

National Consumer Agency

Market Research Findings: Online Discount Sites



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Research Conducted by


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research

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Key Findings

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Key Findings - I



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- **57%** of consumers have signed up to an online discount site.
- Of those who have signed up **56%** have purchased a product or service from a online discount site which is equivalent to 32% of the adult population.
- **Over one in four (28%)** of those who purchased from an online discount site have had reason to be dissatisfied with their purchase.
- The main reasons cited for the dissatisfaction were:
 - Product or service not as described (19%)
 - Poor product quality (15%)
 - Issues with the terms and conditions (11%).

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Key Findings - II



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- **Almost half (49%)** of those who were dissatisfied complained
 - 59% complaining to the online discount site company and
 - 32% complaining to the actual provider of the product or service.
- **Just over half (52%)** of those who complained had their complaint resolved.
- **87%** of consumers that have previously purchased from an online discount site said that they would purchase from it again.

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Main Findings: Online Discount Sites

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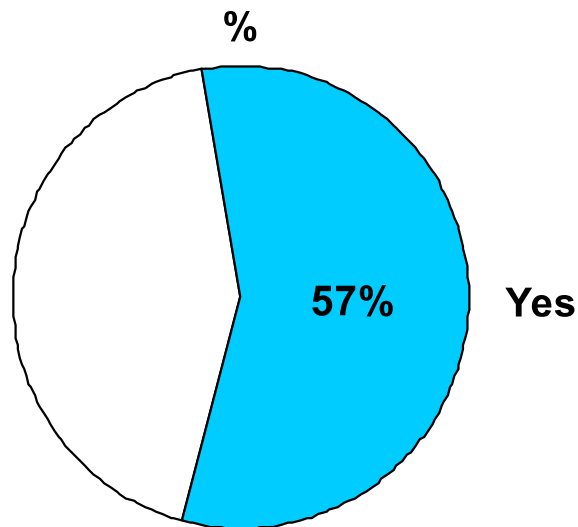
Interaction with Online Discount Sites



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Signed Up/Registered with an Online Discount Site

(Base: All adults aged 16+ – 1,005)

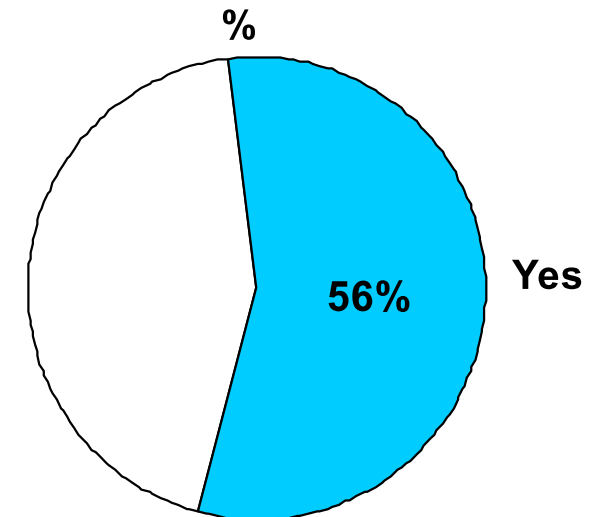


Most Likely

- ✓ Dublin 66%
- ✓ Females 64%
- ✓ 25-34's 62%

Purchased a Product and/or Service from the Online Site

(Base: All who have signed up/registered with online discount sites – 578)



Most Likely

- ✓ Dublin 70%
- ✓ 25-34's 65%
- ✓ Males 61%

Almost 3 in 5 Irish adults have signed up to/are registered with an online discount site; 32% of Irish adults have purchased from the site. Although females are more likely to be signed up - males are most likely to have purchased from an online discount site.

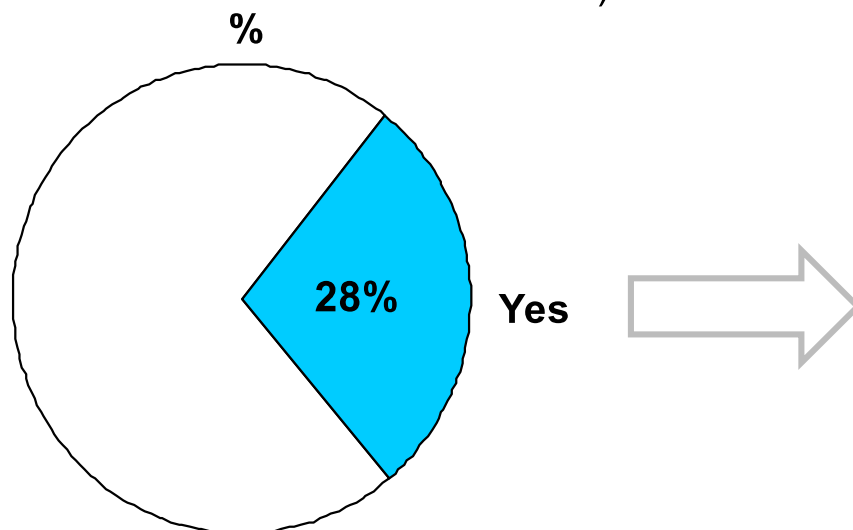
Satisfaction with Online Discount Sites



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Incidence of Being Dissatisfied with Purchase

