

# National Consumer Agency

## Market Research Findings: Consumer Empowerment and Complaints



national **consumer** agency  
gníomhaireacht náisiúnta tomhaltóirí

putting **consumers** first

**August 2011**  
**Market Research Conducted by**

**amárach**   
research

# Table of Contents



national **consumer** agency  
gníomhaireacht náisiúnta tomhaltóirí

- **Key Findings**
- **Section 1: Consumer Empowerment**
- **Section 2: Making Complaints**
- **Research Background and Methodology**
- **Profile of Sample**

putting **consumers** first



**national consumer agency**  
gníomhaireacht náisiúnta tomhaltóirí

# Key Findings

putting **consumers** first

# Key Findings



national consumer agency  
gníomhaireacht náisiúnta tomhaltóirí

## Consumer Rights

- 78% state they are **confident** of their rights (↑3% points)
- 71% assert they are **knowledgeable** of their rights (↑3% points)
- 71% feel **protected** in respect of their rights (↑2% points)

## Propensity to Complain

- **85%** of consumers state that they are willing to complain (↑8% points)

## Complain/Return an Item

- 22% of consumers(↓8% points) had cause to do so
- **92% (↑12% points) of those who had cause actually complained**
- Over 3 in 4 (78%) found the complaints process easy
- Over 4 in 5 (84%) have had their complaint completely resolved

