





Coimisiún um
Iomaíocht agus
Cosaint Tomhaltóirí

Competition and
Consumer Protection
Commission

Market Research Findings: Consumer Online Shopping Behaviour and Experiences

February 2015

Research Conducted by



Research Introduction & Methodology

- This report details the findings from a nationally representative Barometer study undertaken for the CCPC by Behaviour & Attitudes.
- 1,005 face-to-face interviews were conducted using CAPI machines. Interviewing is spread across 63 randomly selected sampling locations.
- Quota controls were placed on gender, age, social class and region to ensure that the sample is representative of the adult population in Ireland aged 16+.
- Interviewing was conducted between the 17th – 28th November 2014.



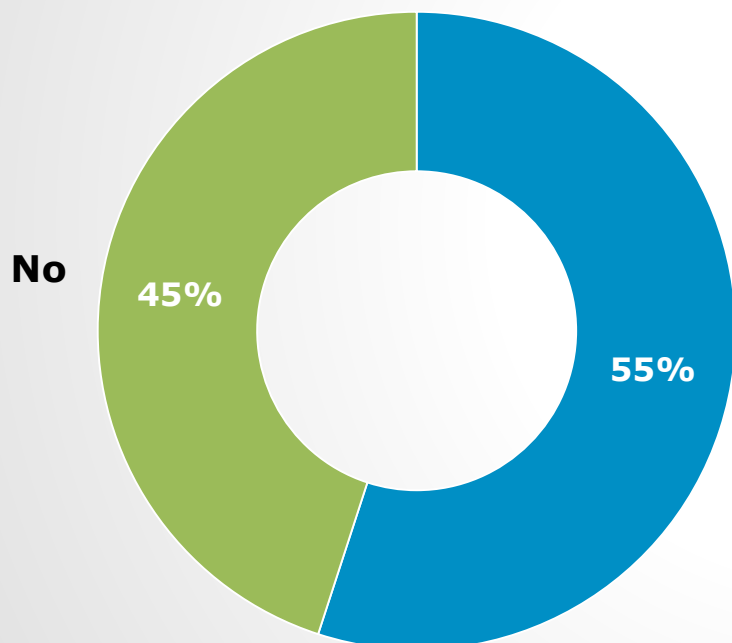
Key Findings

- 55% of Irish adults have bought goods/services online,
 - with the younger and ABC1's the more likely to purchase online.
- 79% of online shoppers have bought general consumer goods or products. Delay in receiving the goods or products has been experienced by about one in five of these online shoppers with 7% experiencing unexpected/hidden charges.
- In relation to purchasing telecommunication services online, 9% of those shoppers have experienced a delay in receiving the goods with 7% experiencing unexpected/hidden charges.
- 3 in 5 (61%) of those who purchase online are aware of the existence of a 'cooling off' period.
 - However 3 in 4 of these consumers did not know what the correct length of the cooling period is when asked.



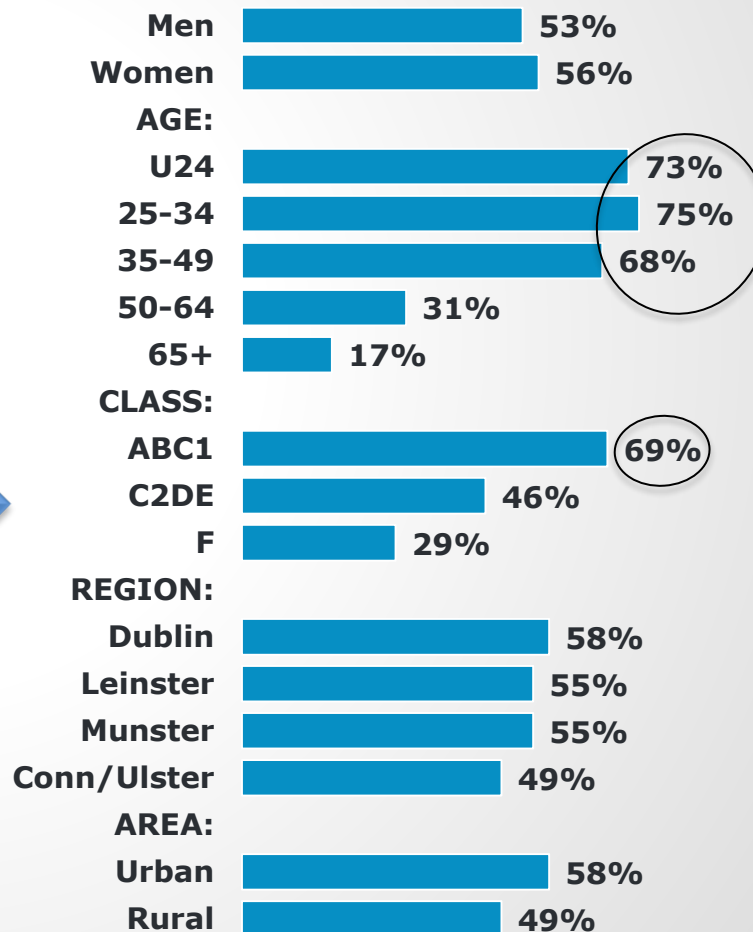
Incidence of Purchasing goods/services online

