

# National Consumer Agency

## Consumer Empowerment and Complaints Market Research Findings



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**August 2009**  
**Research Conducted by**

**amárach**   
**research**

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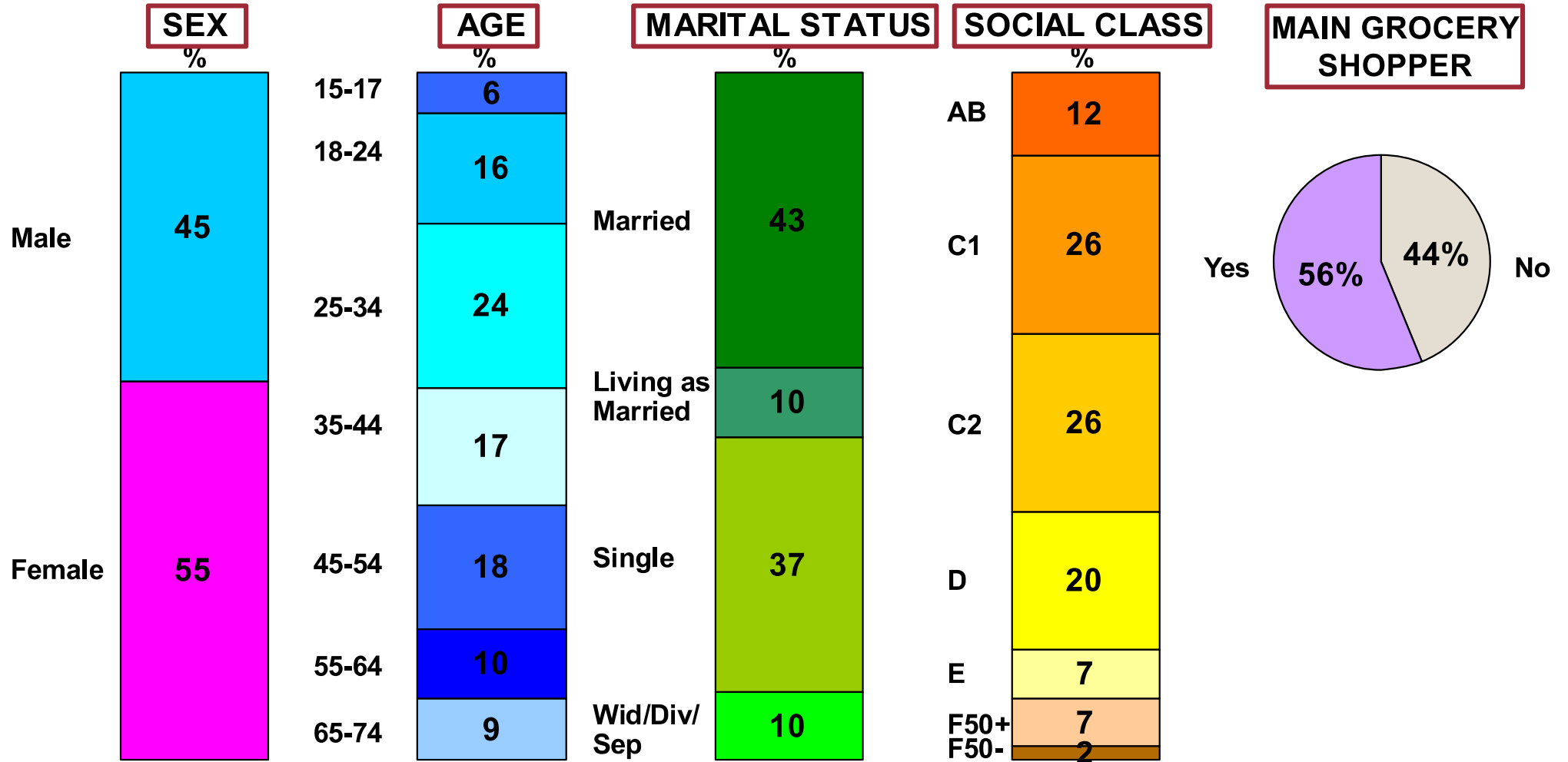
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# B. Profile of Sample – I

(Base: All aged 15-74 – 1,000)



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# Section 1: Consumer Rights Awareness Levels

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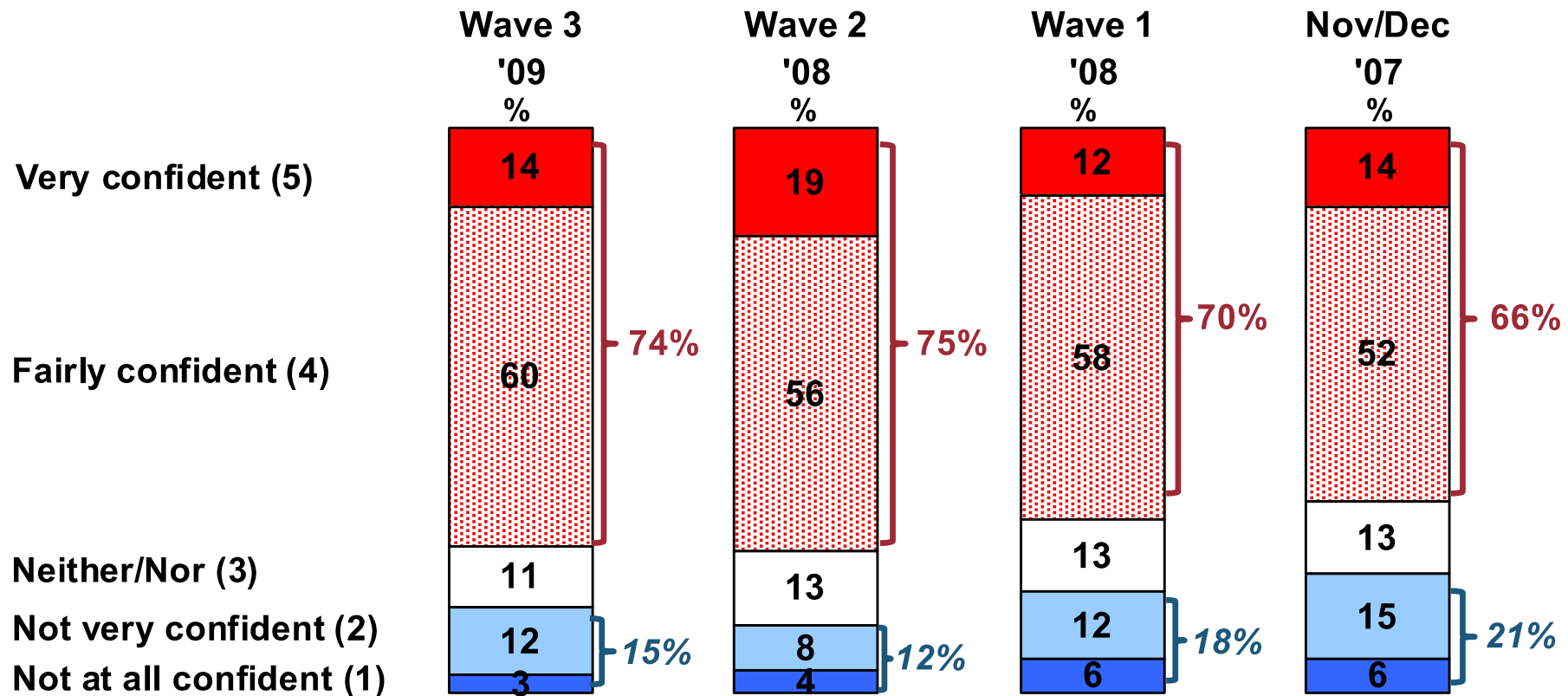
# Confidence About Rights as a Consumer



