

•:remesh

Inside the Buy

The emotional logic behind how people decide to buy

Rob Rocco — Managing Director, Market Research, Remesh · July 2026



SPEAKER

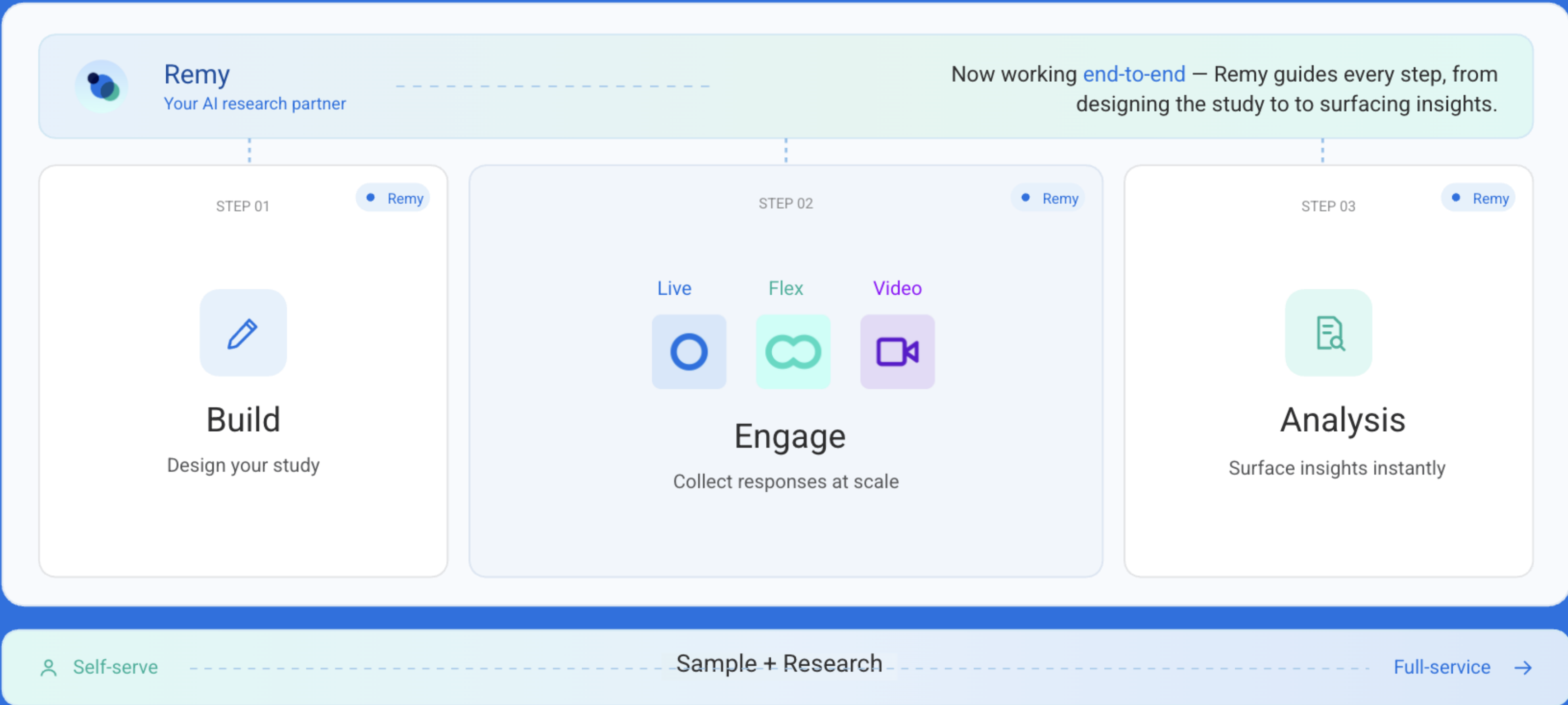
Introducing

Rob Rocco

Managing Director, Market Research



Remesh's AI-Powered Hybrid Insights Ecosystem



THE GOAL

Understand the emotion behind the transaction.

