

Online Appendix
Einav, Farronato, Levin and Sundaresan,
“Auctions Versus Posted Prices in Online Markets”

Appendix E. Survey of eBay Sellers

Survey: What changed on eBay?

Thank you for agreeing to complete this survey. The questions in this survey are intended to gather information about sellers' experience with e-commerce. Please take a moment to answer all the questions. If you do not, you will not be able to proceed to the next pages of the survey. Your responses are an essential component for understanding how eBay and online commerce as a whole have changed over time, and they will be used for research purposes only. You will remain anonymous, and your email address will only be used to send you a \$50 gift card upon completion of the survey.

1. When did you start selling online?

- Prior to 2000
- 2000
- 2001
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- After 2010

2. When you started selling online, which e-commerce websites did you use?

3. When did you start selling on eBay?
- Prior to 2000
 - 2000
 - 2001
 - 2002
 - 2003
 - 2004
 - 2005
 - 2006
 - 2007
 - 2008
 - 2009
 - 2010
 - After 2010
4. 10 years ago, what types of items did you predominantly sell?
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
- 3 or more other e-commerce websites
 - 1-2 other e-commerce websites
 - Through chain stores
 - Through multiple physical stores that are not part of retail chains
 - Through one physical store
 - Other (please list) _____
 - Nowhere else
6. Are you still selling on eBay?
- Yes
 - No because: _____
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
- 3 or more other e-commerce websites
 - 1-2 other e-commerce websites
 - Through chains stores
 - Through multiple physical stores that are not part of retail chains
 - Through one physical store
 - Other (please list) _____
 - Nowhere else

9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:

- Auctions without Buy It Now (BIN) option
- Auctions with BIN option
- BIN listings
- Other (please list) _____

10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.

We would like to know your opinion on changes in online selling opportunities. How strongly do you agree with the following statements?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We would also like to know your opinion on changes in online buyers. How strongly do you agree with the following statements?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?
17. What are the advantages of selling at auction (without the Buy It Now option) today?
18. What are the advantages of selling at Buy It Now (BIN) today?
19. What were the advantages of selling at auction (without the BIN option) 10 years ago?
20. What were the advantages of selling at BIN 10 years ago?
21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?
- Yes. If so, how have you done this? _____
 - No. If so, why not? _____
22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?
- Yes because: _____
 - No because: _____
23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?
24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?
- Yes
 - No
25. If yes, what number can we reach you at?

Response 1 (Category: Collectibles)

1. When did you start selling online?
✓ 2001
2. When you started selling online, which e-commerce websites did you use?
Ebay
3. When did you start selling on eBay?
✓ 2000
4. 10 years ago, what types of items did you predominantly sell?
Coins
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
✓ Through one physical store
✓ Other (please list) Mail order magazines
6. Are you still selling on eBay?
✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
Coins
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
✓ 3 or more other e-commerce websites
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
✓ Auctions without Buy It Now (BIN) option
✓ Auctions with BIN option
✓ BIN listings
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
I do better usually with auctions fairly satisfied with prices realized

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?

Because of the higher ebay fees sellers need to protect their profit margins with bin

17. What are the advantages of selling at auction (without the Buy It Now option) today?

Chance to get higher prices

18. What are the advantages of selling at Buy It Now (BIN) today?

Lock in profit

19. What were the advantages of selling at auction (without the BIN option) 10 years ago?

Higher prices

20. What were the advantages of selling at BIN 10 years ago?

Lock in profit

21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?

Yes. If so, how have you done this? *Better with auctions*

22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?

Yes because: *more exposure*

23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?

It has helped

24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?

