

# National Consumer Agency

## Market Research Findings: Consumer Empowerment and Complaints



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October 2010

Research Conducted by

**amárach**   
research

# Table of Contents



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- **Key Findings**
- **Section 1: Consumer Empowerment**
- **Section 2: Making Complaints**
- **Section 3: Customer Service**
- **Research Background & Methodology**

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## Key Findings

- 4 in 5 (80%) Irish consumers claim that they would be prepared to complain if a problem had occurred or if they were dissatisfied with a product or service that they had purchased.
- Within the last 12 months, of those who had reason to complain – 4 in 5 actually made a complaint. The majority of complaints tended to be in relation to faulty products or services (51%).
- Over 3 in 5 (63%) who complained found the complaints process somewhat easy – a decrease (-6%) from the previous wave. Unhelpful staff continues to be the number one difficulty experienced.
- 71% have had their complaint completely resolved – a slight decrease (-3%) on the previous wave.
- Over half (53%) claim that they will continue to buy from the business that they had cause or reason to complain about – an increase of 9% from the previous wave.

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# Section 1: Consumer Empowerment

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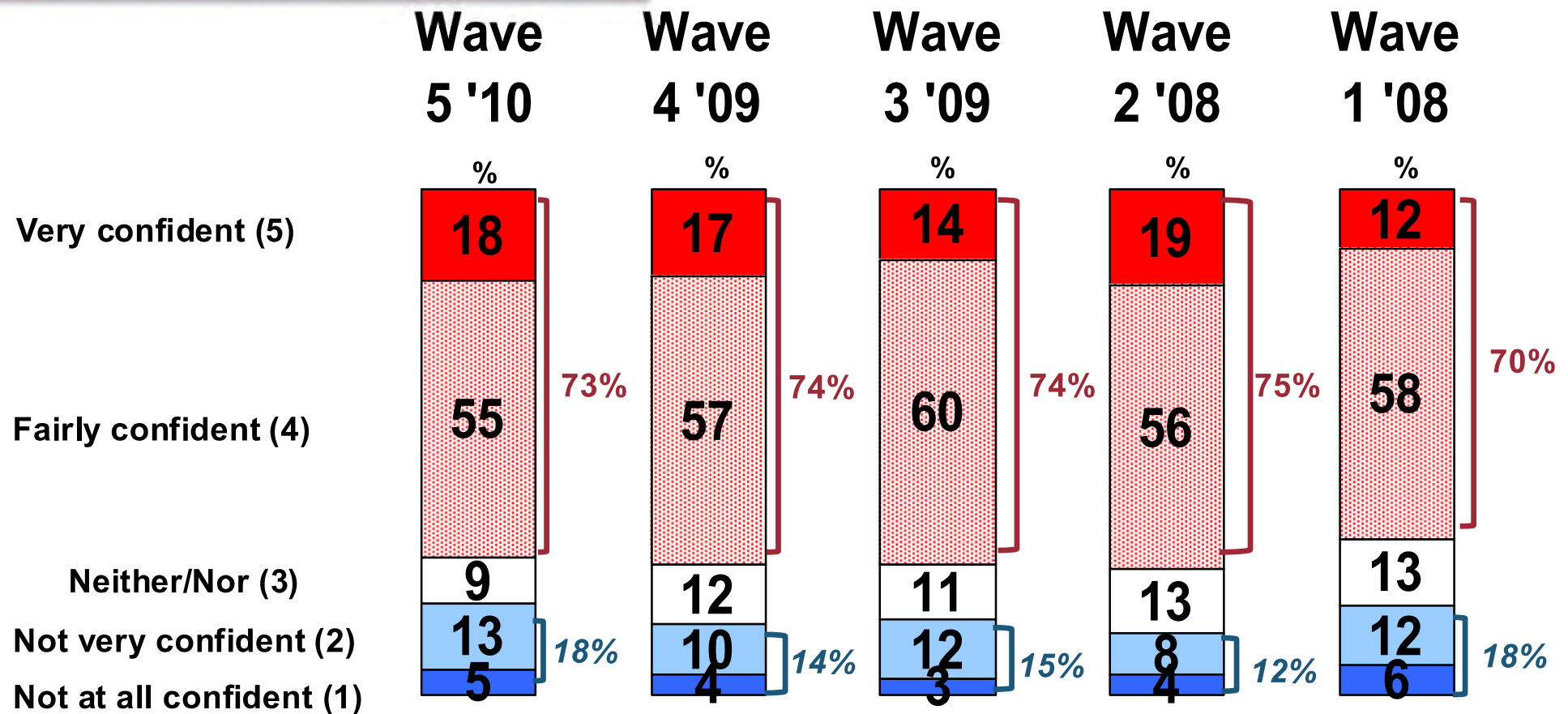
# Confidence About Rights as a Consumer

(Base: All aged 15-74 – 1,000)



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## Level of Confidence



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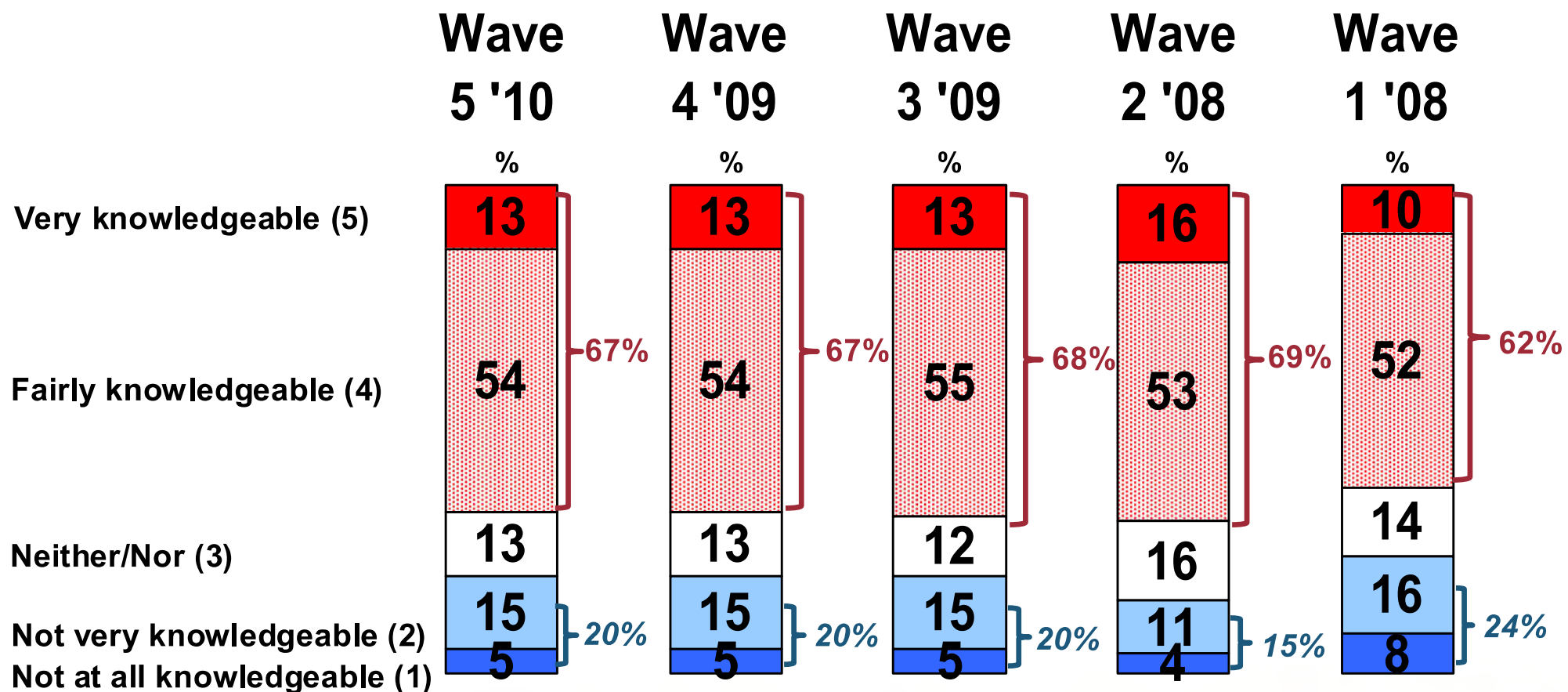
# Knowledge About Consumer Rights

