

ONLINE SHOPPING RESEARCH

August 2019

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INTRODUCTION

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RESEARCH OBJECTIVES

The Competition & Consumer Protection Commission commissioned Ipsos MRBI to conduct research on online shopping behaviours. The purpose of the research was to:

- Measure levels of shopping online from companies based in the UK.
- Measure awareness of consumer rights in the EU compared to outside the EU.
- Identify what goods are most commonly purchased.
- Explore future changes consumers may make to online shopping habits as a result of Brexit.

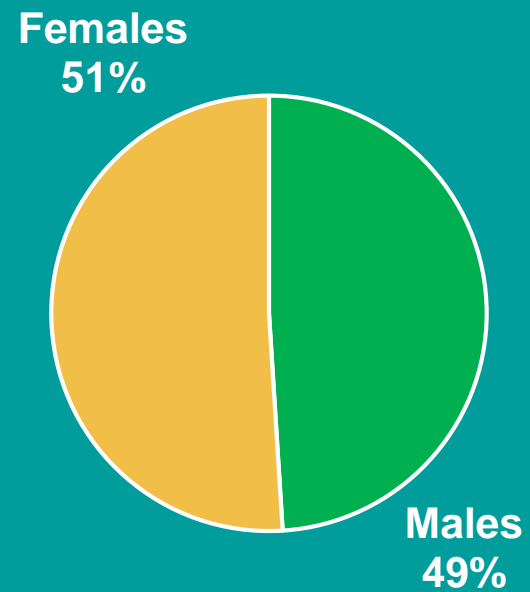
RESEARCH METHODOLOGY

- This research was carried out on Omnipoll, Ipsos MRBI's telephone omnibus service. Omnipoll interviews a fresh nationally representative sample of 1,000 adults aged 15+ every two weeks (results in this report exclude those aged under 18).
- The sample used is RDD (random digit dialling) to ensure that both listed and unlisted phone numbers have the same probability of being contacted. Interviews are conducted with people via their landline and mobile phone.
- At analysis stage the data is weighted in line with the known profile of the population according to the latest CSO estimates. The sample size achieved on Omnipoll is robust at 1,000 respondents, giving a low margin of error (of +/-3) at an overall level.
- Fieldwork was conducted between 1st - 14th August 2019.