(Base: All who have purchased a product and/or service from an online discount site- 321)

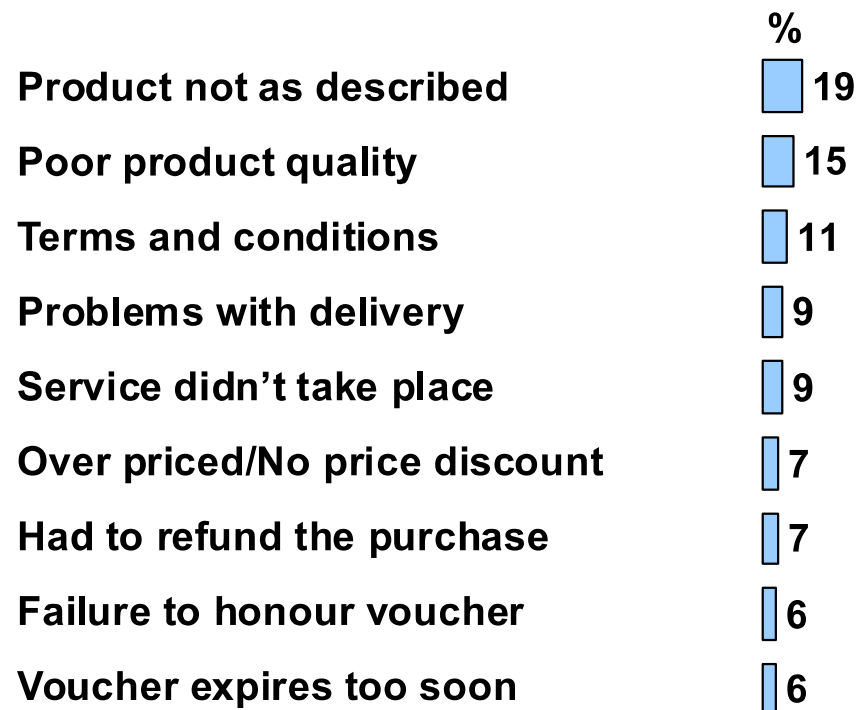


Most Likely Dissatisfied:

- ✓ 16-24s 44%
- ✓ 25-34s 35%
- ✓ Males 32%

Reasons Given for Being Dissatisfied

(Base: All who were disappointed - 89)



All others mentions 5% or less

Of those that have purchased from an online discount site; over 1 in 4 have had reason to be dissatisfied with their purchase. The younger age cohorts were most likely to be dissatisfied. Of those who were dissatisfied; for 1 in 5 it was as a result of product not being as described while for over 1 in 7 it was as a result of poor product quality.

