

POST CHRISTMAS 2024 RESEARCH

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INTRODUCTION

01

Objectives & Methodology

To measure consumer behaviours, intentions and knowledge relating to shopping during the Christmas period 2024.

This is follow up to our pre-Christmas research and focuses specifically on awareness of return/redress rights and gift receipt usage.

Questionnaire was designed by Ipsos B&A in consultation with the Competition and Consumer Protection Commission and repeated many of the questions asked in a similar questionnaire asked in 2023 & 2022.

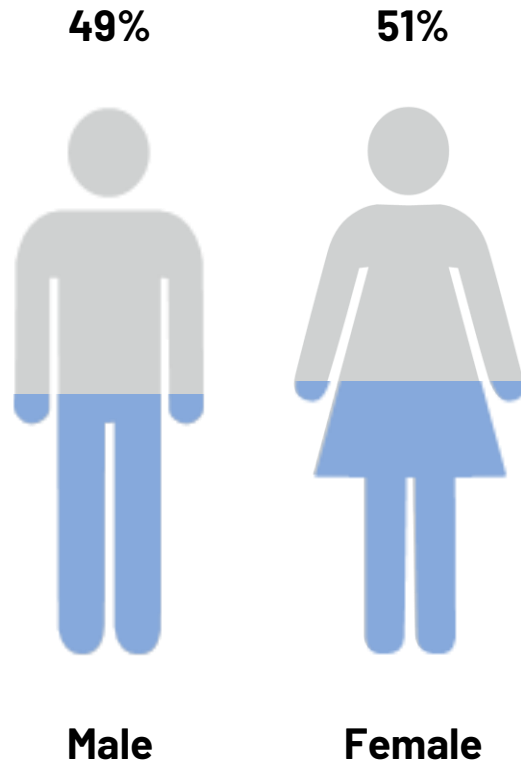


- 1,000 interviews conducted among a representative sample of the Irish population
- Survey conducted through computer-assisted telephone (CATI) interviews, with fieldwork conducted between 16 and 31 October 2024
- Data is then weighted in line with the most up-to-date population estimates for gender, age, social class and region