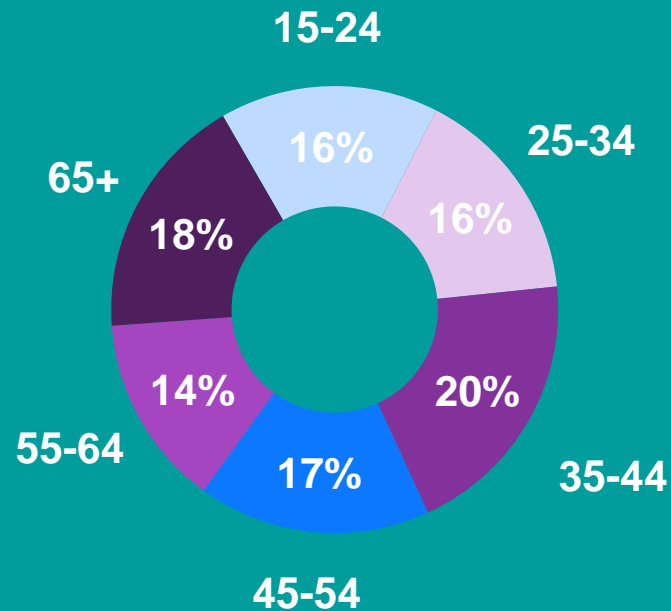
SAMPLE PROFILE- WEIGHTED

Demographics

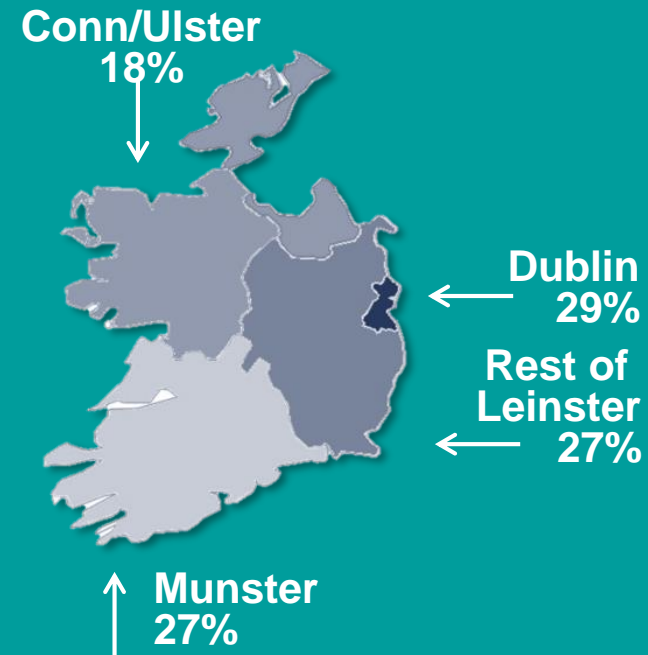
GENDER



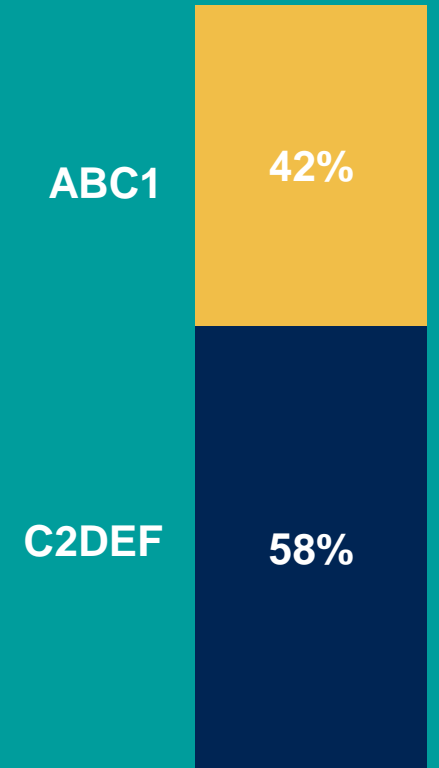
AGE



REGION



SOCIAL CLASS



Base: All Respondents: 1,010

EXECUTIVE SUMMARY

2

EXECUTIVE SUMMARY

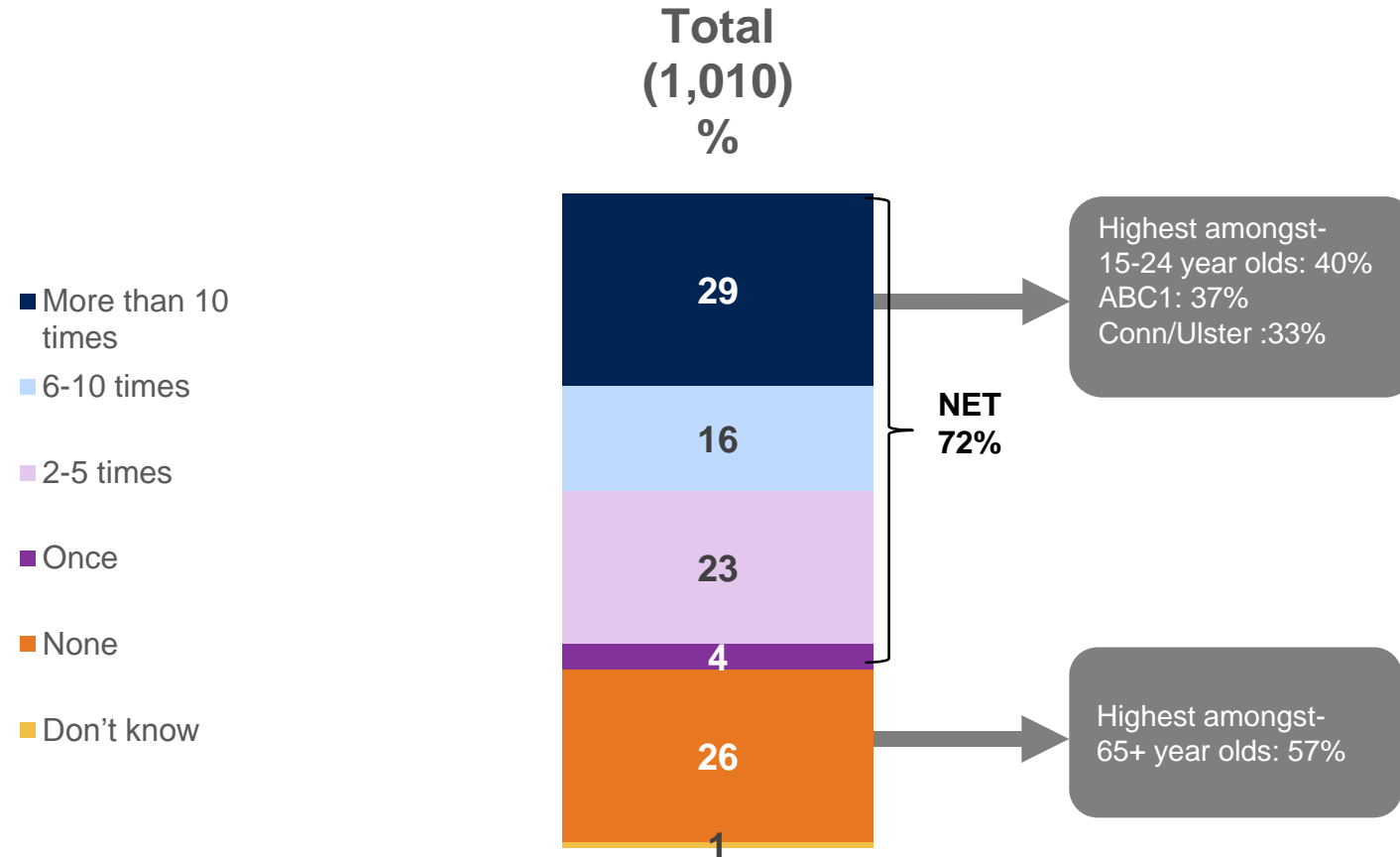
- 72% of respondents have shopped online from a company based in the UK in the past 2 years. Those who shopped online from the UK more than 10 times during the past 2 years, were highest amongst 15-24 year olds and ABC1 social class.
- 3 in 5 (60%) of those who shopped online from the UK, frequently purchased clothing online (60%), followed by electronics (30%) and footwear (19%).
- 2 in 5 (40%) of those who shopped online from the UK, have returned something they have purchased online. This is highest amongst females (50%) and those who live in Dublin (48%). 'Product did not fit me/suit my needs' was the top mention for returning (55%).
- Three fifths (60%) of respondents are aware that their rights are different when purchasing goods online depending on whether the company is based in the EU or outside the EU. This is lowest among those aged under 35.
- Almost two thirds (65%) of those who bought online from the UK in past 2 years say that their rights are different when purchasing goods online depending on whether the company is based in the EU or outside the EU. This is highest amongst those aged 55-64 (81%). Those who said their rights are the same (29%) is highest amongst 15-24 years olds (47%).
- Respondents who are aware of differences in consumer rights between companies based in the EU and companies based elsewhere were asked to identify these differences. Just under a quarter (24%) stated there are 'More consumer rights/protection/regulations in the EU' followed by 'Returns policy is different in the EU' (17%).
- As a result of Brexit, 31% of respondents who shopped online from the UK report that they will 'Buy more from websites in other EU countries', while a quarter stated they will make no changes (25%).

FINDINGS

3

FREQUENCY OF SHOPPING ONLINE FROM UK COMPANIES

72% of respondents have shopped online from a company based in the UK in the past 2 years. Those who purchase online goods more than 10 times during the past 2 years, were highest amongst 15-24 year olds and ABC1 social class.