(Base: All aged 15-74 – 1,000)



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## Level of Knowledge



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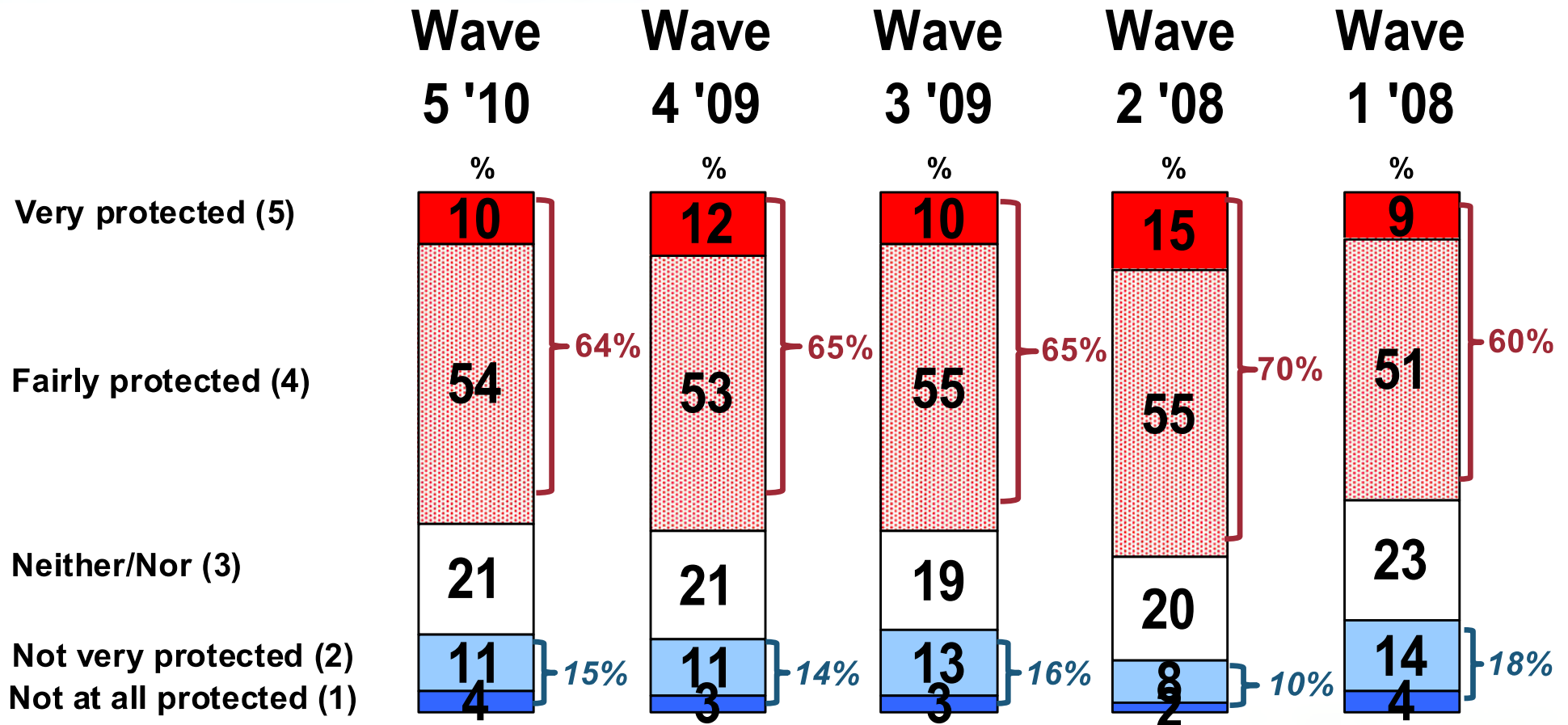
# Protected Regarding Consumer Rights



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(Base: All aged 15-74 – 1,000)

## Level of Protection



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# Empowerment Levels x Profile of Sample

(Base: All aged 15-74 – 1,000)



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Overall	Confident 73%	Not Confident 18%	Knowledgeable 67%	Not Knowledgeable 20%	Protected 64%	Not Protected 15%
Male	70%	20%	63%	25%	63%	16%
Female	74%	15%	69%	18%	66%	13%
15-24	63%	25%	55%	34%	57%	19%
25-34	77%	13%	70%	16%	69%	12%
35-44	75%	17%	70%	19%	63%	15%
45-54	74%	15%	70%	15%	71%	11%
55+	71%	17%	65%	20%	62%	17%
ABC1	77%	13%	71%	16%	67%	13%
C2DE	70%	20%	64%	25%	64%	15%
Responsible for main shop	75%	16%	71%	18%	66%	14%
Not responsible for main shop	69%	19%	61%	24%	63%	15%

  = Significantly lower than total sample
   = Significantly higher than total sample

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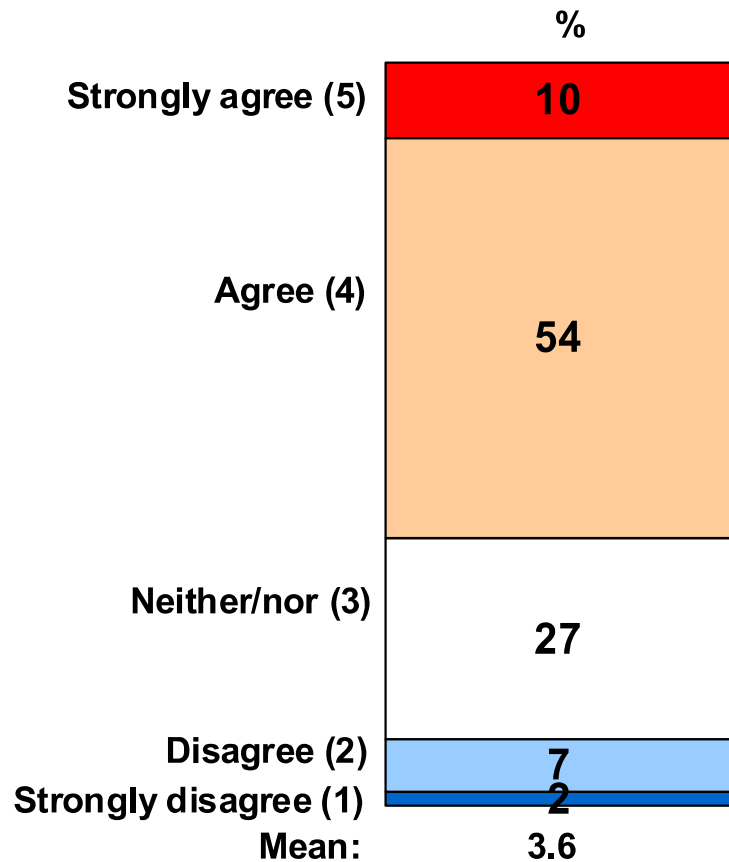
# Respecting your Rights as a Consumer



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(Base: All aged 15-74 – 1,000)

***“In general, sellers/providers in this country respect your rights as a consumer”.***



64%

➤ Most likely:

- Those who feel protected (76%), knowledgeable (72%) and confident (71%) in their rights as a consumer.
- Those aged 55+ (69%).