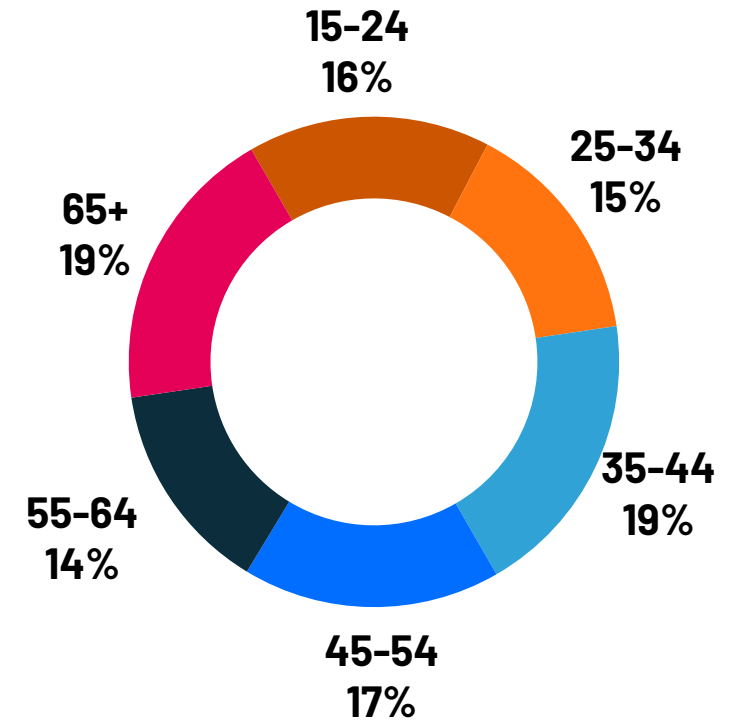
Sample Profile

- Demographics

Gender



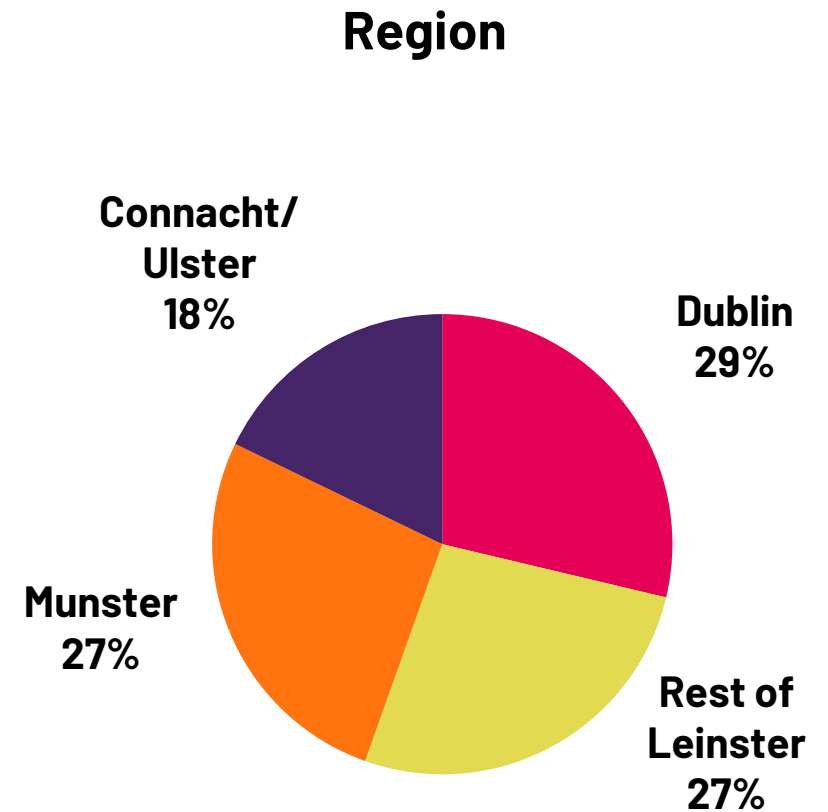
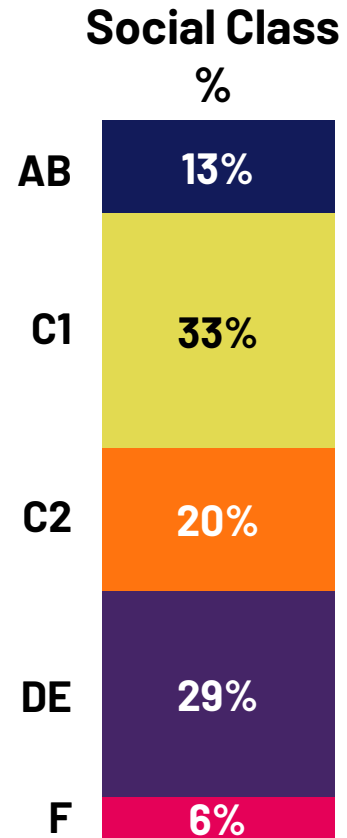
Age



Base: All Respondents: 1000

Sample Profile

- Demographics



Base: All Respondents: 1000

Executive Summary

- One in four consumers are unaware that retailers are responsible in the event a good turns out to be faulty
- More than a fifth (22%) mention the retailer, warranty provider and manufacturer as sharing responsibility
- Almost half (45%) incorrectly believe the return period for a faulty item depends on the length of the guarantee/warranty
- The research also showed that a third of respondents would regift unwanted presents, with clear differences in approach from men and women

