

# CCPC

## BLACK FRIDAY/ CYBER MONDAY RESEARCH



# INTRODUCTION

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# OBJECTIVES & METHODOLOGY



**1,008 interviews conducted among a representative sample of the Irish population**



**Survey conducted through computer-assisted telephone (CATI) interviews, with fieldwork conducted between 15 October and 31 October 2021**



**Data is then weighted in line with the most up-to-date population estimates for gender, age, social class and region**

## Objectives

**To measure consumer behaviours, beliefs and knowledge relating to this year's Black Friday and Cyber Monday sales, including:**

- The percentage of consumers that say they are likely make a purchase in the upcoming Black Friday/Cyber Monday sales
- The proportion reporting that they will do some research into the advertised discount before making a purchase in the sales
- Consumer knowledge regarding their rights when buying online, including products bought at sale vs. full price, from inside vs. outside the EU and consumers' 'right to return'

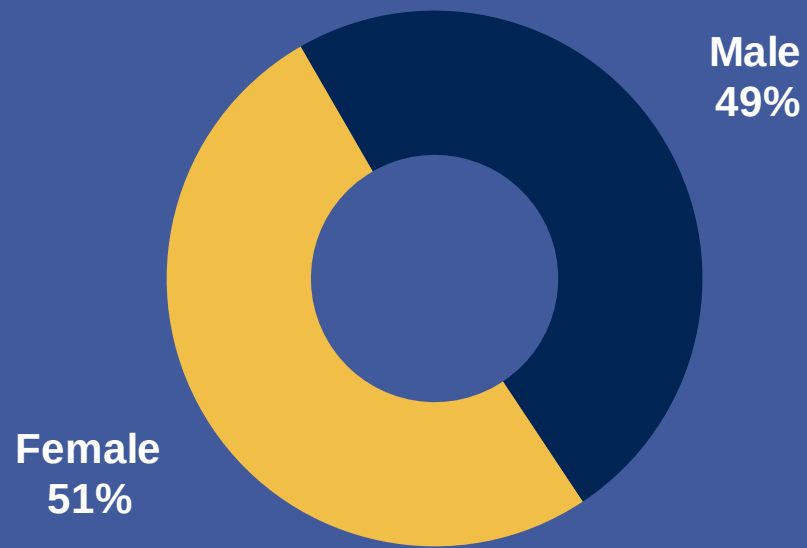
**Questionnaire was designed in consultation with the Competition and Consumer Protection Commission**