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## Section 2: Making Complaints

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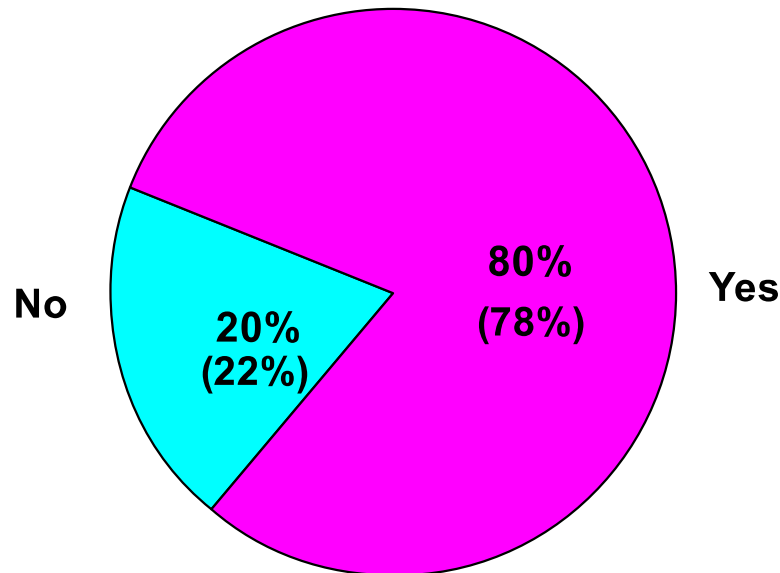
# Complaining Nation?

(Base: All aged 15-74 – 1,000)



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**As a consumer would you be prepared to complain if a problem had occurred or you are dissatisfied with a good or service you have purchased?**



- Most likely to be:**
- Women 82%
  - 35-54 year olds 83%
  - ABC1's 84%
  - Main Grocery Shoppers 84%
  - Knowledgeable about consumer rights 87%

() = Wave 4 '09

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# Goods & Services Bought with Reason to Complain or Return an Item – Primary & Secondary



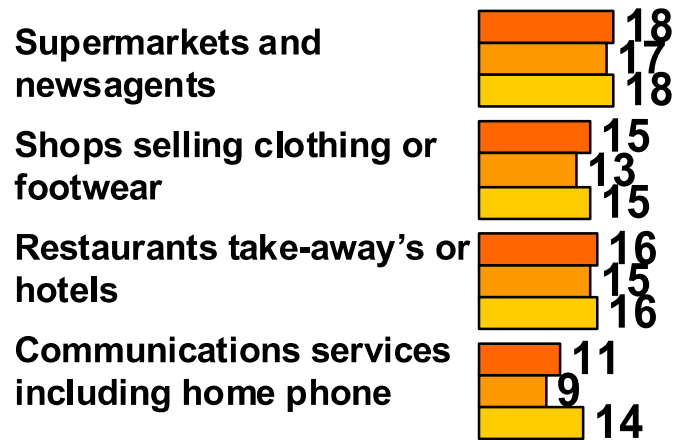
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(Base: Those who have purchased an item or service in the outlet)

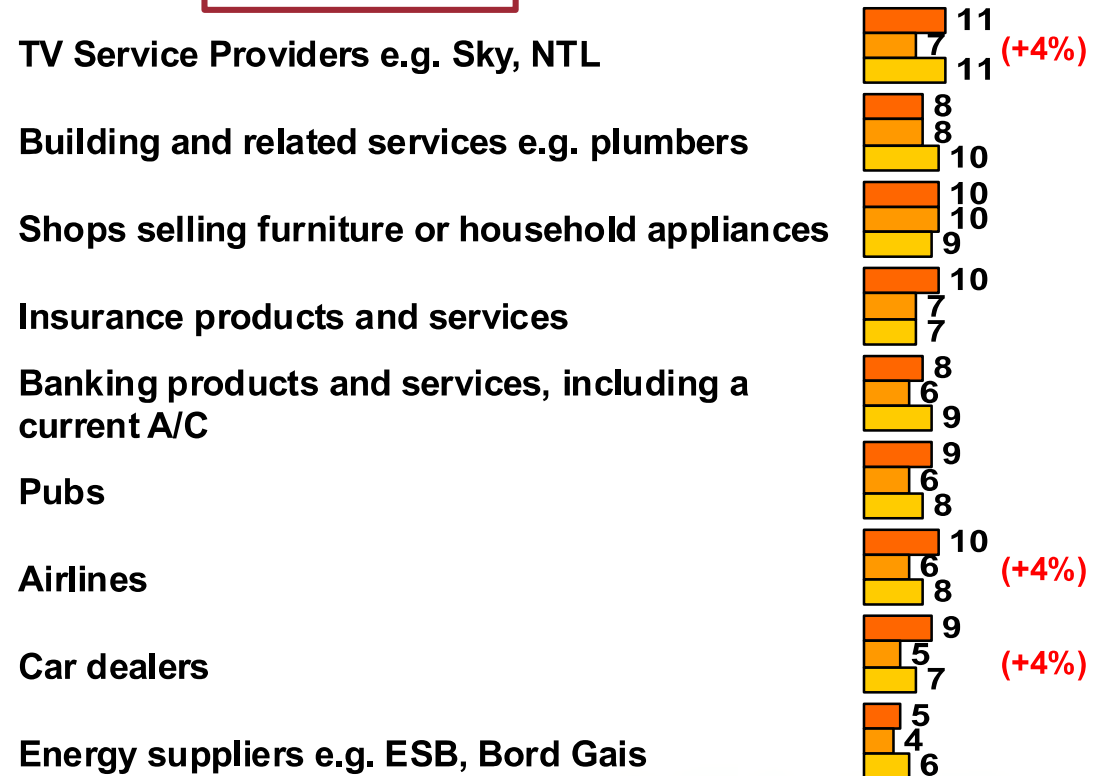
## Reason to Complain/Return from:

## % With Reason to Complain or Return Ever

### PRIMARY



### SECONDARY



Wave 5 2010  
Wave 4 2009  
Wave 3 2009

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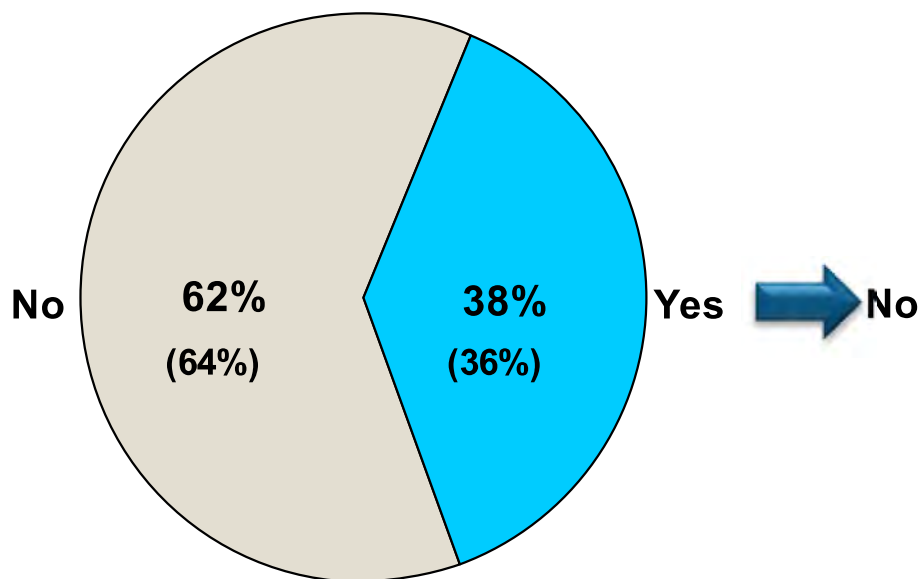
# Whether Complaint Made When had Reason to Do So



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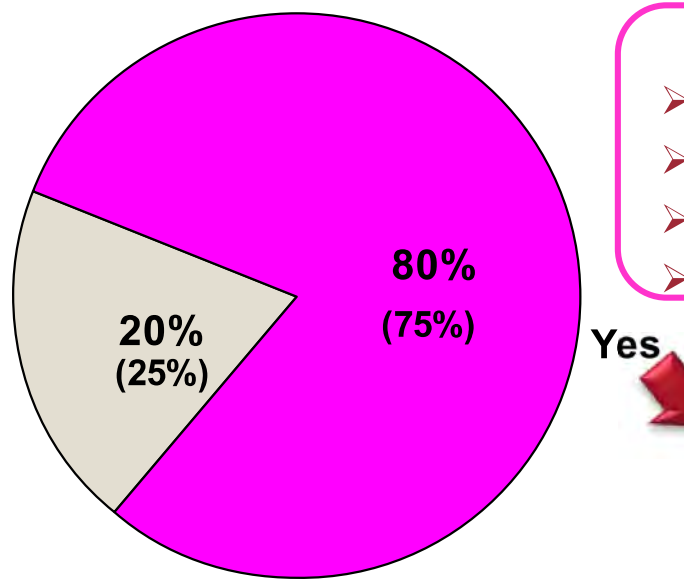
## Reason to Complain