FINDINGS

02

RECEIPTS, UNWANTED PRESENTS & VOUCHERS



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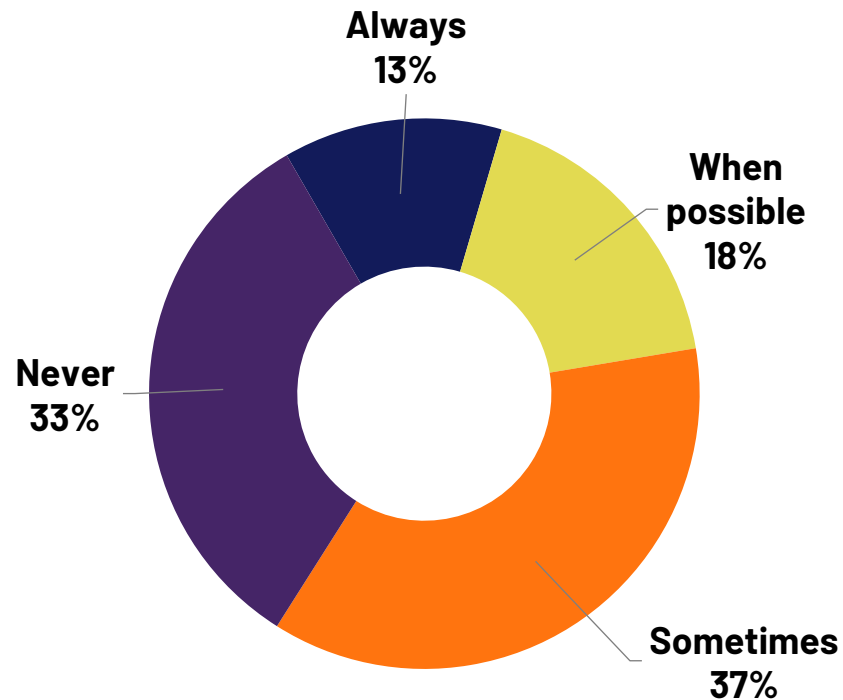


B&A

Around 1 in 3 say that they never include gift receipts with Christmas presents

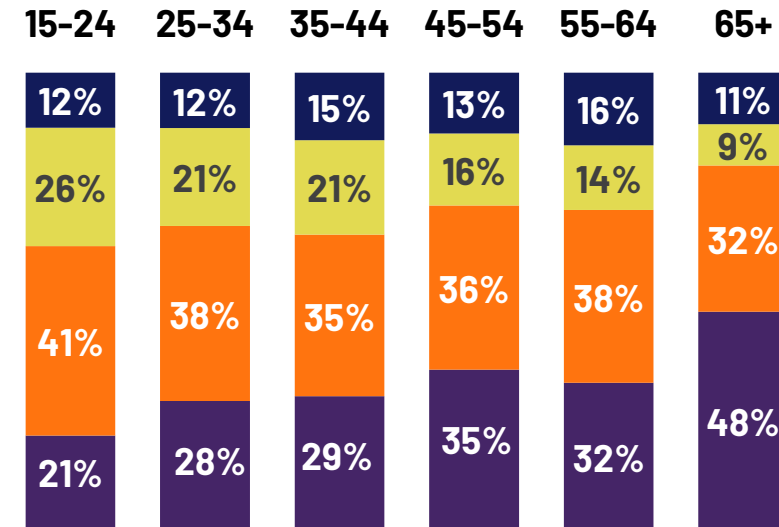
LIKELIHOOD OF INCLUDING RECEIPTS WITH CHRISTMAS GIFTS

Do you include a gift receipt?