No

Response 2 (Category: Fashion)

1. When did you start selling online?
✓ 2002
2. When you started selling online, which e-commerce websites did you use?
Ebay
3. When did you start selling on eBay?
✓ 2002
4. 10 years ago, what types of items did you predominantly sell?
Vacuums
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
✓ Nowhere else
6. Are you still selling on eBay?
✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
Watches
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
✓ 3 or more other e-commerce websites
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
✓ Auctions without Buy It Now (BIN) option
✓ BIN listings
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
no reserve auctions sell but are low margin. prices awful. hard to sell IN on ebay, hard to get seen, Ebay has changed so much in the last few years

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?
Buyers just want to buy at a good price and be done
17. What are the advantages of selling at auction (without the Buy It Now option) today?
move more product, liquidate
18. What are the advantages of selling at Buy It Now (BIN) today?
Cant think of any
19. What were the advantages of selling at auction (without the BIN option) 10 years ago?
Dont really do it
20. What were the advantages of selling at BIN 10 years ago?
None, was much better 10 years ago
21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?
✓ Yes. If so, how have you done this? *Auctions, no reserve 99 cent, buy it now on sale*
22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?
✓ Yes because: *guaranteed to sell*
23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?
Auctions dont get seen until last few hours in search. BIN, good luck getting seen at all
24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?
✓ Yes

Response 3 (Category: Fashion)

1. When did you start selling online?
 - ✓ Prior to 2000
2. When you started selling online, which e-commerce websites did you use?
Ebay
3. When did you start selling on eBay?
 - ✓ 2006
4. 10 years ago, what types of items did you predominantly sell?
Watches
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
 - ✓ Through one physical store
6. Are you still selling on eBay?
 - ✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
Watches only
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
 - ✓ 1-2 other e-commerce websites
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
 - ✓ BIN listings
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
Pretty well. Many clients make offers.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>	<input type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?
We sell high cost items and actions would be more risky for us. / We do accept offers. Maybe 1% off our items sell for the BIN price.
17. What are the advantages of selling at auction (without the Buy It Now option) today?
We do not use the actions feature on Ebay.
18. What are the advantages of selling at Buy It Now (BIN) today?
Does not apply to our store.
19. What were the advantages of selling at auction (without the BIN option) 10 years ago?
Does not apply to our store.
20. What were the advantages of selling at BIN 10 years ago?
Does not apply to our store.
21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?
✓ Yes. If so, how have you done this? *We tried actions a few times. Did not work well for us. Items sold much lower than we anticipated.*
22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?
✓ No because: *We do not do that.*
23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?
Does not apply to us
24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?
✓ Yes

Response 4 (Category: Media)

1. When did you start selling online?
✓ 2003
2. When you started selling online, which e-commerce websites did you use?
Ebay
3. When did you start selling on eBay?
✓ 2003
4. 10 years ago, what types of items did you predominantly sell?
Children's books
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
✓ 1-2 other e-commerce websites
6. Are you still selling on eBay?
✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
Children's books
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
✓ 1-2 other e-commerce websites
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
✓ Auctions without Buy It Now (BIN) option
✓ BIN listings
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
I sell more volume through the BIN listings. If I have more than a few of a product, I list it as both auction and BIN. The auctions mostly sell for opening bid (or not at all), which is 10% less than the BIN. Occasionally they sell for much more than the BIN price so it averages out to about the same.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?

10 years ago, buyers were shopping online as a novelty and for fun, not for things they necessarily needed, so the auctions were appealing. Now, they are shopping for particular items, mostly things that they need (ex. a birthday present for a grandson, a book for their child's book report, a summer workbook for their child), so they want to just buy it while they're thinking about it, not have to come back in a few days to see if they actually got it or not. Also, it is harder to find auctions starting at a low price, and so there is less chance of scoring a fabulous deal. / Ten years ago I started all my auctions at 99 cents, and most sold at a much higher price than I expected. Then traffic to my auctions fell off (more competition, Buy.com's diamond seller deal where they got free listings and most of the search exposure) and the selling price and number of bids on the auctions plummeted, so for the past 5 years I never start an auction at a price I do not want to sell the item at. The buyers are continuing to move away from auctions most likely because of the high start prices. Yes, it is a self-perpetuating downward spiral. In my category (children's books) I believe I have more success with auctions than most sellers.

17. What are the advantages of selling at auction (without the Buy It Now option) today?

Actually at this point I think it is that people will see the item at auction in search, then go to my store and buy it at fixed price (they do not see the fixed price listings in search as much). Although the auctions do not sell a lot, I notice that if I run an auction for the same item, the fixed price listing gets more sales than if I only have fixed price with no auction.