(Base: All aged 15-74 – 1,000)



## Whether Made Complaint

(Base: All those who had cause or reason to complain in past 12 months - 375)



Most likely to be:

- Male 85%
- 35-44 year olds 86%
- 45-54 year olds 86%
- C2DE's 83%

Wave 1 2008

70% Yes

Wave 2 2008

75% Yes

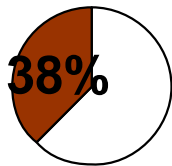
Wave 3 2009

69% Yes

( ) = Wave 4 '09

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# Reasons for Complaint

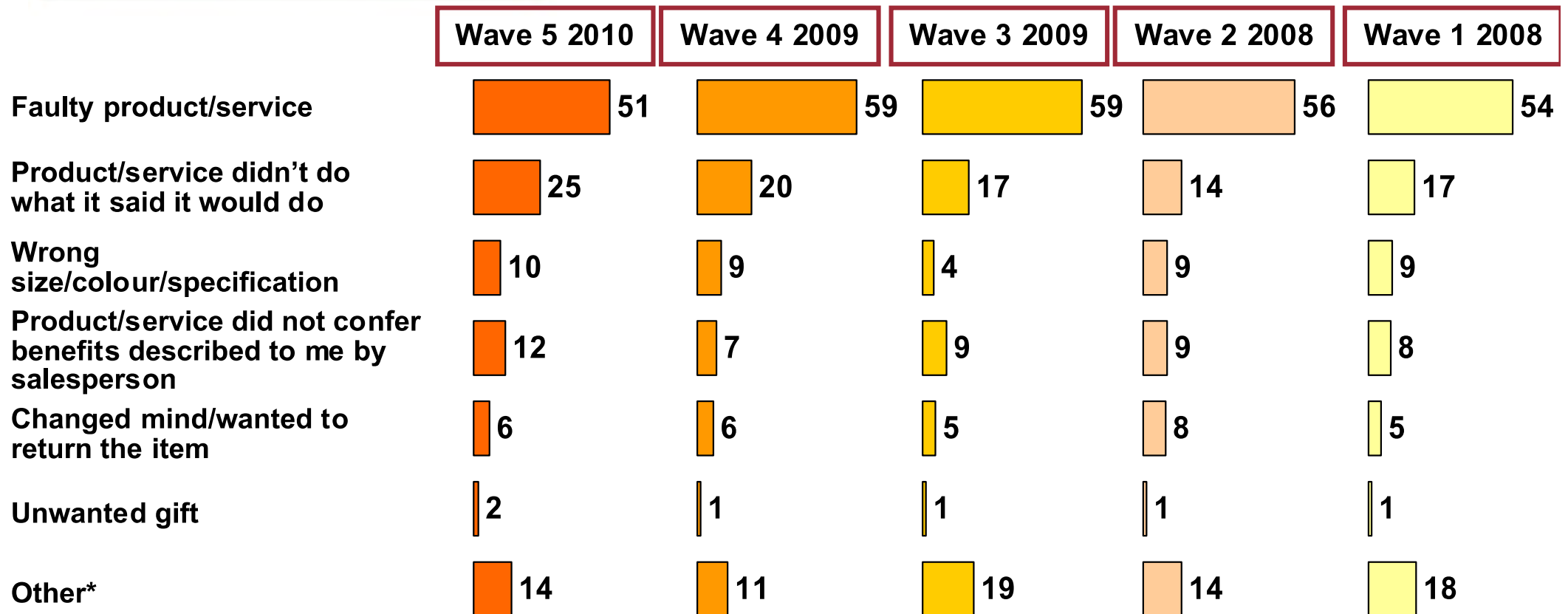


(Base: All those who had cause or reason to complain - 375)



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## Reasons for Complaint:



\* All others 1% or less

(Other includes – lack of quality food, food item out of date, too expensive, poor service, overcharged, meal not up to standard).

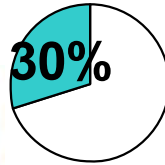
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# Assessment of the Complaints Process



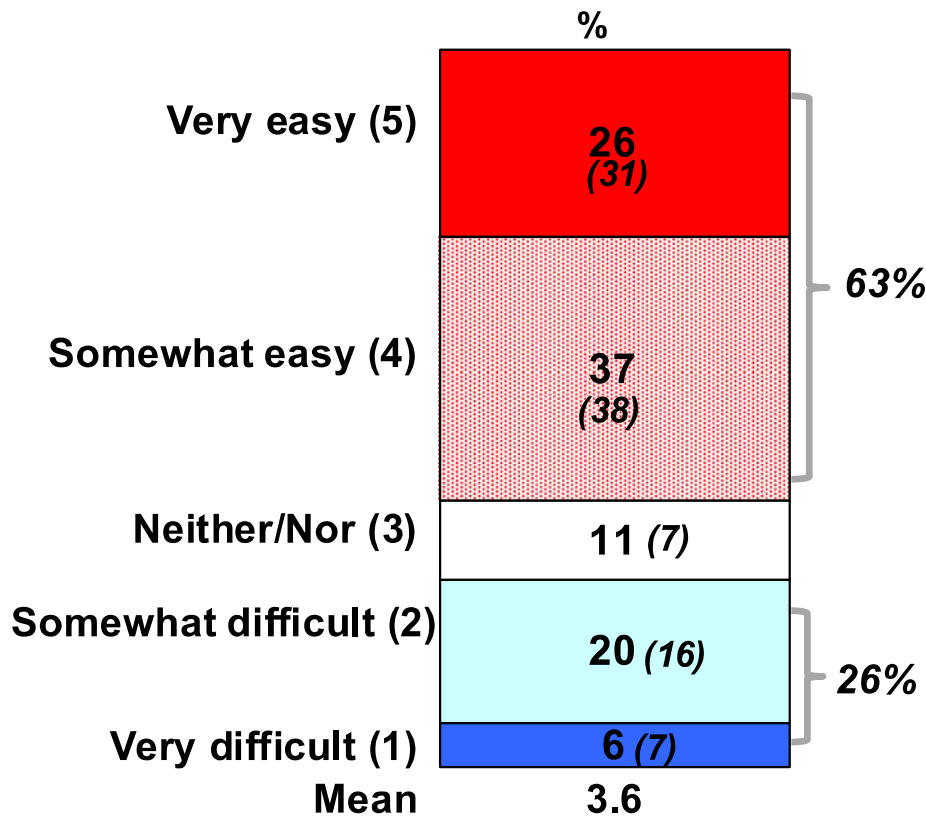
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Wave 5 2010  
Wave 4 2009



## Level of Difficulty Experienced

(Base: All who made a complaint – 300)



## Difficulty Experienced

(Base: All who experienced difficulty – 78)

Unhelpful staff

Refusal of retailer to refund my money

The retailer/provider never got back to me

Difficulty contacting trader

Had to put complaint in writing

I was unsure of my consumer rights

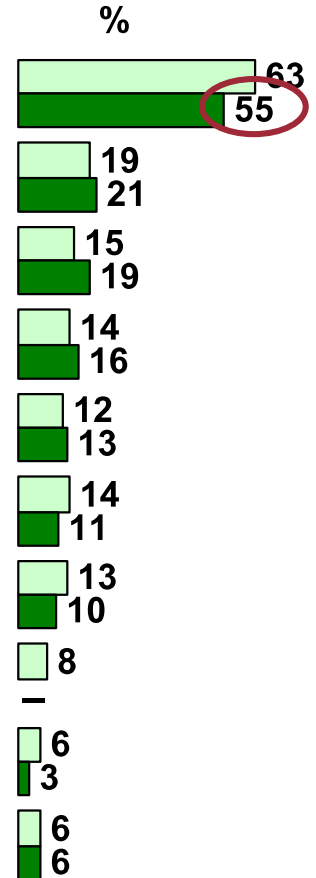
Offered a repair when wanted a replacement