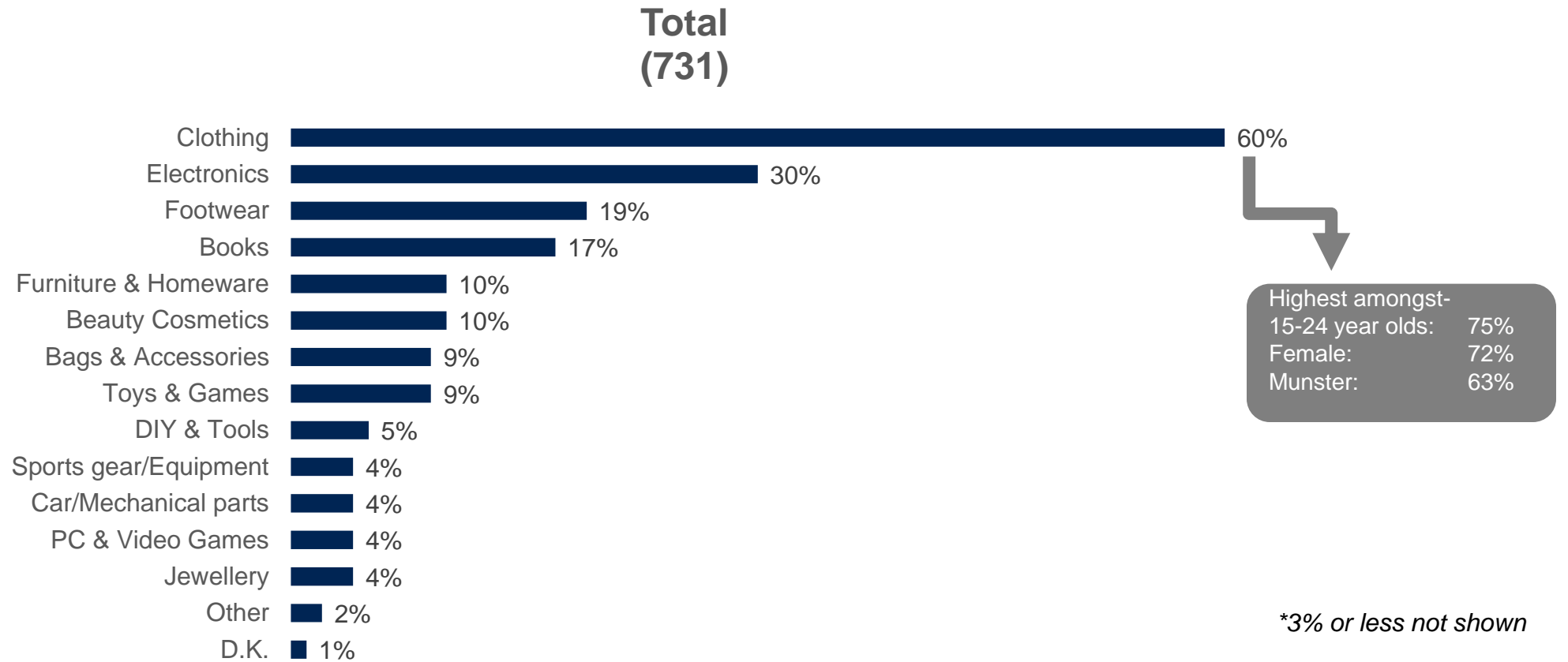


Q.3 During the past two years, how many times would you say you have bought goods online from a company based in the UK? By this I mean online shopping for physical items that are delivered to you by post or courier. It does not include buying services such as flights or concert tickets.

Base: All Respondents: 1,010

FREQUENTLY BOUGHT GOODS ONLINE

3 in 5 (60%) frequently purchase clothing online, followed by electronics (30%) and footwear (19%).

