

National Consumer Agency

Market Research Findings: Consumer Empowerment and Customer Service



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March 2012

Research Conducted by

amárach 
research

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Key Findings

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Key Findings



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Consumer Rights

- 77% state they are **confident** of their rights (↓1% point)
- 72% assert they are **knowledgeable** of their rights (↑1% point)
- 76% feel **protected** in respect of their rights (↑5% points)

Customer Service

- Supermarkets and shops selling clothing or footwear had the highest level of satisfaction with customer service, both at 91%.
- The lowest level of satisfaction, at 64%, applied to those contacting airlines' customer service, airlines also had the highest proportion claiming dissatisfaction at 30%.
- Nearly 3 in 5 (57%) consumers state that as a result of receiving bad customer service they would stop doing business with a provider.

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Section 1: Consumer Empowerment

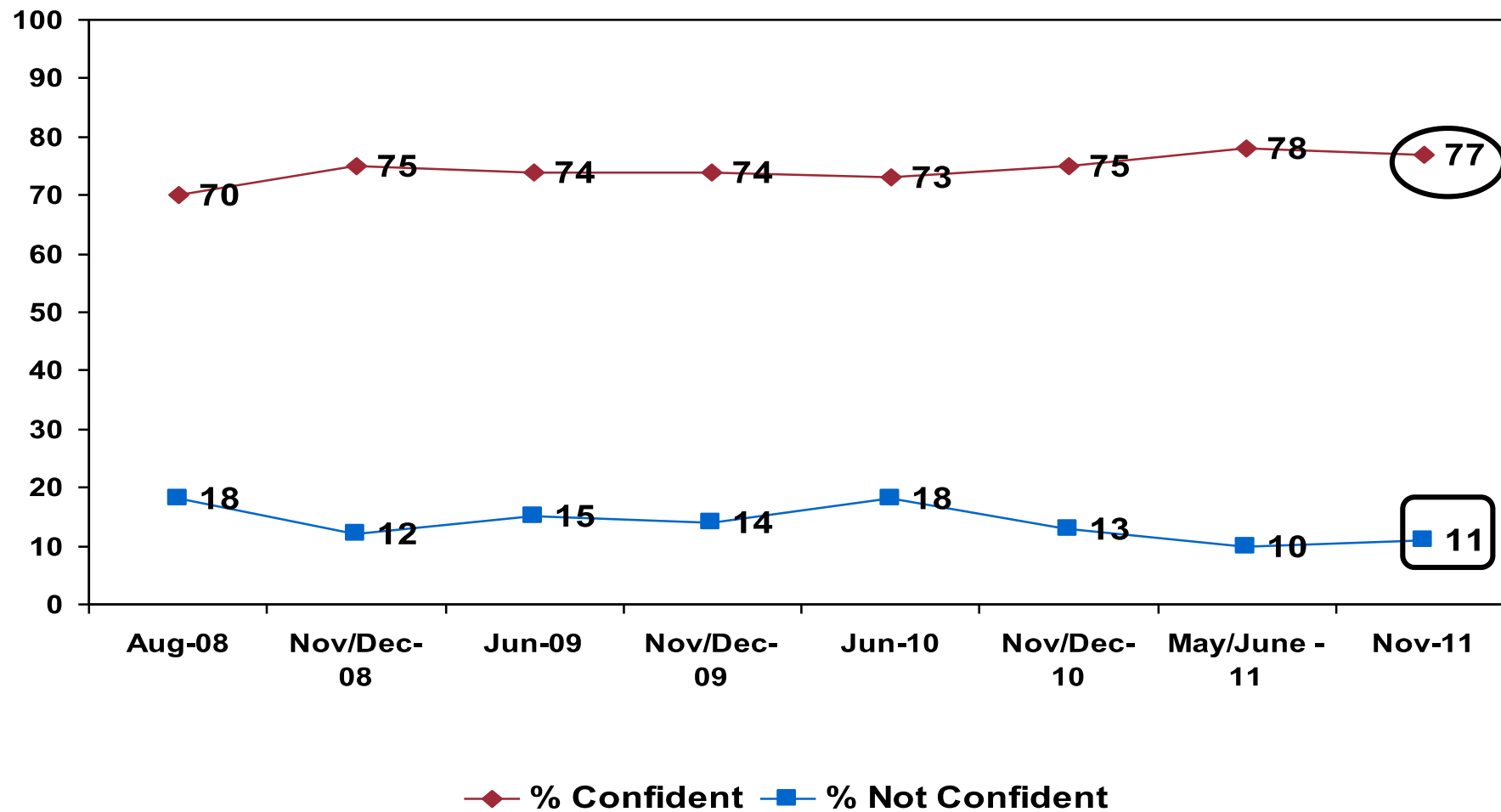
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Confidence about Rights as a Consumer



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(Base: All aged 15-74 – 1,000)