Unsure of the complaints process including to who to complain to\*

Only give me a credit note

Refusal to repair returned item

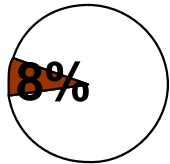
# All others 4% or less



( ) = Wave 3 2009

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# Reasons for Not Complaining

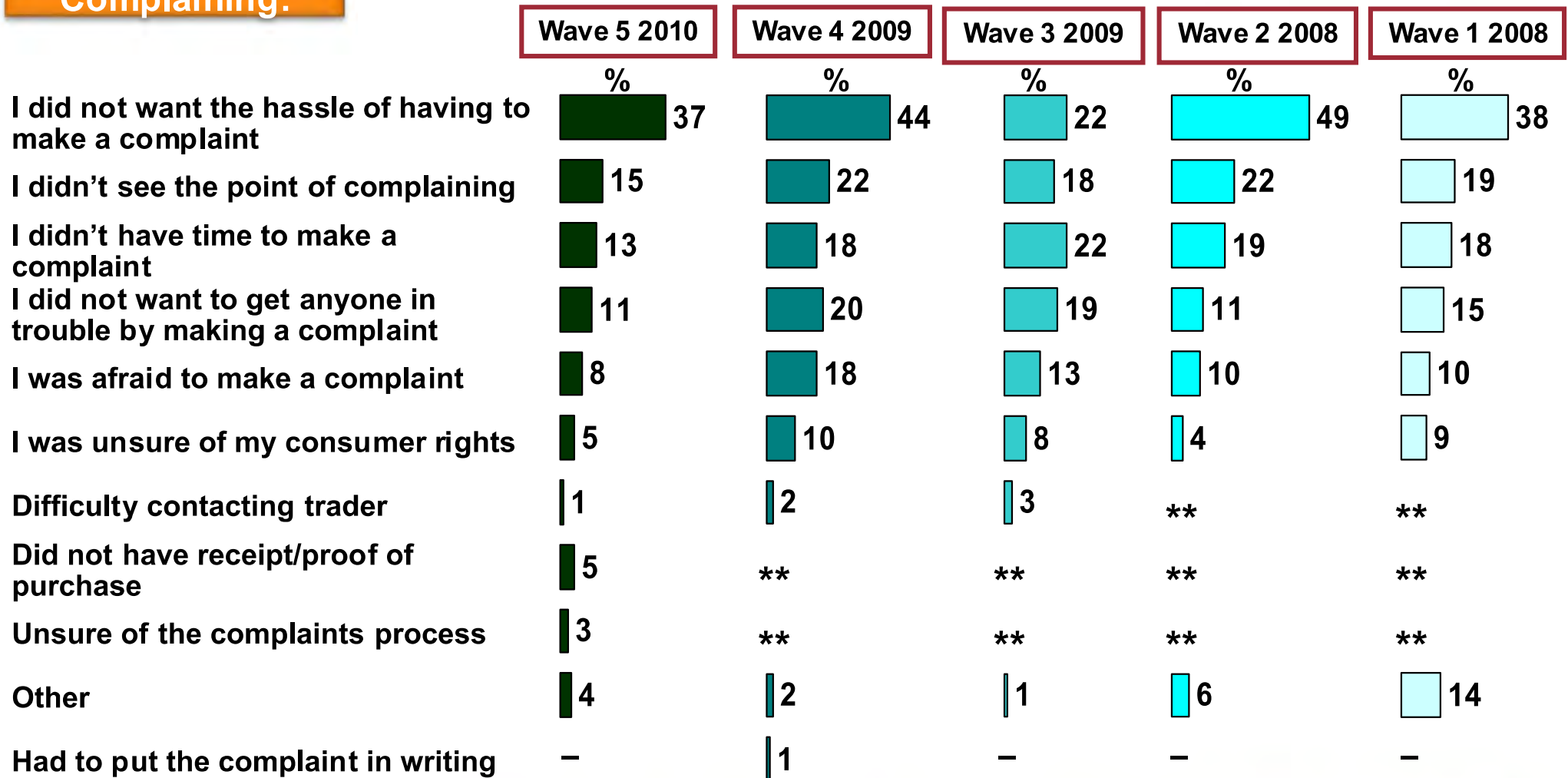


(Base: All those who had reason to make a complaint but didn't in past 12 months - 75)



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## Reasons for Not Complaining:



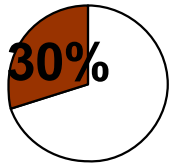
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# Resolution Status of Problem

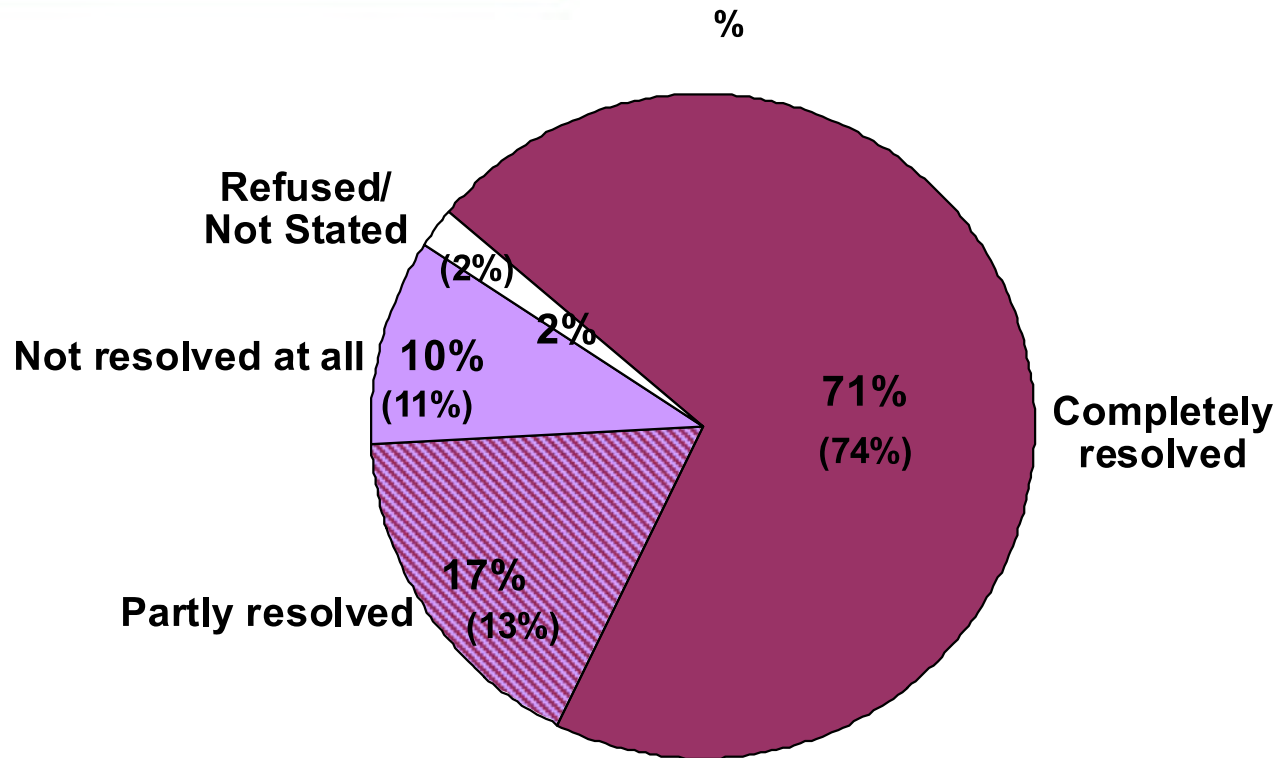
(Base: All those who made a complaint in past 12 months - 300)



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## Whether Complaint Resolved