putting consumers first



**national consumer agency**  
gníomhaireacht náisiúnta tomhaltóirí

# Section 1: Consumer Empowerment

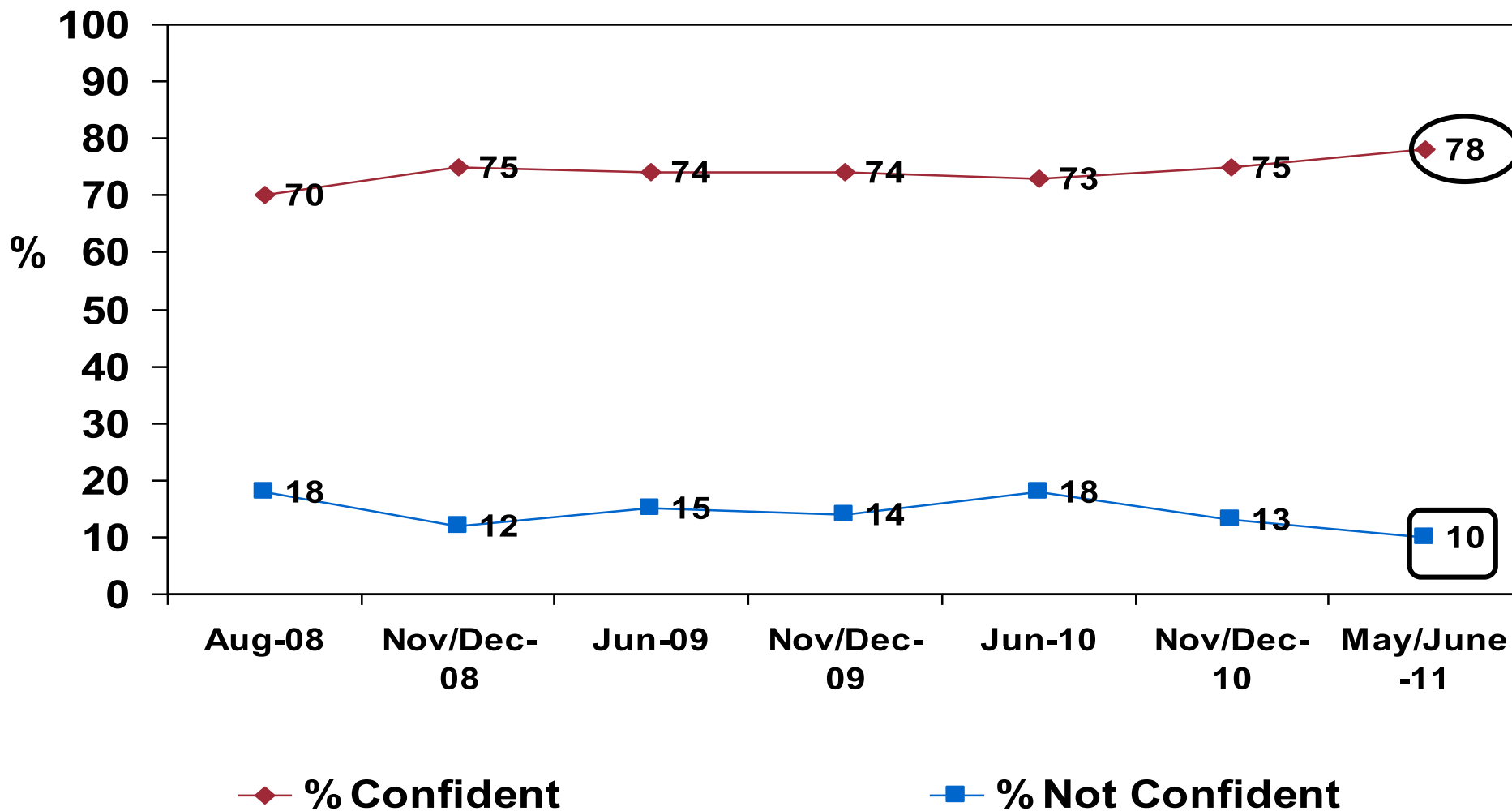
putting **consumers** first

# Confidence about Rights as a Consumer



national consumer agency  
gníomhaireacht náisiúnta tomhaltóirí

(Base: All aged 15-74 – 1,000)