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(Base: All aged 15-74 – 1,000)

## Level of Confidence



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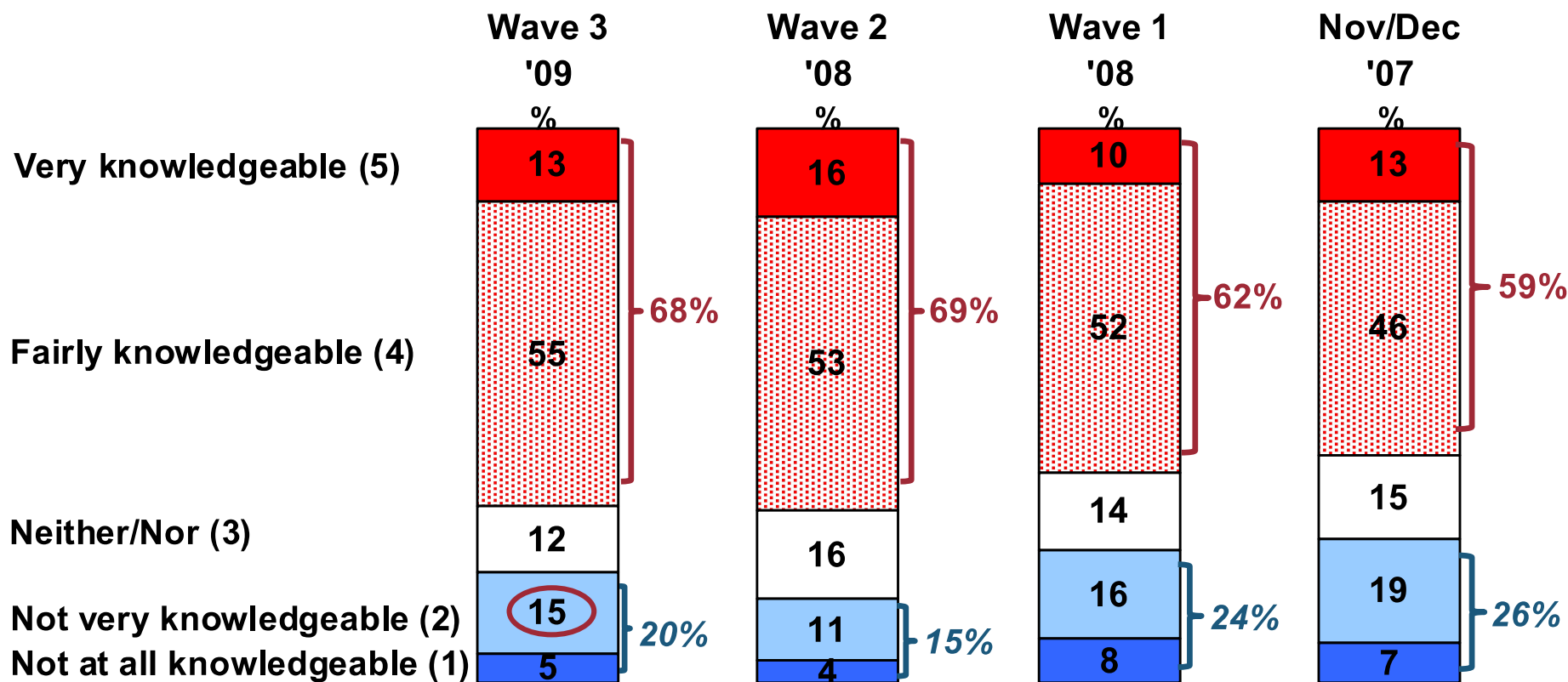
# Knowledge About Consumer Rights



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(Base: All aged 15-74 – 1,000)

