

Key Market Drivers for Remanufactured Products

- Seller Reputation
 - Likelihood of purchase
 - Price differentials (vs. New)
- Buyer Experience
 - New vs. Remanufactured
- Post-Purchase Buyer Satisfaction

Evidence from eBay

- Seller Reputation matters significantly more for remanufactured products
 - Measured as total positive/negative feedback
- Buyer Experience
 - Measured as feedback score
 - Neither higher nor lower for remanufactured products
 - Indications of market expansion
 - Promotional effort
- Post-Purchase Satisfaction
 - Measured using feedback comment type
 - Greater for remanufactured products