() = Wave 4 2009

### Benchmark 2007

Question not asked  
in Benchmark  
survey

### Wave 1 2008

78% completely  
resolved

### Wave 2 2008

66% completely  
resolved

### Wave 3 2009

73% completely  
resolved

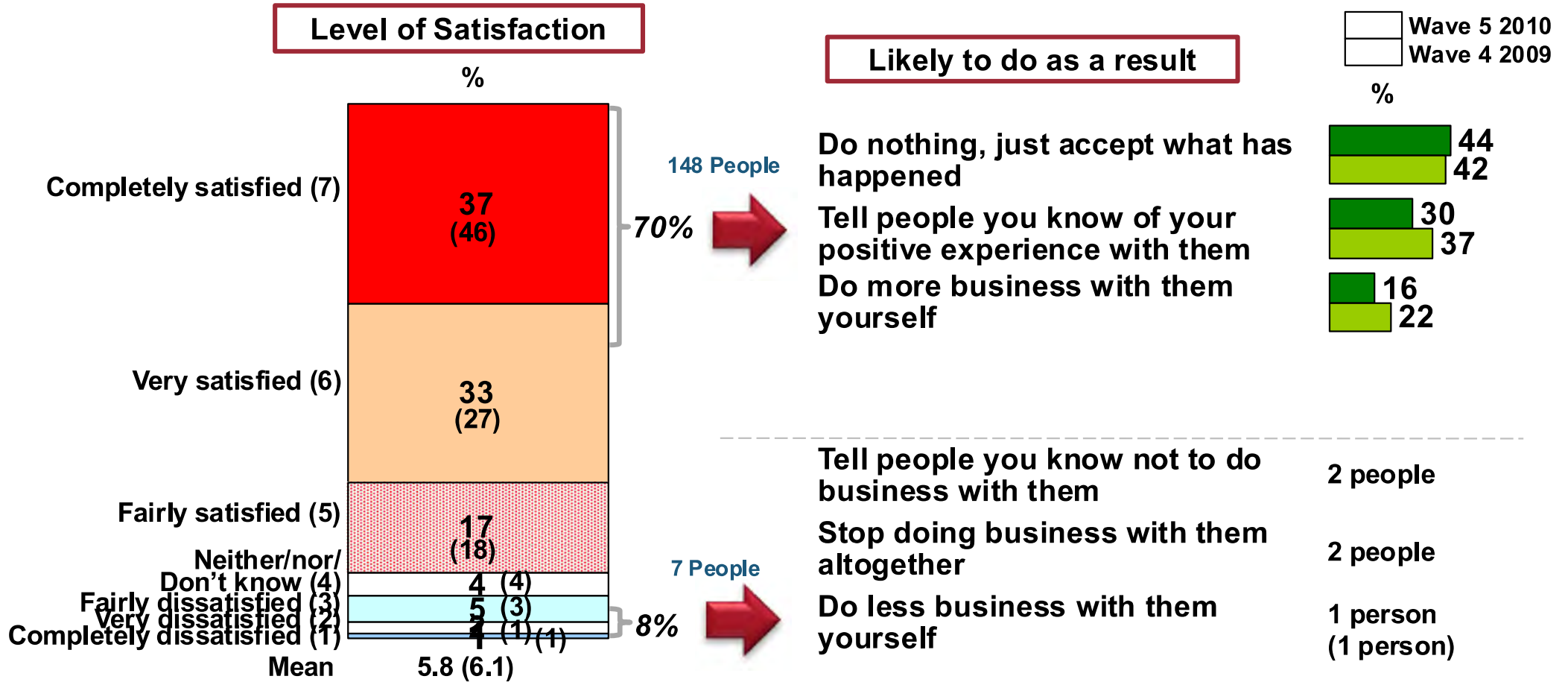
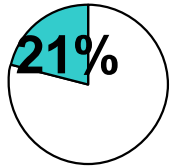
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# Satisfaction with the Way Complaint was Handled



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(Base: All who's complaint was completely resolved – 211)



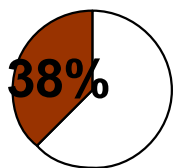
() = Wave 4 2009

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# Likelihood of Buying Again from Business that had Reason to Complain About

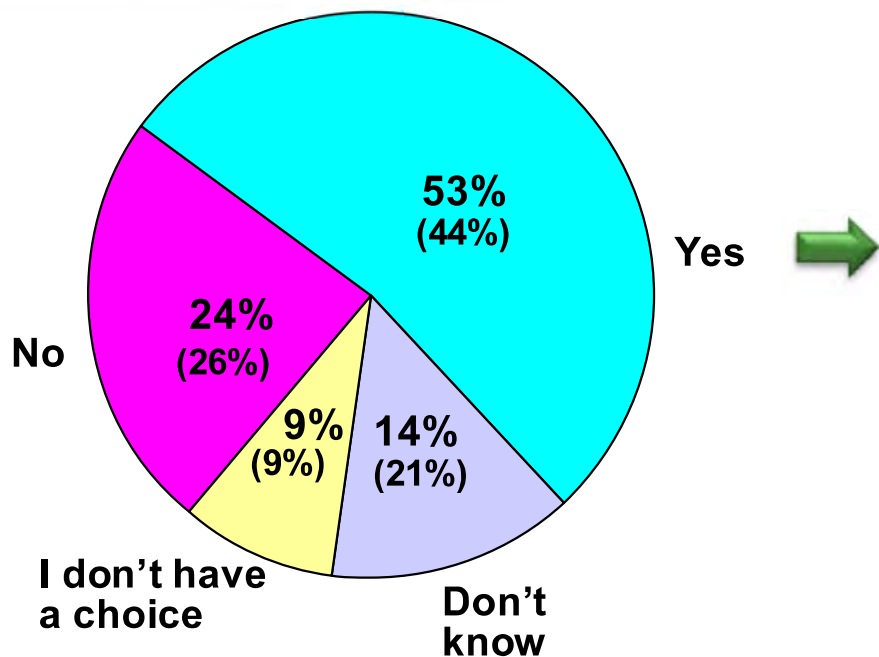


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(Base: All those who had cause or reason to complain - 375)

## Likelihood to Buy Again



( ) = Wave 4 2009

Benchmark 2007
52% Yes
27% No
16% I don't have a choice
Wave 1 2008
59% Yes
29% No
12% I don't have a choice
Wave 2 2008
64% Yes
29% No
7% I don't have a choice
Wave 3 2009
28% Yes
45% No
22% Don't know
5% I don't have a choice

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## Section 3: Customer Service