■ Always
■ When Possible
■ Sometimes
■ Never

By Age

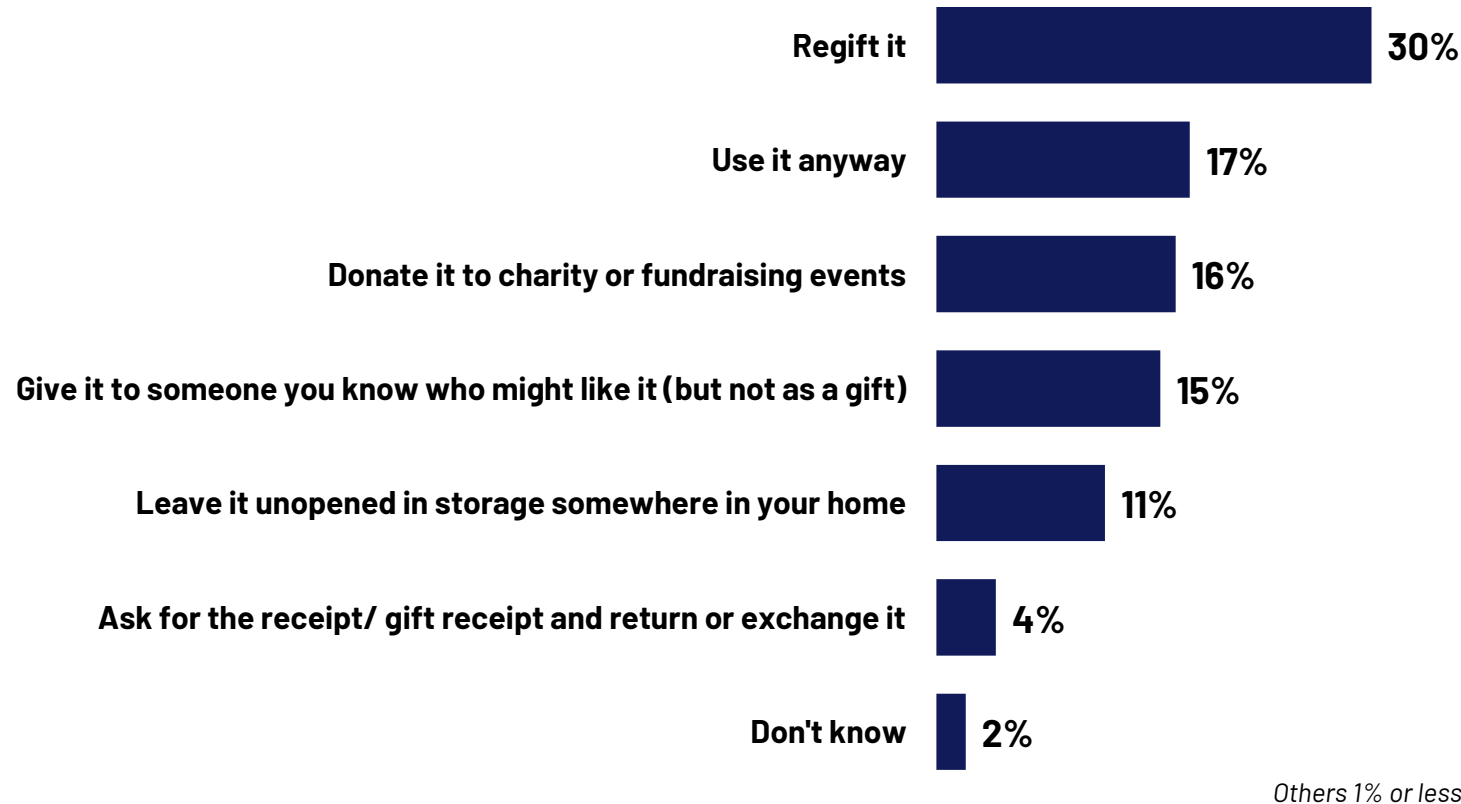


- Sharp differences by age, with almost half (48%) of 65+ year olds never including a gift receipt, compared with 21% of under 25s.
- Similarly, 39% of men say they never include one compared with 27% of women.

Almost a third of respondents say they would regift an unwanted Christmas present

WHAT TO DO WITH AN UNWANTED GIFT AND NO RECEIPT

What would you be most likely to do?

