



Coimisiún um
Iomaíocht agus
Cosaint Tomhaltóirí

Competition and
Consumer Protection
Commission

Buying Online – Consumer Behaviour

December 2015

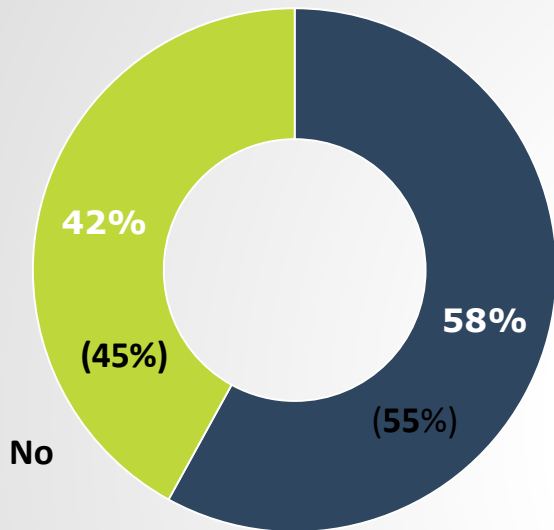


Key summary findings

- The incidence of Irish adults shopping online remains relatively stable at 58% (55% in 2014). Nevertheless, some cohorts have become more active online shoppers with the main increases among:
 - 50-64 year olds (+16%), those living in Leinster (+7%) and those in rural communities (+7%).
- Goods/products continue to be the main items purchased online (77%), while 67% have purchased flights/holidays/hotels online.
- The main issues experienced with purchasing online has been with delivery.
- Awareness that non EU online purchases are subject to different rights and that a ‘cooling off period’ exists have both increased vs 2014, +8%pts and +12%pts respectively.
 - Mainly driven by the U50s, ABC1s and those living in Dublin.

3 in 5 Irish adults have purchased goods/services online

Base: All adults aged 16+

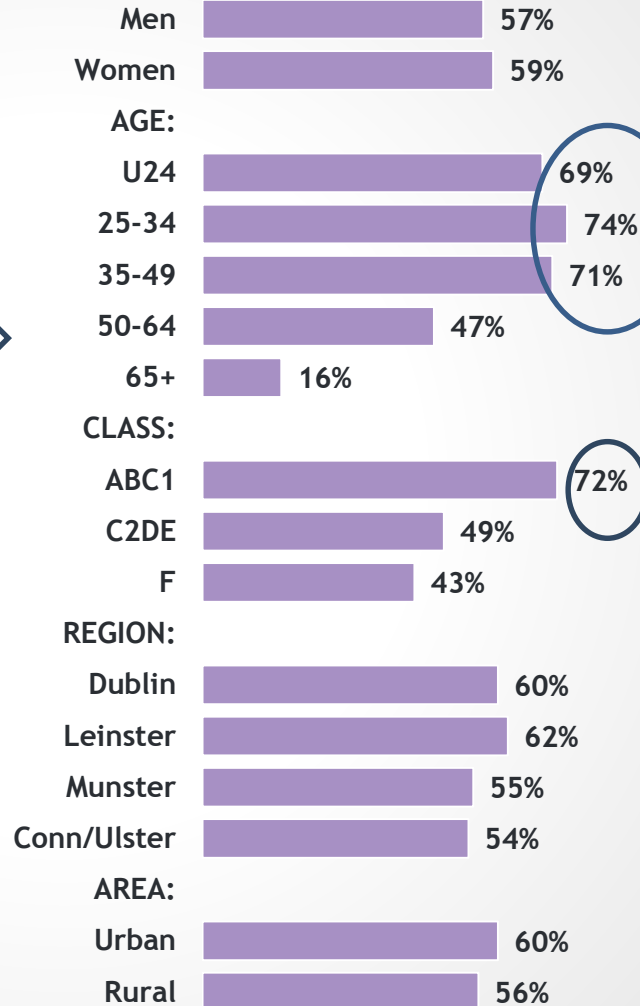


Yes



() = 2014 data

The incidence of Irish online shoppers remains relatively stable vs 2014. However, some cohorts have become more active online shoppers with the main increase among the 50-64 years age group (+16%), those living in Leinster (+7%) and those in rural communities (+7%).