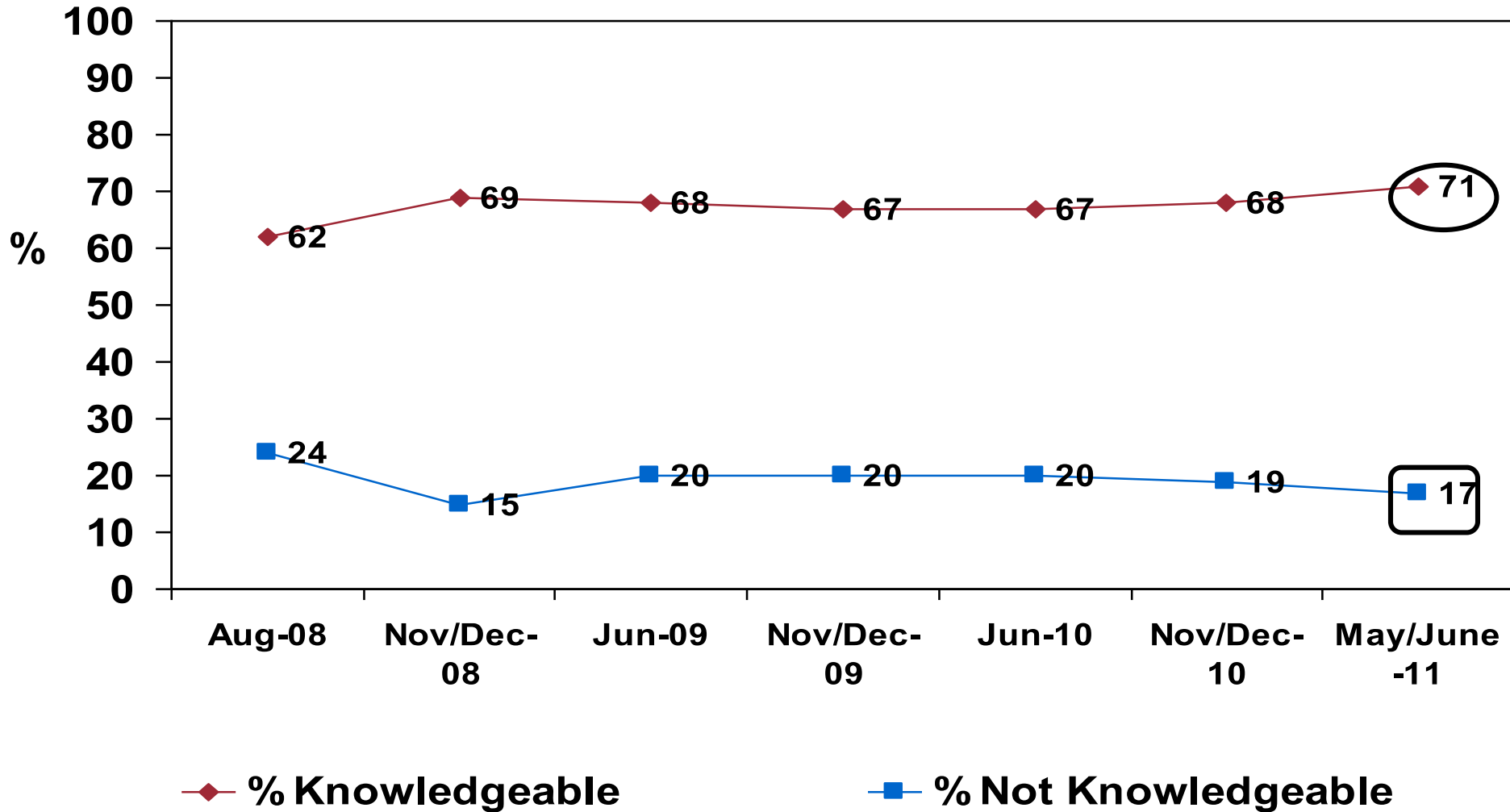
putting consumers first

# Knowledge about Consumer Rights



national consumer agency  
gníomhaireacht náisiúnta tomhaltóirí

(Base: All aged 15-74 – 1,000)