## Level of Knowledge



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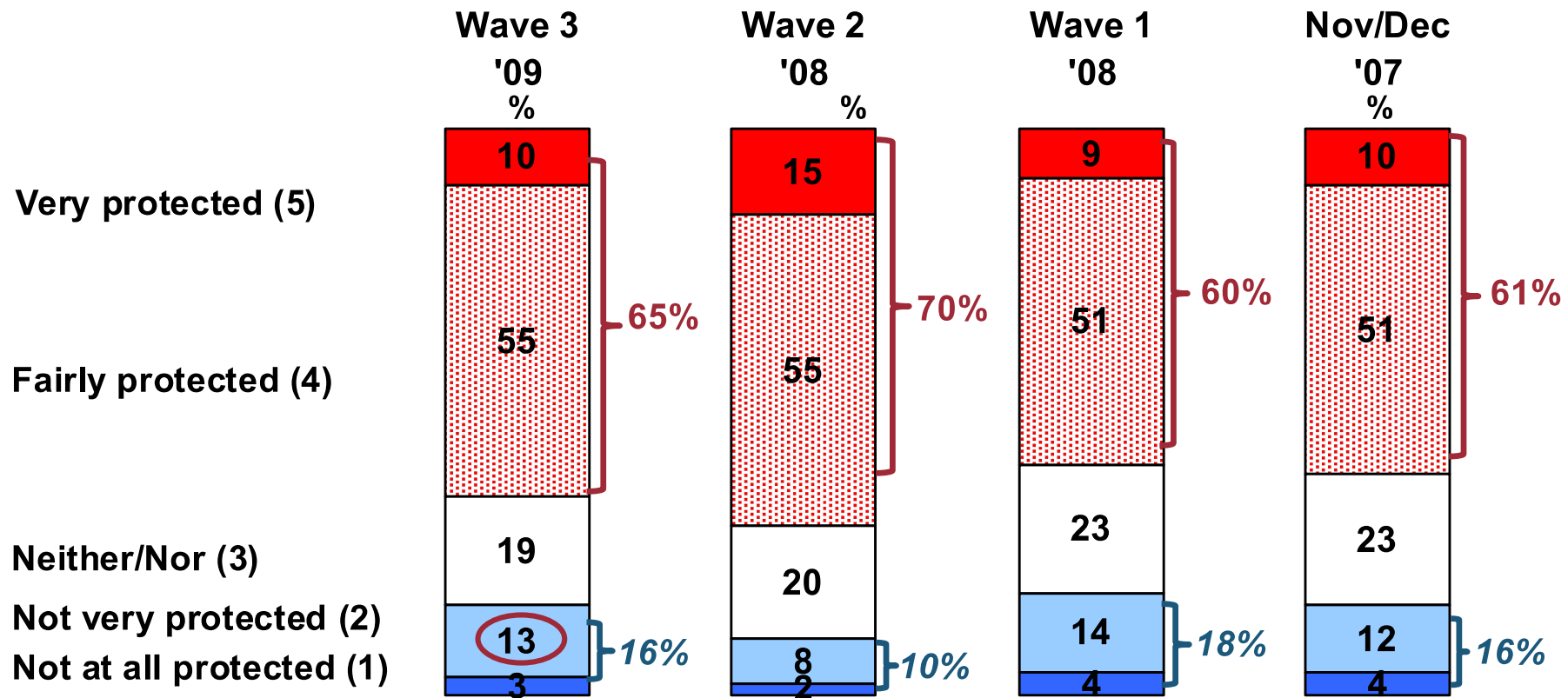
# Protected Regarding Consumer Rights

(Base: All aged 15-74 – 1,000)



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## Level of Protection



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## **Section 2: Making Complaints**

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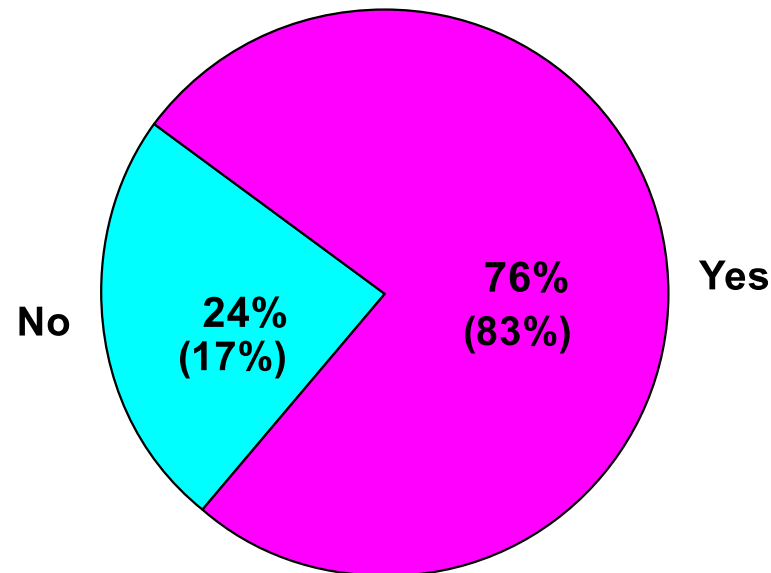
# Complaining Nation?



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(Base: All aged 15-74 – 1,000)

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?



( ) = Wave 2 '08

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



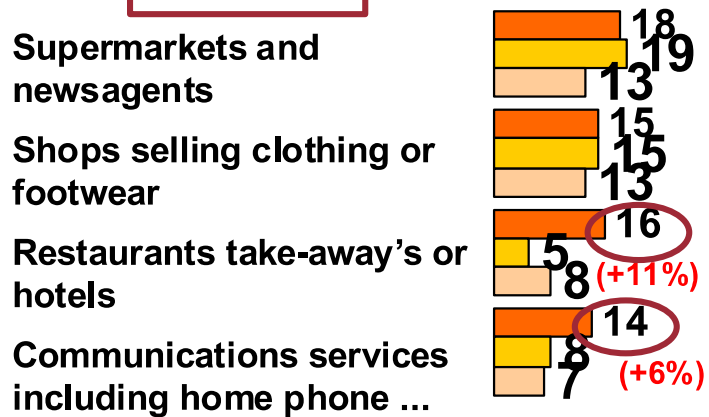
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(Base: All aged 15-74 – 1,000)