18. What are the advantages of selling at Buy It Now (BIN) today?
You can list and sell much more quantity of a particular product. I have many customers who buy multiple quantity of an item (for their classroom, or Spanish books to send to schools overseas). You are not limited to one widget in a particular time period (10 buyers could buy that same item in a day). It satisfies the needs of customers who cannot wait for the auction time period to end.
19. What were the advantages of selling at auction (without the BIN option) 10 years ago?
Lower final value fees. Bidding wars could get a good price on the item. Much more exposure in search.
20. What were the advantages of selling at BIN 10 years ago?
You could list multiple quantity of a widget in a listing. Lower listing cost, especially when listing multiple quantity of an item. (Sometimes, but not often) buyers wanted the item right away and did not want to wait for a bidding period to end.
21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?
 ✓ Yes. If so, how have you done this? *Most of my products are available at both auction and BIN all the time.*
22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?
 ✓ Yes because: *Buyers will see the auction then find the fixed price and buy it. I frequently notice a spike in fixed price sales for a widget just around the time its auction ends. I have noticed that if I don't run an auction (when it is accidentally not re-listed after ending or being sold), sales of the fixed price item are generally lower, then recover after the auction is re-started.*
23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?
A lot. The lowered visibility of auctions accounts for much of the reduction in ending price and bids. It is my belief that ebay management is deliberately killing the auction format to make it easier to implement checkout changes and use of the shopping cart. When auction sales are a tiny fraction of BIN, then they have a good reason to discontinue auctions altogether. By then sellers will care a lot less about having auction format available (I know I already have lost a lot of interest in it...)
24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?
 ✓ Yes

Response 5 (Category: Fashion)

1. When did you start selling online?
✓ 2001
2. When you started selling online, which e-commerce websites did you use?
Ebay
3. When did you start selling on eBay?
✓ Prior to 2000
4. 10 years ago, what types of items did you predominantly sell?
Watches, electronic equipment.
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
✓ Nowhere else
6. Are you still selling on eBay?
✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
Watches only.
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
✓ Through one physical store
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
✓ Auctions without Buy It Now (BIN) option
✓ BIN listings
✓ Auctions with BIN option
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
Yes they both sell equally.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?
Customers don't want to wait for the auction to end, they want immediate gratification.
17. What are the advantages of selling at auction (without the Buy It Now option) today?
You can possibly get more money than originally expected.
18. What are the advantages of selling at Buy It Now (BIN) today?
You sell faster if you are satisfied with the price you are selling at.
19. What were the advantages of selling at auction (without the BIN option) 10 years ago?
People were willing to wait for a possible discount.
20. What were the advantages of selling at BIN 10 years ago?
Same reason, you can sell faster for a set price.
21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?
✓ Yes. If so, how have you done this? *Same item, some weeks we have done BIN, some at auction.*
22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?
✓ Yes because: *Sometimes very appealing to customers to have that option if they prefer to wait it or not.*
23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?
Very much because the fees alone factor into the decision on how to list.
24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?
✓ Yes

Response 6 (Category: Media)

1. When did you start selling online?
 - ✓ Prior to 2000
2. When you started selling online, which e-commerce websites did you use?
 - Half.com*
3. When did you start selling on eBay?
 - ✓ 2000
4. 10 years ago, what types of items did you predominantly sell?
 - Dvds and video games*
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
 - ✓ Nowhere else
6. Are you still selling on eBay?
 - ✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
 - Dvds and video games*
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
 - ✓ 3 or more other e-commerce websites
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
 - ✓ BIN listings
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
 - I only sell under BIN listings. Pricing points are dropping.*

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>	<input type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?
People don't care to bid and wait on such low value items.
17. What are the advantages of selling at auction (without the Buy It Now option) today?
None that I know of.
18. What are the advantages of selling at Buy It Now (BIN) today?
Items sell quicker.
19. What were the advantages of selling at auction (without the BIN option) 10 years ago?
None that I know of.
20. What were the advantages of selling at BIN 10 years ago?
Items sell quicker.
21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?
✓ No. If so, why not? *I don't like auctions.*
22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?
✓ No because: *I have never tried it.*
23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?
I can't compare, because I never sell at auction.
24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?
✓ No

Response 7 (Category: Home and Garden)