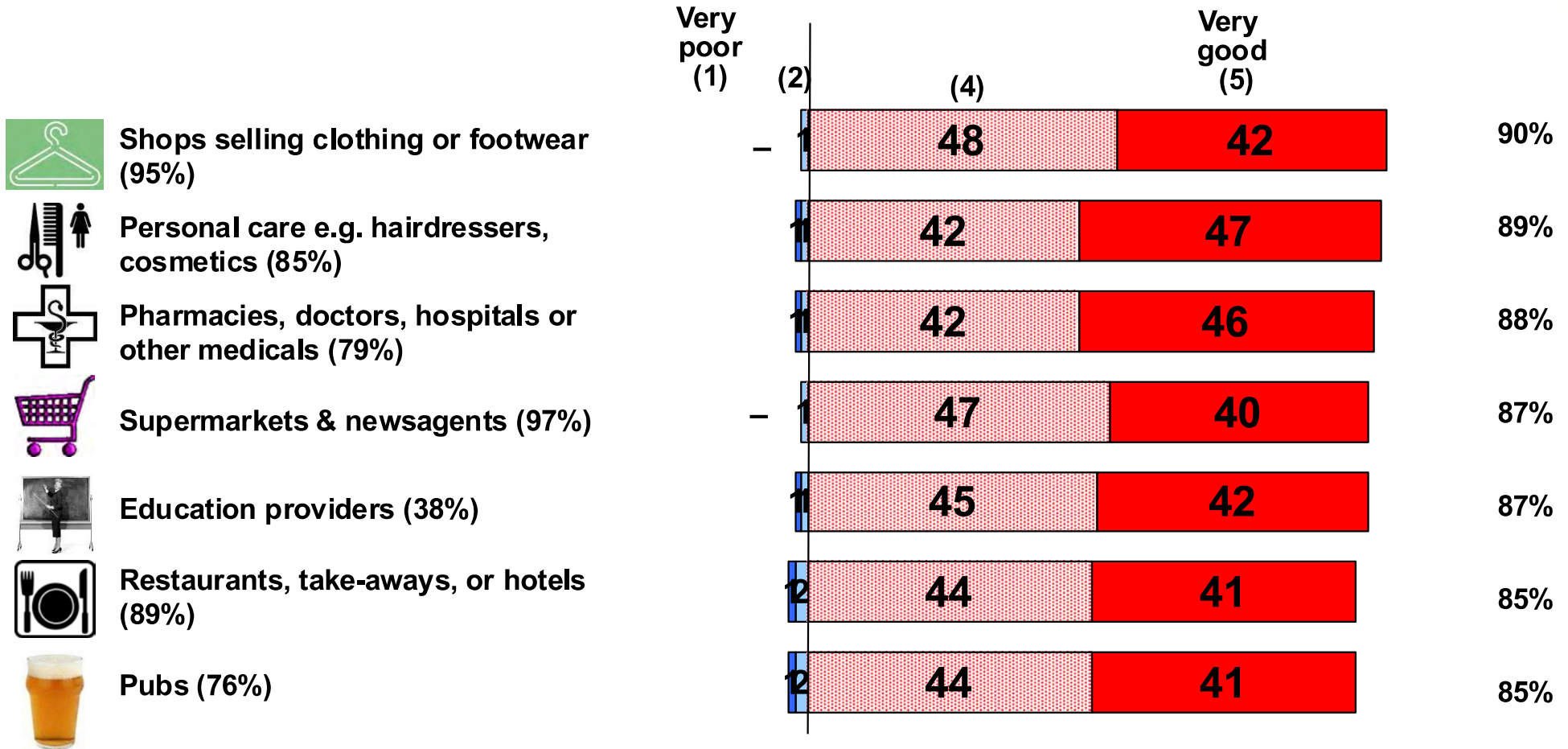
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# Level of Customer Service – Experienced – I

(Base: All who have bought goods/services in past 12 months)



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( ) = Total that purchased

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# Level of Customer Service – Experienced – II

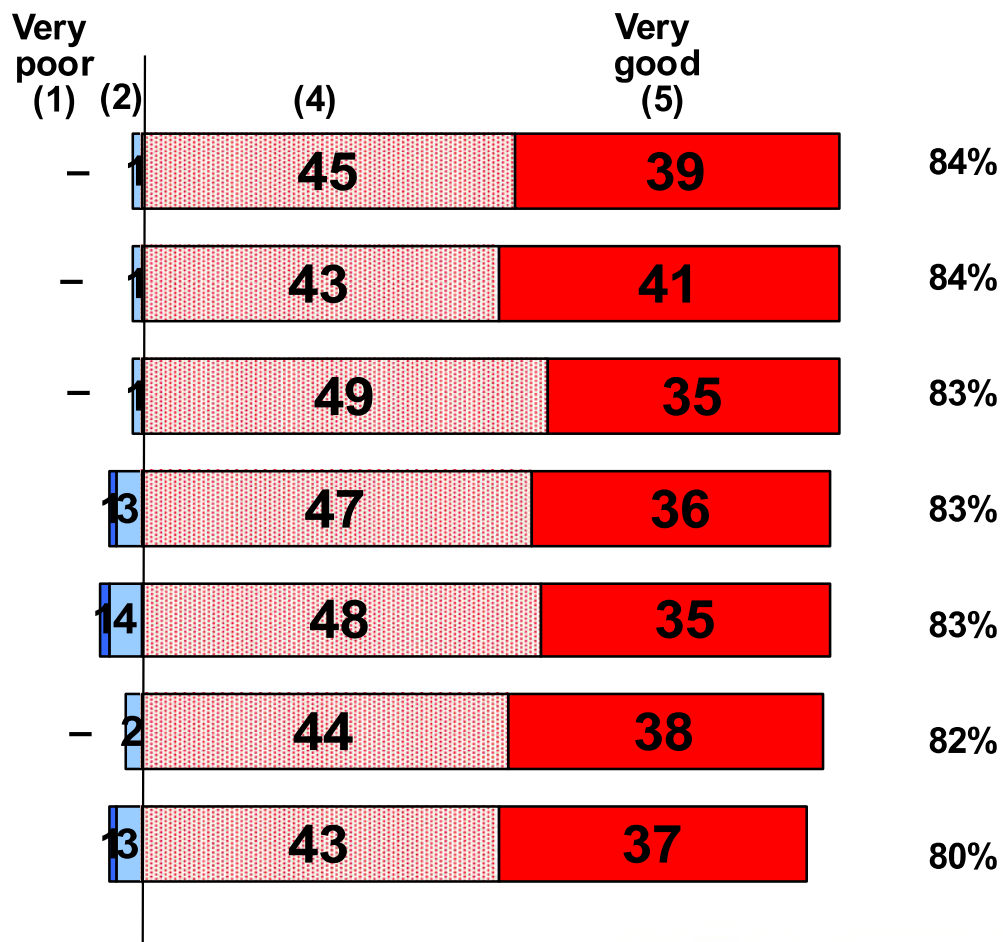
(Base: All who have bought goods/services in past 12 months)



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Entertainment outside the home (60%)



Entertainment at home (62%)



Shops selling furniture or households appliances (40%)



Communications services including home phone mobile, internet (69%)



Building and related services (33%)



Energy suppliers (61%)



Travel agent (29%)

( ) = Total that purchased

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# Level of Customer Service – Experienced – III

(Base: All who have bought goods/services in past 12 months)



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Car dealers (24%)



Insurance products and services (65%)



TV service providers (50%)



Waste services (49%)



Airlines (44%)



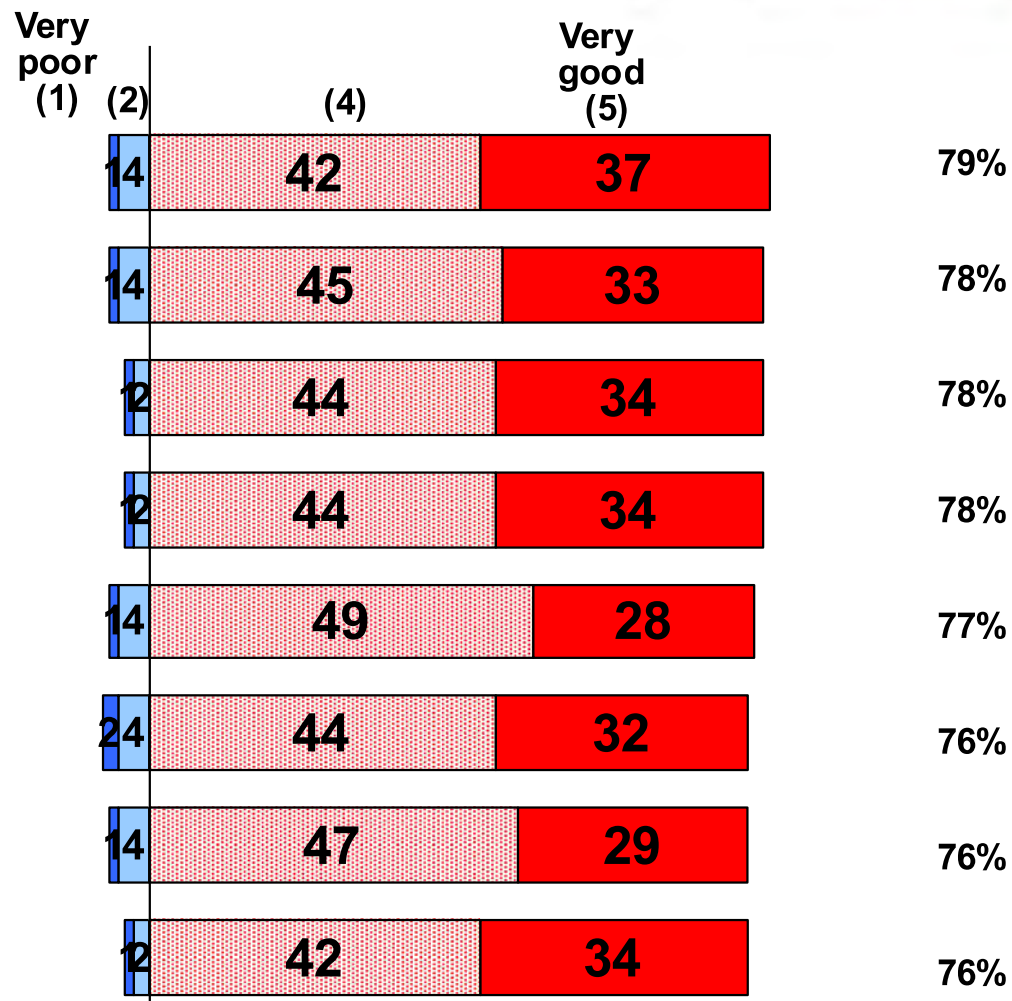
Banking products & Services (68%)