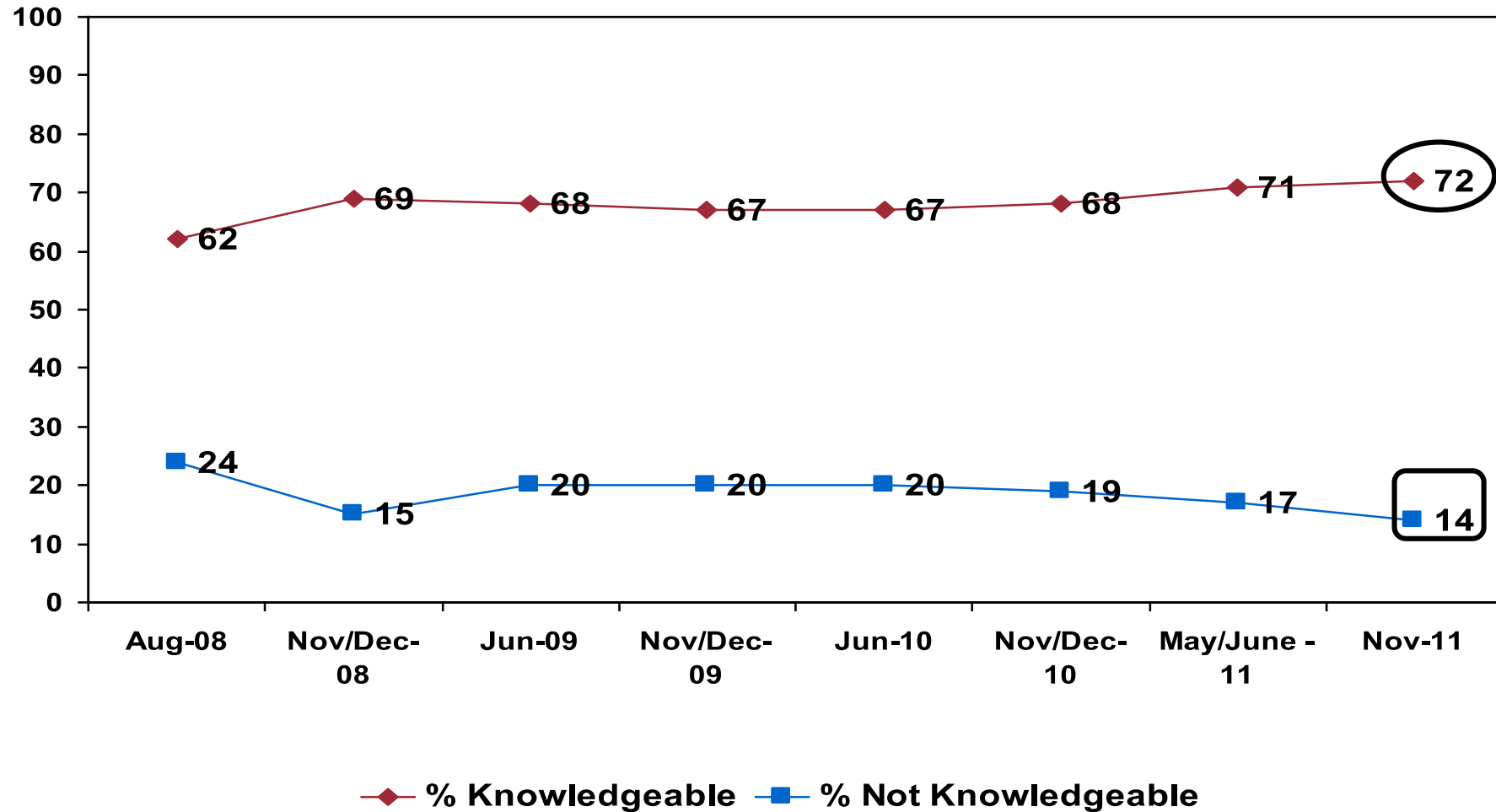
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Knowledge about Consumer Rights



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(Base: All aged 15-74 – 1,000)



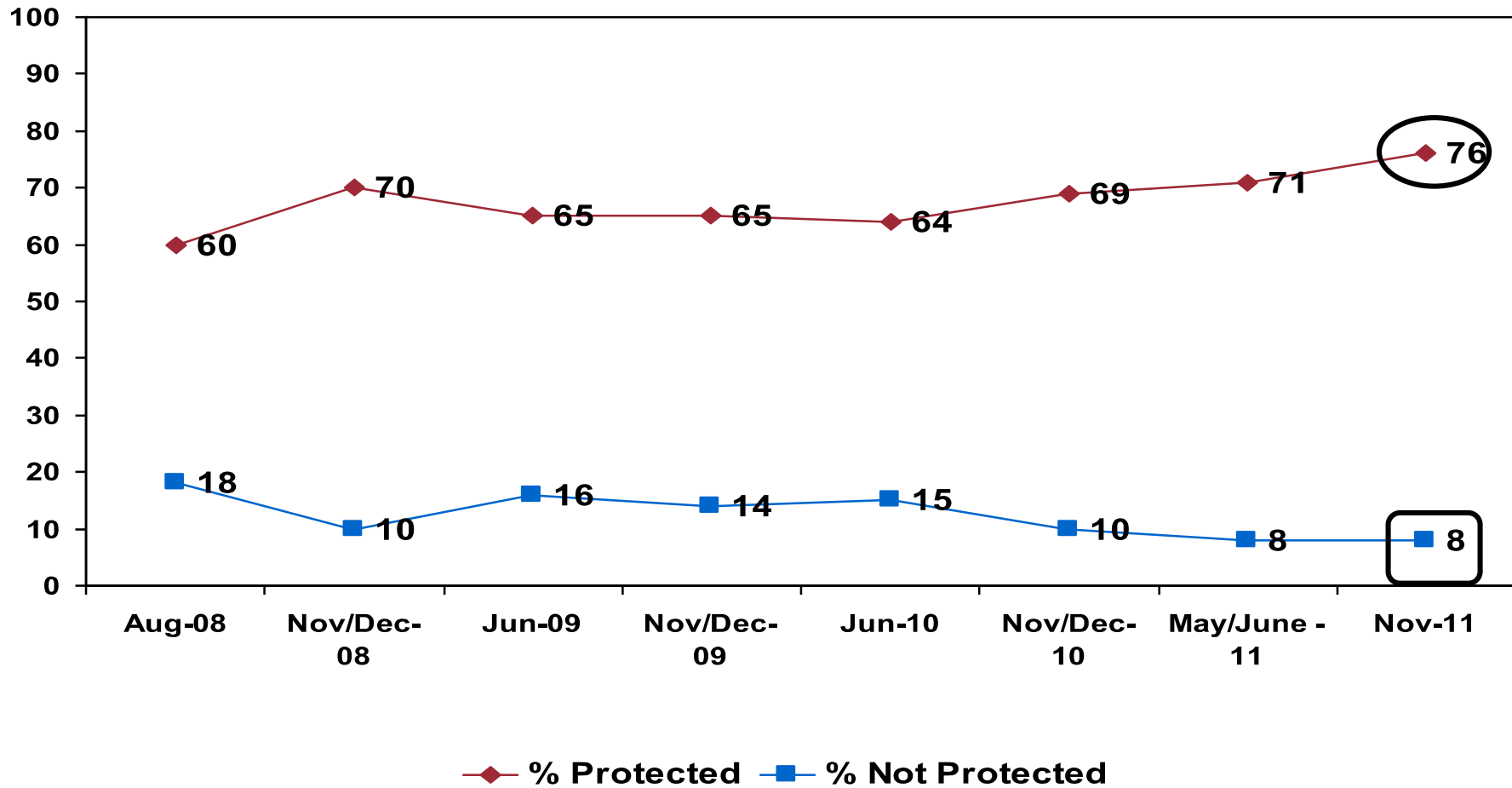
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Protected Regarding Consumer Rights