1. When did you start selling online?
✓ 2003
2. When you started selling online, which e-commerce websites did you use?
Ebay
3. When did you start selling on eBay?
✓ 2003
4. 10 years ago, what types of items did you predominantly sell?
Household goods
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
✓ Other (please list): *Craft antique shows*
6. Are you still selling on eBay?
✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
Household goods
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
✓ Nowhere else
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
✓ BIN listings
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
Only do the buy it now format and items sell well. I do not do reserve prices. Set price at what I want and list. If after a while it doesn't sell then I might lower my price/

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	✓	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?
I think the newness of the "auction" has worn off. People now just want items immediatley at a good price. They don't want to wait to see if they get and then wait for another to come along and start over. Being able to see completed items on ebay gives you an idea of what they will bring so as long as your price is in the average thats what they want.
17. What are the advantages of selling at auction (without the Buy It Now option) today?
I personally don't like this type of listing. If you have a one of a kind type item then yes it might be benefical to you to see what it might bring.. but if you list bulk items or lots of everyday items, then it will not benefit you to list in auction format.
18. What are the advantages of selling at Buy It Now (BIN) today?
You are upfront with what you want and if price is good it will go. You can sell quicker this way not waiting for auction to end to put same item back on. Hard to keep track of inventory when you do auctions and you have multiple of same item. Ebay tracking tracks with buy now in store format... in auction format you list one at a time so you have to keep your own count. Sell much more items quicker with buy it now.
19. What were the advantages of selling at auction (without the BIN option) 10 years ago?
People were all about the newness of auctions. People got crazy and couldn't stand to loose so sometimes brought you way more then item was worth. competition made it good.
20. What were the advantages of selling at BIN 10 years ago?
You gambled on price you put not being high enough.. someone out there might of paid you alot more than you thought you could of gotten.
21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?
 ✓ Yes. If so, how have you done this? *Have listed both way.. BIN is the way to go these days*
22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?
 ✓ Yes because: *rare one of a kind more benefical to auctions.. lots of same item (bedding ect) list bin*
23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?
That helped to end the auction period. I think sellers more than anything want it to be the BIN format because it is much simpilar for inventory and we have more like type items versus rare one of a kind items. Price is cheaper on bin as well and you get the longer duration to sell.
24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?
 ✓ No

Response 8 (Category: Technology)

1. When did you start selling online?
 - ✓ Prior to 2000
2. When you started selling online, which e-commerce websites did you use?
Ebay
3. When did you start selling on eBay?
 - ✓ Prior to 2000
4. 10 years ago, what types of items did you predominantly sell?
Replacement desktop computer parts
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
 - ✓ Other (please list): *our website*
6. Are you still selling on eBay?
 - ✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
Replacement tablet and laptop computer parts
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
 - ✓ 1-2 other e-commerce websites
 - ✓ Other (please list): *our 2 websites*
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
 - ✓ Auctions without Buy It Now (BIN) option
 - ✓ BIN listings
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
99% or our items are BIN. We only use auction style listings to liquidate items.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?
Because the products we sell are available at a much lower cost overseas (mainly China), we would not profit from auction style listings.
17. What are the advantages of selling at auction (without the Buy It Now option) today?
You can quickly move a product from your inventory.
18. What are the advantages of selling at Buy It Now (BIN) today?
You can sell 10 items from one listing rather than having 10 different, individual listings.
19. What were the advantages of selling at auction (without the BIN option) 10 years ago?
Same as today, you can quickly move a product from your inventory.
20. What were the advantages of selling at BIN 10 years ago?
You can sell 10 items from one listing rather than having 10 different, individual listings.
21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?
✓ Yes. If so, how have you done this?
22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?
✓ Yes because: *items that are in high demand and that we've purchased at a low cost.*
23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?
we've not noticed a difference with this change.
24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?
✓ Yes

Response 9 (Category: Home and Garden)