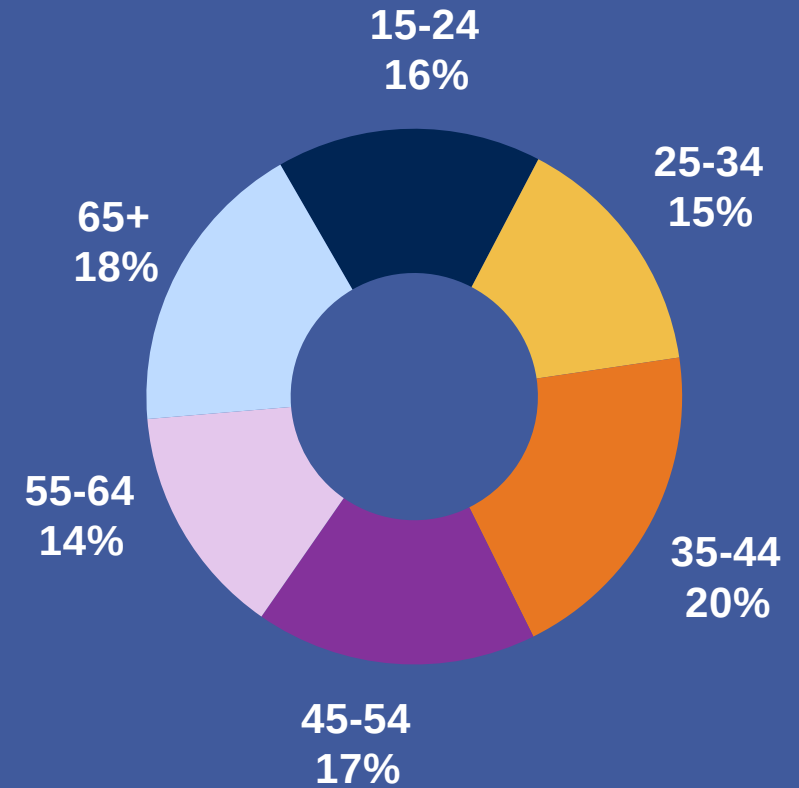
# SAMPLE PROFILE

## – DEMOGRAPHICS (WEIGHTED)

### Gender



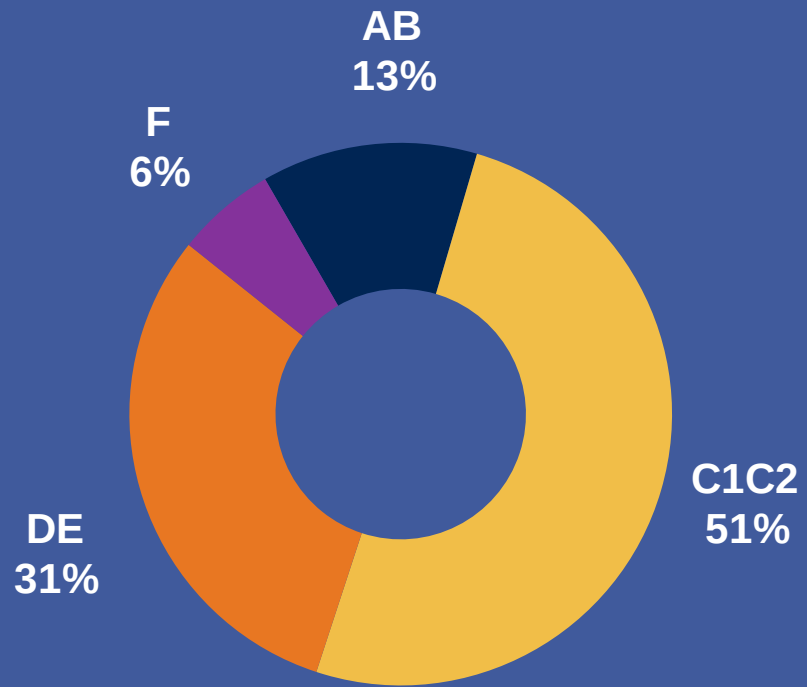
### Age



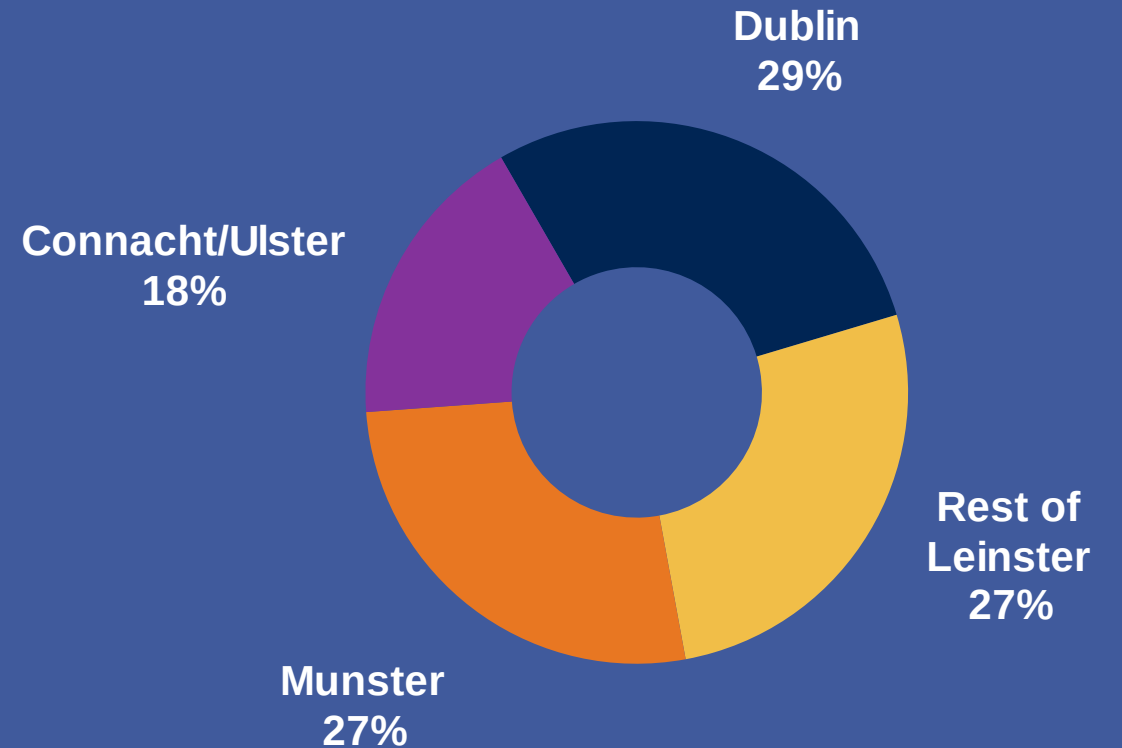
Base: All respondents (1,008)