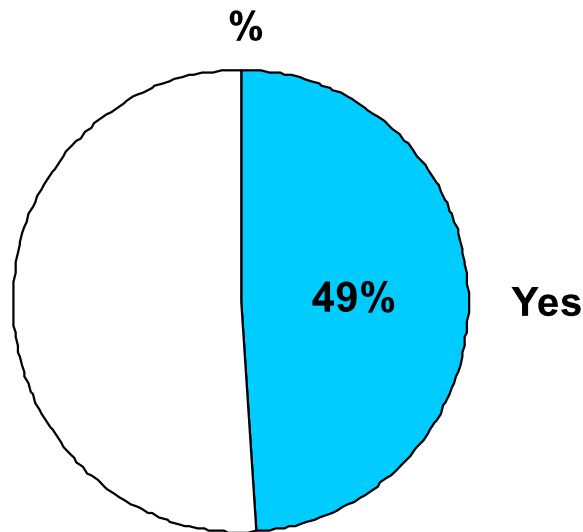
Incidence of Complaining



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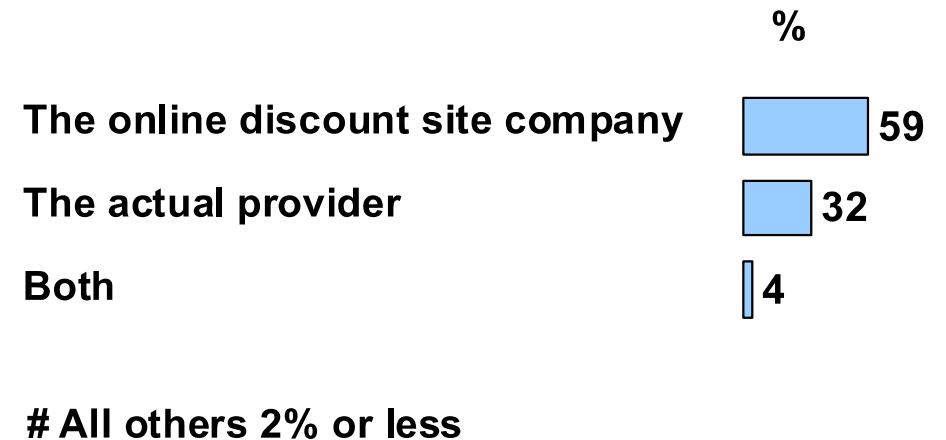
Did you Complain?

(Base: All who were dissatisfied with their purchase – 89)



Who Did you Complain to?

(Base: All who complained – 44*)



Half of all those who were dissatisfied with their purchase complained. 3 in 5 complained to the online discount site company while 1 in 3 complained to the actual provider.

*Caution small base size

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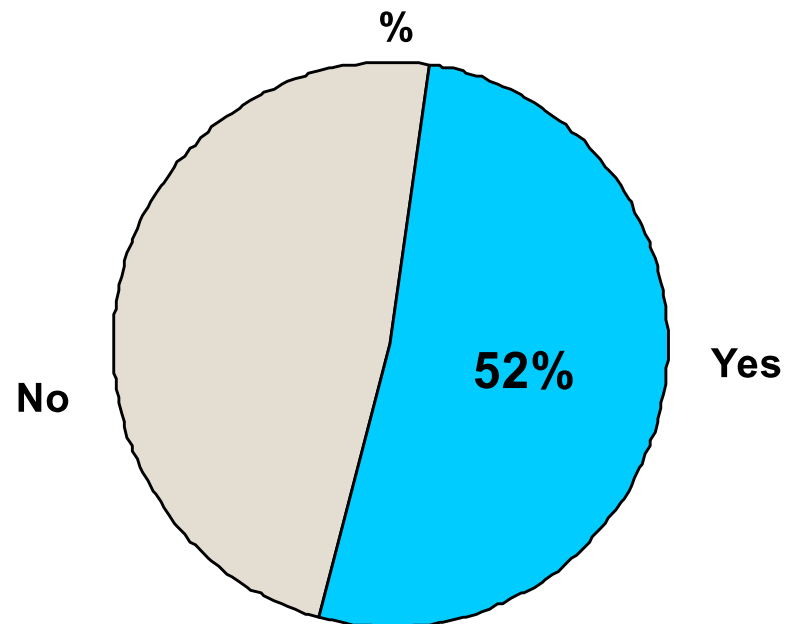
Complaint Resolution



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Was the Complaint Resolved?

(Base: All who complained about their purchase – 44*)



Just over half (52%) of those who complained had their complaint resolved.

*Caution small base size

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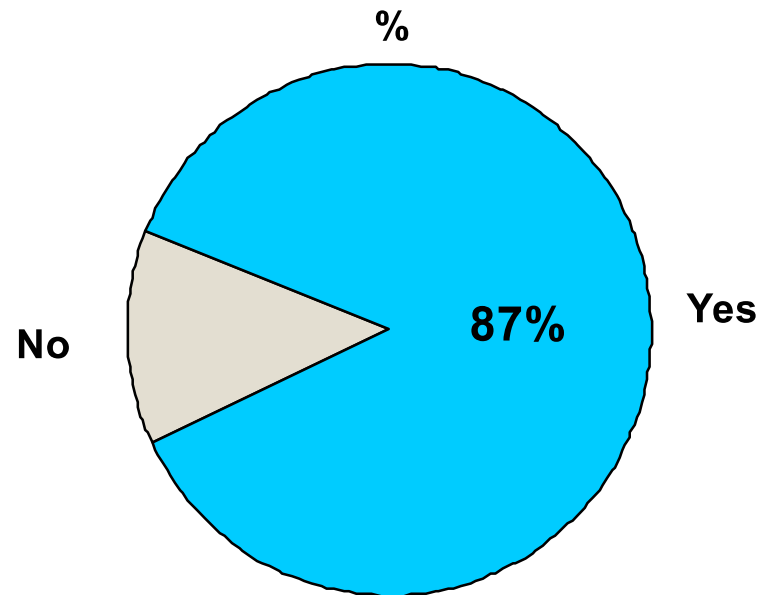
Future Intentions



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**Would you Purchase Again
Through the Same Site?**

(Base: All who have purchased a product/ service from online discount site - 321)



Most Likely
✓ 55+ - 95%
✓ 15-24's - 91%

Just under 9 in 10 (87%) of consumers that have previously purchased from an online discount site said that they would purchase from it again. Those aged 55+ and the younger age cohort (15-24s) are most likely to purchase again from an online discount site again.