Public transport (43%)



Petrol Stations (74%)



( ) = Total that purchased

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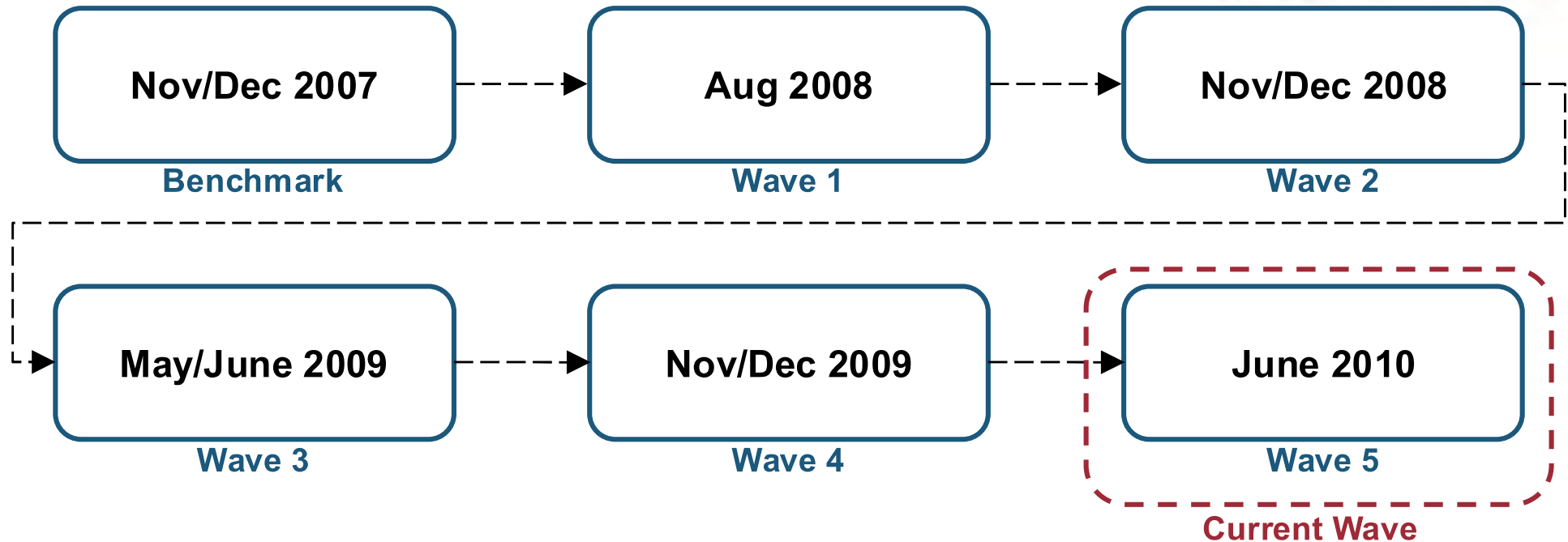
# Research Background and Methodology

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# Research Background and Methodology



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- Amárach Research conducted the research by means of face-to-face interviewing with 1,000 people between the ages of 15-74.
- In all, 6 comparable “Waves” of Market Research have been completed since November / December 2007.
- To ensure that the data is nationally representative, quotas were applied on the basis of age, gender and social class.
- Interviewing was conducted over a four week period in June 2010.

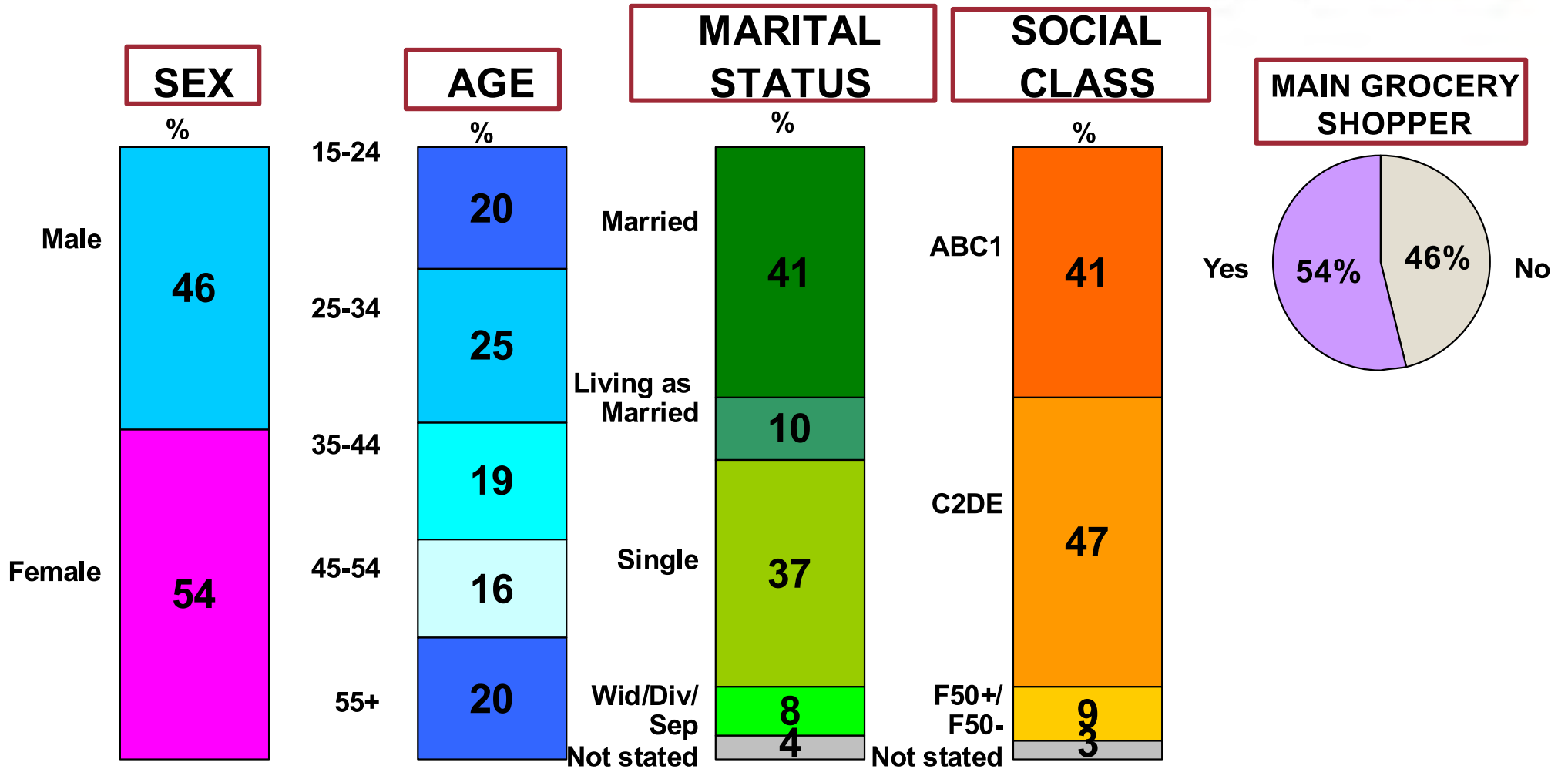
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# Profile of Sample

(Base: All aged 15-74 – 1,000)



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