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(Base: All aged 15-74 – 1,000)



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Empowerment Levels x Profile of Sample



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(Base: All aged 15-74 – 1,000)

	Confident	Not Confident	Knowledgeable	Not Knowledgeable	Protected	Not Protected
Overall	77%	11%	72%	14%	76%	8%
Male	75%	12%	70%	15%	74%	8%
Female	80%	10%	75%	12%	78%	8%
15-24	72%	16%	63%	16%	72%	8%
25-34	81%	8%	78%	12%	78%	7%
35-44	81%	10%	77%	13%	77%	9%
45-54	81%	7%	77%	13%	76%	7%
55+	74%	14%	67%	15%	75%	10%
ABC1/F50+	85%	8%	81%	10%	82%	5%
C2DE/F50-	70%	14%	64%	17%	70%	10%
Responsible for main shop	81%	10%	76%	13%	78%	10%
Not responsible for main shop	73%	12%	68%	14%	73%	6%

 = Significantly lower than total sample

 = Significantly higher than total sample

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Section 2: Customer Service

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Experience with Customer Service – I

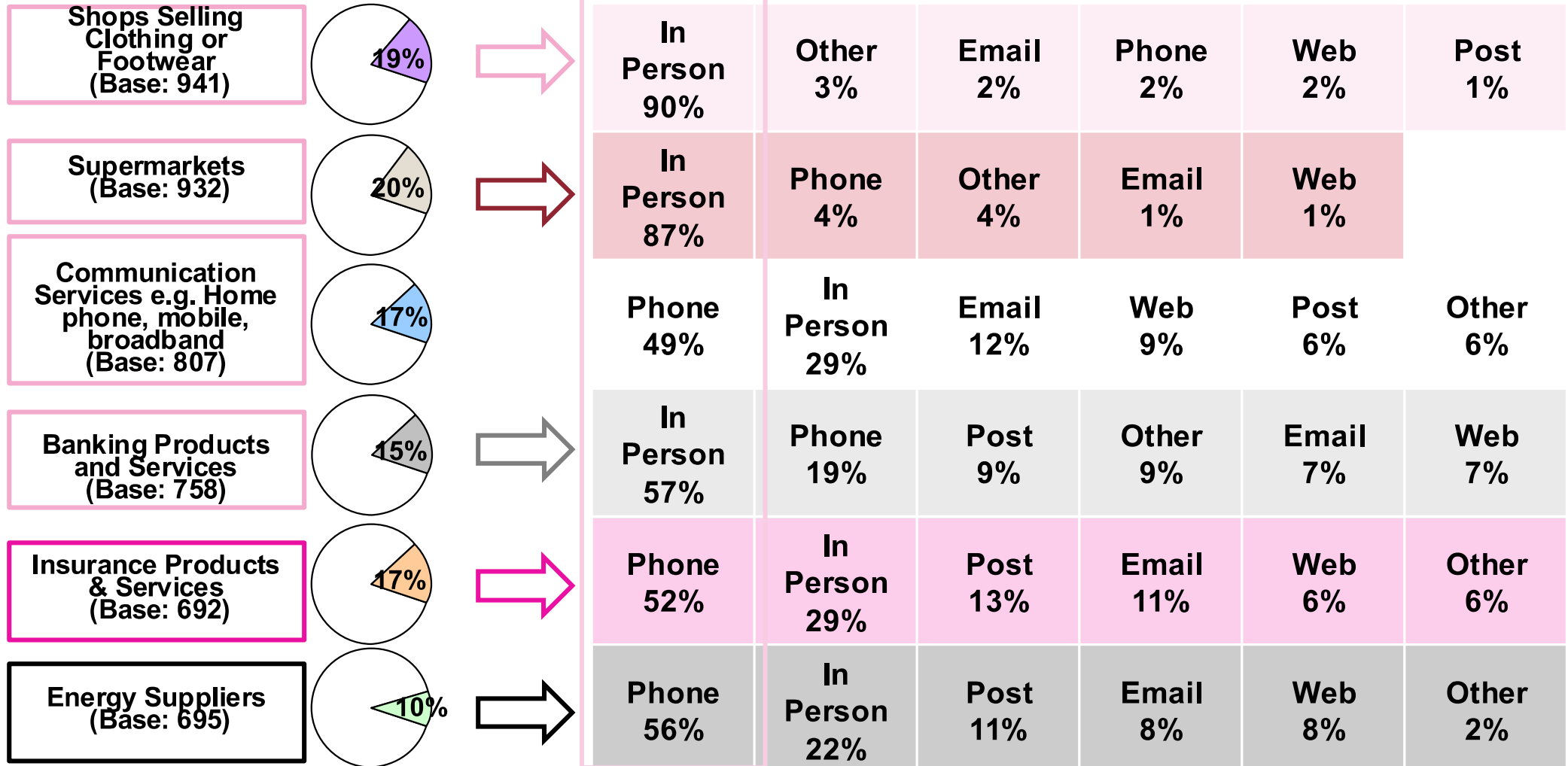
(Base: All that have purchased goods services from each sector within the past 12 months)



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Contact with Customer Service

Method of Contact



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Experience with Customer Service – II