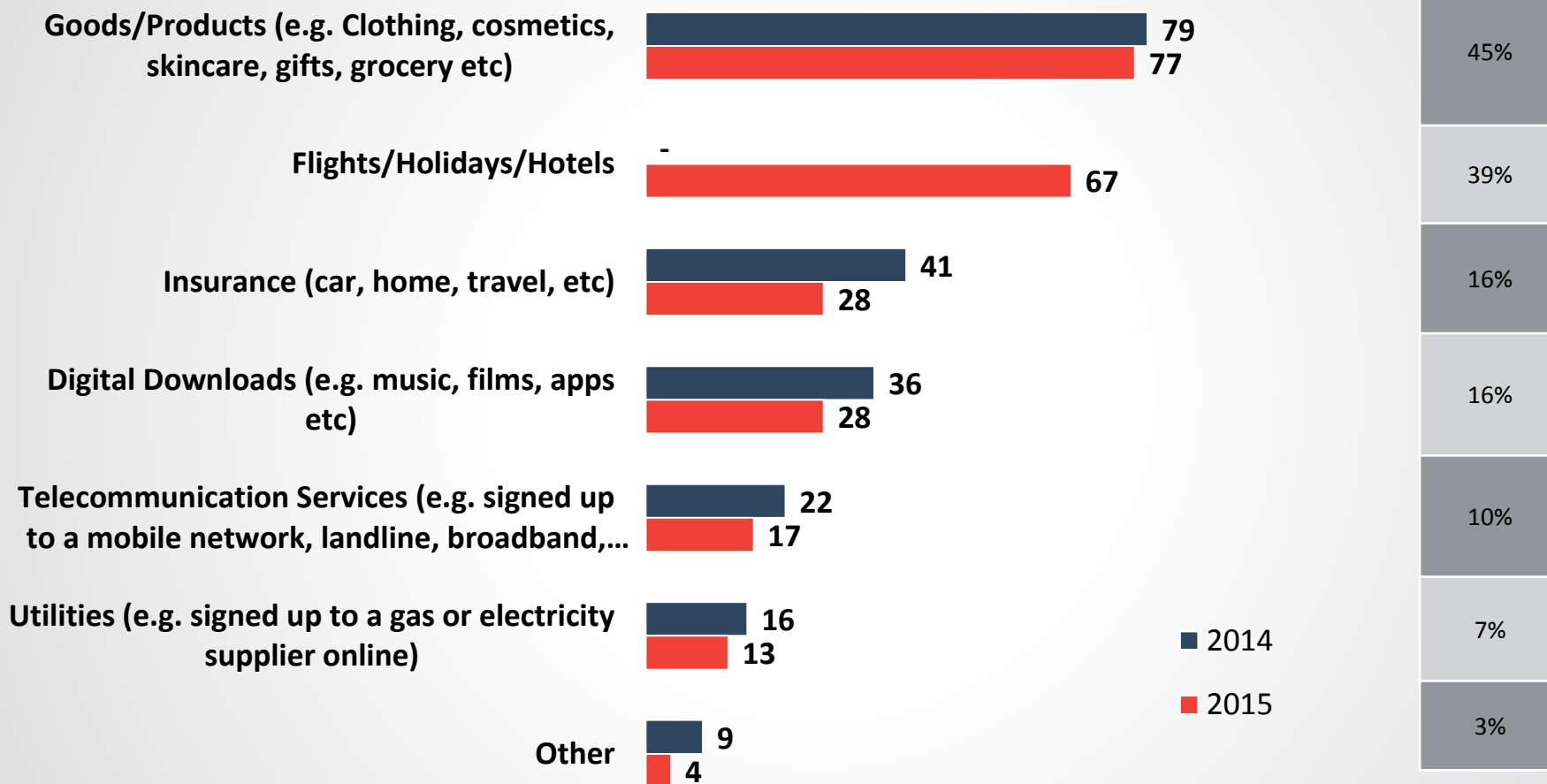


Vs 2014 Data	
	+4
	+3
	-4
	-1
	+3
	+16
	-1
	+3
	+3
	+4
	+2
	+7
	=
	5
	+2
	+7

Q. 1 Have you ever purchases any goods/services online?

General goods/products continue to be the main items purchased online

Base: All who ever bought online – 584



Q. 2 Which of the following type of goods/services have you purchased online?



Categories purchased online by demographics

Base: All who ever bought online – 584

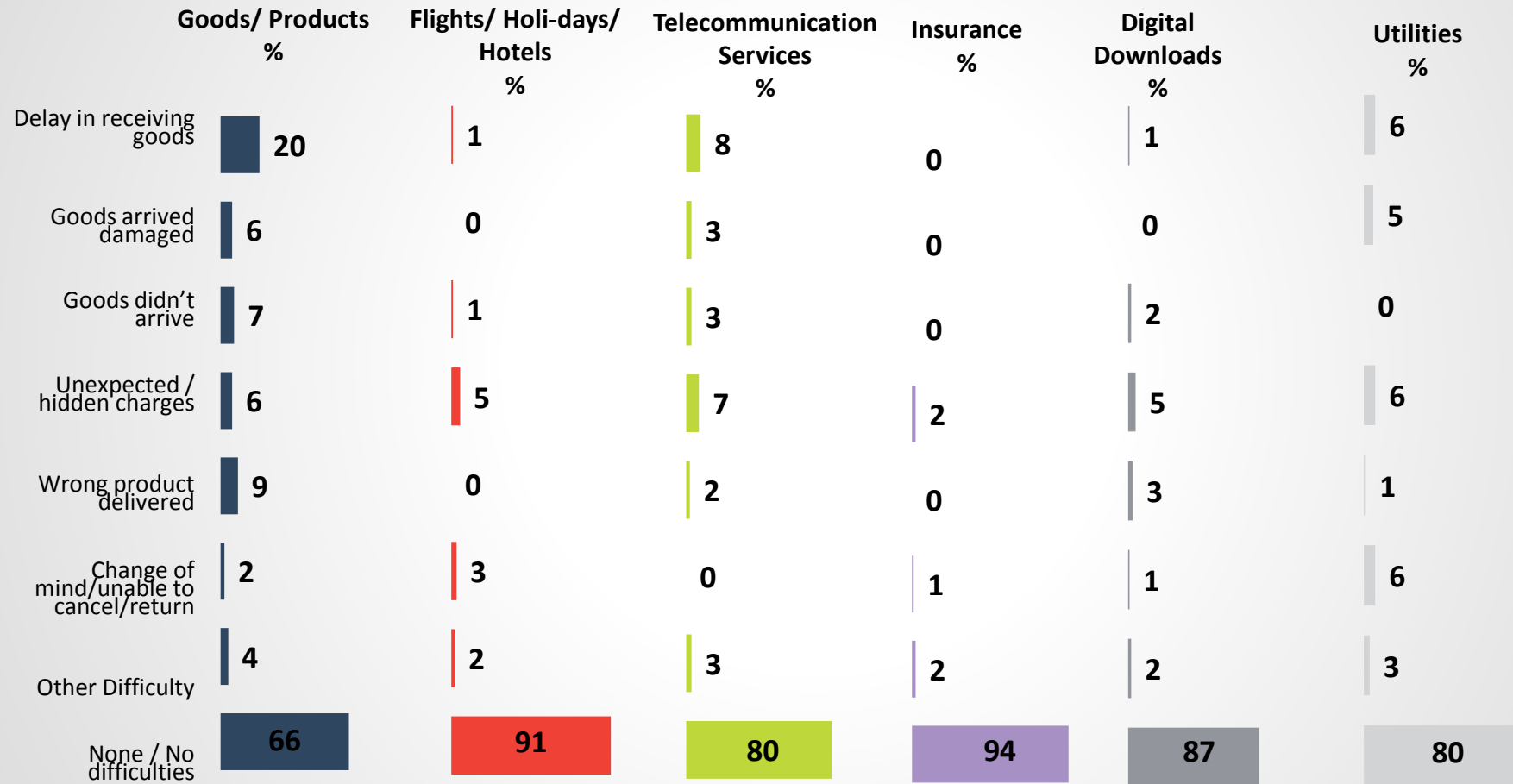
	Total	Gender		Age				Class			Region				Area	
		Male	Female	-24	25-34	35-49	50+	ABC1	C2DE	F	Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
Base:	584	273	311	92	122	225	145	344	217	23*	178	157	158	91	385	199
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Goods/Products (e.g. Clothing, cosmetics, skincare, gifts, grocery etc)	77	66	87	84	81	77	63	79	75	61	82	78	71	73	79	72
Flights/Holidays/Hotels	67	69	66	53	67	72	72	74	61	52	82	64	51	73	70	64
Insurance (car, home, travel, etc)	28	30	27	17	29	33	28	30	27	15	35	20	21	40	32	21
Digital Downloads (e.g. music, films, apps etc)	28	31	25	44	24	29	17	32	23	23	35	30	21	22	30	24
Telecommunication Services (e.g. signed up to a mobile network, landline, broadband, TV)	17	24	11	23	13	19	15	20	15	8	21	14	12	25	20	13
Utilities (e.g. signed up to a gas or electricity supplier online)	13	17	9	6	14	16	10	14	11	8	17	7	11	16	15	8
Other	4	5	4	6	2	4	5	5	3	7	3	2	11	-	5	3