1. When did you start selling online?
✓ 2001
2. When you started selling online, which e-commerce websites did you use?
Ebay only
3. When did you start selling on eBay?
✓ 2001
4. 10 years ago, what types of items did you predominantly sell?
Vacuum cleaners
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
✓ Through one physical store
6. Are you still selling on eBay?
✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
Vacuum cleaners
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
✓ 1-2 other e-commerce websites
✓ Through one physical store
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
✓ BIN listings
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
Depends on the item, cost is mail factor.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?
Correct mostly sell fixed price now
17. What are the advantages of selling at auction (without the Buy It Now option) today?
If the item is limited stock or is a collectors item.
18. What are the advantages of selling at Buy It Now (BIN) today?
Customer can have it item faster.
19. What were the advantages of selling at auction (without the BIN option) 10 years ago?
Customers would bid the value of the item higher then you could sell at fixed price.
20. What were the advantages of selling at BIN 10 years ago?
Customers could have the item faster.
21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?
✓ No. If so, why not? *No have not feel the need to do major experminents*
22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?
✓ No because: *No have not tried this in a long time. Did not make much differance.*
23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?
This helped us move more items to buy it now listings. I liked this change.
24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?
✓ No

Response 10 (Category: Technology)

1. When did you start selling online?
✓ 2006
2. When you started selling online, which e-commerce websites did you use?
Amazon and eBay
3. When did you start selling on eBay?
✓ 2006
4. 10 years ago, what types of items did you predominantly sell?
Closeouts
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
✓ 1-2 other e-commerce websites
6. Are you still selling on eBay?
✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
Personal and professional electronics
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
✓ Other (please list): *My own website*
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
✓ BIN listings
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
Usually sell at full price.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?
Not sure
17. What are the advantages of selling at auction (without the Buy It Now option) today?
More viewers.
18. What are the advantages of selling at Buy It Now (BIN) today?
Fixed price.
19. What were the advantages of selling at auction (without the BIN option) 10 years ago?
Same.
20. What were the advantages of selling at BIN 10 years ago?
Same.
21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?
✓ No. If so, why not? *Can't*
22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?
✓ No because: *Can't.*
23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?
For me, none.
24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?
✓ No

Response 11 (Category: Media)

1. When did you start selling online?
 - ✓ Prior to 2000
2. When you started selling online, which e-commerce websites did you use?
 - eBay
3. When did you start selling on eBay?
 - ✓ Prior to 2000
4. 10 years ago, what types of items did you predominantly sell?
 - CDs, LPs and VHS tapes
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
 - ✓ Other (please list): *Mailorder catalog*
6. Are you still selling on eBay?
 - ✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
 - LPs
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
 - ✓ Nowhere else
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
 - ✓ BIN listings
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
 - BIN moves multiple turns of product since we undersell most sellers and we have exemplary feedback.*

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?
The "N" is BIN enables customers to secure their item and make their purchase NOW at a certain, stated price.
17. What are the advantages of selling at auction (without the Buy It Now option) today?
If you have a truly rare item, auctions can derive the highest selling price.
18. What are the advantages of selling at Buy It Now (BIN) today?
Fungible items sell faster as BIN and can be replenished to sell again.
19. What were the advantages of selling at auction (without the BIN option) 10 years ago?
People were so thrilled to find an item they had been looking for that they would engage in bidding wars with others - driving up the price.
20. What were the advantages of selling at BIN 10 years ago?
Quicker sale at a "reasonable" price.
21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?
✓ Yes. If so, how have you done this? *If I have a scarce item, I will first list at auction. If it does not sell, then I move to BIN*
22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?
✓ No because: *I don't want a buyer to pay more at auction than the price for BIN. Unfair and creates ill will.*
23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?
Internal costs of doing business have little or no relation to the value of an item assigned by a buyer so there is little effect.
24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?
✓ Yes

Response 12 (Category: Technology)