**% With Reason to Complain or Return Ever**

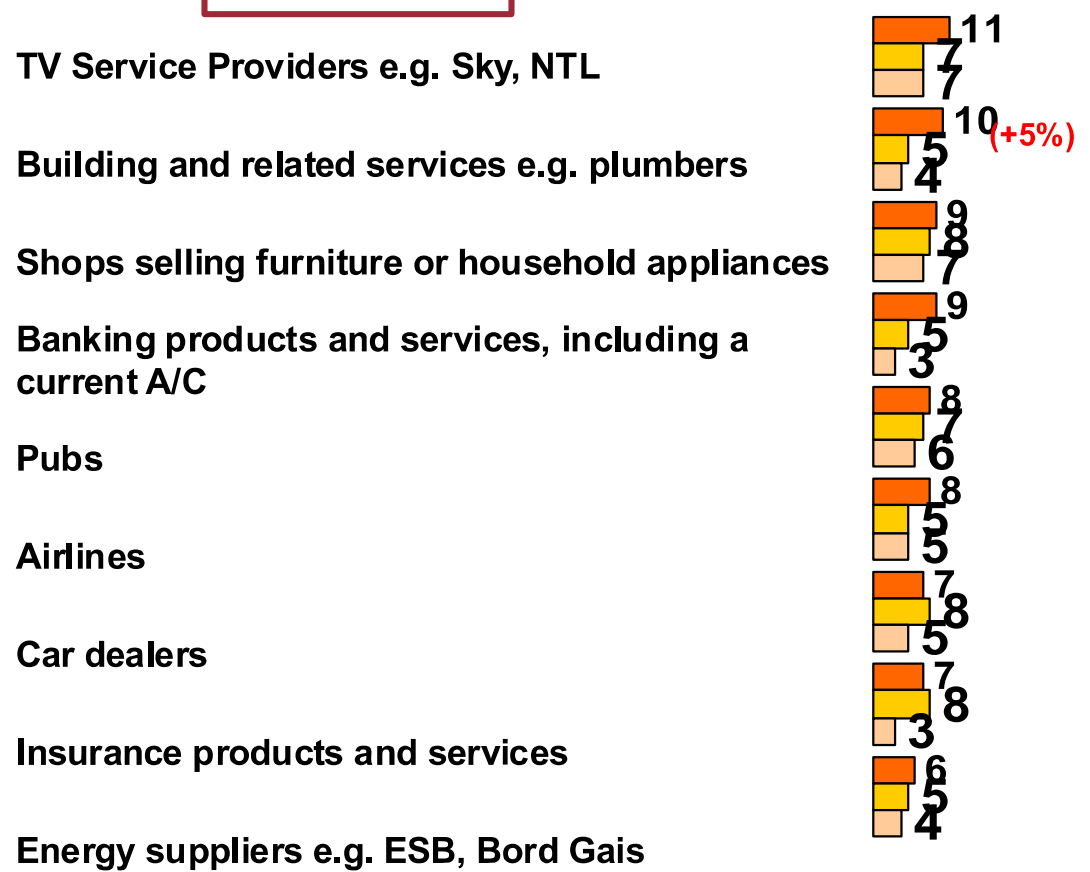
**Reason to Complain/Return from:**

**PRIMARY**



Wave 3 2009  
 Wave 2 2008  
 Wave 1 2008

**SECONDARY**



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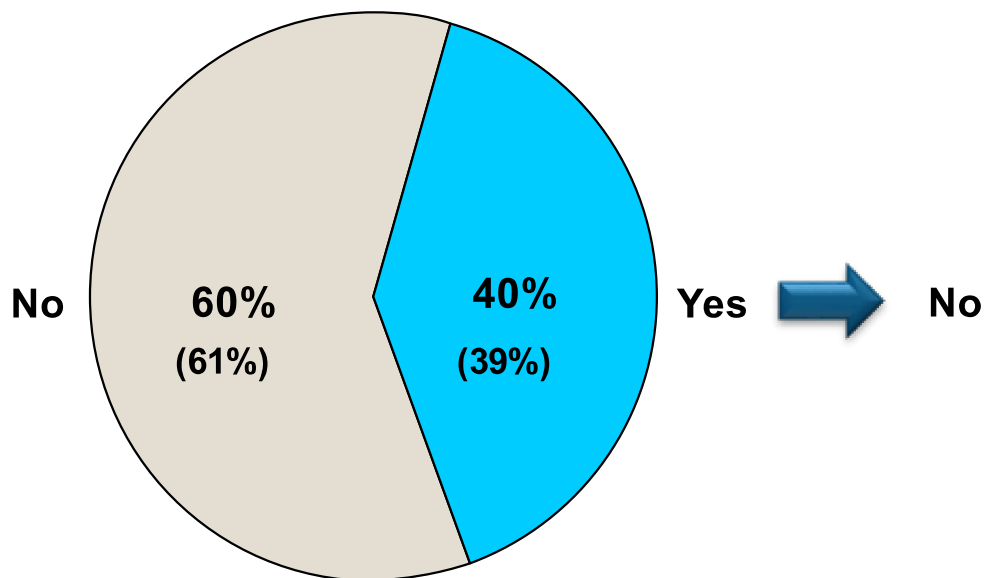
# Whether Complaint Made When had Reason to Do So



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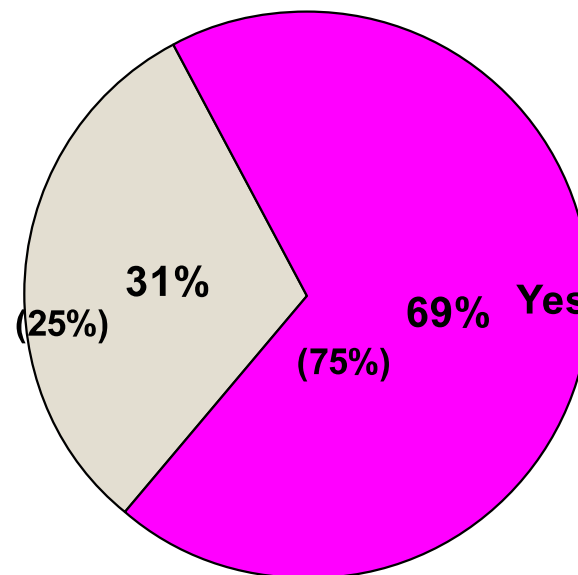
## Reason to Complain

(Base: All aged 15-74 – 1,000)



## Whether Made Complaint

(Base: All those who had cause or reason to complain in past 12 months - 400)