Q. 2 Which of the following type of goods/services have you purchased online?



Difficulties experienced when purchasing online

Base: All who purchased products online - 584



Any difficulty	2015	2014	2015	2014	2015	2014	2015	2014
	34%	32%	9%	n/a	20%	19%	6%	5%
							13%	12%
								20%
								17%

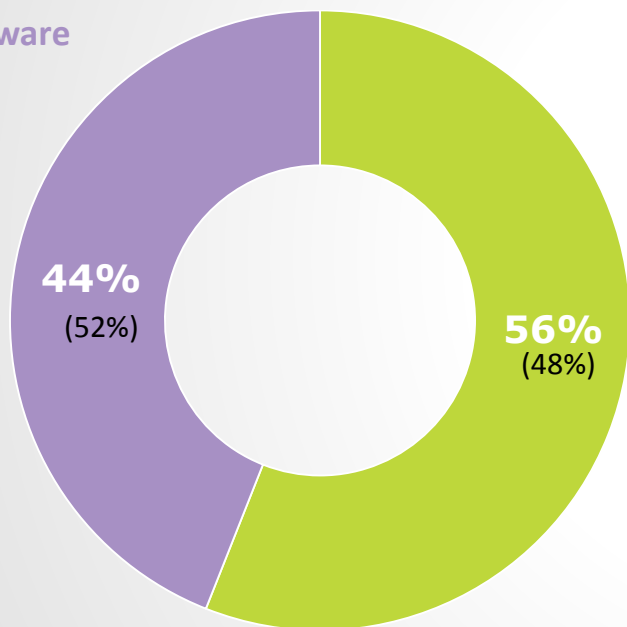
Q. 2b Have you ever experienced any of the following difficulties when purchasing these



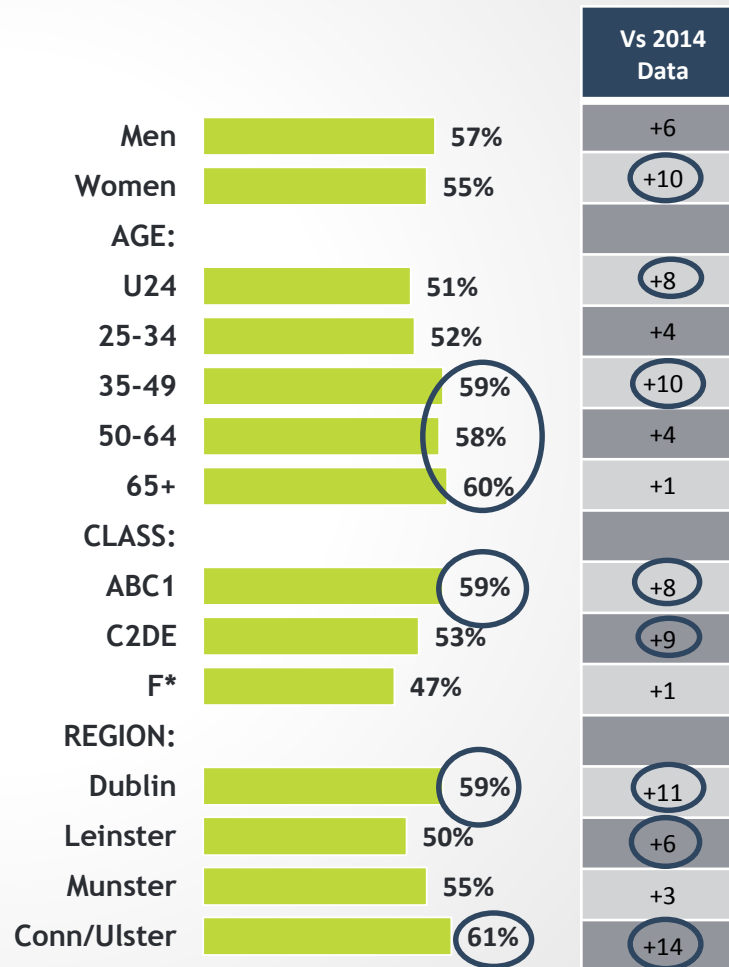
Awareness to different rights when purchasing from EU versus non-EU sites

