

National Consumer Agency

Market Research Findings: Making Complaints - Consumer Behaviour and Experiences



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September 2012
Research Conducted by


amárach
research

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Key Findings

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Key Findings – I



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Complaints:

- **83%** of consumers state that they are **willing to complain** if they were dissatisfied with a good or service they had purchased
- **Almost 1 in 4 (23%)** have had reason to complain about a product/service in the past 12 months
- **82%** of those who had cause to complain **actually complained**
- Faulty product/service was the main reason for making a complaint as cited by 57% of respondents
- There has been a **significant decrease of 20% points** to 58%, in those who **found the complaints process easy** in comparison to a year ago

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Key Findings - II



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Complaints:

- **3 in 4 (75%) consumers** have had their **complaint completely resolved** and of those 86% were satisfied with the way their complaint was handled
- The method of purchase was found to be a factor in terms of whether a consumer is likely to complain, with consumers **most likely to complain** in relation to **in-store purchases**

Seeking Redress:

- In relation to **seeking redress for unresolved complaints; almost a third (31%)** of consumers are **unaware of the options** which may be available to them; awareness of the small claims court is the best known option, cited by 28% of consumers
- 56% stated that they are unaware of any out of court methods available for consumer disputes

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Making Complaints - Consumer Behaviour and Experiences

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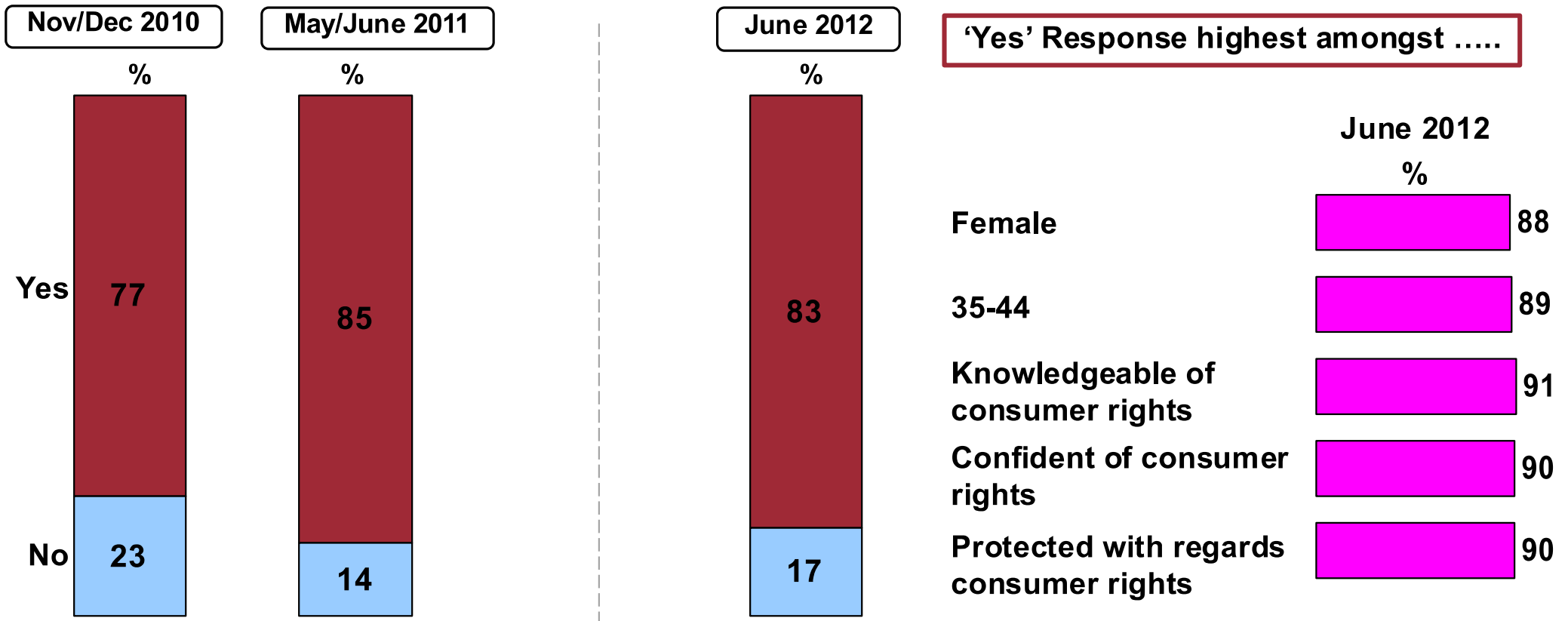
Complaining Nation?

(Base: All aged 15-74 – 1,002)



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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?



A significant proportion of consumers (83%) continue to claim to be willing to complain if they were dissatisfied with a good or service they had purchased.