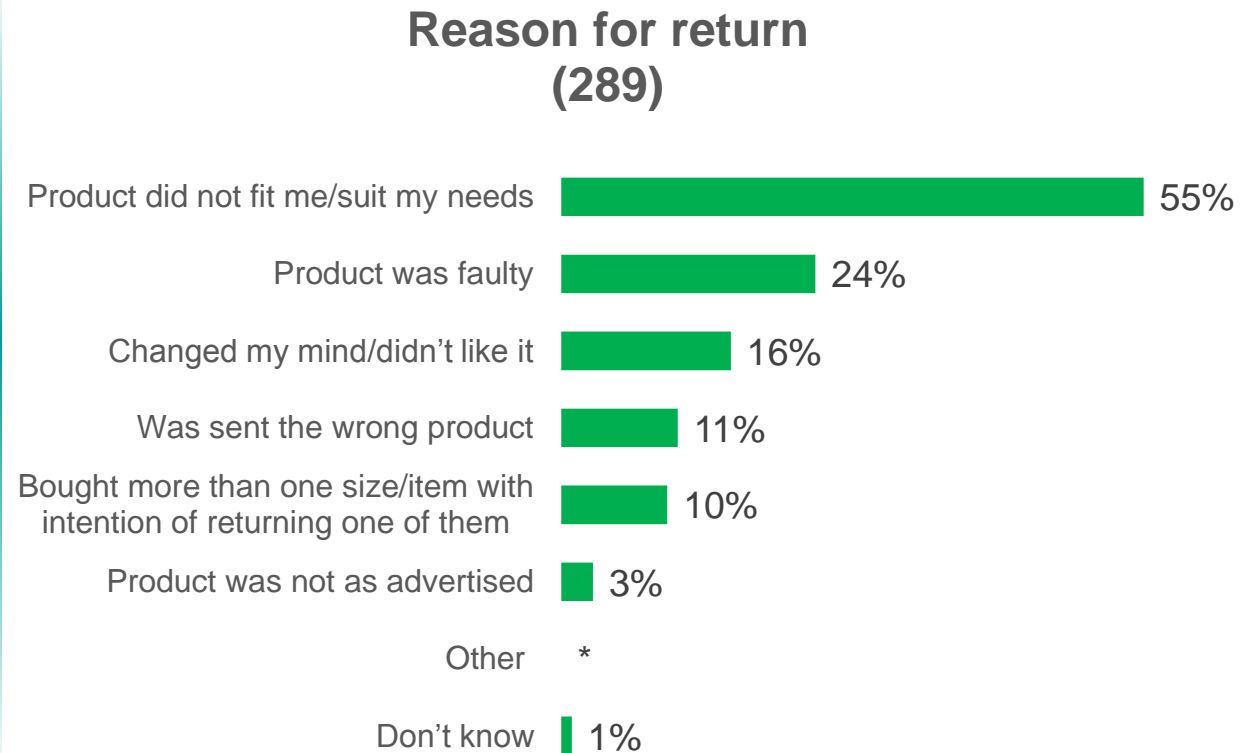
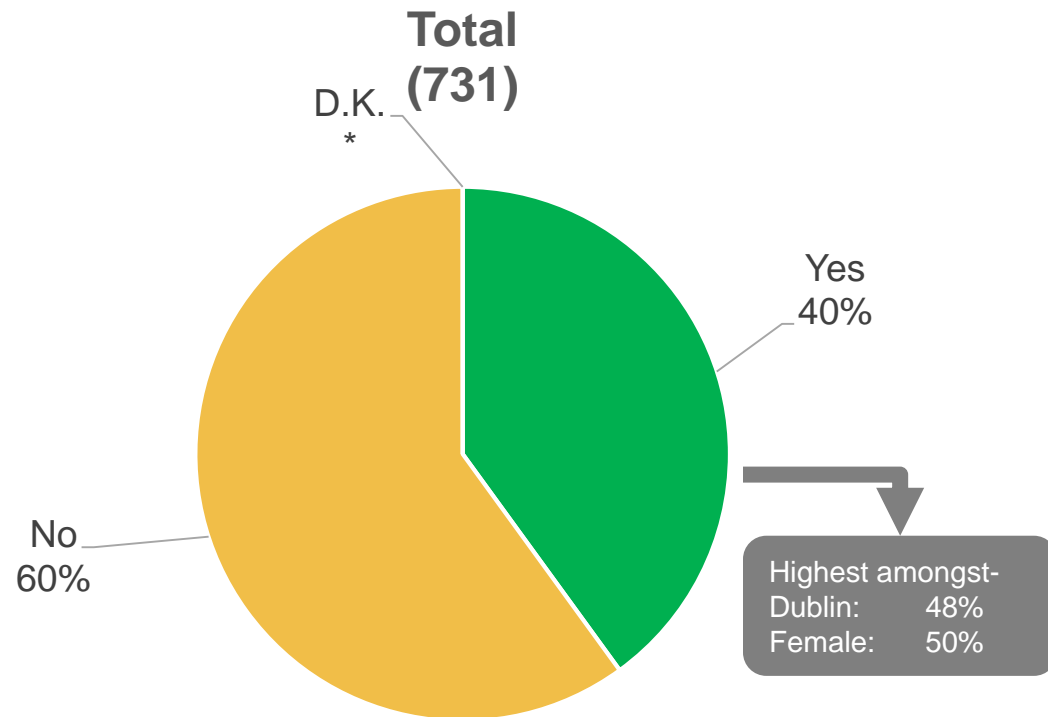