# SAMPLE PROFILE – DEMOGRAPHICS (WEIGHTED)

## Social Class



## Region



Base: All respondents (1,008)

# EXECUTIVE SUMMARY

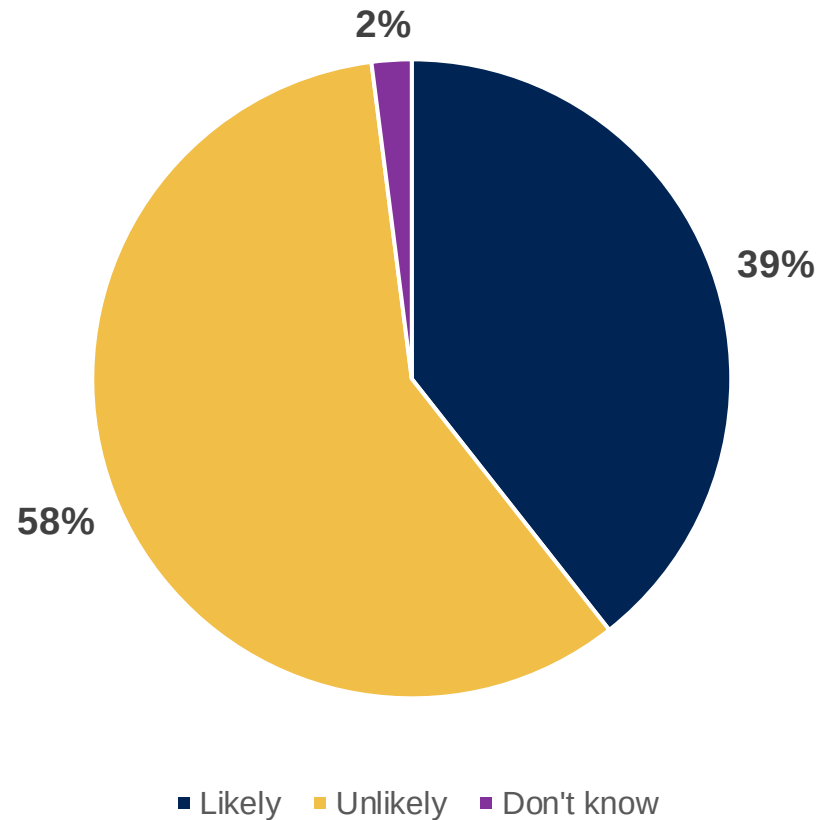
- . **39%** of respondents say they are **likely to purchase something** during this year's Black Friday/Cyber Monday sales
- . Those who are **younger**, in a **higher social class** and **shop online more frequently** are most likely to make a purchase in this year's sales
- . Strong majority (**79%**) of those likely to buy will do some **research into the advertised discount** first, although **under 25's** less likely to do this (despite being more likely to purchase something)
- . **Two-thirds (66%)** believe that your **online consumer rights** are the same at sale vs. full price, while **60%** believe consumer rights are different when buying from outside the EU vs. inside the EU