Base: All adults aged 16+



55% of Irish adults have purchased goods/services online. Younger (U49s) and ABC1's are the most likely to have purchased goods/services online.

Yes →



Categories Purchased Online

Base: All who purchase online

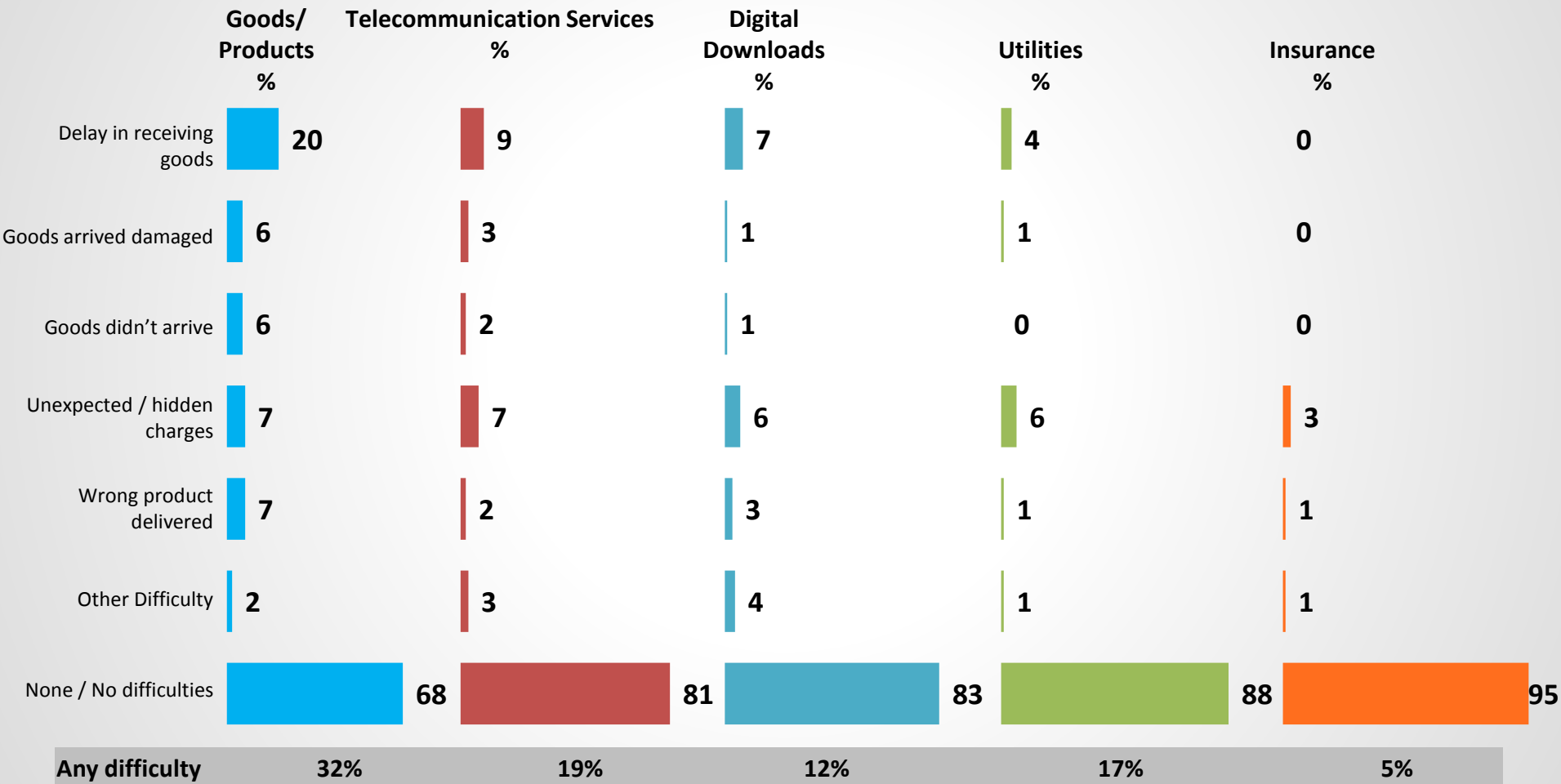
	Total	Gender		Age				Class			Region				Area	
		Male	Female	-24	25-34	35-49	50+	ABC1	C2DE	F	Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
Base:	558	258	300	106	159	192	101	314	222	22	167	145	154	92	371	187
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Goods/Products (e.g. Clothing, cosmetics, skincare, gifts, grocery etc)	79	68	88	81	84	81	60	77	81	76	73	81	82	79	78	80
Insurance (car, home, travel, etc)	41	46	36	22	45	49	39	46	35	52	40	39	45	40	37	48
Digital Downloads (e.g. music, films, apps etc)	36	42	31	38	42	37	21	38	34	34	36	36	40	29	38	33
Telecommunication Services (e.g. signed up to a mobile network, landline, broadband, TV)	22	27	18	16	25	24	21	27	17	19	23	29	17	16	23	21
Utilities (e.g. signed up to a gas or electricity supplier online)	16	19	13	-	15	24	19	21	11	9	19	20	14	7	19	10
Other	9	9	9	4	7	8	20	10	7	14	6	7	9	17	9	9

