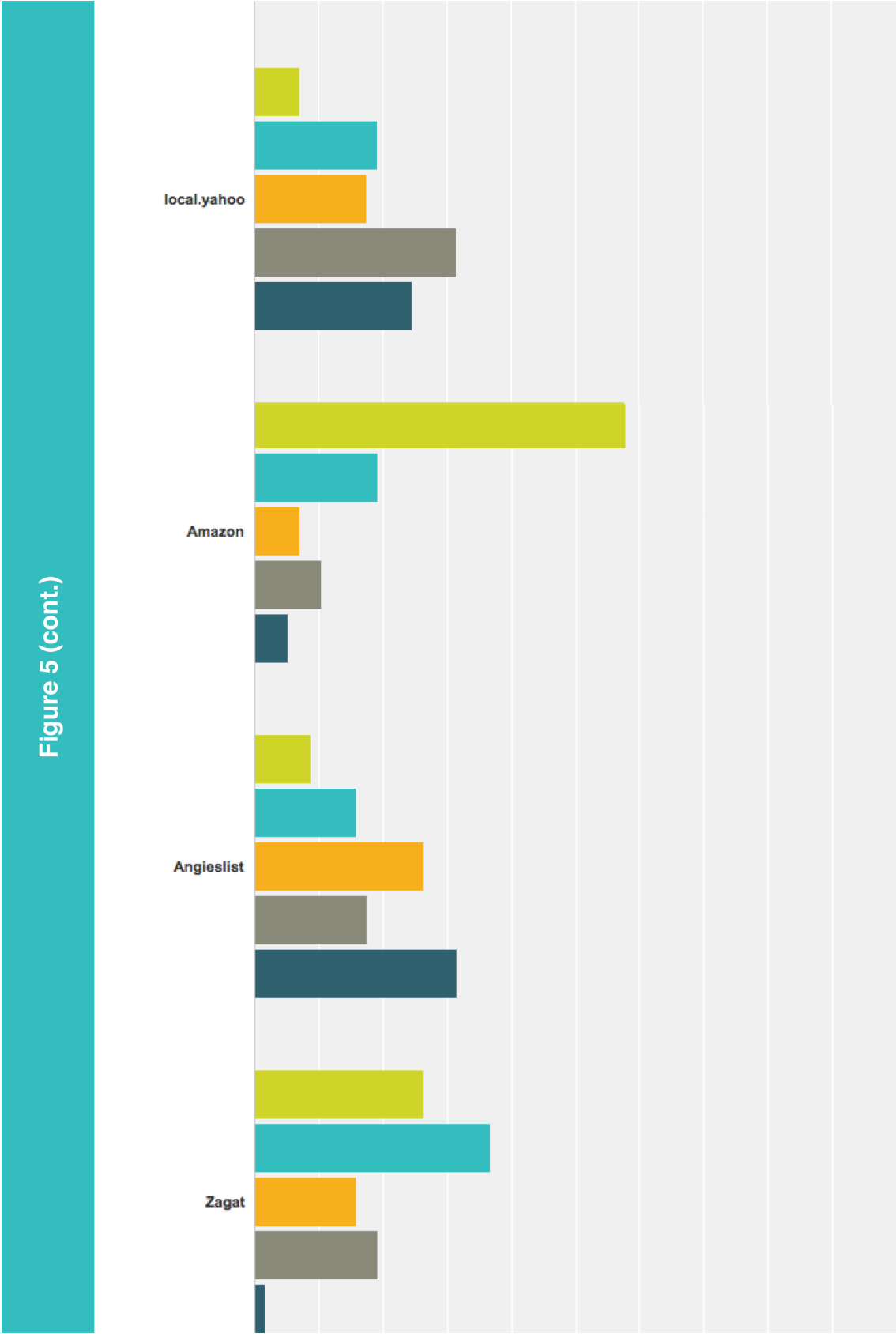