# ROUGHLY 2 IN 5 REPORT THAT THEY ARE LIKELY TO MAKE A PURCHASE IN THIS YEAR'S BLACK FRIDAY/CYBER MONDAY SALES

## Black Friday/Cyber Monday shopping intentions

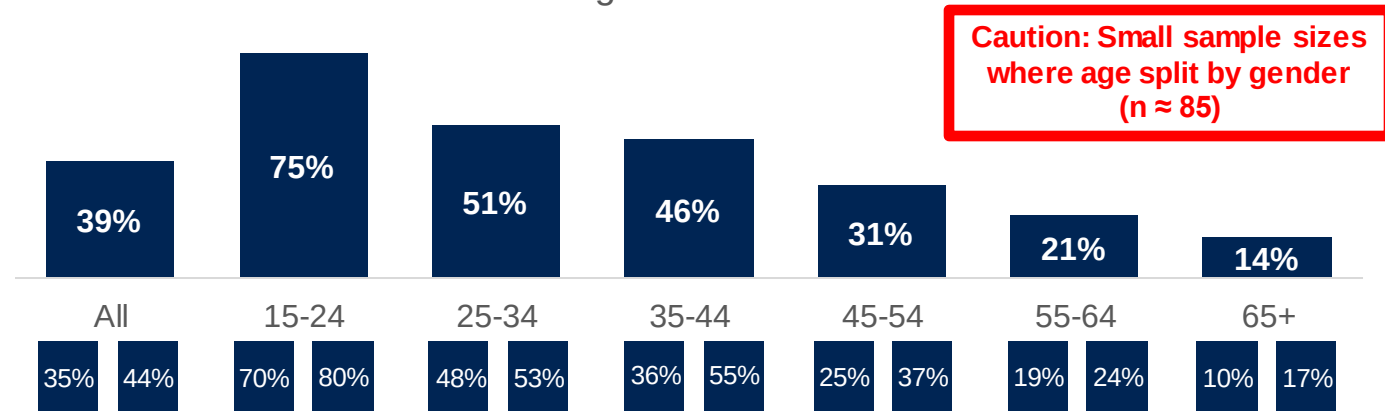
Likelihood of making a purchase during Black Friday/Cyber Monday sales



Q1. Would you say that you are likely or unlikely to make any purchases during the upcoming Black Friday or Cyber Monday sales?  
Base: All respondents (1,008)

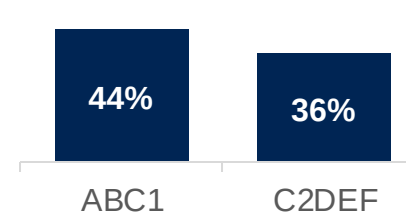
% responding 'Likely' by...

Age & Gender

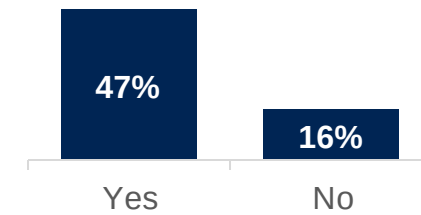


Caution: Small sample sizes where age split by gender (n ≈ 85)

Social Class



Made a purchase online past 12 months



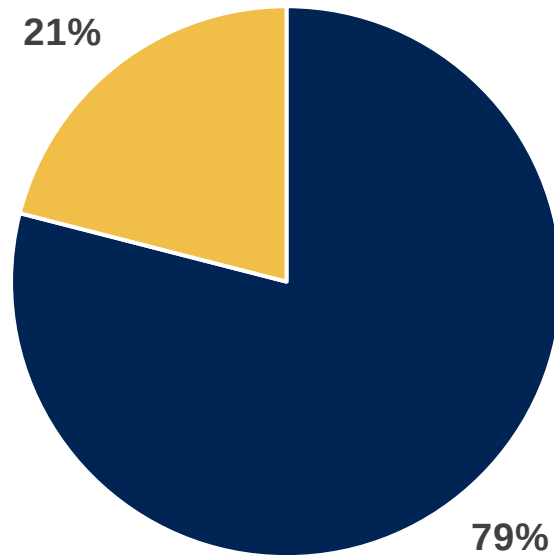
Coimisiún um Iomaíocht agus Cosaint Tomhaltóirí

Competition and Consumer Protection Commission

# AROUND 4 IN 5 OF THOSE LIKELY TO MAKE A PURCHASE SAY THEY WILL DO SOME RESEARCH INTO THE ADVERTISED DISCOUNT BEFORE BUYING

## Research on the Black Friday/Cyber Monday sales

Prior to making a purchase, will you do some research to confirm the advertised discount reflects the full selling price?



■ Yes ■ No

Under-25s most likely to make a purchase, but less likely to do research



Men (81%) are slightly more likely than women (77%) to say they will research the advertised discount before buying, while a similar gap exists between ABC1's (80%) and C2DEF's (77%).

Q2. Prior to purchasing something in the Black Friday/Cyber Monday sales do you expect you'll do some research to confirm that the advertised discount reflects the previous full selling price of the product?