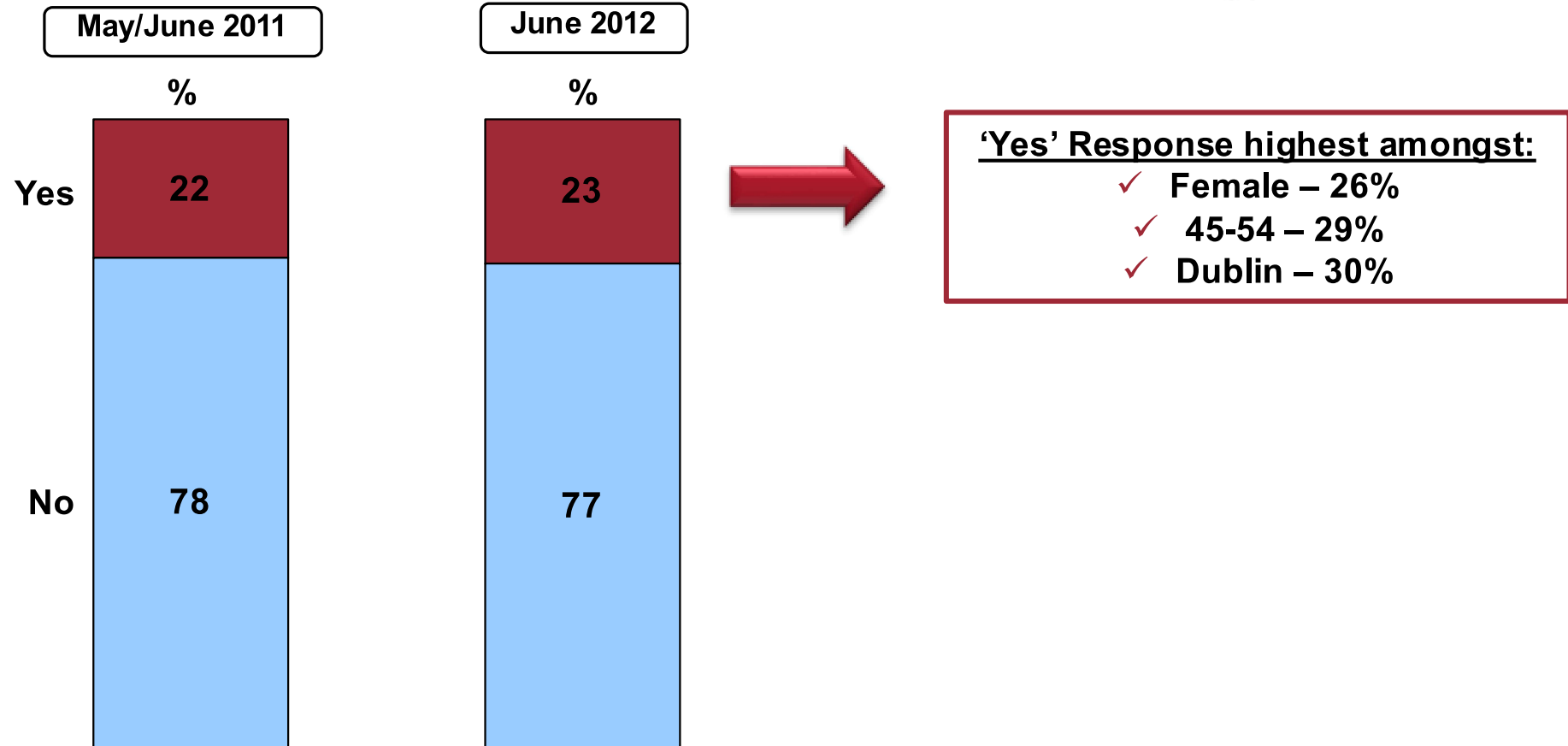
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Have you Experienced a Reason to Complain/Make a Return Over Last 12 Months?



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(Base: All aged 15-74 – 1,002)



Almost 1 in 4 (23%) have had reason to complain about a product/service in the past 12 months.

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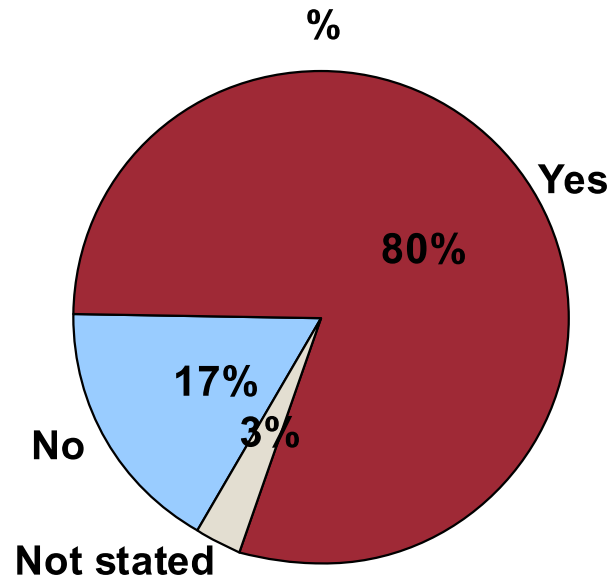
Whether Complaint/Return Made When had Reason to Do So