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Research Methodology and Sample Profile

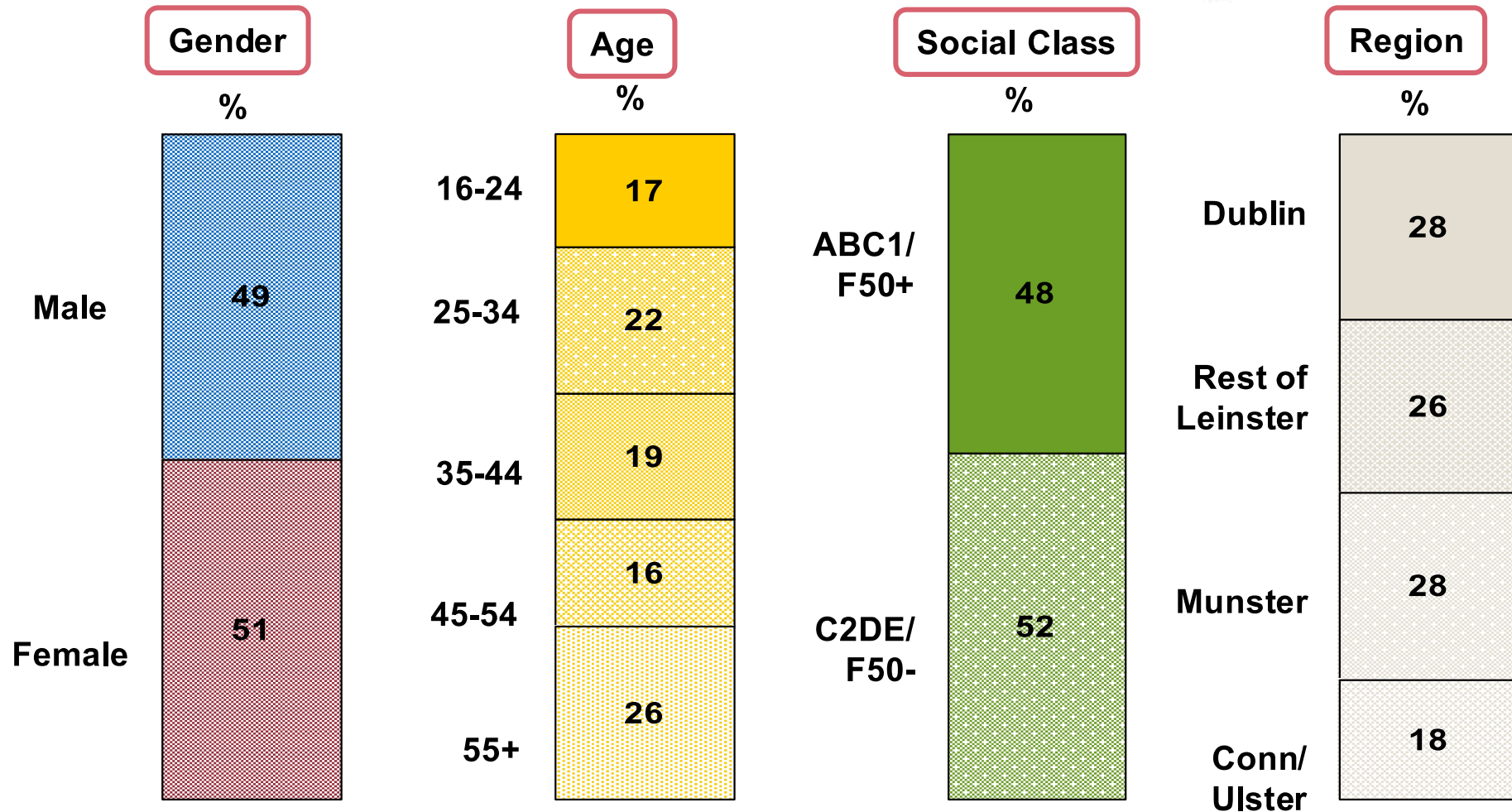
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Profile of Sample and Research Methodology



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(Base: All adults aged 16+ – 1,005)



- A nationally representative sample of 1,005 adults aged 16+ was achieved via means of an online omnibus.
- Fieldwork was conducted between 21st – 30th November 2011.