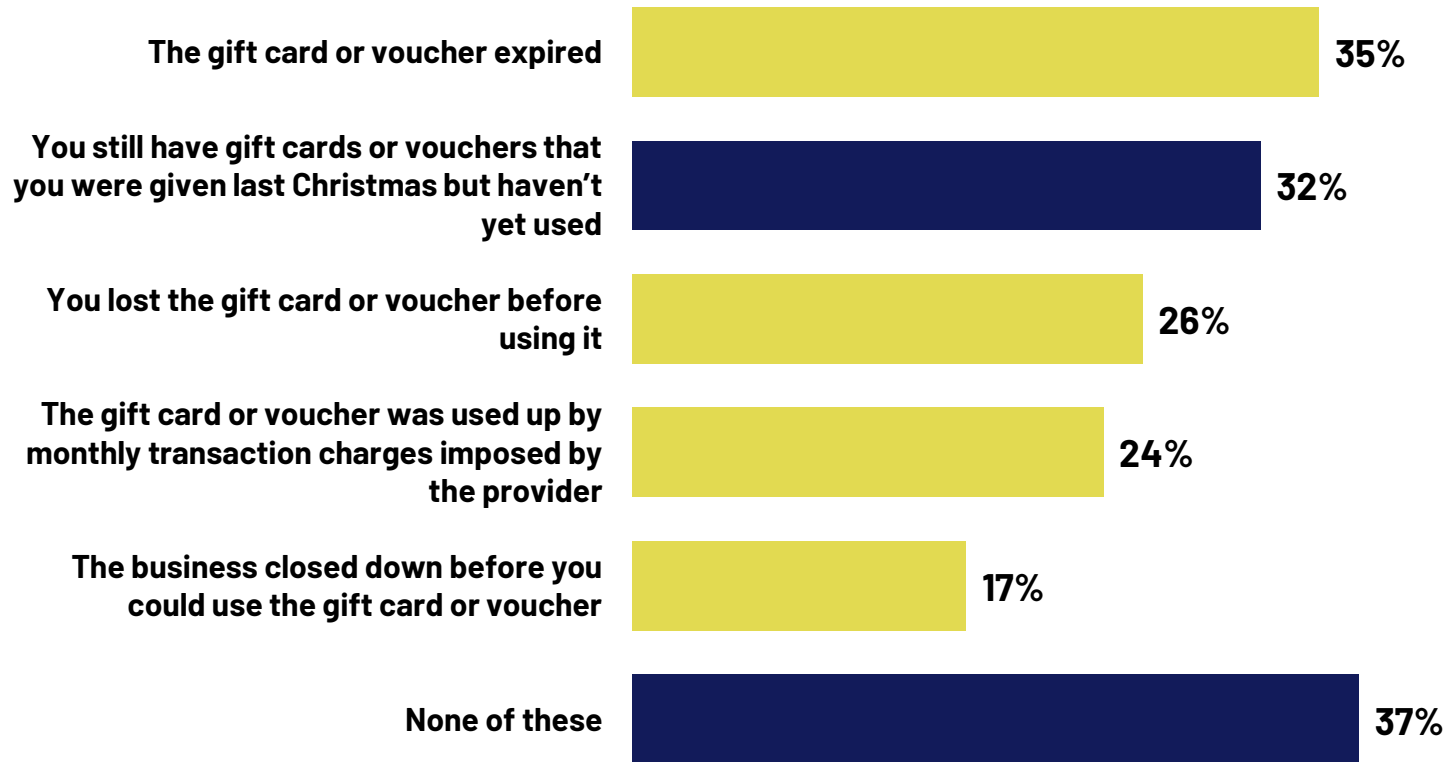


- Regifting more common among women than men (35% vs. 24%).
- 23% of men say they would use the gift anyway, compared with 12% of women.
- 14% of men say they would leave it unopened, 9% of women say so.
- Over 65s more likely to donate it to charity or fundraising events (26%) or give it to someone else but not as a gift (22%).

More than half of respondents (55%) report a negative experience with gift cards and vouchers

EXPERIENCE WITH GIFT CARDS AND VOUCHERS

Have any of these happened to you?



NET Negative Experiences 55%

- The two most common negative experiences reported by respondents in relation to gift cards and vouchers are that the gift card/vouchers expired or that they lost it before using it.
- 15-24 years old are the most likely to say that the gift card or voucher expired (46%) and that they still have gift cards or vouchers that they still haven't used since last Christmas (41%).
- Respondents in the older age bracket 65+ are the most likely to say that none of these apply to them (48%).