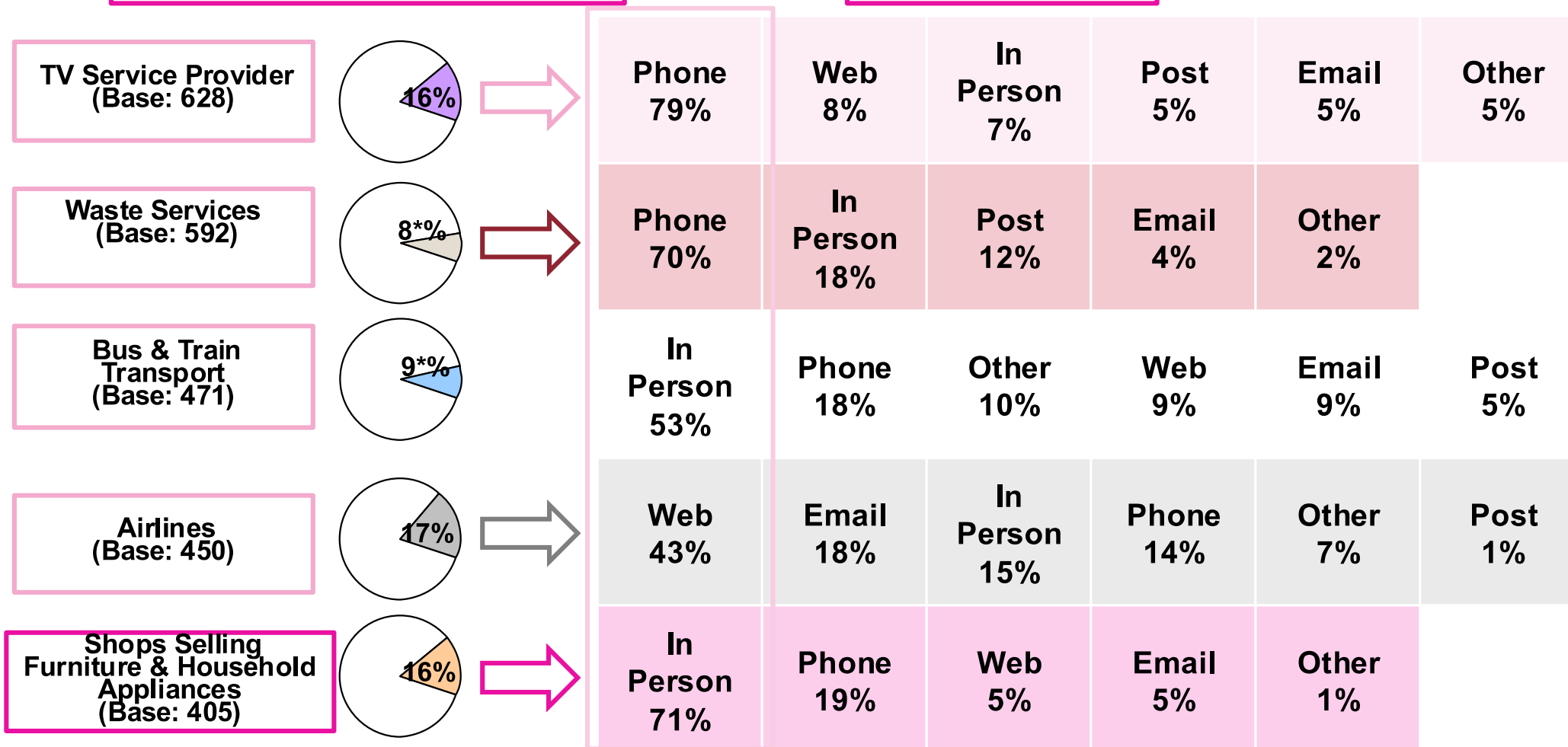
(Base: All that have purchased goods services from each sector within the past 12 months)



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Contact with Customer Service

Method of Contact



* Caution small base size

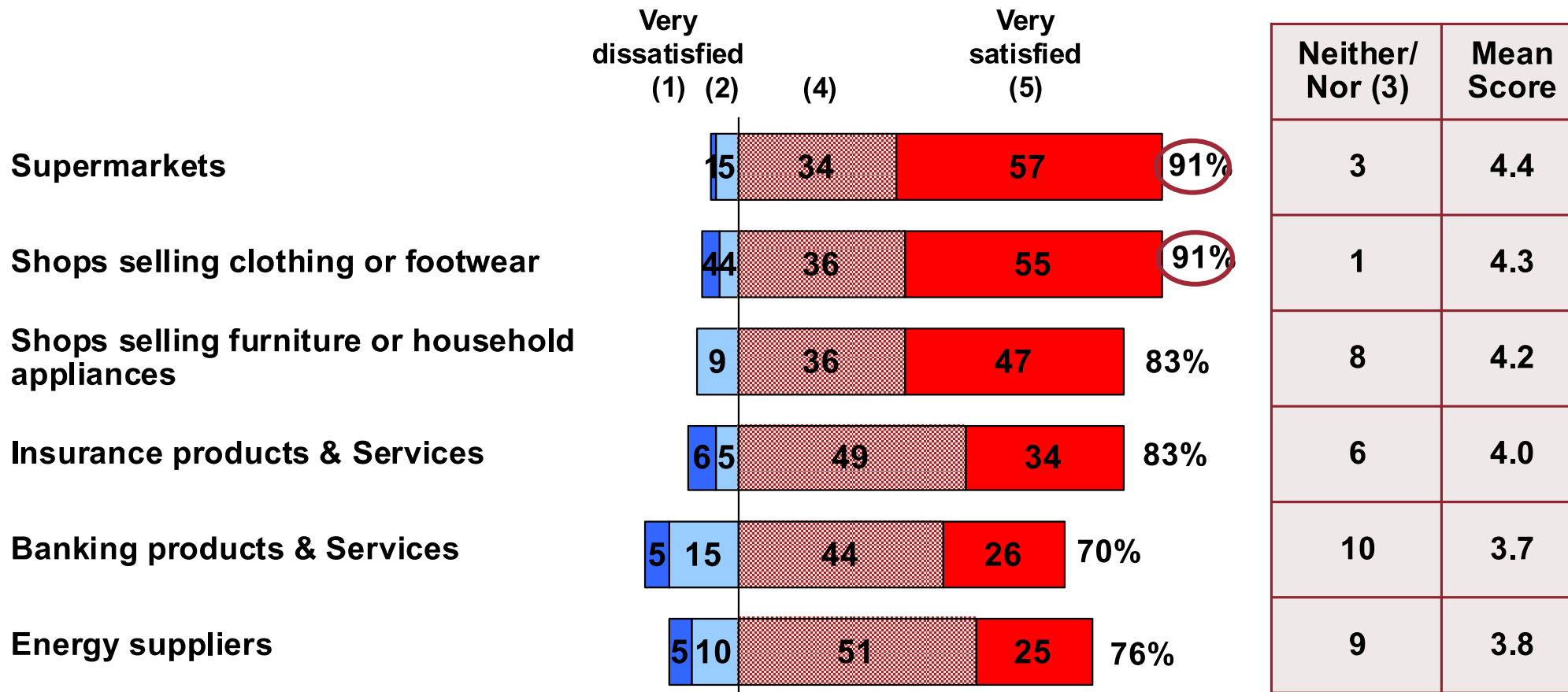
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Satisfaction with Customer Service – I