Base: Ever purchased online 584

Not Aware



() = 2014 data

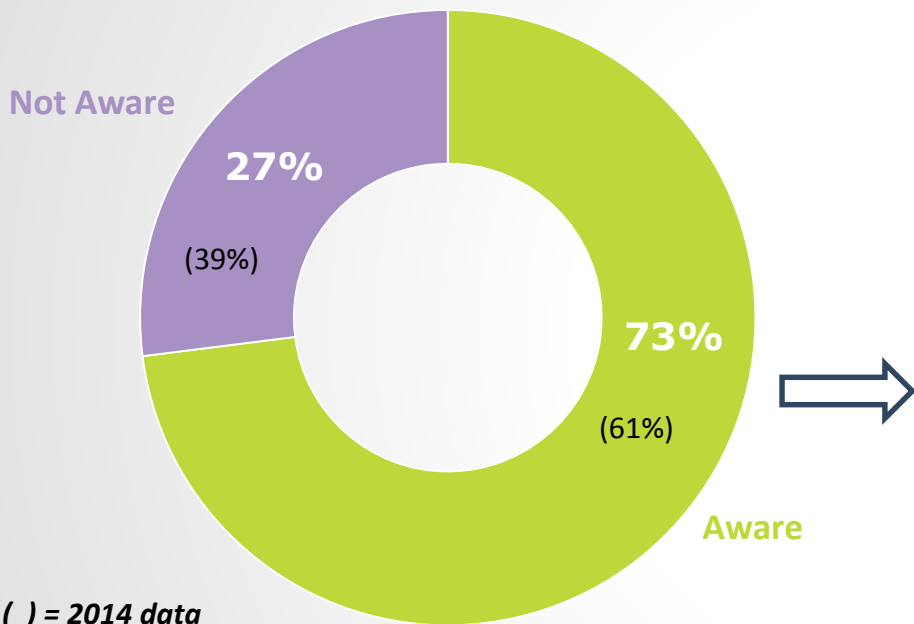


Q. 3 Are you aware that you have different rights when buying from a website based in the EU as against a website based outside the EU?