1. When did you start selling online?
✓ 2001
2. When you started selling online, which e-commerce websites did you use?
eBay.com
3. When did you start selling on eBay?
✓ 2001
4. 10 years ago, what types of items did you predominantly sell?
Computer parts, garage sale finds, household items
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
✓ Nowhere else
6. Are you still selling on eBay?
✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
Computer systems, computer parts
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
✓ Nowhere else
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
✓ BIN listings
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
The items sell at decent prices with BIN, but are always subject to competition driving prices down. eBay makes more money on my business than I do. That is a hefty fee.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	✓	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	✓	<input type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?
Both are still very viable options. I use both options & they tend to drive cross-traffic between those willing to wait to bid or those just ready to buy.
17. What are the advantages of selling at auction (without the Buy It Now option) today?
Auctions acquire more viewers and create a more emotional vested interest. This can drive traffic to many other BIN items.
18. What are the advantages of selling at Buy It Now (BIN) today?
eBays fees are ridiculous as well as many of their policies. Lack of ability to customize many items. Insane requirement to include generic and always wrong product spoof generic information.
19. What were the advantages of selling at auction (without the BIN option) 10 years ago?
Market for items that previous were hard to find an interested audience for.
20. What were the advantages of selling at BIN 10 years ago?
easy to move many products at low prices. Particularly when liquidation was the main goal.
21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?
 ✓ Yes. If so, how have you done this? *BIN I use for items with a fixed price. Auctions are used for items I have that are left over, etc... that could go for any price.*
22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?
 ✓ Yes because: *It attracts both types of eBay users*
23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?
This skewed everything. I AM SO TIRED of clicking BIN / Lowest First / US only & then Auction / ending soonest / US only. / / It used to stay on my preference. This is unfair to the user & utilizes an unfair feedback system to determine the top results. / / Users do not understand 4 stars is a Detrimental rating (4 stars is usually above average). This system is only meant for eBay to "pretend" to offer incentives while making the terms unreasonable. / / Listing fees at 4% are about to put me out of business with my \$1k-4k items...If eBay hides another High Fee Increase buried in a Lower listing fee LIE they will be losing 40k a year from me.
24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?
 ✓ No

Response 13 (Category: Technology)

1. When did you start selling online?
✓ After 2010
2. When you started selling online, which e-commerce websites did you use?
ebay mainly, i have used a little amazon here and there, but vast majority ebay.
3. When did you start selling on eBay?
✓ 2010
4. 10 years ago, what types of items did you predominantly sell?
I sell mobile electronics
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
✓ Nowhere else
6. Are you still selling on eBay?
✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
Mobile electronics
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
✓ Other (please list): *wholesale channels for export*
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
✓ BIN listings
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
I never do auctions. Buy it now has always worked best for me. One reason is that you can force the customer to make payment with PayPal before the checking is finalized. With auctions, you get a high percentage of deadbeats, who win the auction but never actually make payment. This delays the sale of your item by almost 2 weeks, as you have to wait for eBay to close out nonpaid request and relist.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?

People like to get things instantly. I don't want to try to win an auction when I can buy it and be done with the purchase, and move on with my life. Unless it's a one of a kind item, auction is a waste of time.

17. What are the advantages of selling at auction (without the Buy It Now option) today?

You can liquidate stuff you have having a hard time selling.

18. What are the advantages of selling at Buy It Now (BIN) today?

No deadbeat auction winners. Get the exact price that you want for your product.

19. What were the advantages of selling at auction (without the BIN option) 10 years ago?

Same as first question, nothing has changed in my experience.

20. What were the advantages of selling at BIN 10 years ago?

Same as second question, nothing has changed in my opinion.

21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?

Yes. If so, how have you done this? *yes, generally i get more for buy it now.*

22. If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?

No because: *i dont think it negatively affects sales of bin*

23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?

i haven't noticed a difference

24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?

✓ Yes

Response 14 (Category: Media)

1. When did you start selling online?
 - ✓ Prior to 2000
2. When you started selling online, which e-commerce websites did you use?
ebay.
3. When did you start selling on eBay?
 - ✓ Prior to 2000
4. 10 years ago, what types of items did you predominantly sell?
Used
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
 - ✓ Nowhere else
6. Are you still selling on eBay?
 - ✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
Today
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
 - ✓ Nowhere else
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
 - ✓ Auctions without Buy It Now (BIN) option
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
High prices.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?
I would rather sell at auction I get higher prices
17. What are the advantages of selling at auction (without the Buy It Now option) today?
Higher prices
18. What are the advantages of selling at Buy It Now (BIN) today?
Quick sales
19. What were the advantages of selling at auction (without the BIN option) 10 years ago?
Higher prices
20. What were the advantages of selling at BIN 10 years ago?
Quick sales
21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?
✓ Yes. If so, how have you done this? *Very few buy it now*
22. *If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?*
✓ No because: *I use auctions only*
23. When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?
Best match I do not use
24. Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?
✓ No