() = Wave 2 '08

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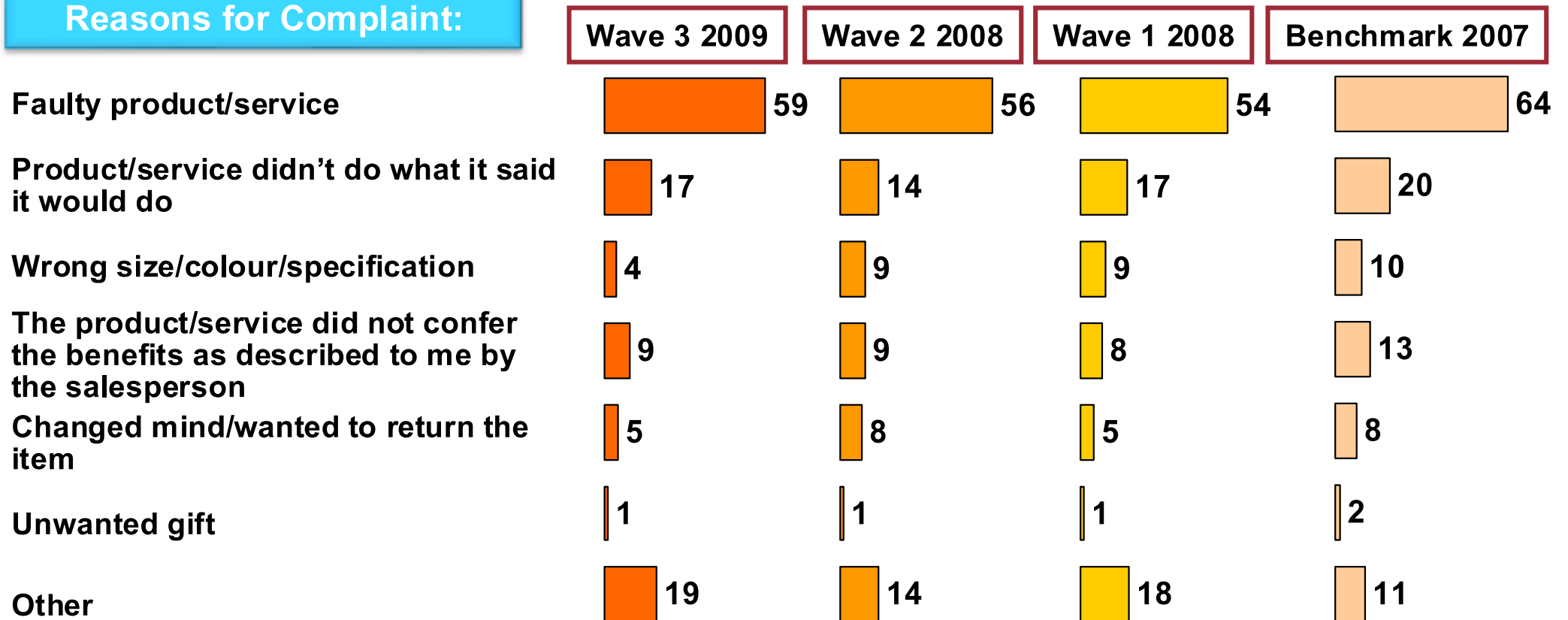
# Reasons for Complaint

(Base: All those who made a complaint in past 12 months - 275)



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## Reasons for Complaint:



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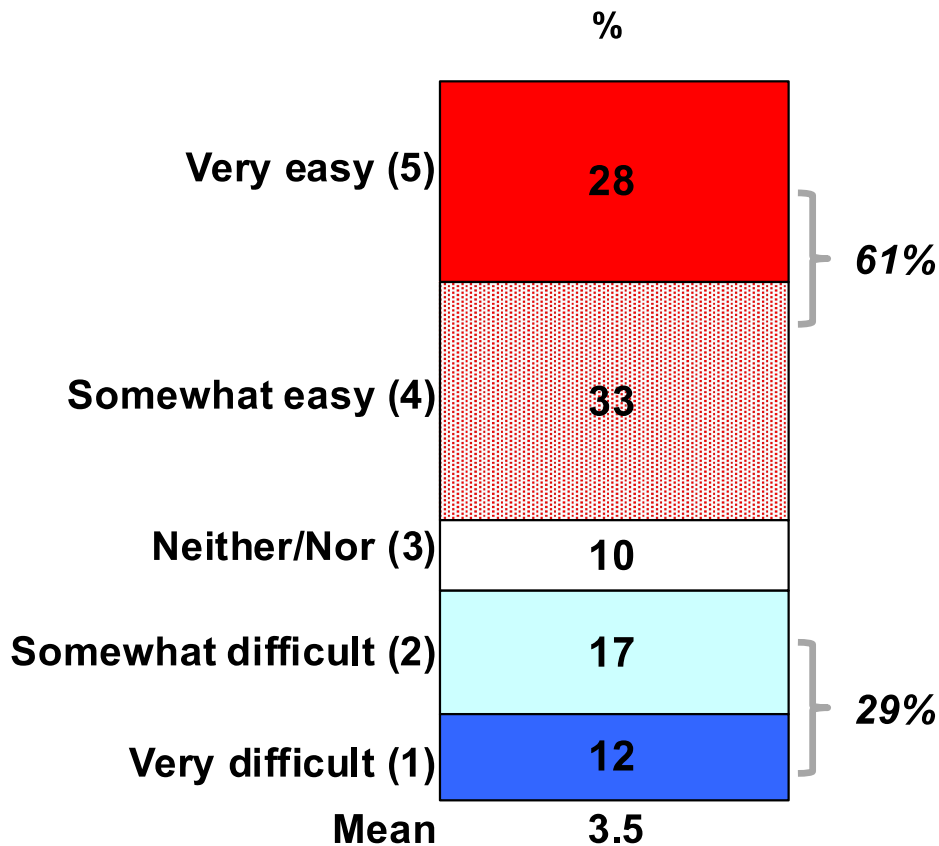
# Assessment of the Complaints Process