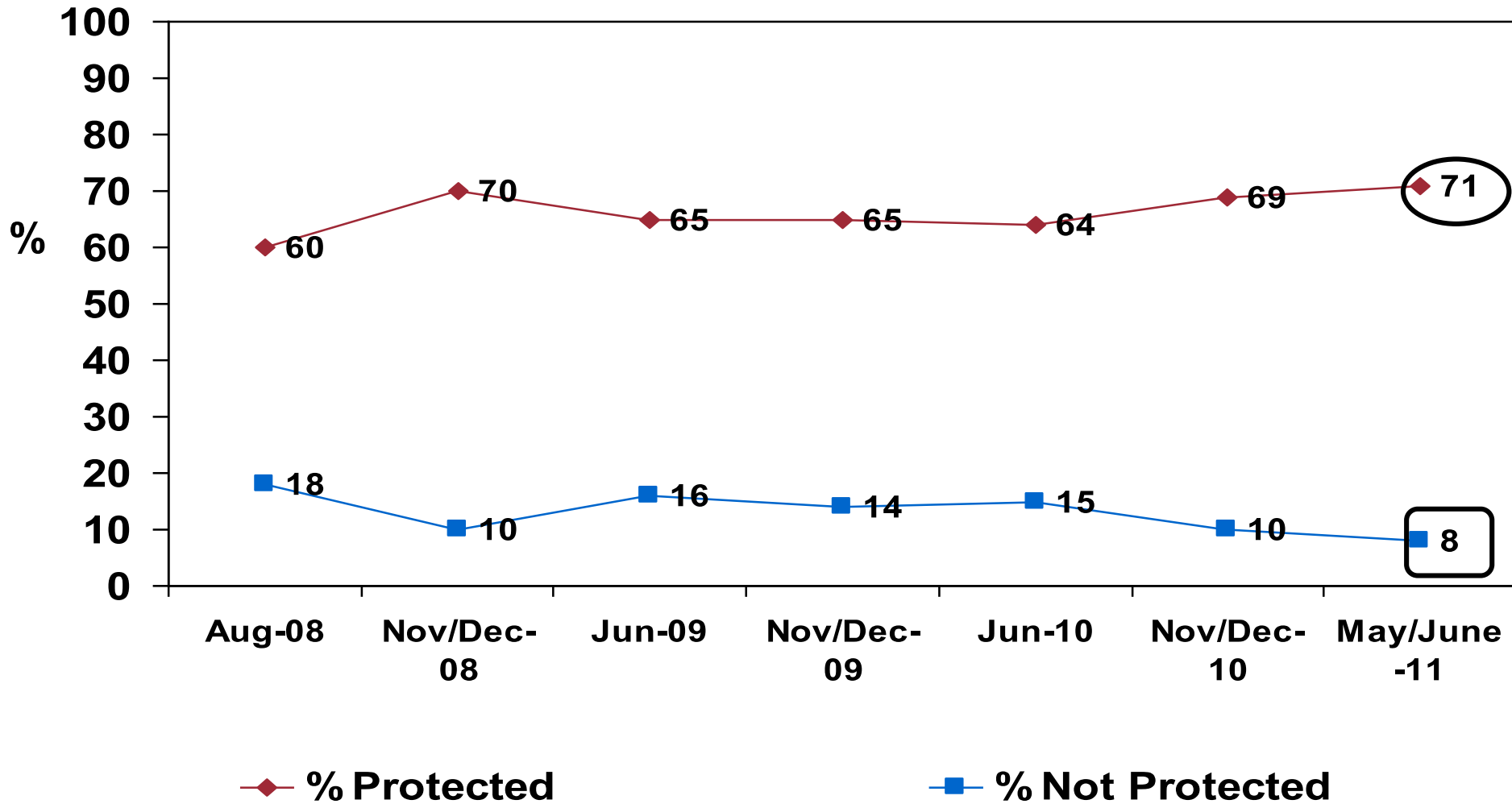
putting consumers first

# Protected Regarding Consumer Rights



national consumer agency  
gníomhaireacht náisiúnta tomhaltóirí

(Base: All aged 15-74 – 1,000)



putting consumers first



**national consumer agency**  
gníomhaireacht náisiúnta tomhaltóirí

## **Section 2: Making Complaints**

putting **consumers** first

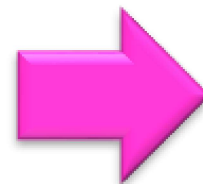
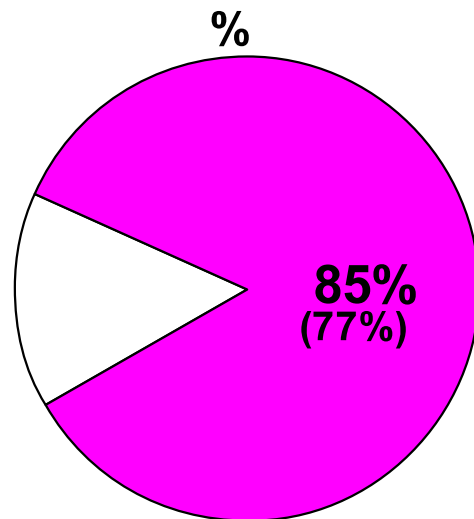
# Complaining Nation?



national consumer agency  
gníomhaireacht náisiúnta tomhaltóirí

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?

(Base: All aged 15-74 – 1,000)



Yes

## Most Likely to Complain

Main grocery shopper

%

90

35-44

91

Knowledgeable of consumer rights

90

Confident of consumer rights

90

Protected with regards consumer rights

90

() = Nov/Dec 2011

putting consumers first

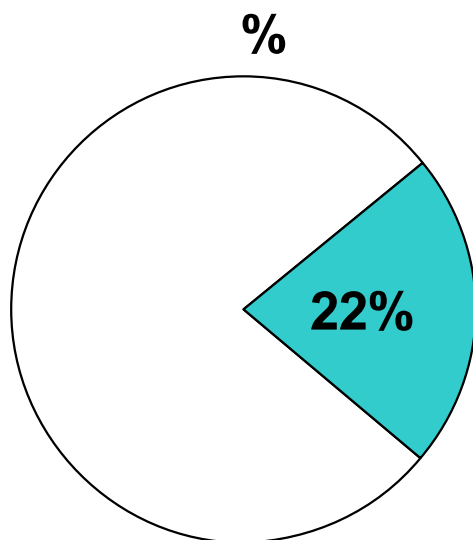
# Reasons to Complain Over Last 12 Months?



national consumer agency  
gníomhaireacht náisiúnta tomhaltóirí

(Base: All aged 15-74 – 1,000)