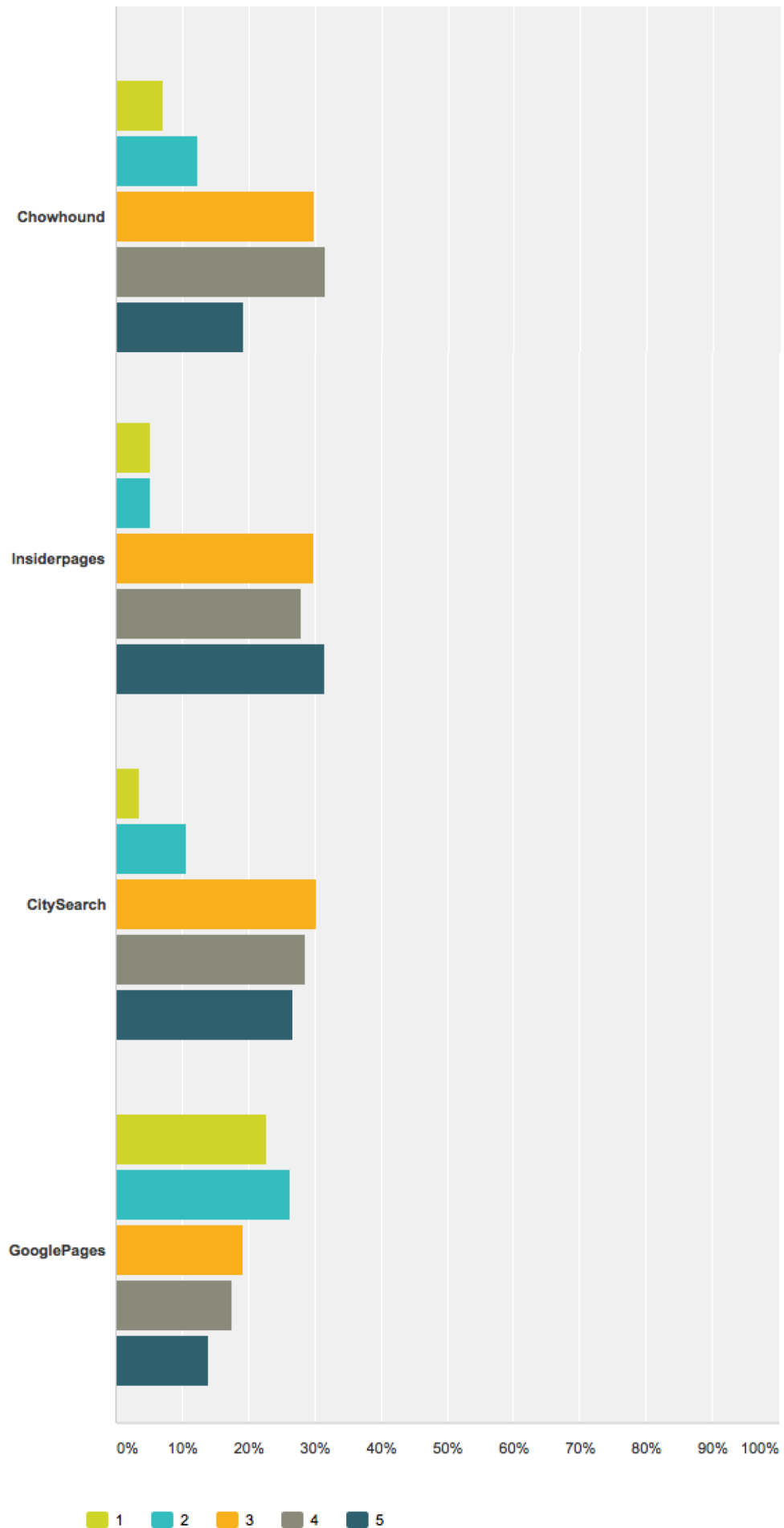