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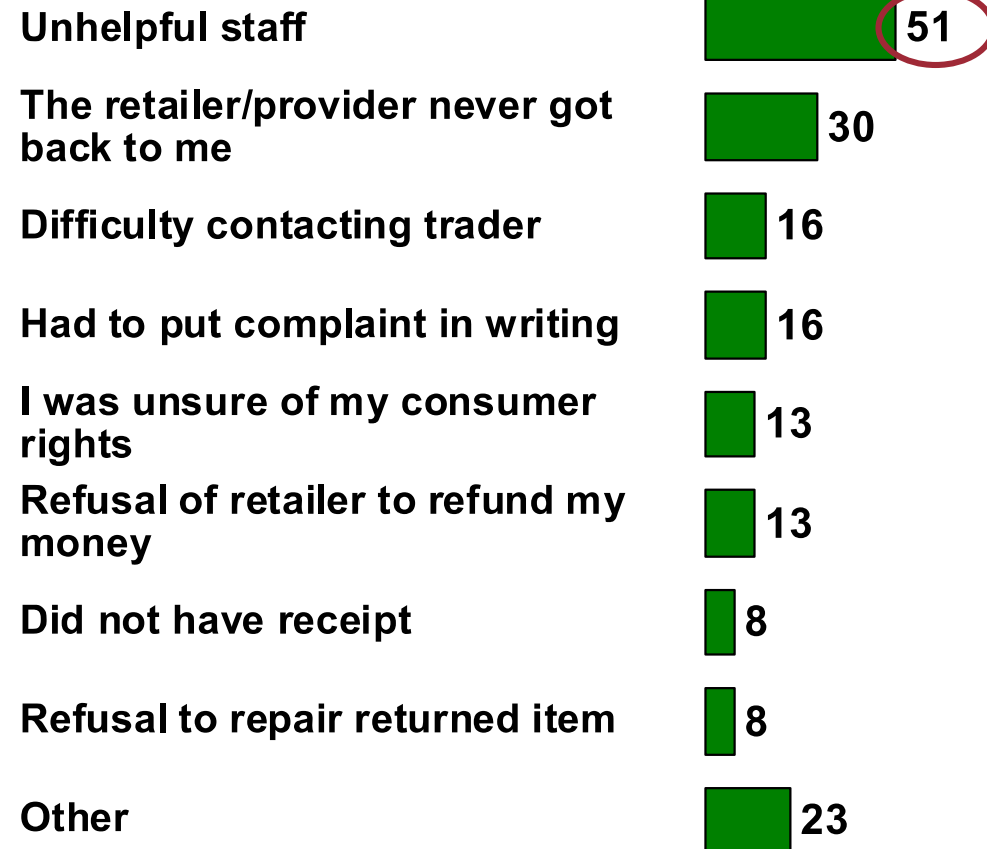
## Level of Difficulty Experienced

(Base: All who made a complaint – 275)



## Difficulty Experienced

(Base: All who experienced difficulty – 80) %



# All others 6% or less

\* New Question

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# Emotional Cost of Problem/Complaint

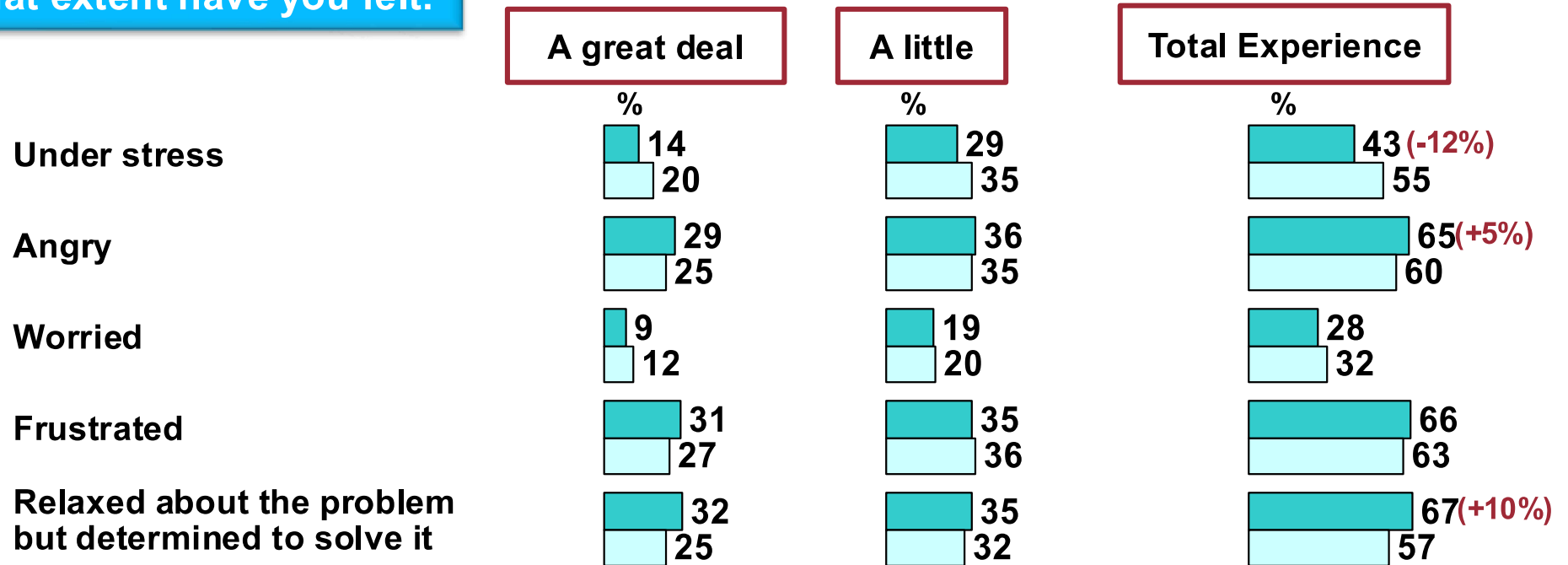
(Base: All those who made a complaint in past 12 months - 275)



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Wave 3 2009  
Wave 1 2008

## To what extent have you felt:



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# Reasons for Not Complaining



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(Base: All those who had reason to make a complaint but didn't in past 12 months - 125)