FAULTY GOODS AND RETURNS



Coimisiún um
Iomláacht agus
Cosaint Tairbhí

Competition and
Consumer Protection
Commission

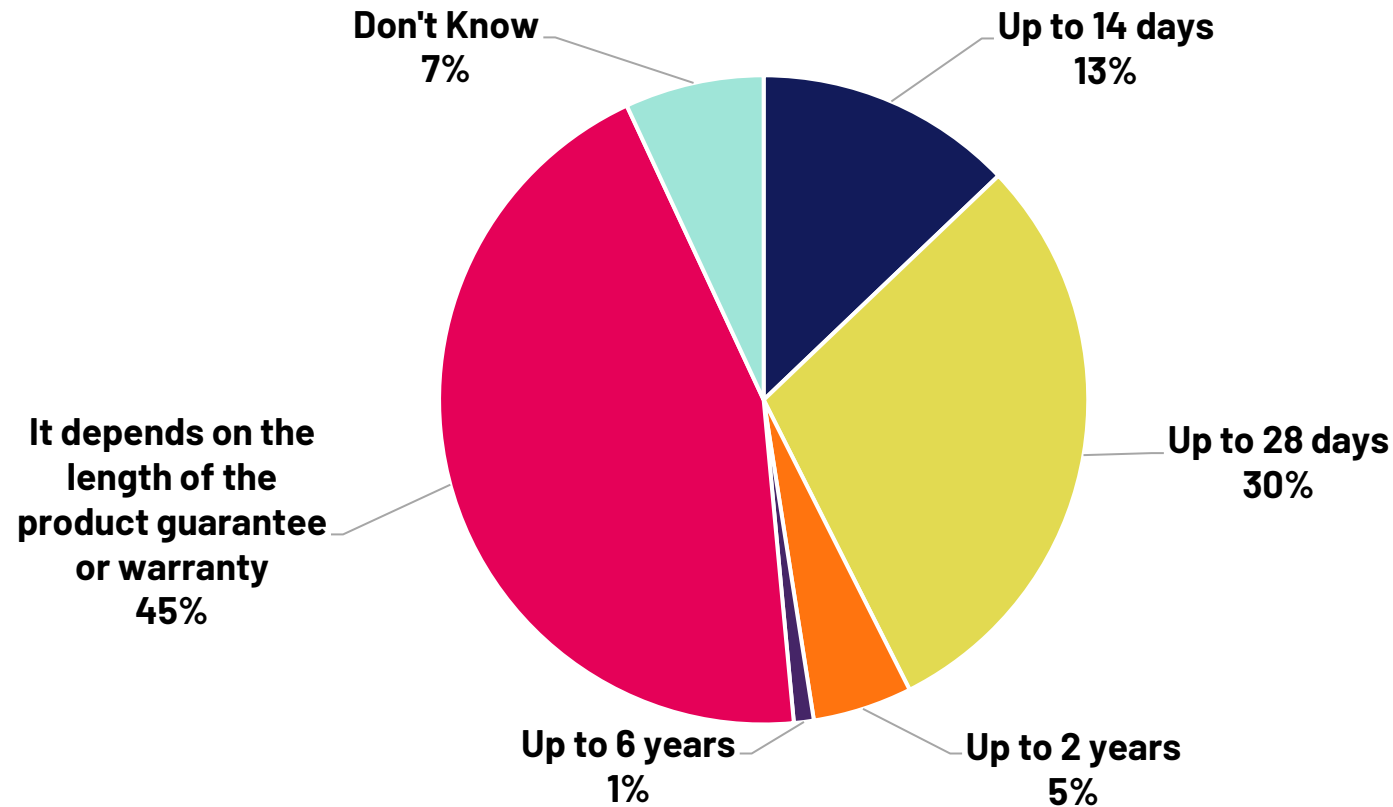


B&A

Just under half believe that the returns period for faulty items depends on the length of the guarantee/warranty

CONSUMER RIGHT TO REDRESS

How long do you have to return a faulty item to receive refund/replacement/repair?



Q.8 Imagine you bought an item which turned out to be faulty, how long after a purchase do you have consumer rights if a product turns out to be faulty?
Base: All respondents(1,000)

Slight difference by age in awareness of return periods, with most under 35s believing it depends on the guarantee/warranty