Figure 5 (cont.)



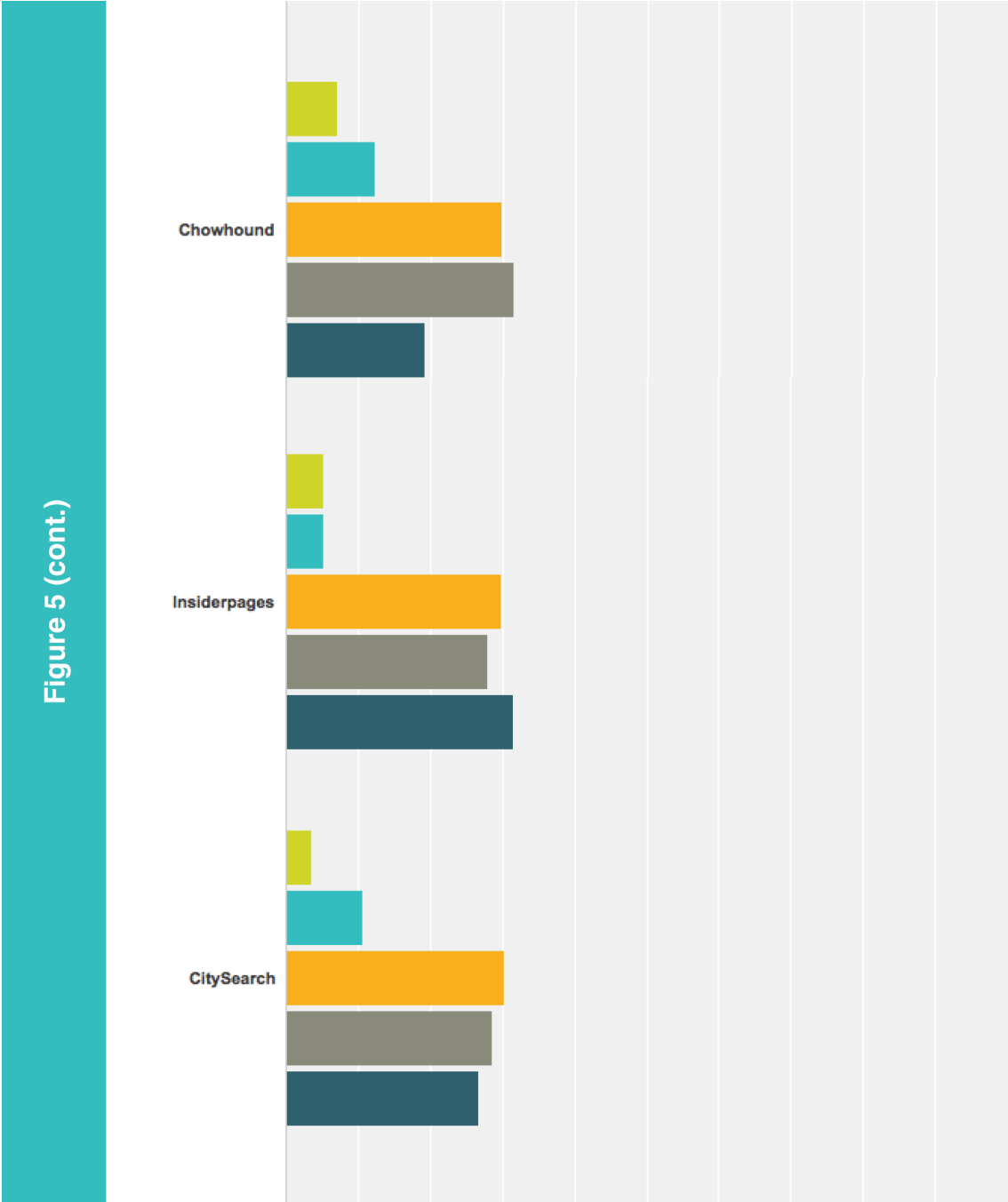
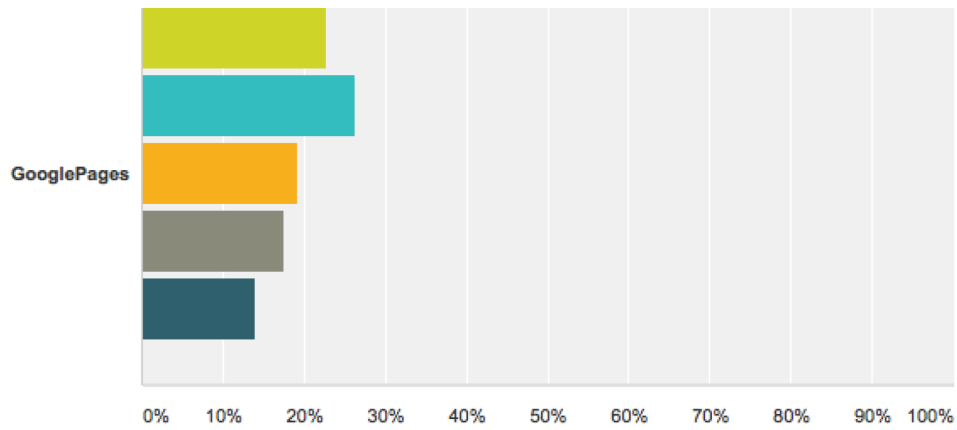