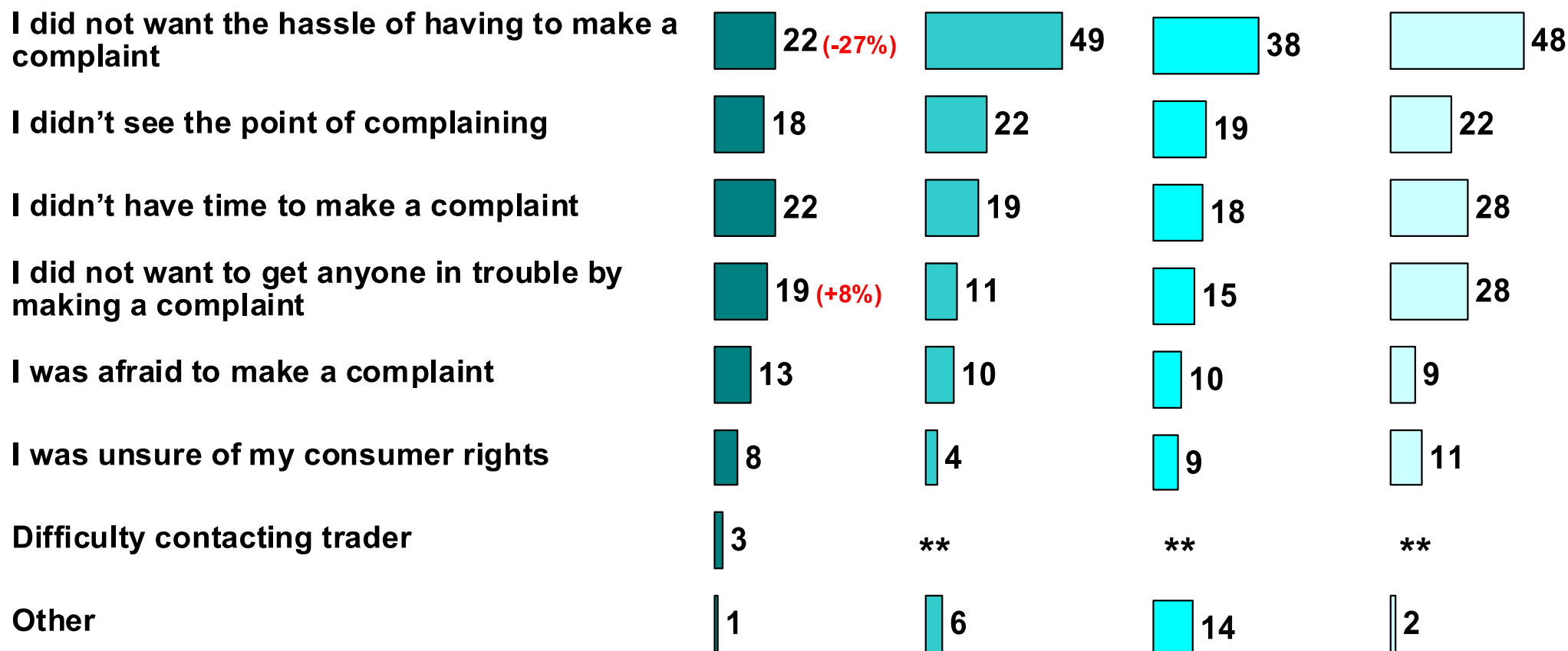
## Reasons for Not Complaining:

Wave 3 2009

Wave 2 2008

Wave 1 2008

Benchmark 2007



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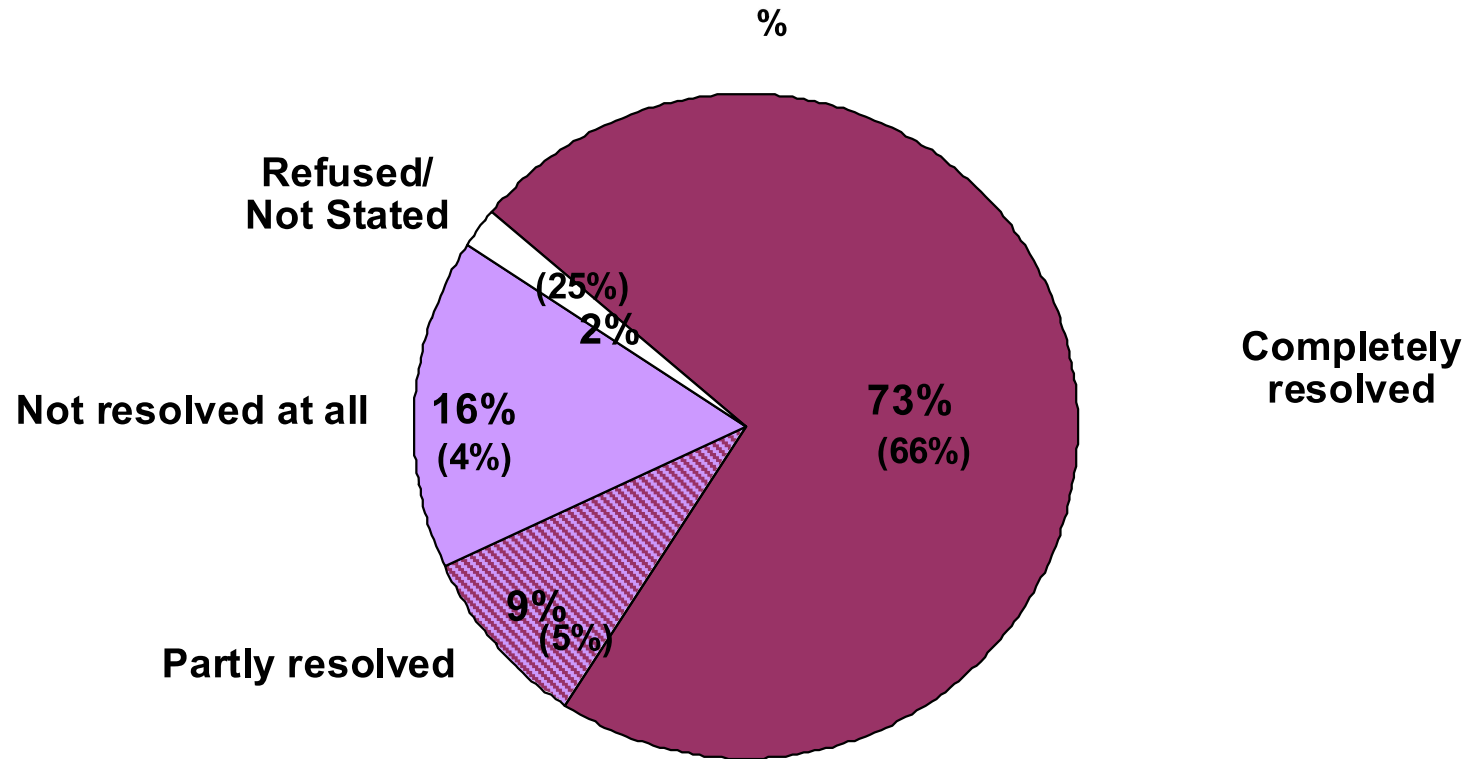
# Resolution Status of Problem