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(Base: All that had contact with customer service)



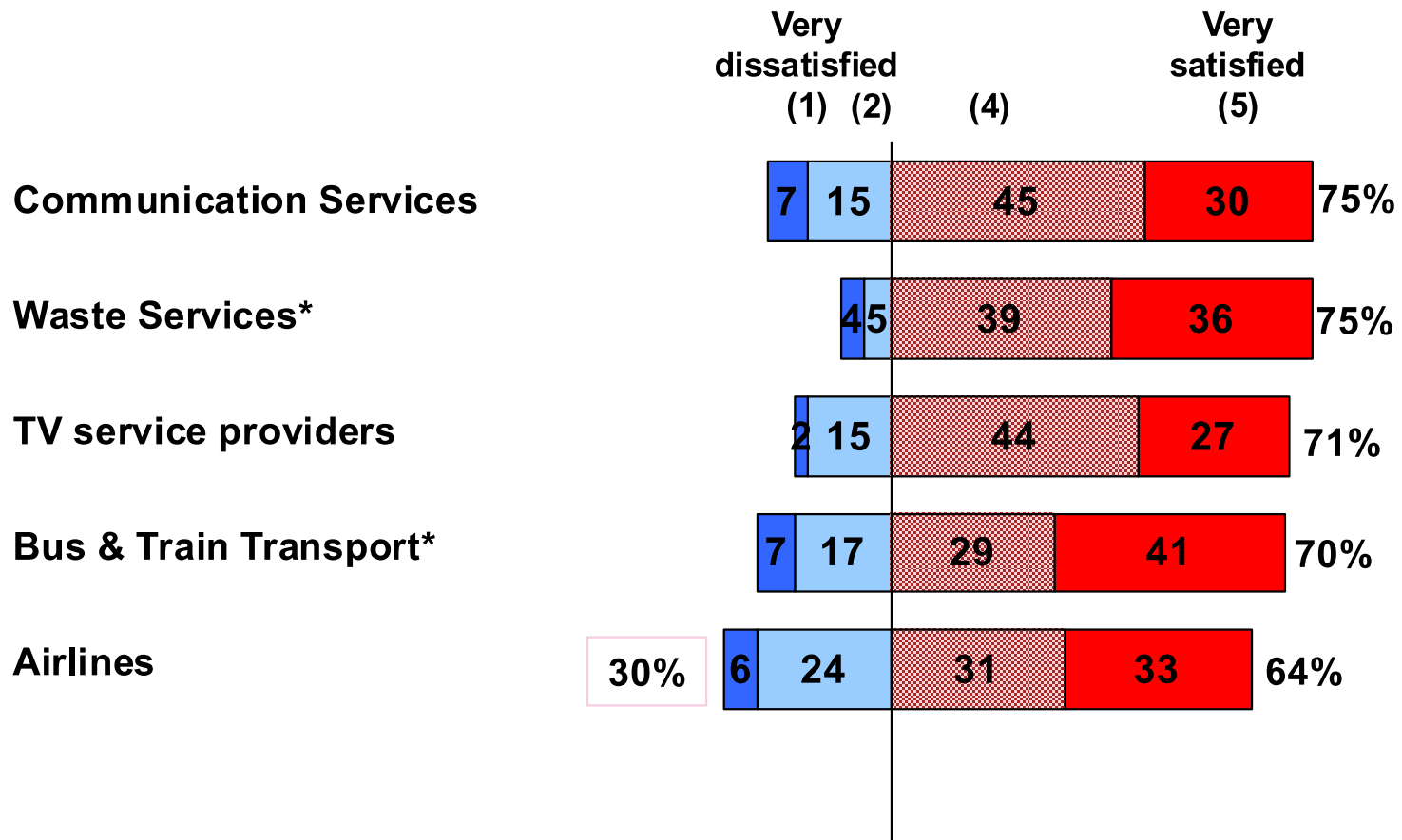
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Satisfaction with Customer Service – II



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(Base: All that had contact with customer service)



Neither/ Nor (3)	Mean Score
3	3.8
16	4.0
12	3.8
6	3.8
6	3.6

* Caution small base size

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Likely Action as a Result of Good & Bad Customer Service

(Base: All aged 15-74 – 1,000)