Consumers usually explain purchases through practical drivers: price, features, convenience, reviews. Beneath those stated reasons, purchase decisions are frequently shaped by emotional needs:

Relief

Reward

Control

Confidence

Aspiration

The avoidance of regret

THE METHODOLOGY

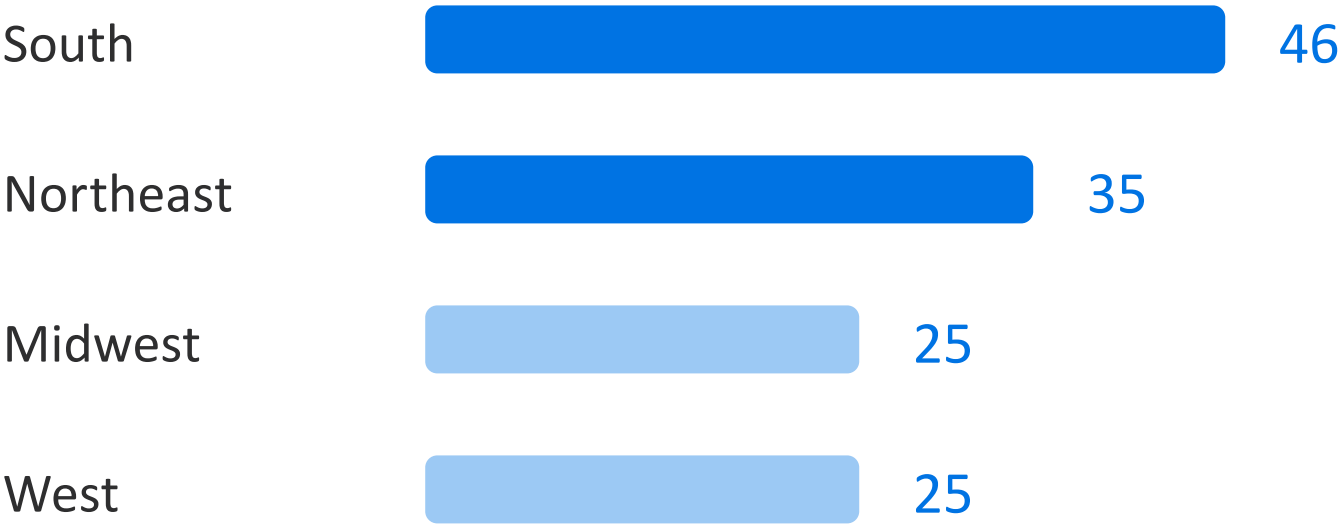
One conversation in their own words



- A Flex Remesh conversation with mixed-method structure, conducted with 126 Americans.
- Fielded end-to-end on the Remesh platform — design, fielding and analysis.
- Mostly open-ended opinion prompts , with polls used to quantify choices.

126 US consumers, nationally spread

PARTICIPANTS BY REGION



51%

Female

49%

Male

26–45

Core age band; full range 18 to 75

100%

United States residents



- Research run end-to-end on the Remesh platform
- Recruited and fielded in under 3 hours
- Mixed-method structure — rich qualitative questions with classic quant polling

New products win when excitement is backed by relevance and reassurance

People are open at the point of discovering something new — excited, curious, willing. Yours to lose.

[How do you keep them as recurring, dedicated customers?](#)

- Novelty opens the door

Discovery sparks curiosity — but excitement alone is not enough.

- Relevance earns the look

It has to solve a problem, improve a routine, or meet a real need.

- Proof closes the sale

Reviews, recommendations, warranties and reputation build confidence.

- Low risk wins

Value, durability and fit are judged against the price they pay.

Excitement, then reassurance

“When I first discovered a new blow dryer, that can both blow dry and straighten my hair even while using low heat, I was excited. After seeing testimonials online, and seeing video reviews of the product, I was convinced that this product would work well on my curly hair.”

