

## The Importance of Checking Feedback

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Created On: 14 Oct 2009 10:59 AM

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Are you interested in using eBay to shop online? If you are, you are definitely not alone, as eBay is one of the most popular online marketplaces. As you likely already know, eBay is an online auction website; an online auction website that allows internet users to post items that they have in their possession, but not longer want or need, for sale. While this tends to give you a large number of products to choose from, it can make getting scammed on eBay relatively easy; however, there is a way that you cannot fall victim to some of the most common eBay scams. That way involves checking feedback.

If this is your first time using eBay, you may not necessarily know that buyers and sellers are able to leave each other feedback; in fact, they are encouraged to do so. Now, if another eBay buyer, just like you, were to have a positive experience, like they got their item in a timely matter and it was what they expected, they would be likely to leave a positive feedback. Positive feedbacks are marked with green circles with plus signs in them. On the other hand, if an eBay buyer has a negative experience, like they never received their item or it was in poor condition, a negative comment may be left. Negative comments are marked by red circles with negative signs in them. In addition to positive or negative comments, eBay buyers are also able to leave neutral comments, which are commonly used when a problem arose, but the seller in question fixed it in a timely matter. Also, next to the positive, negative, or neutral markings, eBay buyers can also leave comments.

Although you might not necessarily think about it, the feedback that an eBay seller has can give you insight into the type of service that you may receive. As a way, this feedback serves as reputation for an eBay seller. When shopping at a traditional retail store, there is a good chance that you wouldn't shop at a store that is known for selling poor quality products or a store that has poor customer service. The same thinking should be applied when using eBay. You don't want to do business with an eBay seller that has a number of poor feedback ratings, as it is a sign of what may come.

If you are interested in examining the feedback of an eBay seller, you can easily do so. When visiting an online auction listing page, say a listing for a new set of hair clippers, in the right hand corner there should be a "Meet the Seller," section. That section has information on the seller's eBay feedback, as well as a link that you can click to see each individual feedback rating. You are urged to click that link. When examining an eBay seller's feedback, you need to remember that it is not uncommon for a seller to deal with disgruntled customers; customers that may leave negative feedback for no reason at all. That is why it is not uncommon to see a few negative feedback ratings; however, be on the lookout for any eBay seller who has an excessive number of them or a new eBay seller that has a large number of negative feedback ratings, as they are someone you should try and avoid.

In short, examining the feedback ratings or comments of an eBay seller will only take a few minutes of your time, but it may end up saving you a considerable amount of money. When shopping on

eBay, it is advised that you use your best judgment. A number of negative feedback ratings may be a sure sign that an eBay seller may be out to scam you, in one way or another.