(Base: All who had cause to complain/return an item in past 12 months)

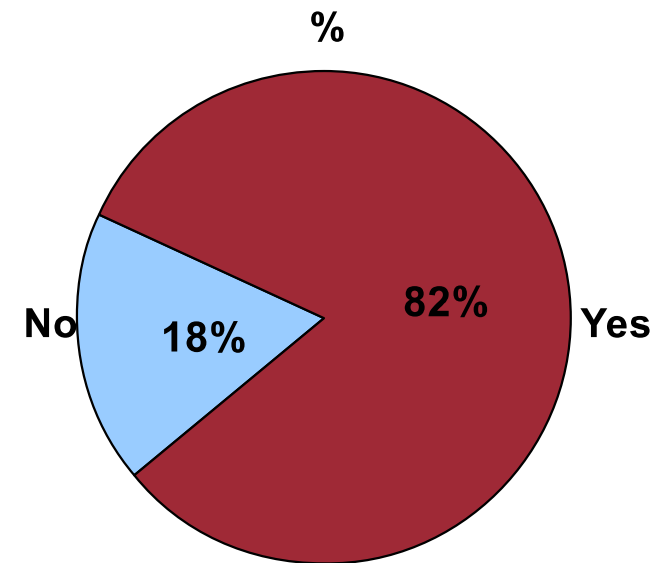


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Nov/Dec 2010



June 2012



A significant proportion of those who had reason to complain about a product/service actually did so in the past 12 months.

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Reason for Complaint/Return

(Base: All who had cause to complain/return item in past 12 months)



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	Nov/Dec 2010 %	June 2012 %
Faulty product/service	41	57
Product/service didn't do what it said it would	14	29
Wrong size/colour/specification	11	19
Product/services were not as described by salesperson	7	15
Change of mind	9	8
Overcharged	10	6
Unwanted gift	1	3
Other reason	6	4

Complaints/returns tend to be made when there is a specific problem/fault rather than at the whim of the consumer.

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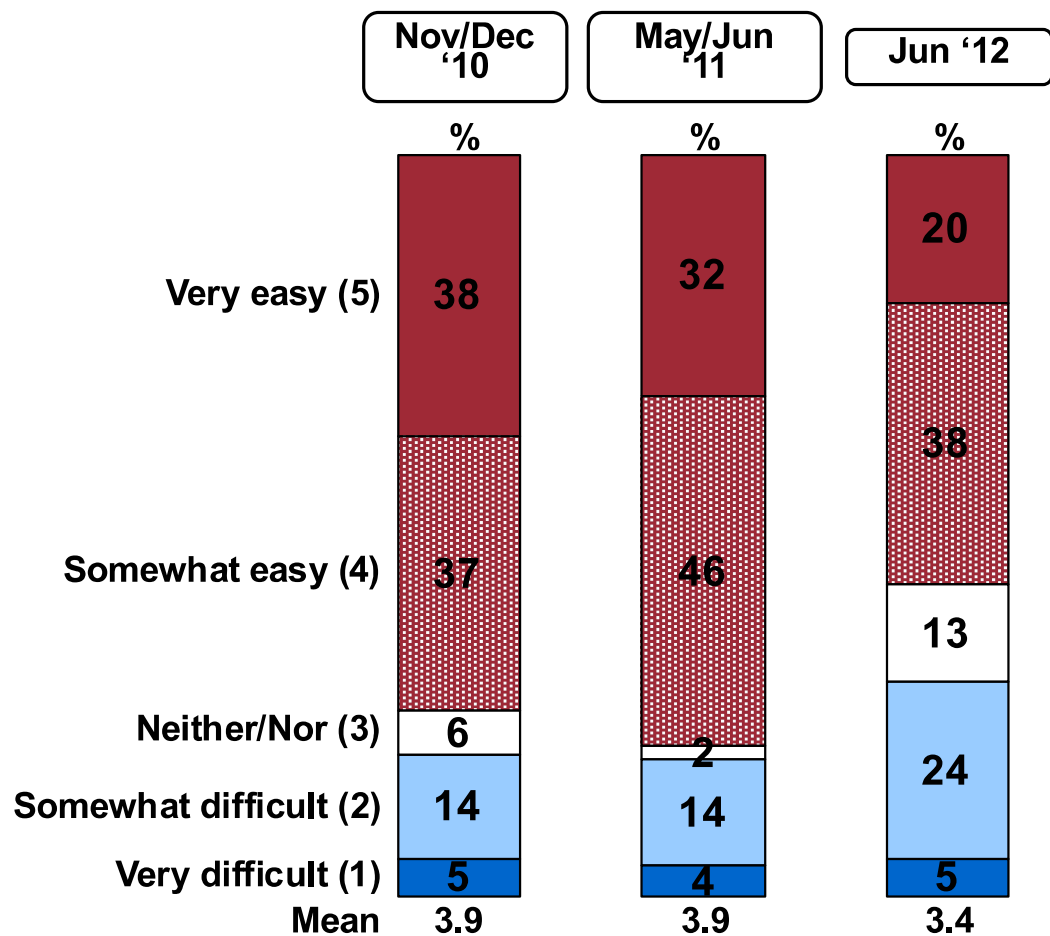
Assessment of the Complaints/Returns Process