## Whether or Not had Reason to Complain



- Higher amongst:**
- ✓ Responsible for main grocery shop 28%
  - ✓ Part time employed 29%
  - ✓ Not protected regards consumer rights 30%

## Complaint in Relation to...

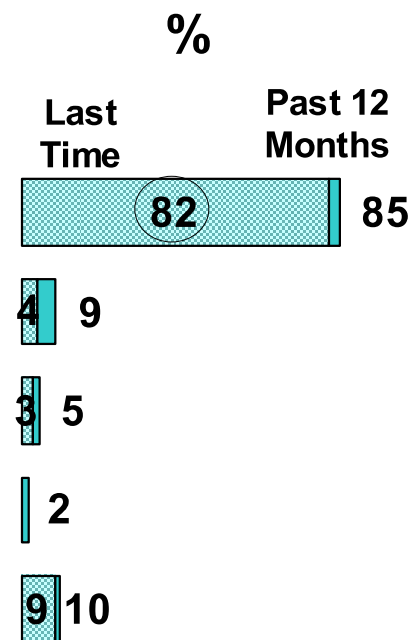
In-store Purchase

Online Purchase

Catalogue/Mail purchase

Telephone Purchase

Other Purchase



putting consumers first

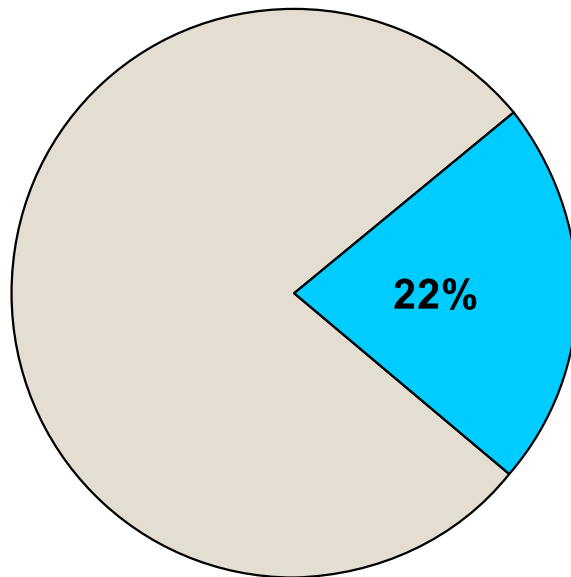
# Whether Complaint/Return Made When had Reason to Do So



national consumer agency  
gníomhaireacht náisiúnta tomhaltóirí

## Reason to Complain

(Base: All aged 15-74 – 1,000)

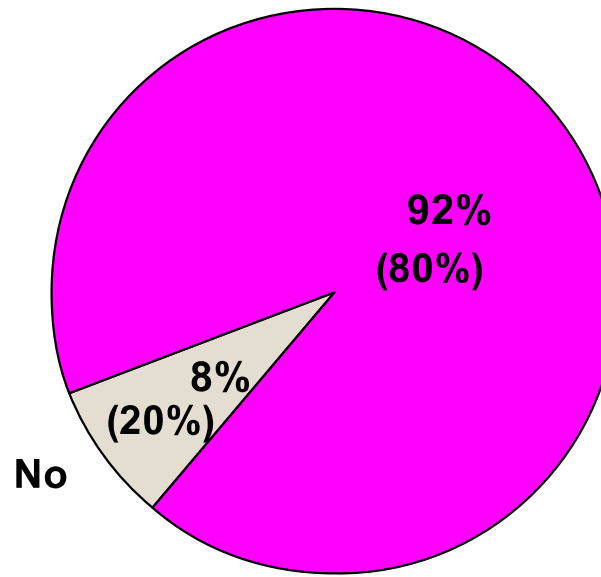


Yes



## Whether Made Complaint

(Base: All those who had cause or reason to complain/return in past 12 months - 219)