Figure 5 (cont.)



	1	2	3	4	5	Total
Yelp!	55.17% 32	10.34% 6	22.41% 13	5.17% 3	6.90% 4	58
Urbanspoon	14.04% 8	22.81% 13	29.82% 17	22.81% 13	10.53% 6	57
local.yahoo	7.02% 4	19.30% 11	17.54% 10	31.58% 18	24.56% 14	57
Amazon	57.89% 33	19.30% 11	7.02% 4	10.53% 6	5.26% 3	57
Angieslist	8.77% 5	15.79% 9	26.32% 15	17.54% 10	31.58% 18	57
Zagat	26.32% 15	36.84% 21	15.79% 9	19.30% 11	1.75% 1	57
Chowhound	7.02% 4	12.28% 7	29.82% 17	31.58% 18	19.30% 11	57
Insiderpages	5.26% 3	5.26% 3	29.82% 17	28.07% 16	31.58% 18	57
CitySearch	3.57% 2	10.71% 6	30.36% 17	28.57% 16	26.79% 15	56
GooglePages	22.81% 13	26.32% 15	19.30% 11	17.54% 10	14.04% 8	57

Comments (4)

Responses (4)
Text Analysis
My Categories

Categorize as... Filter by Category Search responses

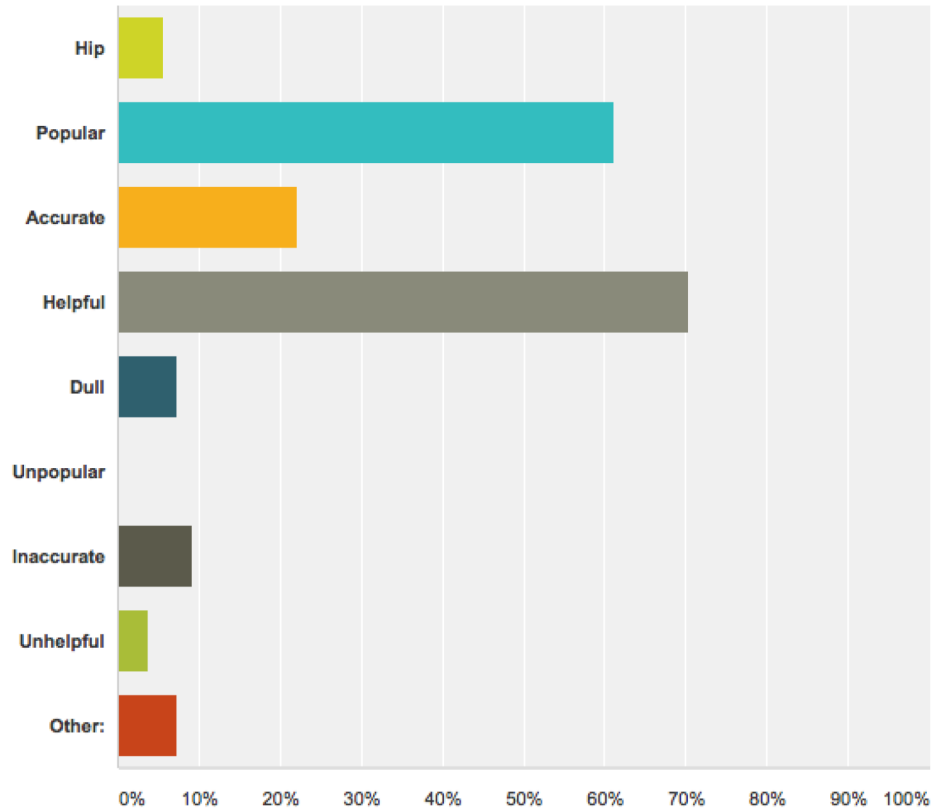
Showing 4 responses

- New York Magazine or Seamless
5/12/2014 11:26 AM [View respondent's answers](#)
- TripAdvisor
5/12/2014 8:33 AM [View respondent's answers](#)
- Foursquare, definitely would use
5/11/2014 4:25 PM [View respondent's answers](#)
- Trip Advisor
5/11/2014 3:55 PM [View respondent's answers](#)

Figure 6

Which attributes describe Yelp (choose all that apply)?

Answered: 54 Skipped: 4



Answer Choices	Responses
▼ Hip	5.56% 3
▼ Popular	61.11% 33
▼ Accurate	22.22% 12
▼ Helpful	70.37% 38
▼ Dull	7.41% 4
▼ Unpopular	0.00% 0
▼ Inaccurate	9.26% 5
▼ Unhelpful	3.70% 2
▼ Other:	7.41% 4

Total Respondents: 54

Comments (8)

Figure 6 (cont.)