****Just to note: This question is multicode and therefore the total will not add up to 100%**

Q.4 In those two years, what did you buy most often from companies based in the UK?
 Base: All who have bought goods online from a company based in the UK: 731

RETURNED PURCHASED GOODS

2 in 5 (40%) have returned something they have purchased online. 'Product did not fit me/suit my needs' was the top mention for returning, at 55%.



Q.5 Thinking about these purchases over the past two years, has there ever been an occasion where you have returned something that you purchased?

Base: All who have bought goods online from a company based in the UK: 731

Q.6 And, for what reasons did you return something that you purchased?

Base: All who returned something: 289

BUYING GOODS ONLINE – ALL WHO BOUGHT FROM UK IN THE PAST 2 YEARS

Almost two thirds (65%) of those who bought online from the UK in past 2 years say that their rights are different when purchasing goods online depending on whether the company is based in the EU or outside the EU. This is highest amongst those aged 55-64 (81%).

| | | GENDER | | AGE | | | | | | SOCIAL CLASS | |
|----------------------|-----------|--------|--------|-------|-------|-------|-------|-------|------|--------------|-------|
| | Total | Male | Female | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1 | C2DEF |
| | (731) | (352) | (379) | (142) | (143) | (169) | (123) | (82) | (72) | (349) | (382) |
| | % | % | % | % | % | % | % | % | % | % | % |
| Rights are the same | 29 | 27 | 31 | 47 | 33 | 24 | 24 | 12 | 23 | 23 | 34 |
| Rights are different | 65 | 68 | 63 | 51 | 62 | 71 | 71 | 81 | 62 | 73 | 59 |
| Don't know | 6 | 5 | 6 | 2 | 6 | 5 | 5 | 7 | 14 | 4 | 7 |