Almost 4 in 5 of those who purchase online have purchased general consumer goods and products, with women more likely to have bought this category whereas men over index in most other categories.



Incidence of Difficulties Experienced when Purchasing Online

Base: All who purchased products online

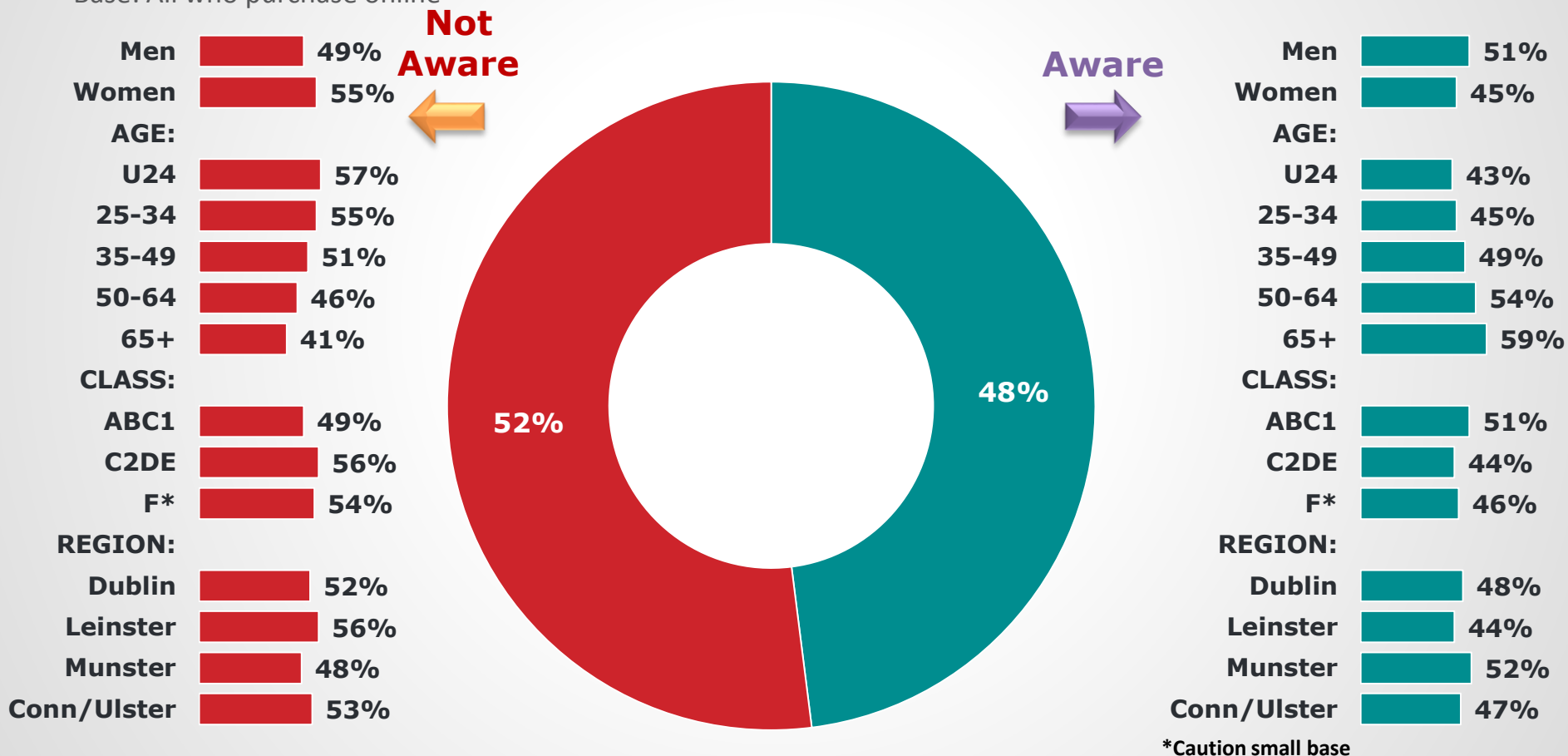


Those who have purchased consumer goods and products online have experienced the most difficulties with issues in relation to deliveries being the most cited problem.



Awareness of Different Rights existing when purchasing from EU versus Non EU websites