No

Yes



Wave 1 2008

70% Yes

Wave 2 2008

75% Yes

Wave 3 2009

69% Yes

Wave 4 2009

74% Yes

Wave 5 2010

80% Yes

() = Nov/Dec 2010

putting consumers first

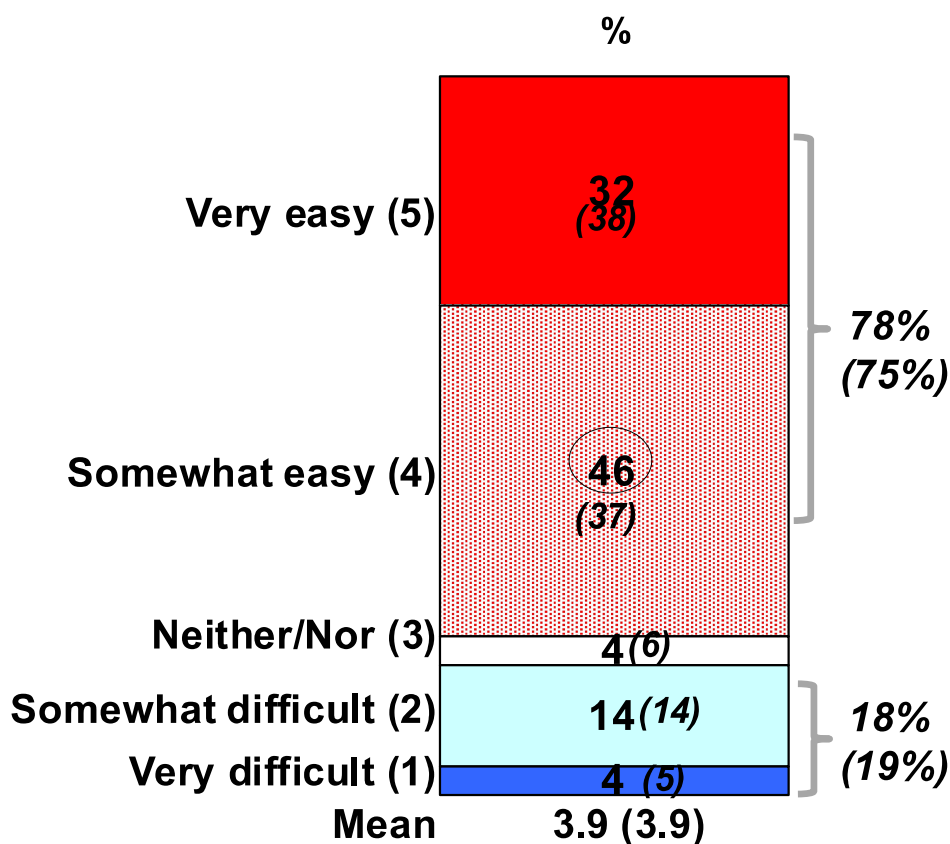
# Assessment of the Complaints/Returns Process



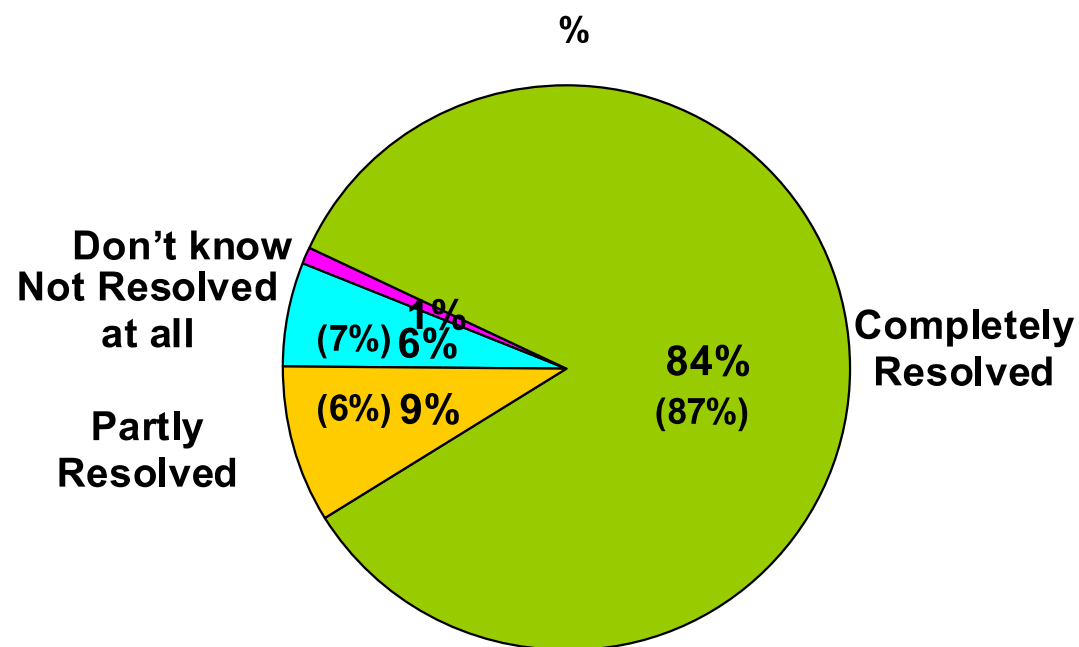
national consumer agency  
gníomhaireacht náisiúnta tomhaltóirí