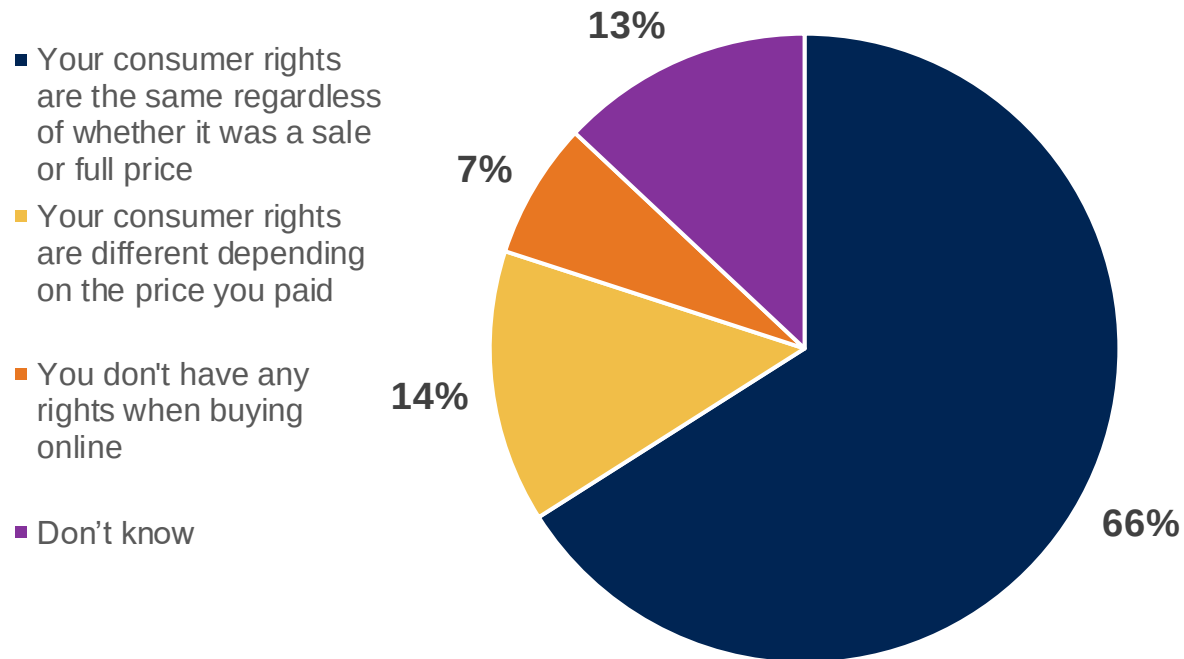
Base: All likely to make any purchases in upcoming Black Friday/Cyber Monday sales (397)



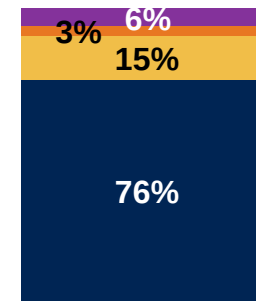
# TWO-THIRDS OF RESPONDENTS BELIEVE YOUR ONLINE CONSUMER RIGHTS ARE THE SAME REGARDLESS OF WHETHER YOU BUY AT SALE OR FULL PRICE

## Consumer rights & sales

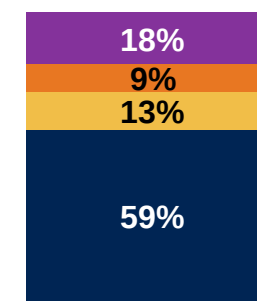
Consumer rights when buying online at sale price vs. full price



Social Class

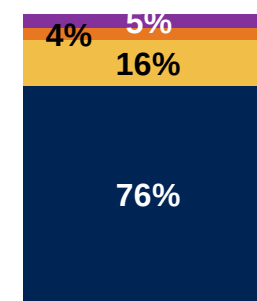


ABC1

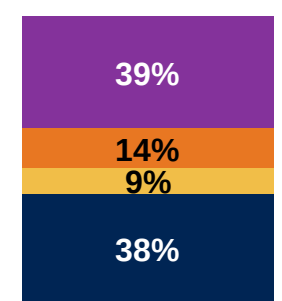


C2DEF

Made a purchase online past 12 months



Yes



No

- ABC1s and those who have made a purchase online in the past 12 months (both 76%) most likely to say your online consumer rights are the same at sale vs. full price.
- Those aged 65+ (34%) are significantly more likely to say that they “don’t know”, compared to 8% of respondents under 65. C2DEF’s (18%) and those who haven’t made an online purchase in the past 12 months (39%) are also more likely to say this.