Female, Age 46–50, Black, Suburban

“I recently discovered a new credit card that had amazing new account opening bonus. It has an annual fee but the bonuses outweigh the cost. I am so excited about it.”

Female, Age 46–50, White, Urban

“I discovered a product that greatly helped me increase care in a meaningful way for my aging mother. I felt a sense of relief and happiness that it was going to take some stress out of hers and my day.”

Female, Age 46–50, White, Rural

FINDING 02

Successful purchases drive advocacy; regretful purchases drive avoidance

72% tell friends and family after a purchase they loved

- Delight travels by word of mouth
69% told friends or family; 41% left a positive review.
- Regret means walking away
41% never buy again; 35% warn friends and family.

42% never buy from them again after regret

- Advocacy beats repurchase
Few followed the brand (18%) or bought again quickly (10%).
- Almost no one posts
Complaints and public criticism are rare — the churn is silent.

FINDING 03

Trust is earned through consistency—and restored through action

WHAT MATTERS MOST WHEN CHOOSING A NEW BRAND OR PRODUCT



- Trust is built by repetition
Consistent quality and kept promises beat reputation or prestige.
- Apple and Amazon set the bar
Compatibility, privacy, dependable delivery, easy returns.
- Standing behind the product counts
Warranties honored and issues resolved quickly.
- Recovery takes action, not apologies
Refunds, accountability and proof it will not recur.

Trust is earned through consistency

“Amazon has earned my trust because of their commitment to deliver my items by the delivery date, offering communication and updates about my order.”

59% AGREE

Female, 46–50, Suburban South

“Apple, I have been a fan for years, I like the synergy between all the other products, phone, laptop and tablet, the way information flows smoothly from one product to the next is amazing”

63% AGREE

Female, 66–70, Midwest Rural, White

“Samsung sent out a faulty part at their cost for an out of warranty appliance. It was good of them to stand behind their product”

58% AGREE

Male, 41–45, Urban Northeast, Asian

“Costco earns my trust by keeping quality high and prices low”

56% AGREE

Female, 36–40, Suburban Midwest, White

FINDING 04

Influencers have a trust problem

54%

find influencer content less trustworthy than traditional advertising.

19% trust it more.

“

They're getting paid to talk about something they didn't make and don't use.

— Male, 21–25, Suburban South



Anything health or medical is off the table for influencers

“Anything to do with health as most of them don't have the credentials for that.”

66% AGREE

%
Female, 36–40, Urban South, Black

“Health and wellness / physical fitness products. So much misinformation, bad quality ingredients, false claims, dangerous products, etc.”

60% AGREE

Male, 36–40, Suburban West, Hispanic



Trust and emotional connection are built through action

“Just be honest with us. We all know you want our money, actually show us why we should give it to you.”

— Male, 36–40, Rural Northeast

“Be genuine and keep your messaging honest. People can usually tell when something feels forced.”

66%

choose trust as what matters most in a brand

54%

trust influencer content less than ads

■ Own the failure

Take responsibility, communicate openly, make it right.

■ Show sustained improvement

Visible progress in quality, service and consistency.

■ Fix it, don't apologize for it

Refunds, replacements and follow-up outweigh a sorry.

■ Be real about what you sell

Honesty, empathy and realistic claims build connection.

What this means for you

Lead with proof, not persuasion.

Value and reliability build trust — the emotion that actually decides.

Hunt for silent regret.

Most unhappy buyers never complain — they just leave. Ask before they do.

Design for word-of-mouth.

Delight is your cheapest channel — 7 in 10 happy buyers tell someone.

Choose honesty over hype.

Authenticity beats influence — say it the way you'd say it out loud.

WHERE TO LEARN MORE

Get the full report

Every question, sentiment cut, and verbatim from the study — plus how to run a live conversation like this one.

FULL REPORT

hello.remesh.ai/quirks-consumer-report

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