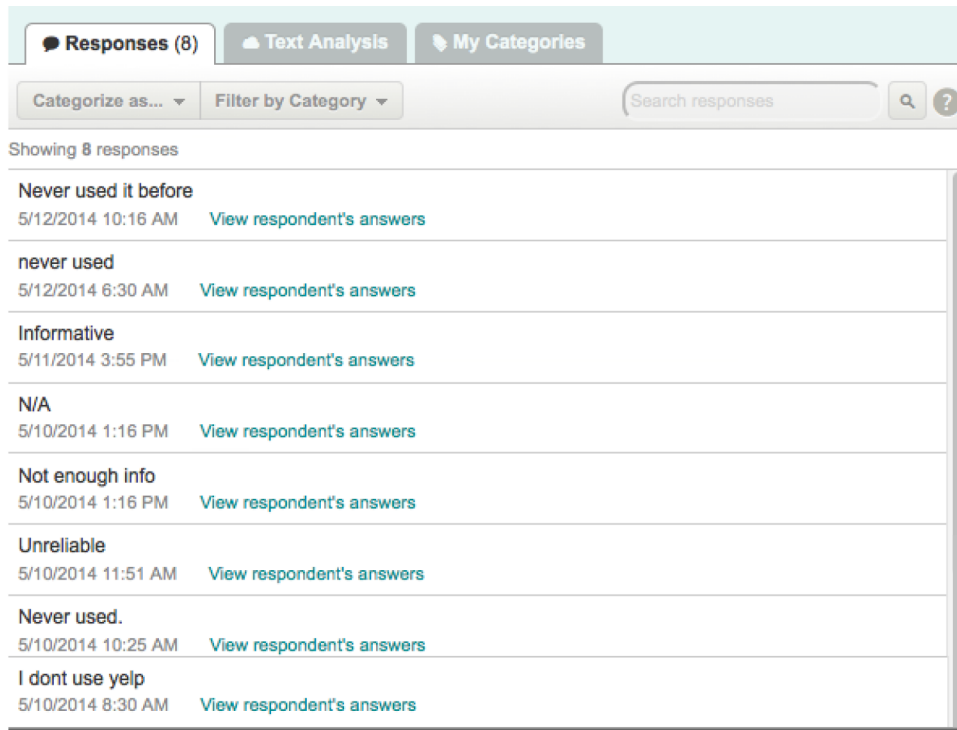


Figure 7