(Base: All those who made a complaint/return - 202)

## Level of Difficulty Experienced



## Resolution Status of Problem



( ) = Nov/Dec 2010

putting consumers first



**national consumer agency**  
gníomhaireacht náisiúnta tomhaltóirí

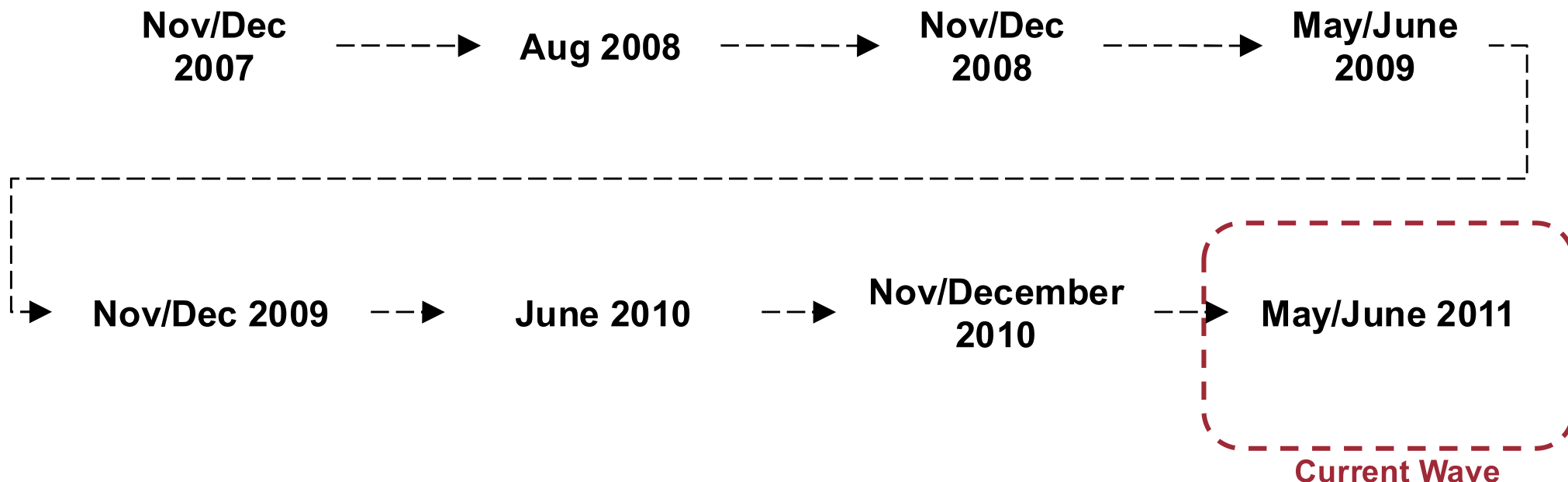
# Research Background and Methodology

putting **consumers** first

# Research Background and Methodology



national consumer agency  
gníomhaireacht náisiúnta tomhaltóirí



- The research was conducted by means of face-to-face interviewing with 1,000 people between the ages of 15-74
- 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 May/June 2011