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Good customer service



%

Continue to do business with the provider



58

Tell people you know of your experience



56

Do more business with the provider



24

Bad customer service



%

Stop doing business with the provider



57

Tell people you know of your experience



46

Do less business with the provider



24

Continue to do business with the provider



5

Other



1

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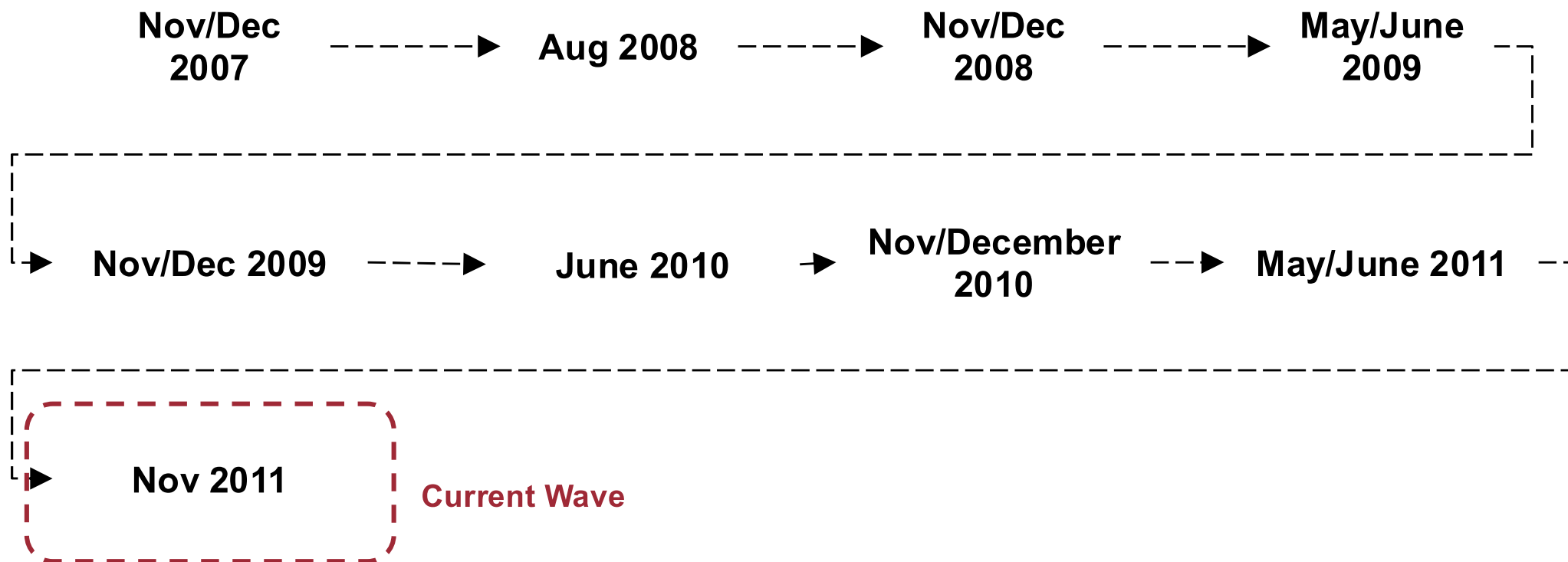
Research Background and Methodology

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Research Background and Methodology



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- 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 November 2011.

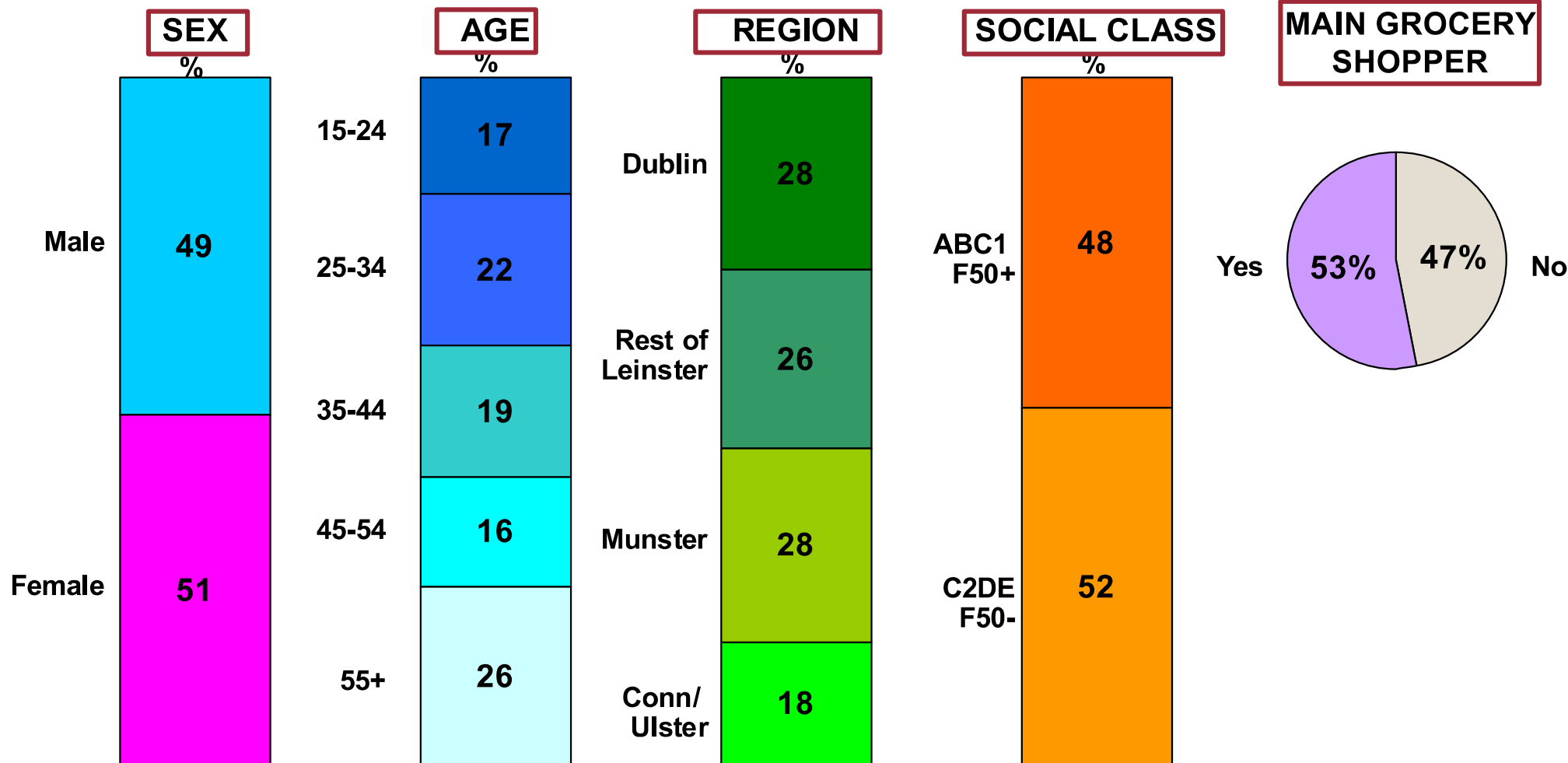
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Profile of Sample - I



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(Base: All aged 15-74 – 1,000)