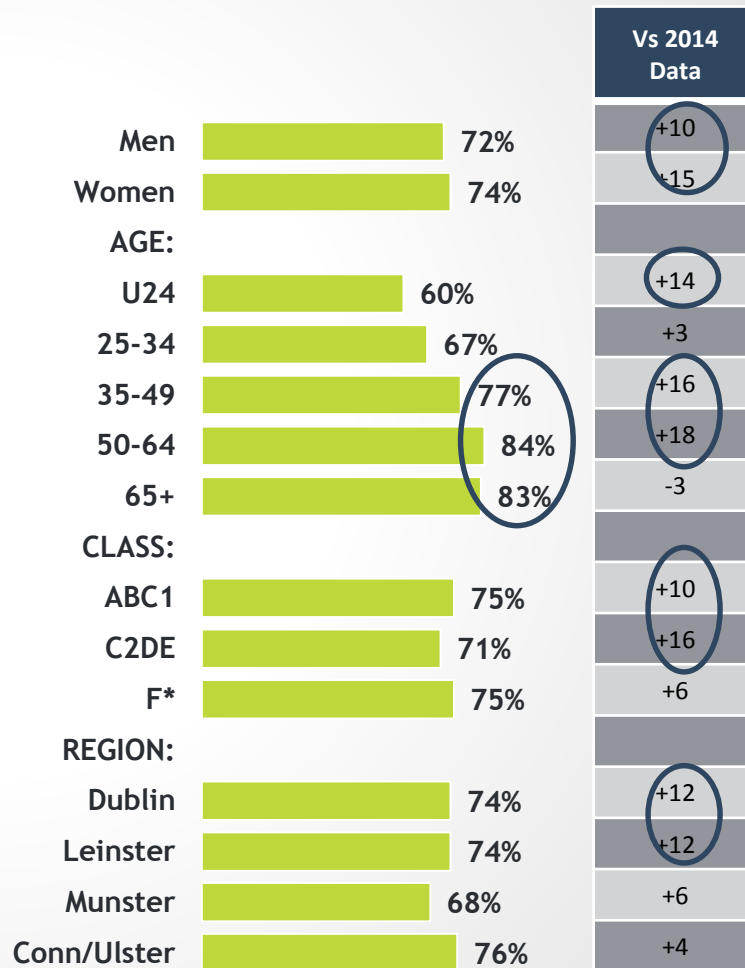


Awareness that a 'cooling-off' period exists when purchasing online

Base: Ever purchased online 584



Awareness that a 'cooling off' period has increased by 12% pts

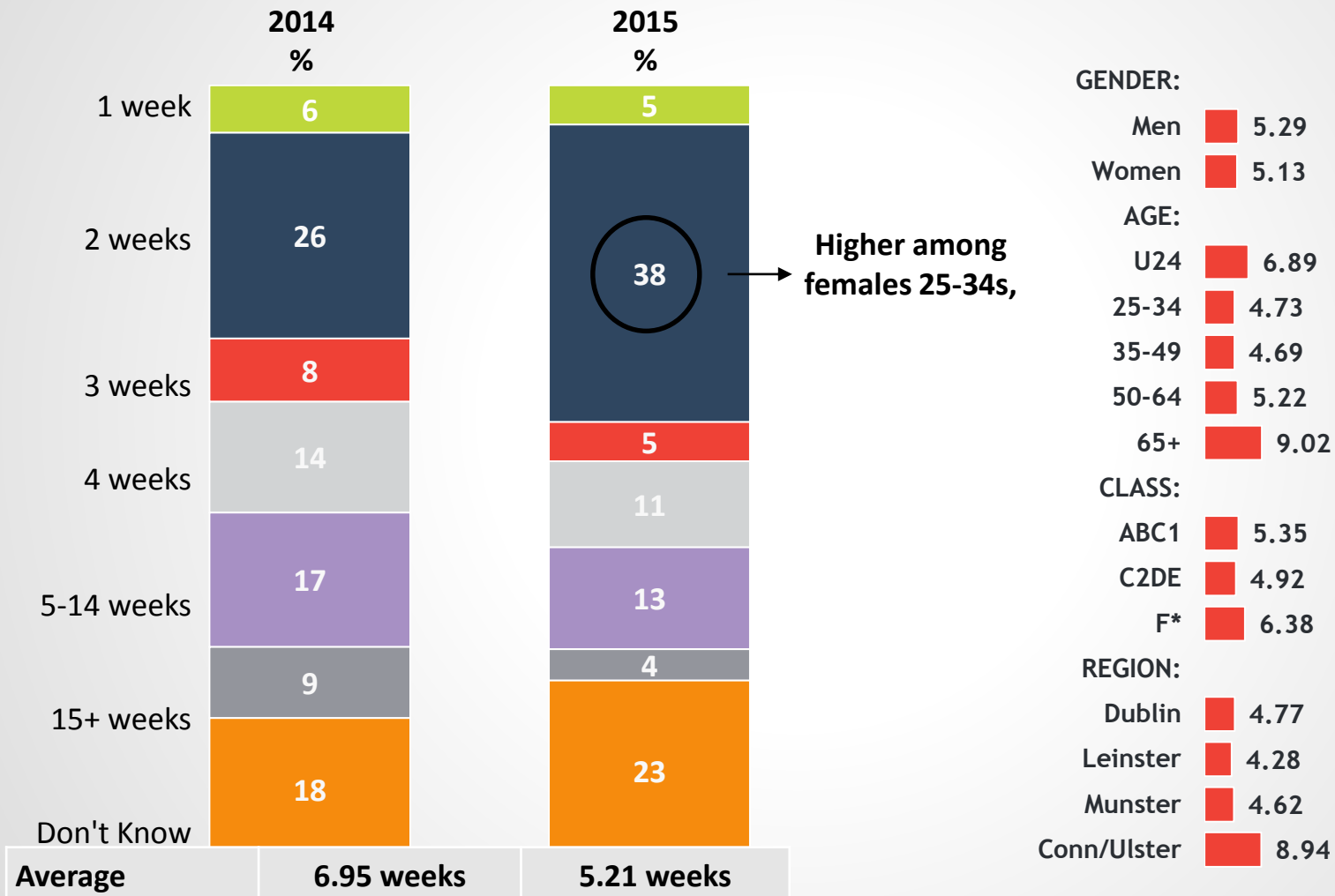


*Caution small base

Q.4 Are you aware there is a 'cooling off' period when you buy something online?