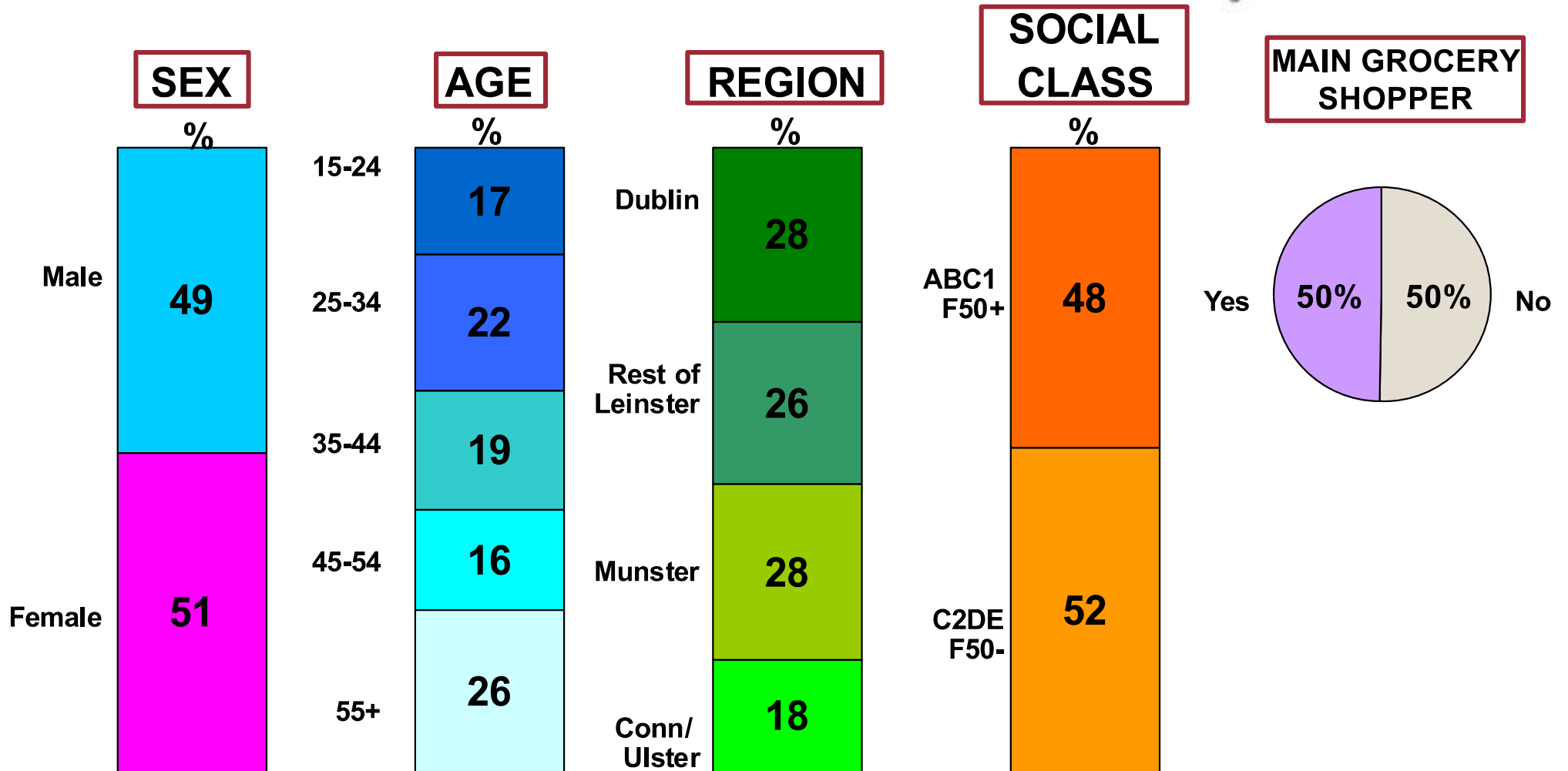
putting consumers first

# Profile of Sample



national consumer agency  
gníomhaireacht náisiúnta tomhaltóirí

(Base: All aged 15-74 – 1,000)



putting consumers first