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

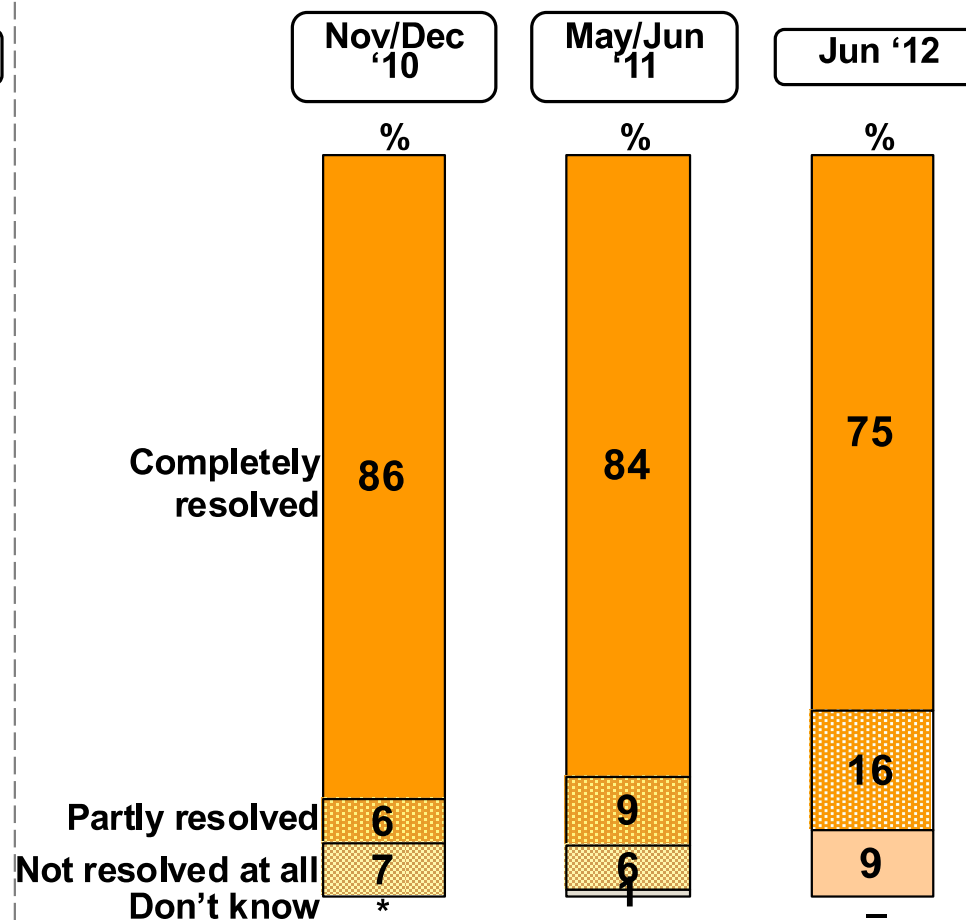


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Level of Difficulty Experienced



Status of Problem



The proportion finding the complaints process easy has declined with 1 in 4 still to achieve complaint resolution in 2012.