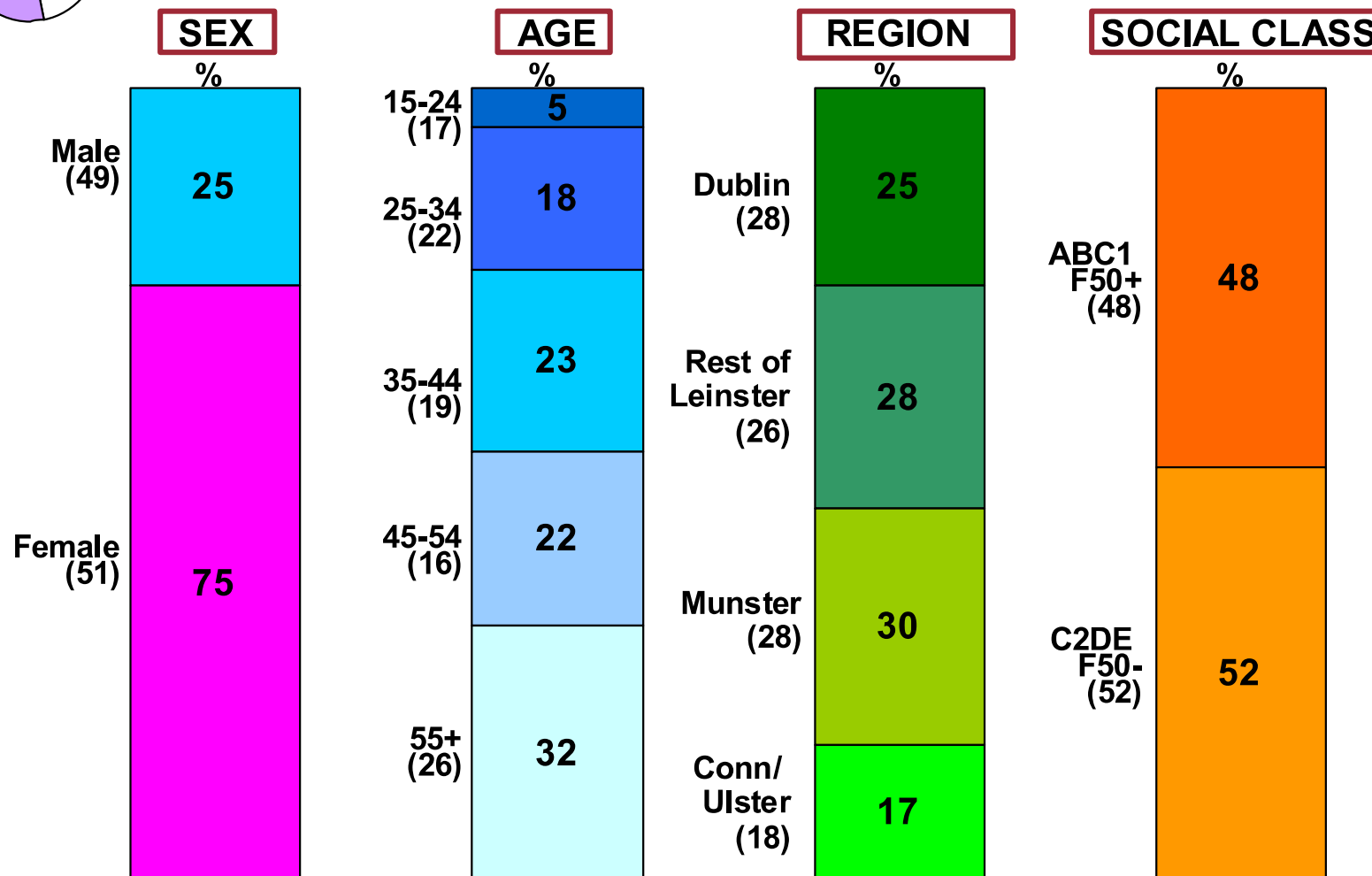
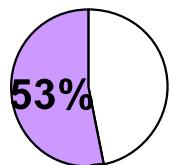
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Profile of Sample – II – Main Grocery Shoppers

(Base: All Mainly Responsible for Grocery Shopping in Home – 526)



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() = Total Sample

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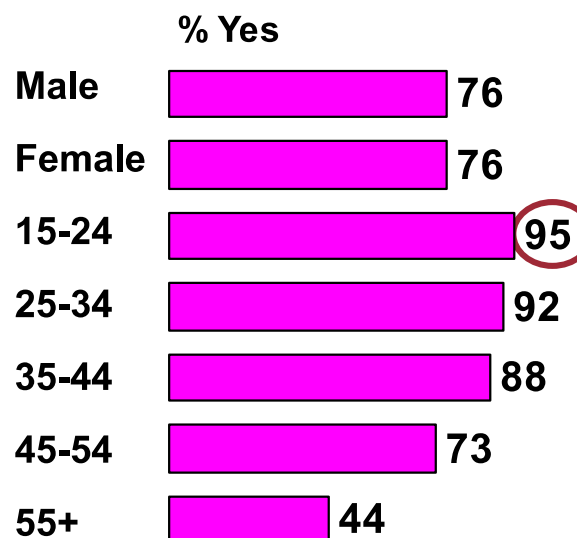
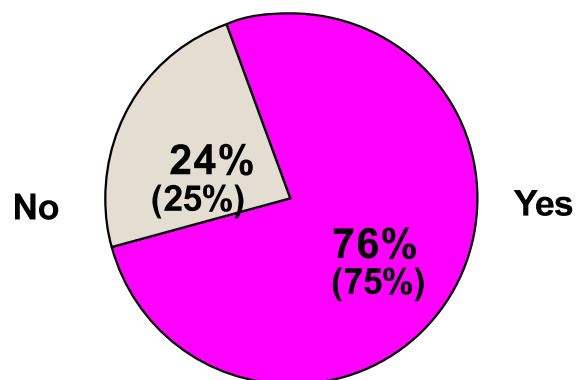
Profile of Sample – III – Internet Use