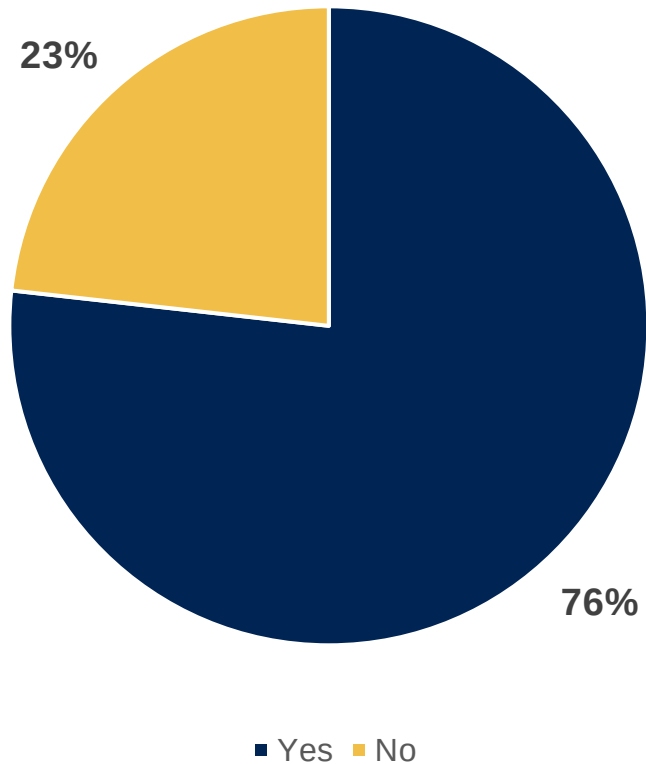
Q3. Thinking now of buying items online at a sale price rather than the full price, which of the following do you think applies?  
Base: All respondents (1,008)