CONSUMER RIGHT TO REDRESS

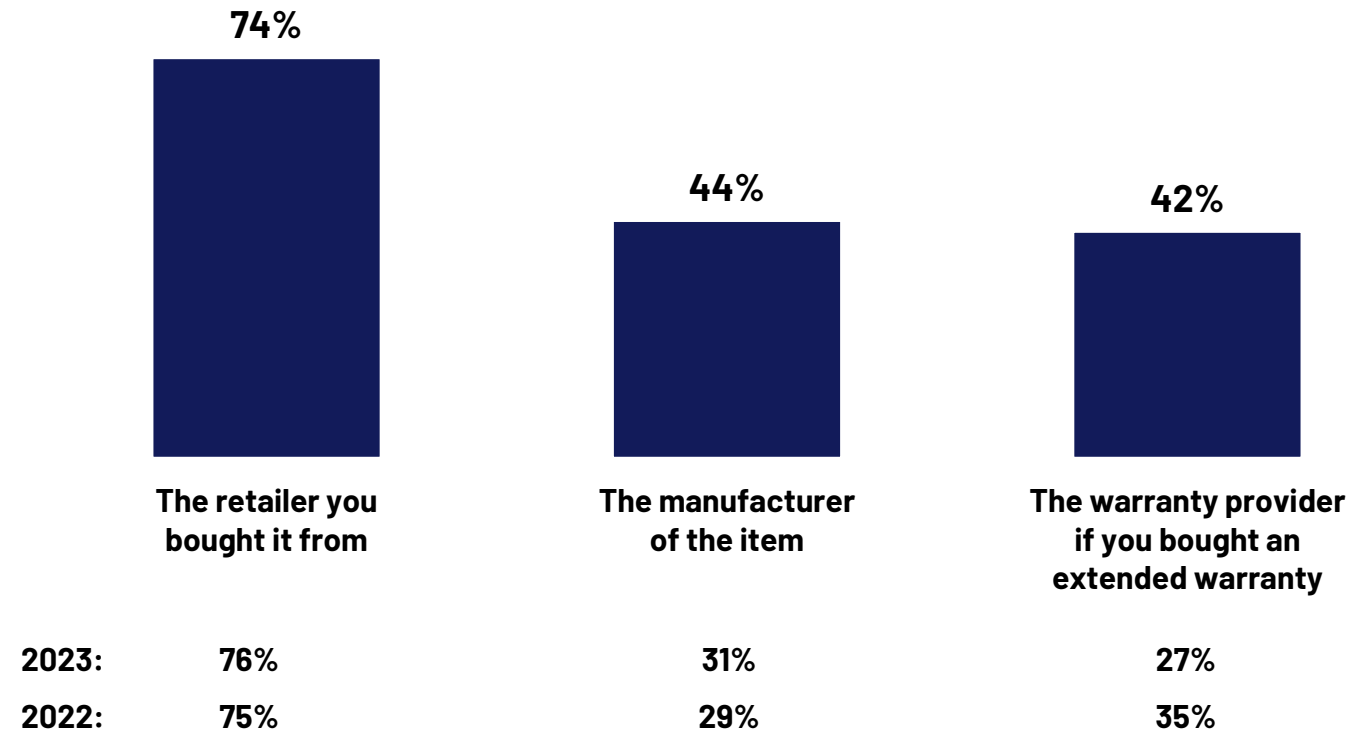
	Age						Social Class		Gender	
	15-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DEF	Male	Female
	%	%	%	%	%	%	%	%	%	%
Up to 14 days	8	10	9	17	14	19	10	16	14	13
Up to 28 days	32	26	36	30	30	24	34	26	28	31
Up to 2 years	4	6	5	7	5	4	7	4	8	3
Up to 6 years	-	1	2	*	-	1	*	1	1	1
Depends on the length of the product guarantee/warranty	53	51	45	39	43	39	43	46	42	47
Don't Know	3	6	4	7	7	13	6	7	8	6

Q.8 Imagine you bought an item which turned out to be faulty, how long after a purchase do you have consumer rights if a product turns out to be faulty?
Base: All respondents(1,000)

Almost 3 in 4 say that the retailer is responsible in dealing with products that turn out to be faulty

CONSUMER RIGHT TO REDRESS

Who's responsibility is it to deal with an item that turned out to be faulty?



Q.9 And if the product turned out to be faulty, who's responsibility is it to deal with it?
Base: All respondents (1,000)

- 38% of respondents say that it is only the retailer's responsibility in case products turn out to be faulty.
- 22% think it is the responsibility of all of them i.e. the retailer, the manufacturer and the warranty provider.
- Compared to previous years more respondents identify the manufacturer and the warranty provider as being responsible if a product turns out to be faulty.
- The proportion holding the retailer responsible is unchanged.
- Those aged over 65 are most likely to say that it is the retailer's responsibility (81%).

'None of these' less than 1% and 'Don't know': 1%

Under 34s are the most likely to say that the manufacturer is responsible for a faulty product

CONSUMER RIGHT TO REDRESS

	Age						Social Class		Gender	
	15-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DEF	Male	Female
	%	%	%	%	%	%	%	%	%	%
The retailer they bought it from	68	69	75	76	73	81	75	74	76	73
The manufacturer of the item	51	59	38	44	43	34	42	45	44	44
The warranty provider	44	49	42	42	42	33	44	39	45	38
None of these	1	*	*	1%	-	-	*	*	1	*
Don't Know	1	1	3	1	1	2	1	2	2	1

Q.9 And if the product turned out to be faulty, who's responsibility is it to deal with it?
Base: All respondents(1,000)

THANK YOU