*Red circles are to highlight significance

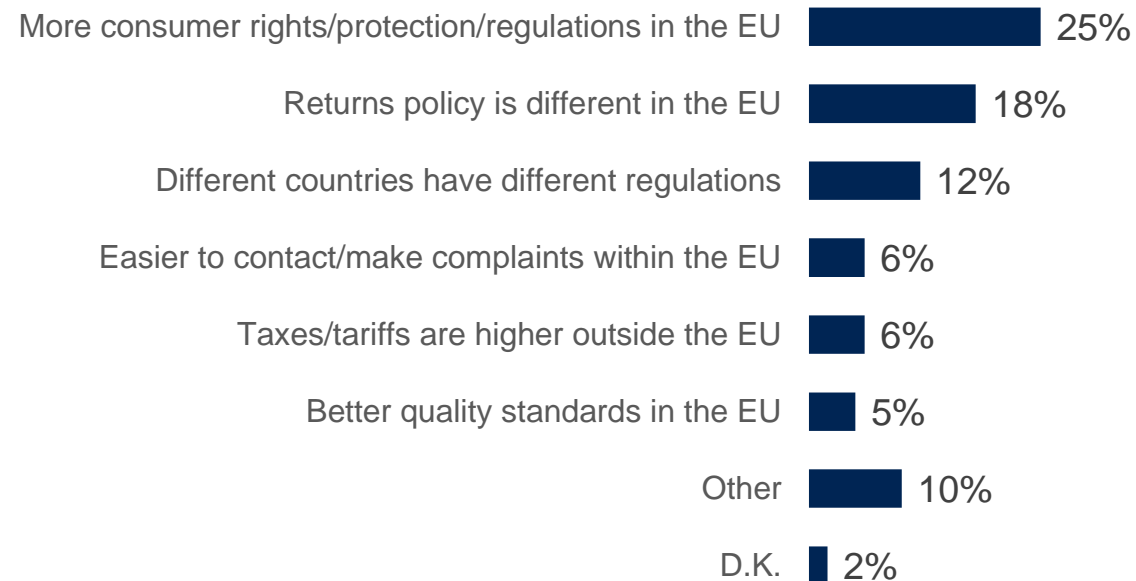
Q.1 When purchasing goods online would you say that your consumer rights are the same regardless of whether the company is based in the EU or outside the EU, or would you say that your rights are different depending on where the company is based?

Base: All who bought from UK in past two years: 731

DIFFERENCES IN CONSUMER RIGHTS BETWEEN EU COMPANIES AND COMPANIES BASED ELSEWHERE

A quarter of those who bought online from the UK in past 2 years (25%) stated there are 'More consumer rights/protection/regulations in the EU' followed by 'Returns policy is different in the EU' (18%).

All who bought from UK in past 2 years (478)



**3% or less not shown*

Q.2 In what ways do you think your consumer rights are different between companies based in the EU and companies based elsewhere?

Base: All who think their rights are different and bought from the UK: 478

FUTURE CHANGES SHOPPING ONLINE

As a result of Brexit, 31% of respondents who shopped online from the UK report that they will 'Buy more from websites in other EU countries', while a quarter stated they will make no changes (25%).

All who bought from UK in past 2 years (731)



*2% or less not shown

Q.7 When the UK leaves the EU, the consumer rights you currently have when buying from EU-based websites will no longer apply to purchases made from UK websites. What changes do you expect to make to the way you shop online as a result of Brexit?

Base: All who bought from the UK: 731

ALL RESPONDENTS

4

BUYING GOODS ONLINE - TOTAL

Three fifths (60%) of respondents are aware that their rights are different when purchasing goods online depending on whether the company is based in the EU or outside the EU. This is lowest among those aged under 35.

| | | GENDER | | AGE | | | | | | SOCIAL CLASS | |
|----------------------|-----------|--------|--------|-------|-------|-------|-------|-------|-------|--------------|-------|
| | Total | Male | Female | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | ABC1 | C2DEF |
| | (1,010) | (497) | (513) | (159) | (166) | (202) | (170) | (137) | (177) | (422) | (588) |
| | % | % | % | % | % | % | % | % | % | % | % |
| Rights are the same | 26 | 25 | 28 | 46 | 34 | 25 | 21 | 12 | 18 | 24 | 28 |
| Rights are different | 60 | 62 | 58 | 50 | 59 | 69 | 69 | 64 | 47 | 69 | 53 |
| Don't know | 14 | 14 | 14 | 4 | 8 | 7 | 9 | 23 | 35 | 7 | 19 |