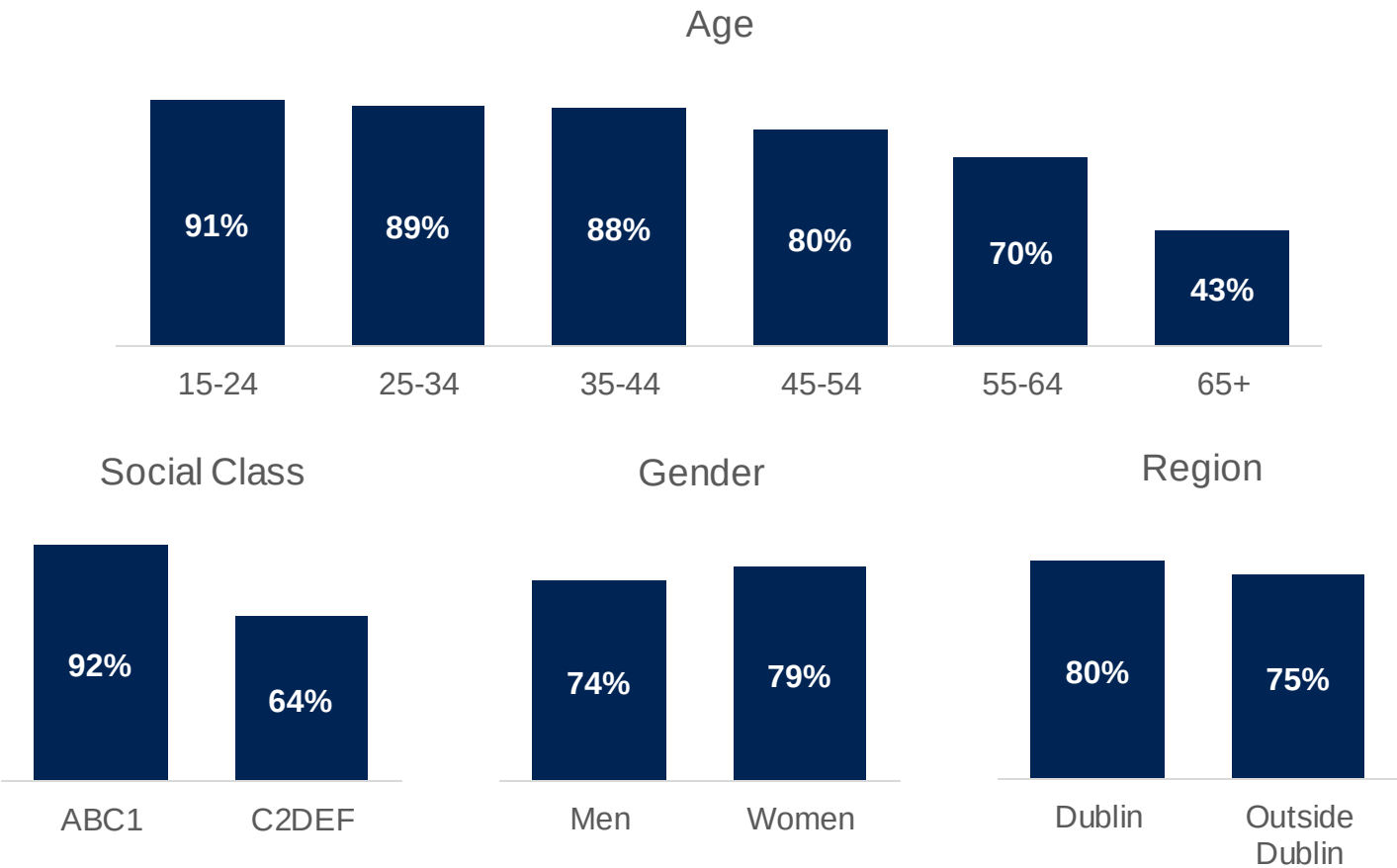
# 3 IN 4 RESPONDENTS HAVE MADE A PURCHASE ONLINE IN THE PAST 12 MONTHS

## Online shopping in the past year

Have you made any purchases online during the past 12 months?



% made purchase online by...



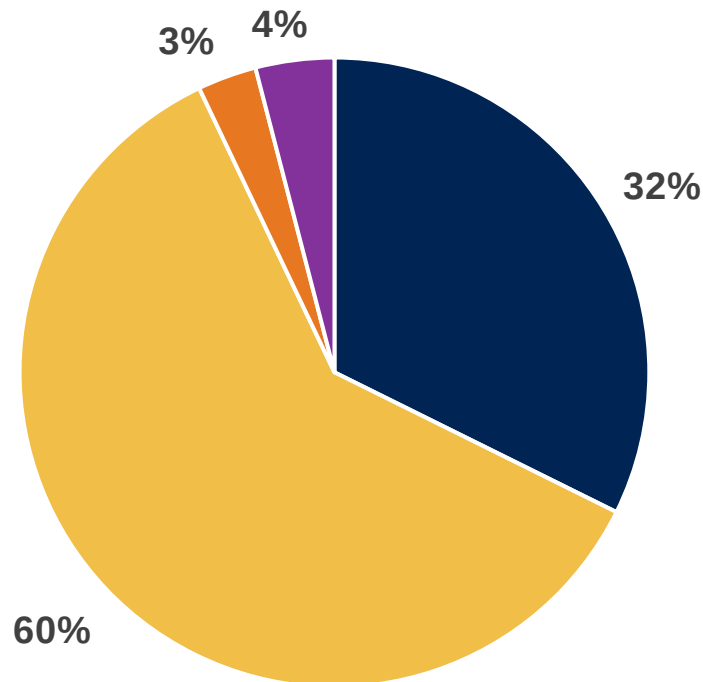
Q4. Have you made any purchases online during the past 12 months?  
Base: All respondents (1,008)

# A SIGNIFICANT MAJORITY (60%) BELIEVE YOUR ONLINE CONSUMER RIGHTS ARE DIFFERENT WHEN BUYING FROM INSIDE THE EU VS. OUTSIDE THE EU