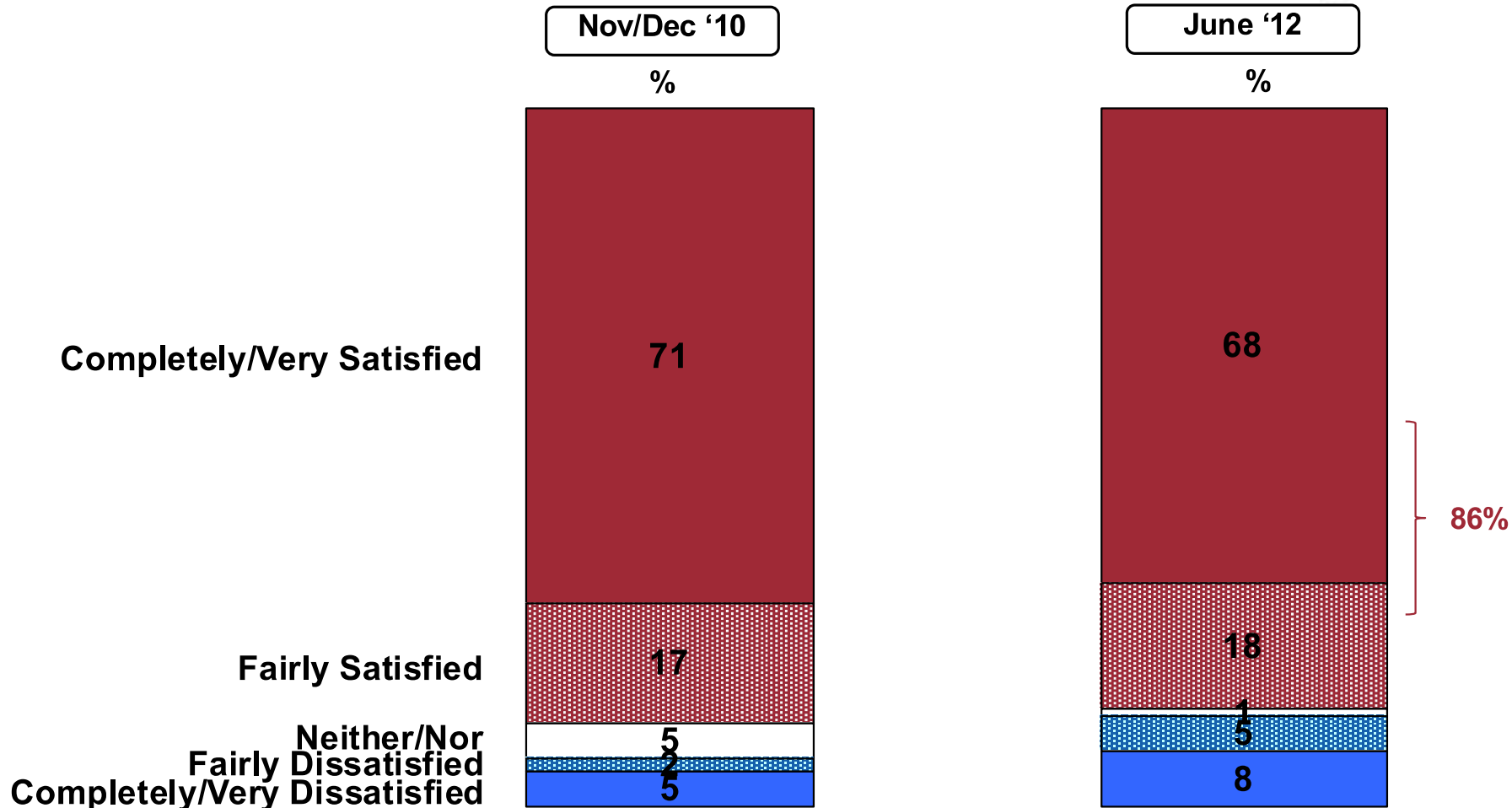
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Satisfaction with Handling of Complaint

(Base: All whose complaint was resolved)



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The majority of consumers are satisfied with the way their complaint was handled

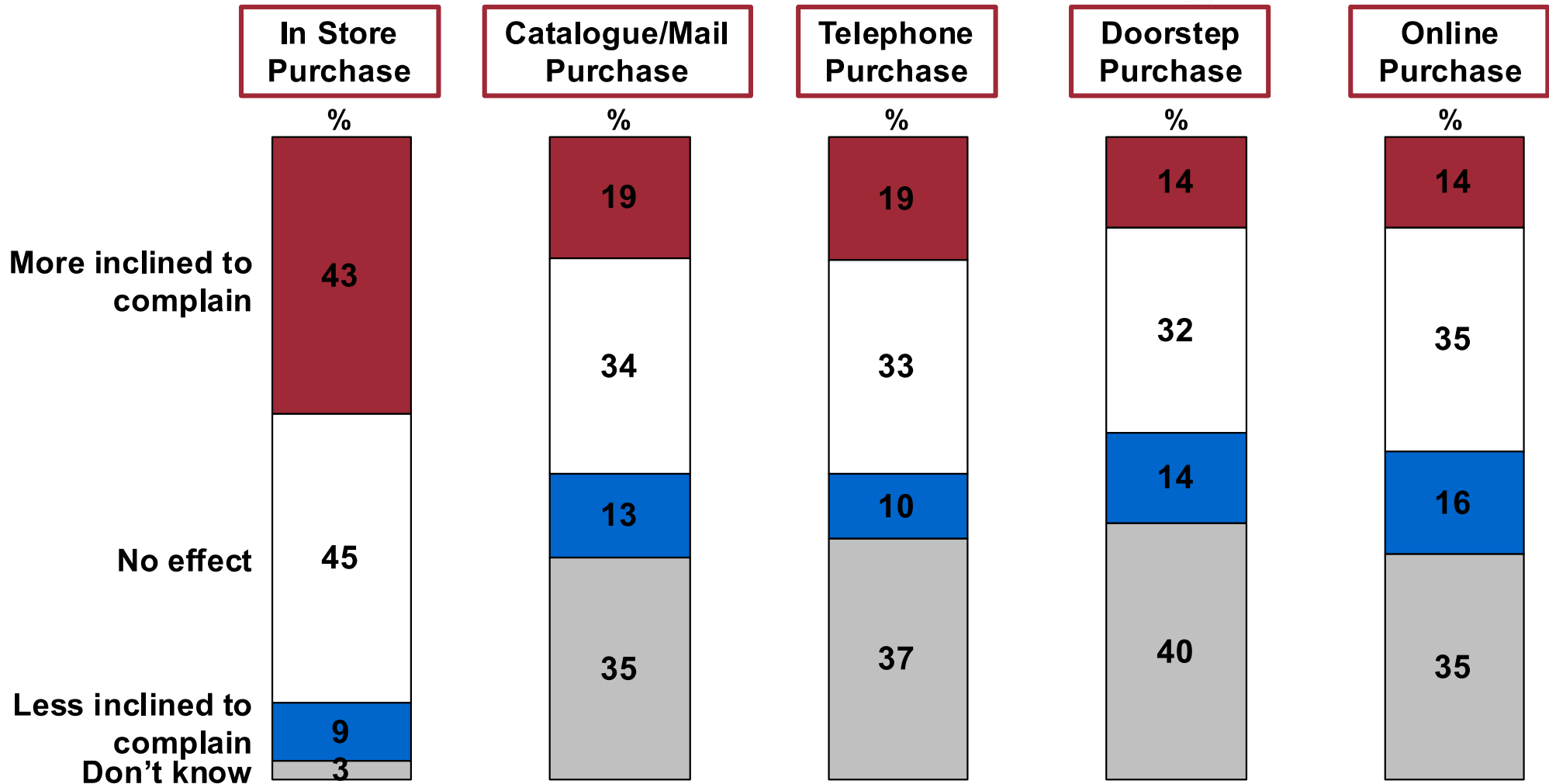
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Influence of Shopping Channel on Making a Complaint/Return