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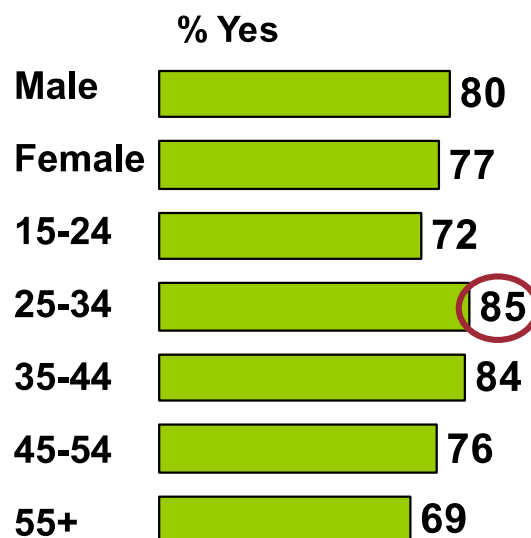
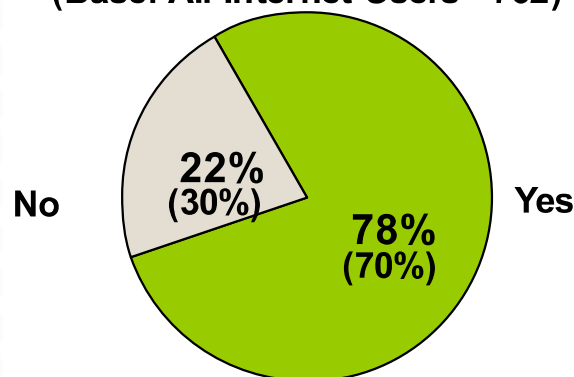
(Base: All aged 15-74 – 1,000)

USE INTERNET



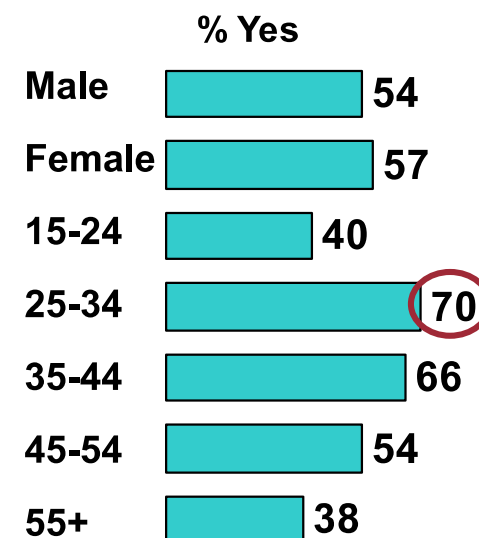
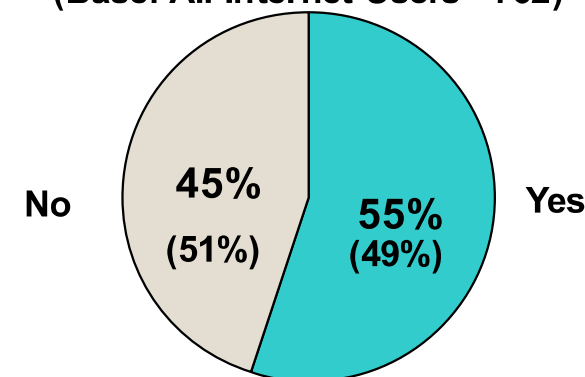
EVER PURCHASED ONLINE

(Base: All Internet Users - 762)



BANKING ONLINE

(Base: All Internet Users - 762)



() = June 2011

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Profile of Sample – IV – Social Media

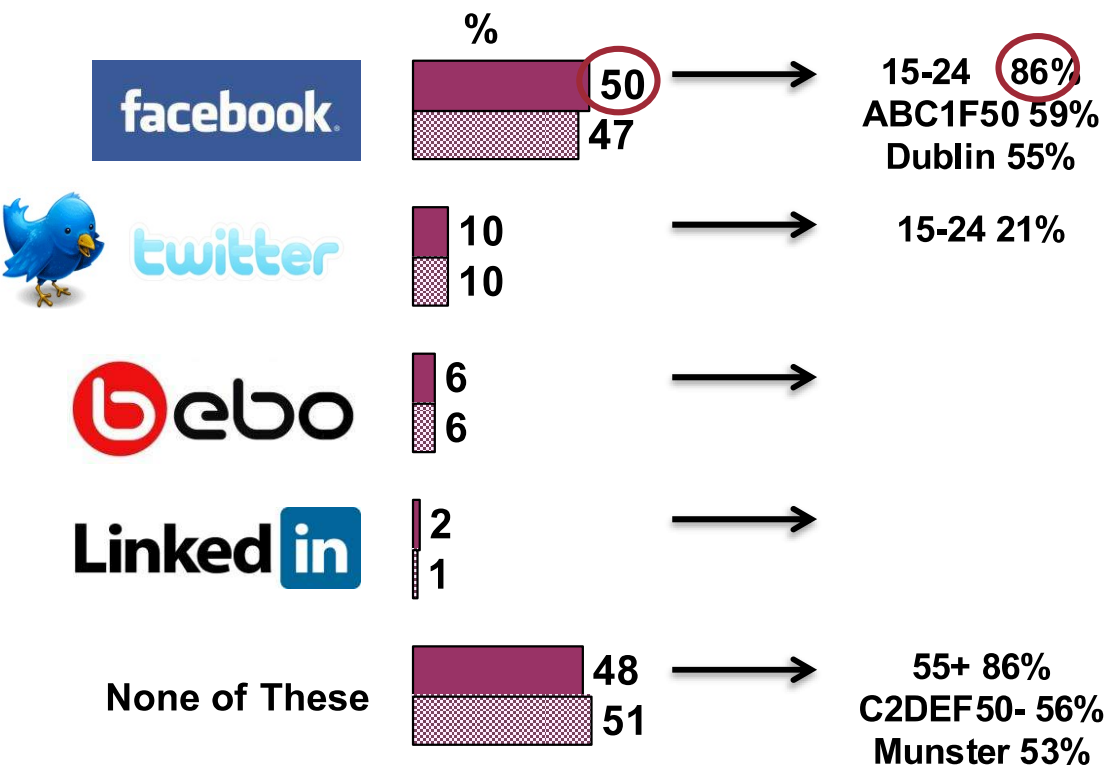
(Base: All aged 15-74 – 1,000)



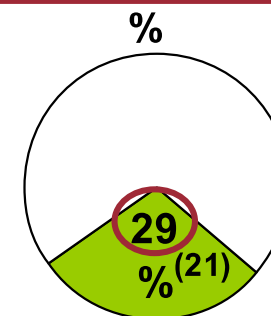
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Nov 2011
June 2011

Regular users of



Type of phone



Have a 'Smart phone'



Higher amongst:



() = June 2011