## Consumer rights & the EU

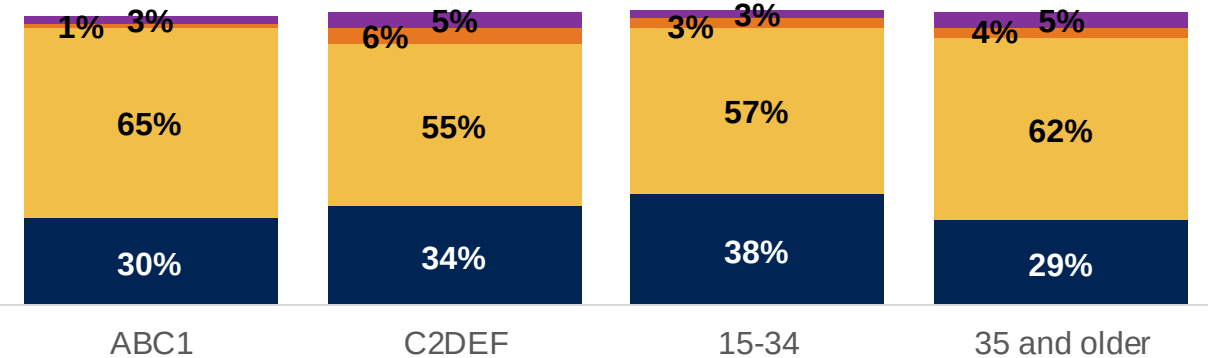
### Consumer rights when buying online inside vs. outside EU

- Your consumer rights are the same regardless of where the website is based
- Your consumer rights are different depending on where the website is based
- You don't have any rights when buying online
- Don't Know



### Social Class

### Age



- Men (62%) slightly more likely than women (59%) to say your consumer rights are different depending on where the website is based.
- Older respondents are most likely to say that they “don’t know” about their online consumer rights, with 10% of those aged 55 and older saying this, compared to 3% of under 55’s.

Q5. Thinking now of buying items from websites based in the European Union compared to websites outside the European Union, which of the following do you think applies?  
Base: All who have made any purchases online during the past 12 months (771)

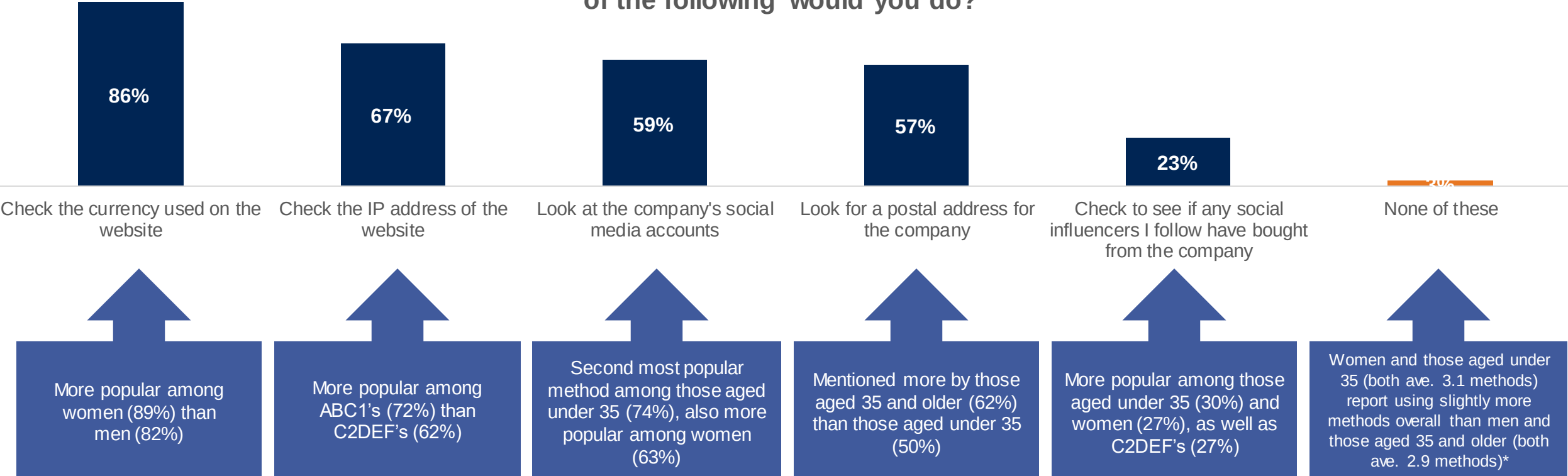


# CHECKING THE CURRENCY AND IP ADDRESS MOST POPULAR SAFETY MEASURES WHEN BUYING FROM A WEBSITE FOR THE FIRST TIME

Shopping on a website for the first time



If you were shopping online from a company you have never purchased from before, which, if any, of the following would you do?



Q.7 If you were shopping online from a company you have never purchased from before, which, if any, of the following would you do?  
Base: All who have made any purchases online during the past 12 months (771)  
\*Excludes those responding DK/Refused  
12 – © Ipsos MRBI | 21-080780 | CCPC Black Friday/Cyber Monday Research | November 2021

# CONTACTS

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