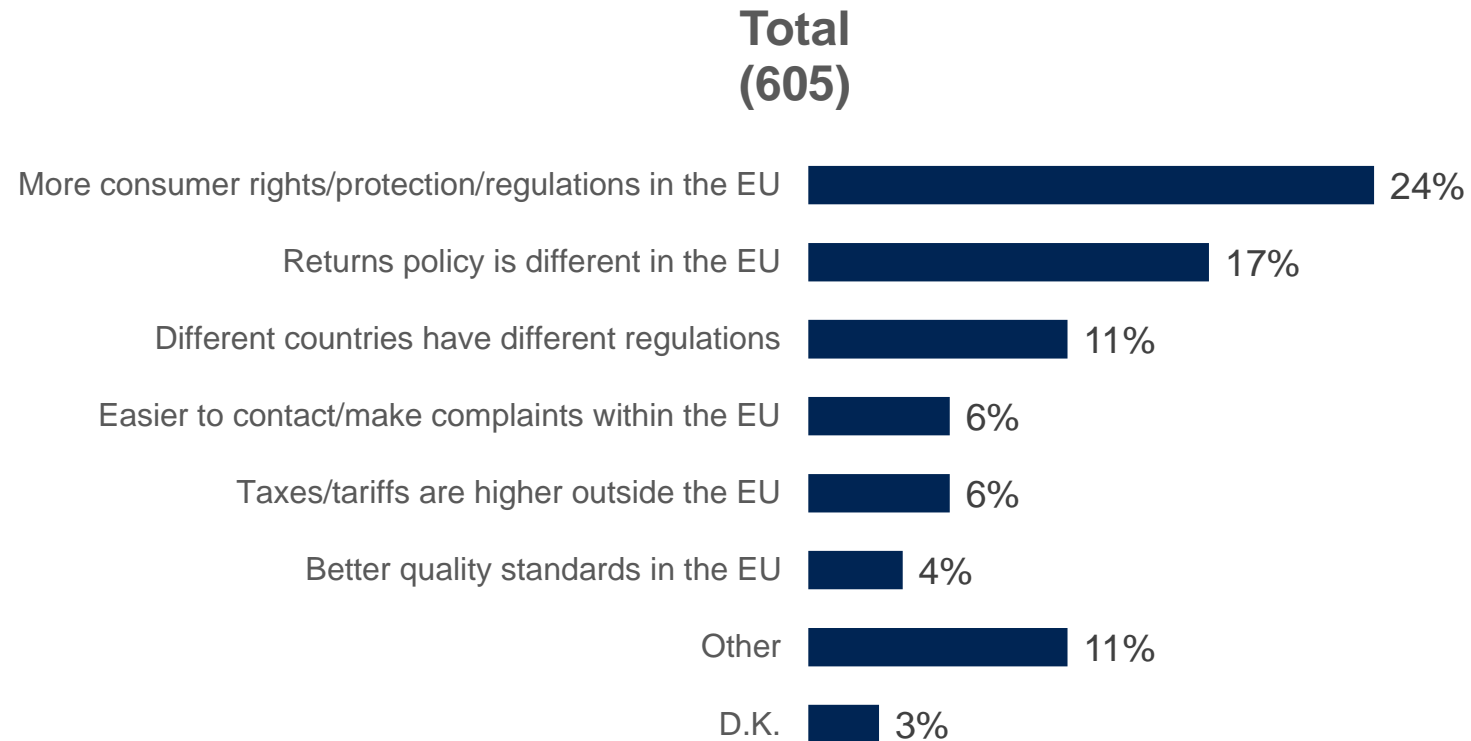
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Q.1 When purchasing goods online would you say that your consumer rights are the same regardless of whether the company is based in the EU or outside the EU, or would you say that your rights are different depending on where the company is based?

Base: All Respondents: 1,010

DIFFERENCES IN CONSUMER RIGHTS BETWEEN EU COMPANIES AND COMPANIES BASED ELSEWHERE

Just under a quarter (24%) stated there are 'More consumer rights/protection/regulations in the EU' followed by 'Returns policy is different in the EU' (17%).



*3% or less not shown

Q.2 In what ways do you think your consumer rights are different between companies based in the EU and companies based elsewhere?
Base: All who think their rights are different: 605

FUTURE CHANGES SHOPPING ONLINE

As a result of Brexit, 38% of respondents will make no changes, while just under a quarter stated they will 'Buy more from websites in other EU countries', (24%).



*2% or less not shown

Q.7 When the UK leaves the EU, the consumer rights you currently have when buying from EU-based websites will no longer apply to purchases made from UK websites. What changes do you expect to make to the way you shop online as a result of Brexit?

Base: All Respondents: 1,010

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