(Base: All those who made a complaint in past 12 months - 275)



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## Whether Complaint Resolved



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# Satisfaction with the Way Complaint was Handled

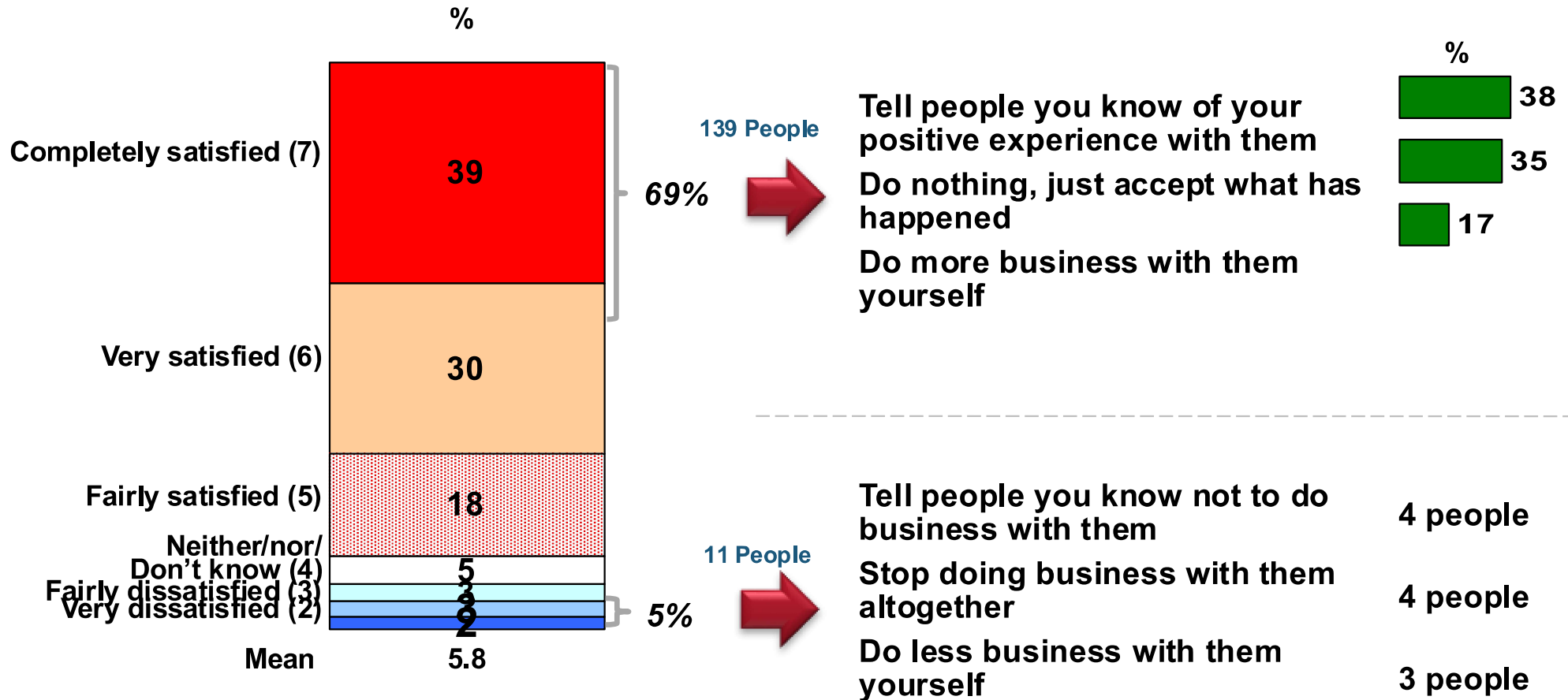


(Base: All who's complaint was completely resolved – 201)

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## Level of Satisfaction

## Likely to do as a result



\* *New Question*

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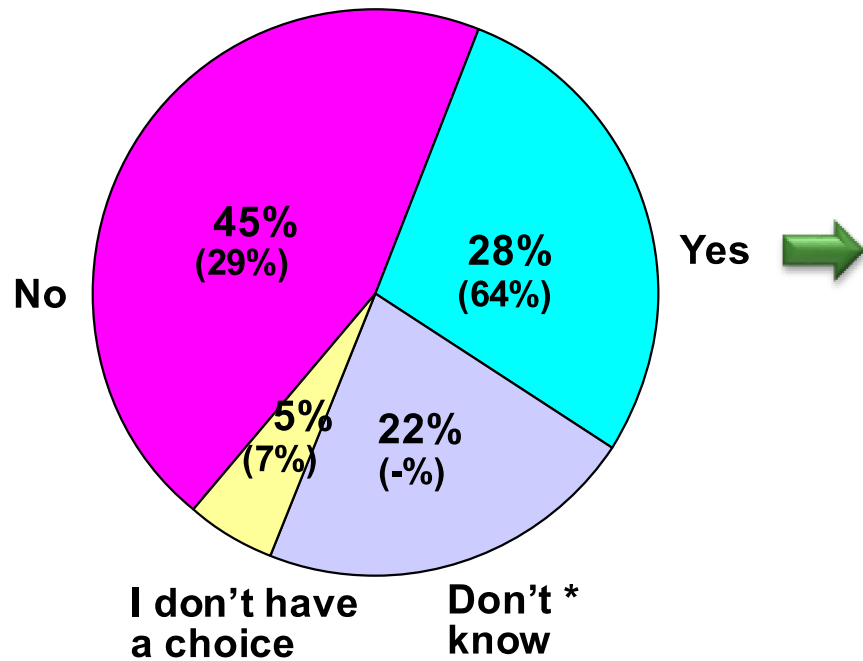
# Likelihood of Buying Again from Business where there was Reason to Complain



(Base: All those who had reason to make a complaint but didn't in the past 12 months - 125)

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## Likelihood to Buy Again



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

\* N.B: Don't know option not given in previous wave.

( ) = Wave 2 2008

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