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(Base: All aged 15-74 – 1,002)



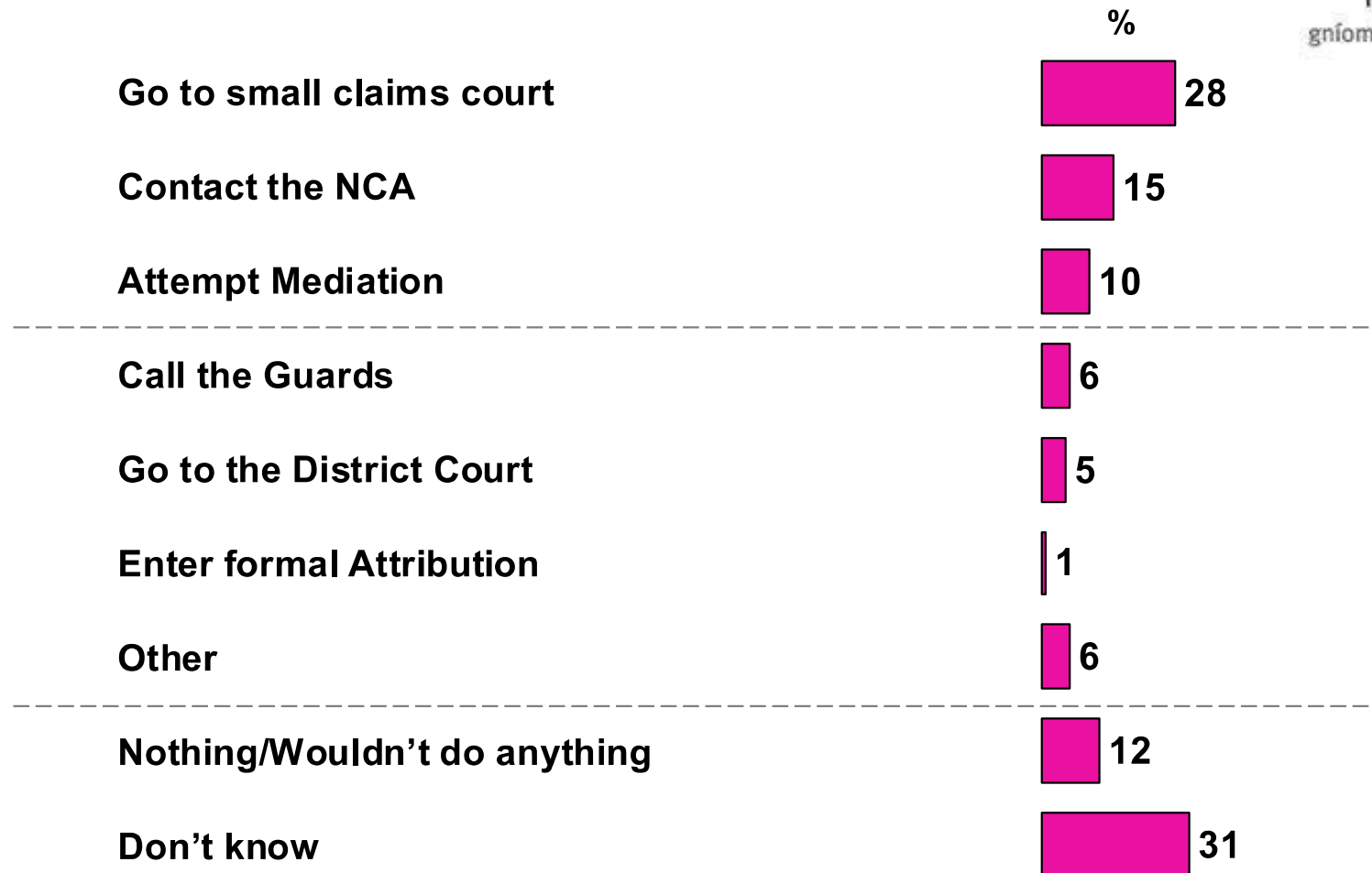
The purchasing channel is a factor in terms of whether a consumer is likely to complain. However significant proportions didn't have an opinion in relation to online/catalogue/doorstep and telephone purchases.