Knowledge of length of cooling-off period

Base: All aware of the cooling off period - 433

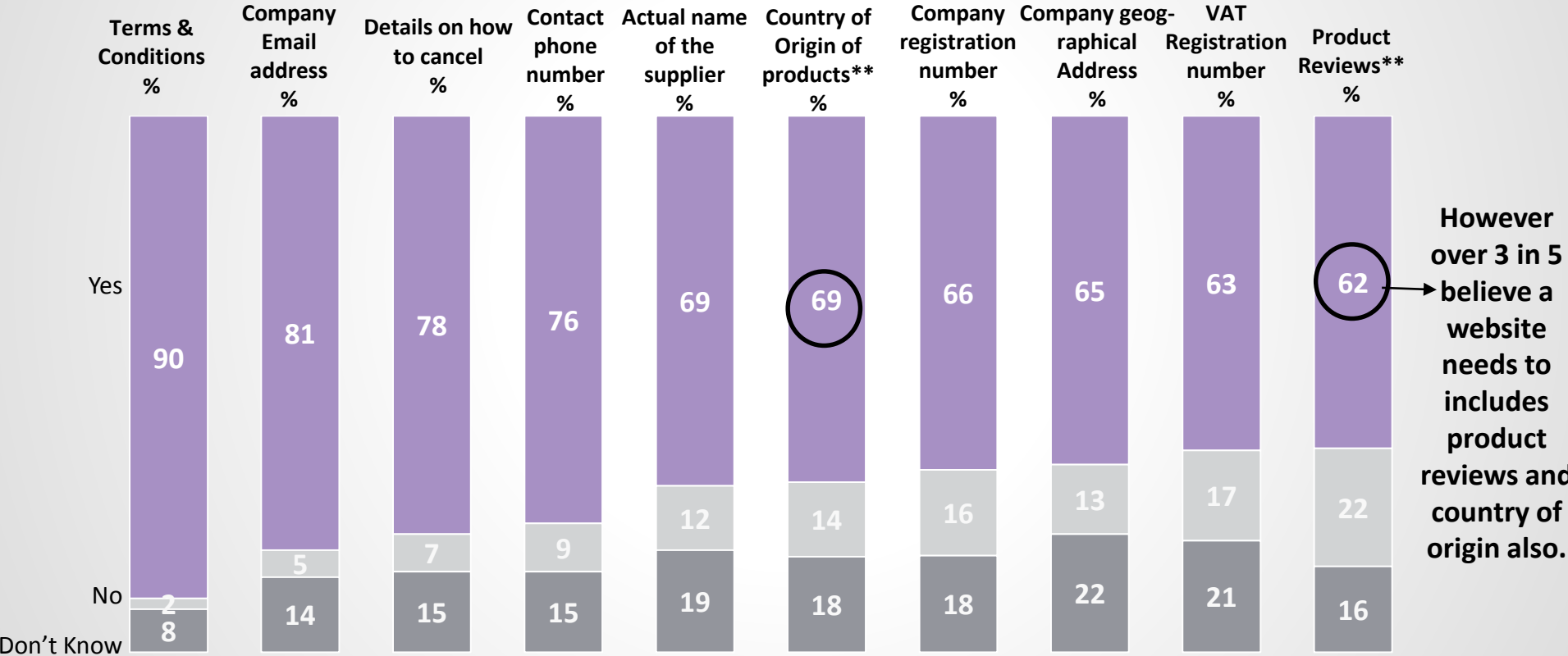


2 in 5 online shoppers are aware that the 'cooling off period' is 2 weeks an increase from the 1 in 4 recorded in 2014

Q.5 How long is the cooling period?

There is high awareness of the information which EU based websites are required to provide under EU legislation

** Not legally required



Q6. Do you think that EU-based websites are required to provide the following information under EU legislation when selling products/services online?

Awareness of information which EU based websites are required to provide by demographics

	Total	Gender		Age					Social Class			Region			
		Male	Female	-24	25-34	35-49	50-64	65+*	ABC1	C2DE	F*	Dublin	Leinster	Munster	Conn/Ulster
Base	584	273	311	92	122	225	113	32	344	217	23	178	157	158	91
Terms and conditions	90	92	88	91	90	90	89	83	90	89	91	89	91	90	88
Company Email address	81	82	80	84	80	82	77	80	82	79	82	78	88	81	73
Details on how to cancel	78	77	78	82	73	80	77	71	79	76	81	75	80	80	73
Contact phone number	76	77	75	80	75	76	74	74	76	75	82	77	78	78	68
Actual name of the supplier including trading name	69	70	67	71	67	69	67	77	71	66	69	65	68	72	70
Country of Origin of products**	69	70	67	78	69	66	65	67	69	67	75	62	67	81	66
Company Registration number	66	65	67	62	70	68	62	47	63	70	54	59	65	76	62
Company geographical address	65	63	66	68	63	68	63	51	67	62	74	61	69	69	58
Vat Registration Number	63	63	62	59	66	61	68	50	61	65	58	58	63	71	57
Product reviews**	62	63	60	65	62	62	57	65	58	64	78	49	63	77	58