Base: All who purchase online

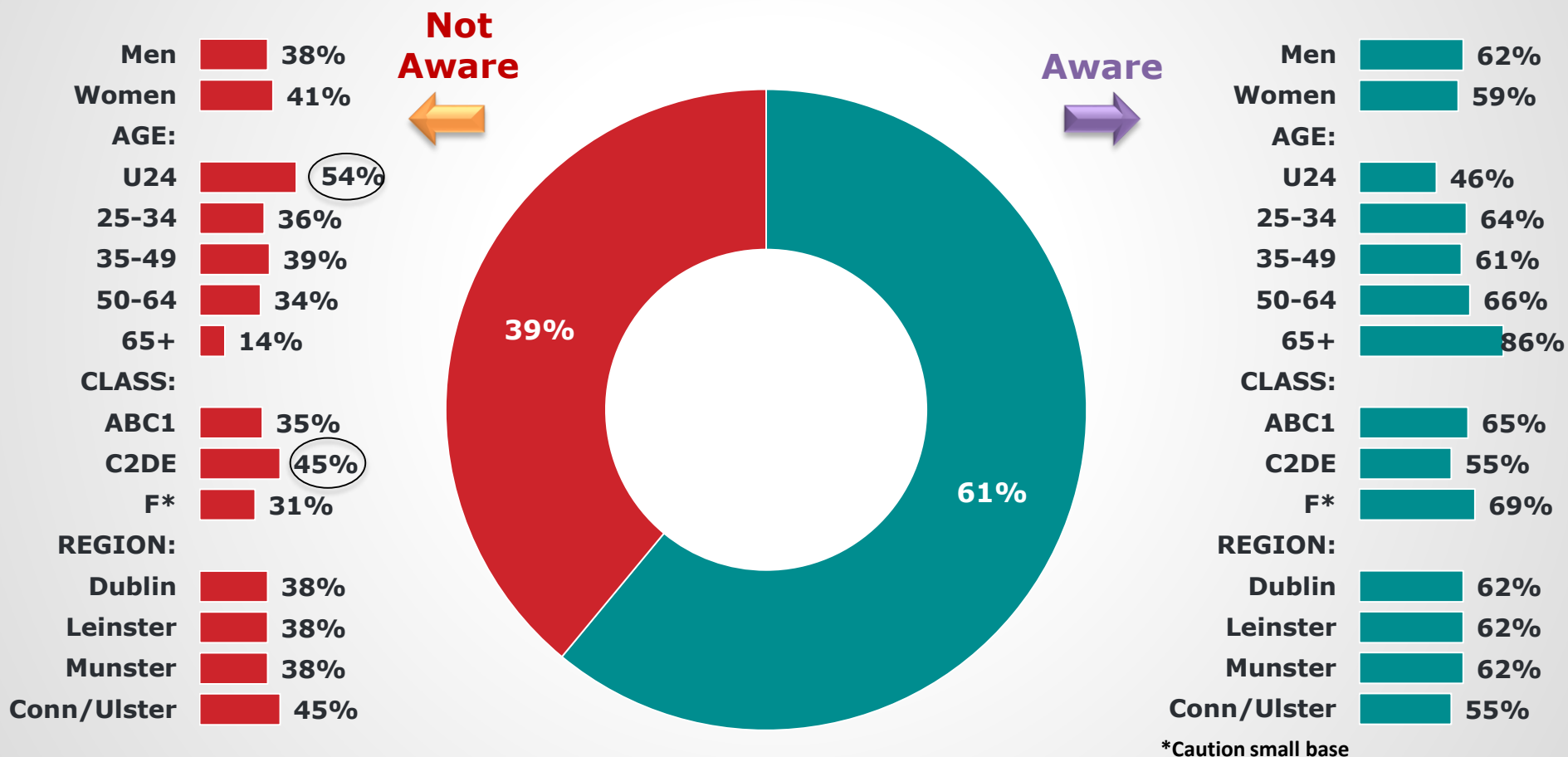


48% of online purchasers are aware that different consumer rights exist.



Awareness that a 'cooling off' period exists when purchasing online

Base: All who purchase online

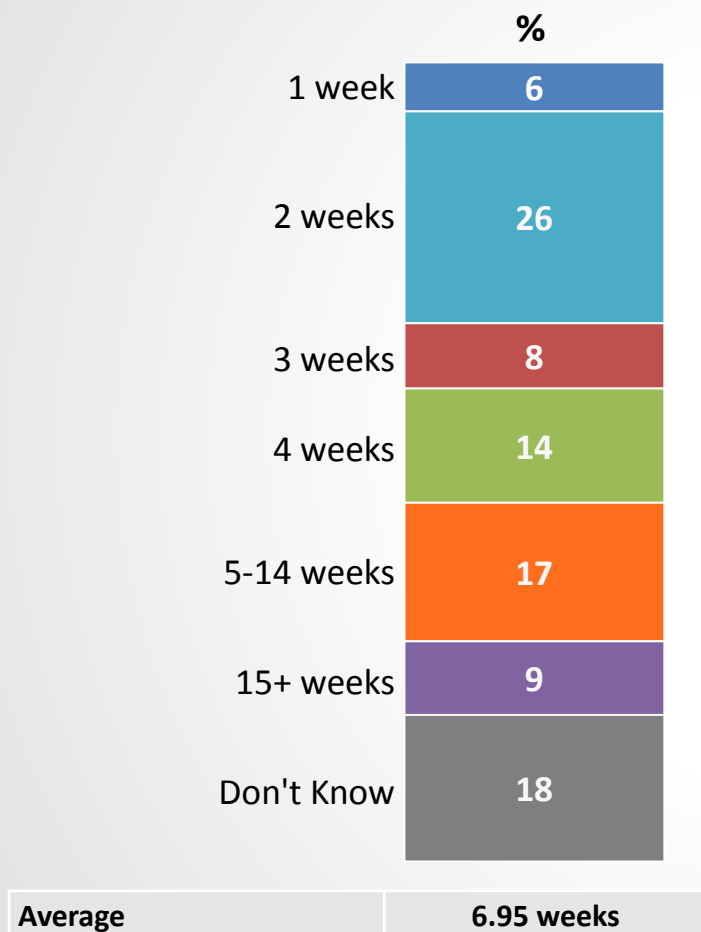


3 in 5 online purchasers know that there is a 'cooling off' period when purchasing online, with knowledge among older adults much greater.



Length of 'Cooling Off' Period?

Base: All who are aware that a "cooling off" period exists



GENDER:

Men 6.73

Women 7.20

AGE:

U24 5.77

25-34 8.23

35-49 7.28

50-64 5.54

65+ 5.03

CLASS:

ABC1 6.86

C2DE 7.12

F* 6.50

REGION:

Dublin 5.00

Leinster 7.67

Munster 6.70

Conn/Ulster 10.98

26% said the cooling period is 2 weeks. The average perceived length of the cooling period is almost seven weeks.





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End