Awareness of Options for Unresolved Complaints

(Base: All aged 15-74 – 1,002)



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The small claims court is the first port of call for unresolved complaints dispute resolution. 4 in 10 consumers are unaware of options available or would not do anything if they were unable to resolve their complaint with provider.

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Claimed Awareness of Out of Court Methods for Consumer Dispute Settlement



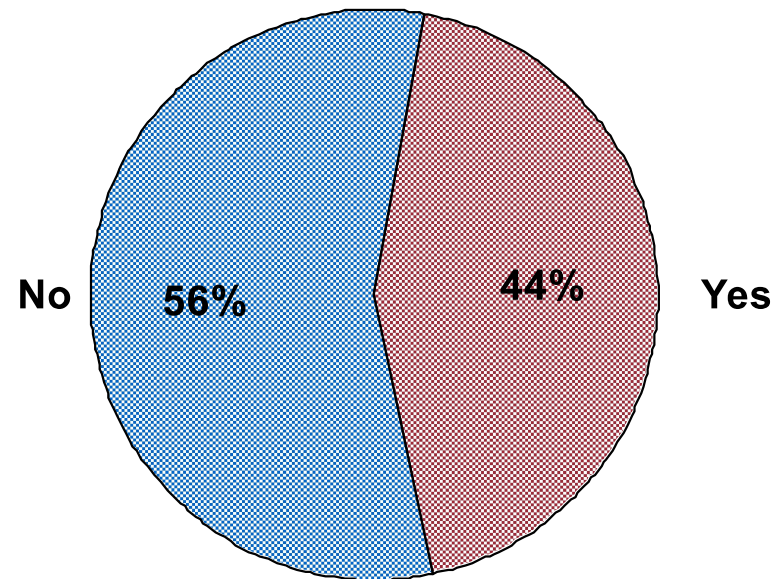
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(Base: All aged 15-74 – 1,002)

Are you aware of any out of court methods for settling consumer disputes?

**“No” responses
highest amongst:**

- 15-34 = 65%
- C2DEF50- = 63%
- Student = 70%



**“Yes” responses
highest amongst:**

- 35-54 = 55%
- ABC1F50+ = 52%

Over half 56% are unaware of out of court methods for settling consumer disputes

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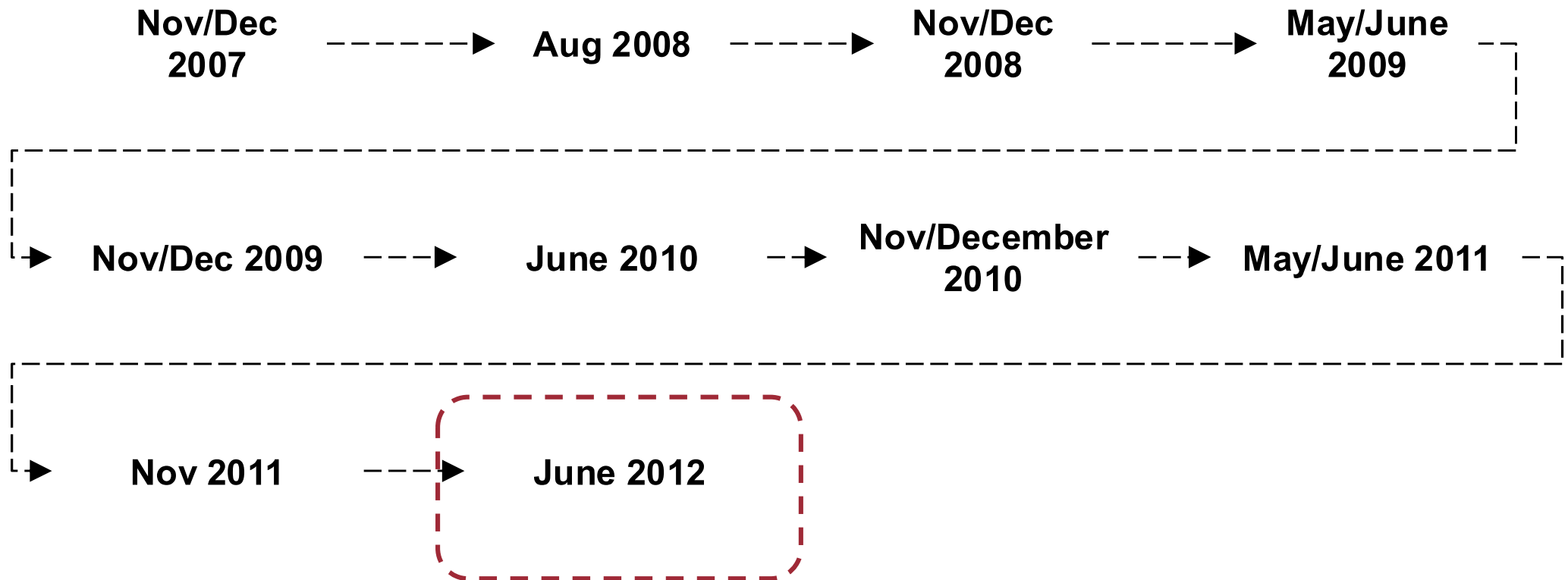
Research Background and Methodology