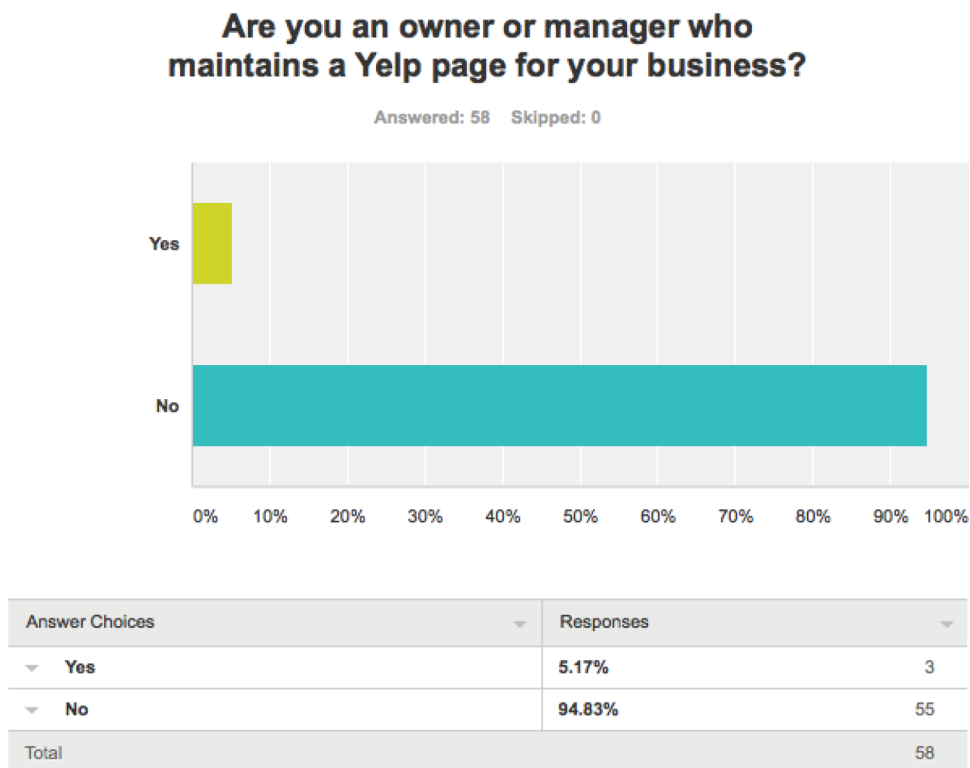
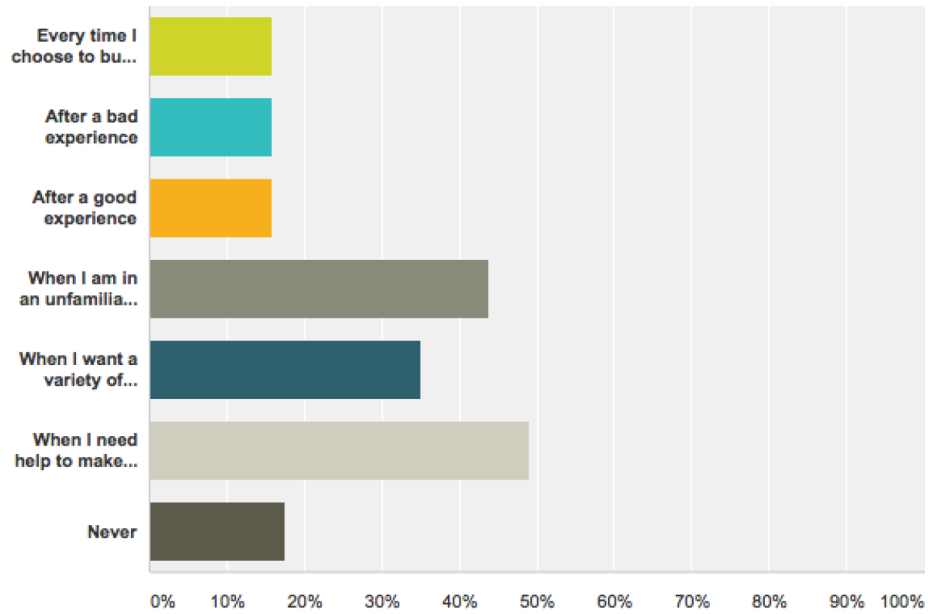