Response 15 (Category: Media)

1. When did you start selling online?
 - ✓ Prior to 2000
2. When you started selling online, which e-commerce websites did you use?
Amazon, Abebooks, Alibris.
3. When did you start selling on eBay?
 - ✓ Prior to 2000
4. 10 years ago, what types of items did you predominantly sell?
Used books.
5. 10 years ago, where else did you sell the items you listed on eBay? Check all that apply:
 - ✓ 3 or more e-commerce websites
 - ✓ Through one physical store
6. Are you still selling on eBay?
 - ✓ Yes
7. Today (or the latest you sold on eBay), what types of item do you predominantly sell?
Used books
8. Today (or the latest you sold on eBay), where else do you sell the items you list on eBay? Check all that apply:
 - ✓ 3 or more e-commerce websites
 - ✓ Through one physical store
9. Today (or the latest you sold on eBay), what selling formats do you use on eBay? Select all that apply:
 - ✓ Auctions without Buy It Now (BIN) option
 - ✓ BIN listings
 - ✓ Auctions with BIN option
10. How do your auction and/or BIN listings perform? Do they sell often? Do they sell at high prices? If you list items under both formats, please compare the two.
Auctions are good as they help with general cash flow. BIN listings tend to sell slower but bring a higher dollar amount per purchase, thus helping the bottom line.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
11. Competition on eBay is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
12. Competition across e-commerce platforms (eBay, Amazon,...) is fiercer today than 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
13. If you cannot sell an item on eBay, you have more opportunities to sell it anyway through other outlets today compared to 10 years ago.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Today, eBay buyers prefer to purchase at auctions rather than at Buy It Now (BIN).	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. 10 years ago, eBay buyers preferred to purchase at auctions rather than at BIN.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

16. Why has eBay, and e-commerce as a whole, moved away from auctions towards fixed price? What is your own experience in this respect?

The fast paced environment we live in today dictates fixed price listings. People want it and they want it fast. It seems the patience of customers is getting thinner and thinner. Auctions still bring in the cash flow but we are no longer able to start auctions out at \$0.99 and hope they bring big money. Many times these days, the \$0.99 auctions will flop and will not bring much more than \$0.99 and many times they will get one bid without any competing bidders so it will end at \$0.99. Since many buyers are moving to buying fixed price listings, the competition for auctions is getting less and less. Less bidders = less money, plain and simple.

17. What are the advantages of selling at auction (without the Buy It Now option) today?

It will sell for sure and bring in cash flow. Cash Flow is king.

18. What are the advantages of selling at Buy It Now (BIN) today?

You can get a higher price per item.

19. What were the advantages of selling at auction (without the BIN option) 10 years ago?

More competition = more money. Today there are less bidders as more and more people have less money and have had 10 years to acquire the used books they were wanting to read. The e-reader market is hurting our sales as well. Less readers buying actual books.

20. What were the advantages of selling at BIN 10 years ago?

Not as many advantages as they did not sell as well, but they would bring higher dollar amount per item as compared to auctions.

21. Have you tried experimenting with both auctions and Buy It Now (BIN) formats on Ebay?

Yes. If so, how have you done this? *We have experimented with a few auctions but not many. It seems the BIN price tells to customer the item is worth more*

than the starting auction price. Gives the customer a competing price on same item without customer having to shop elsewhere.

22. *If you have multiple units of an item, is it ever advantageous to list some units under auction and some units under BIN?*

✓ *Yes because: If you have double exposure with a BIN, then you always have the chance to sell item at higher price. There will always be somebody out there that needs the item quickly or just wants it fast. Fast Paced Environment.*

23. *When eBay shifted its listings fees, listing duration (BIN became Good 'Til Canceled), and search algorithm (from Ending Soonest to Best Match), how much has this mattered for auctions versus BIN formats?*

It seems the market is getting more competitive. When these changes went into effect, it seems we were not getting high rankings in search results. But since then we have acquired Top Rated status which helps with visibility in search results.

24. *Thank you for taking the time to fill this survey. Would you be available for a short phone call to discuss these topics further?*

✓ *Yes*