* Caution small base

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Research Methodology and Sample Profile



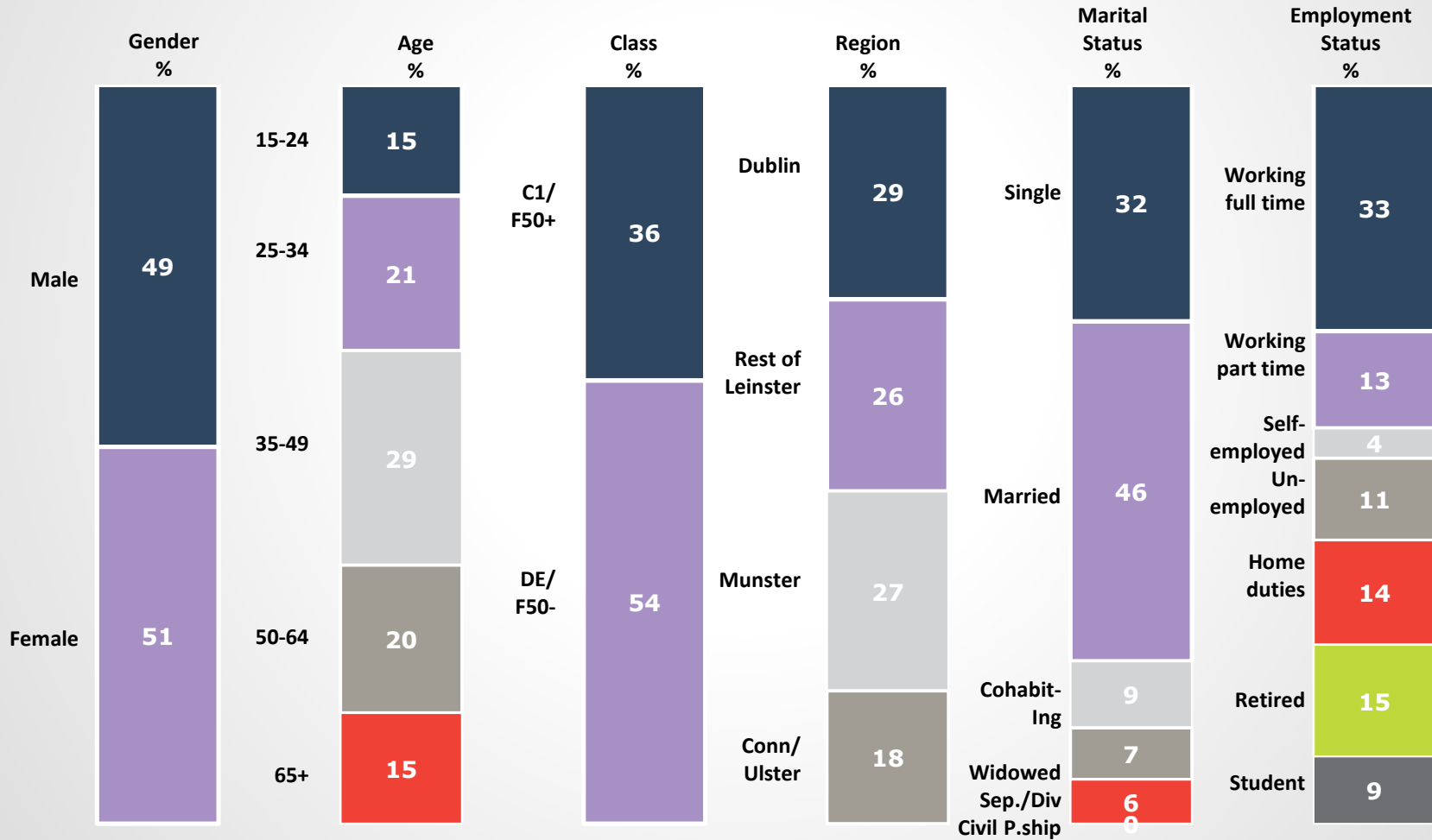
Research Methodology

- The research was undertaken through a face-to-face, in-home survey of 1,001 adults aged 16+.
- Census-derived quota controls were based on gender, age, social class (industry estimates), region and area (i.e. degree of urbanisation.) to ensure that the sample is reflective of the Irish population.
- When all assignments are cumulated the sample structure mirrors the latest census of population. Data can be deemed to have an accuracy of +/- 3 percentage points.
- All research was conducted from 6th – 20th November 2015.



Profile of Sample

Base: All Adults 16+ 1,001





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Thank You