Figure 8

How often do you look for or add to user reviews online?

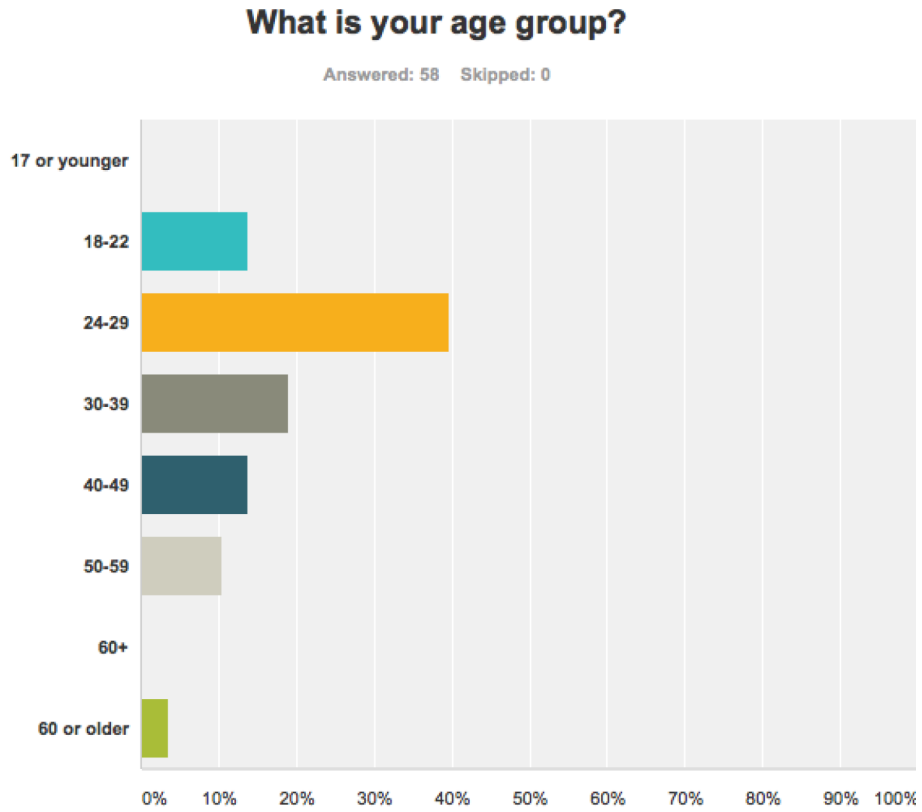
Answered: 57 Skipped: 1



Answer Choices	Responses
Every time I choose to buy a product or use a service	15.79% 9
After a bad experience	15.79% 9
After a good experience	15.79% 9
When I am in an unfamiliar location	43.86% 25
When I want a variety of choices among products or services from which to make a decision	35.09% 20
When I need help to make a decision on purchasing a product or using a service	49.12% 28
Never	17.54% 10

Total Respondents: 57

Figure 9



Answer Choices	Responses
17 or younger	0.00% 0
18-22	13.79% 8
24-29	39.66% 23
30-39	18.97% 11
40-49	13.79% 8
50-59	10.34% 6
60+	0.00% 0
60 or older	3.45% 2
Total	58

Figure 10