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A. Research Background and Methodology



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- The research was conducted by way of face-to-face interviewing of 1,002 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 June 2012.

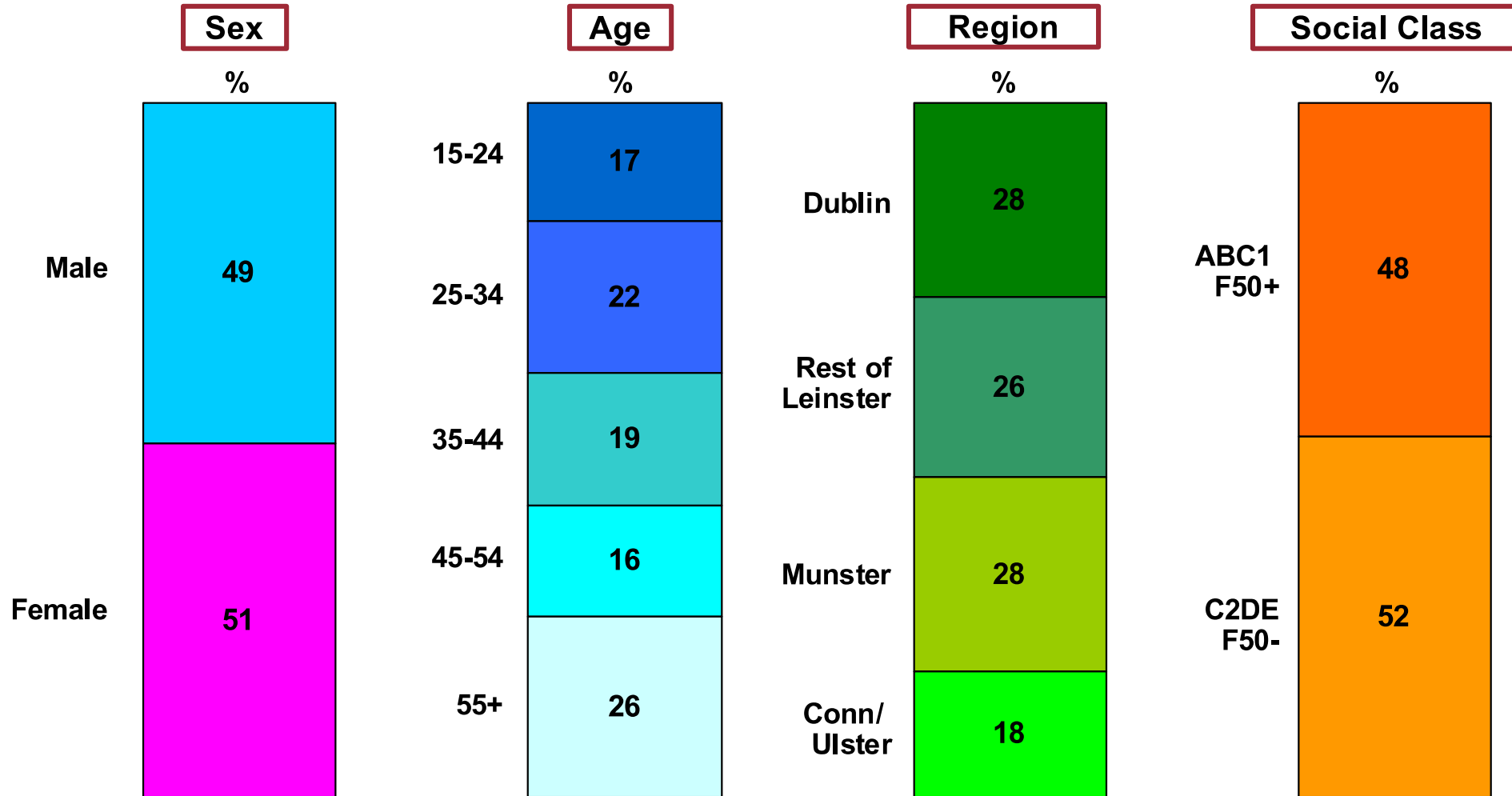
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B. Profile of Sample



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(Base: All aged 15-74 – 1,002)



Quotas were set on age, gender, region and social class to ensure that the sample was representative of the population.

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