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Cosaint Tomhaltóirí

Competition and
Consumer Protection
Commission

Brexit and Covid-19: Consumer behavior and awareness when shopping online

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Research completed by Ipsos MRBI

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Objectives and Methodology



1,000 interviews conducted with adults aged 18+ by Ipsos MRBI



Survey conducted through face-to-face in-home interviews with fieldwork conducted between 1 and 13 September 2020.



Fieldwork conducted across 100 sampling points throughout Ireland with interviewing quotas for age, gender and social class.



Data is then weighted in line with the most up-to-date CSO estimates of the population.

Objectives

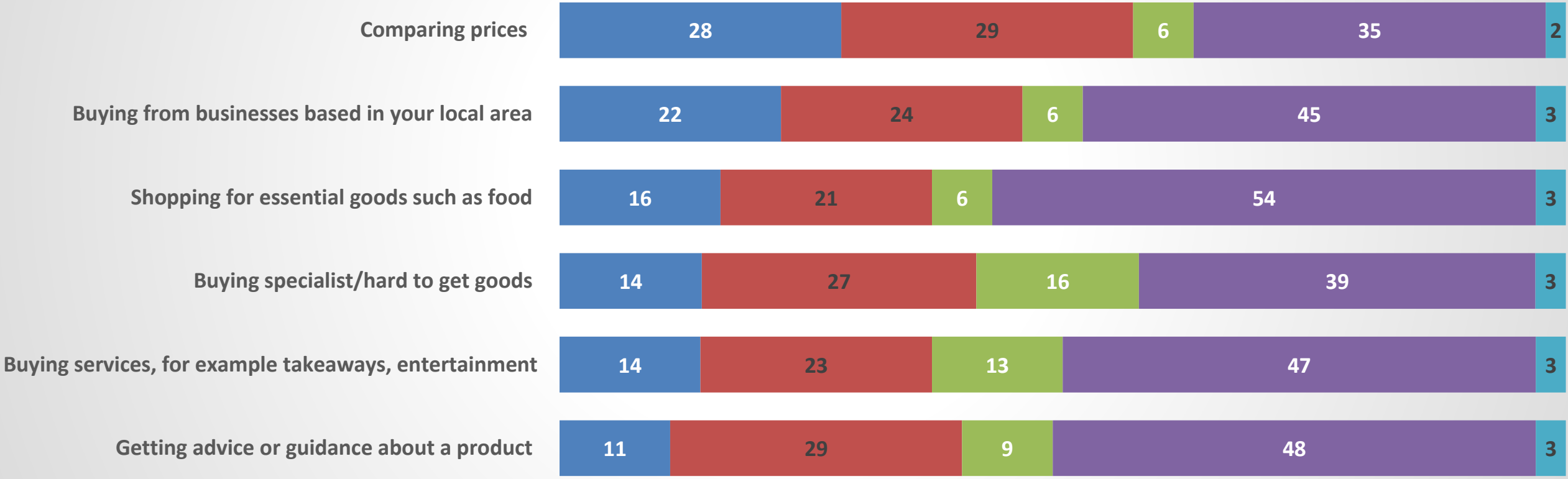
To explore issues relating to consumer rights when shopping online with a particular focus on the impact of Brexit.

To measure the impact of the Covid-19 pandemic on consumer behaviour and online shopping.

COVID-19 & Consumer Behaviour

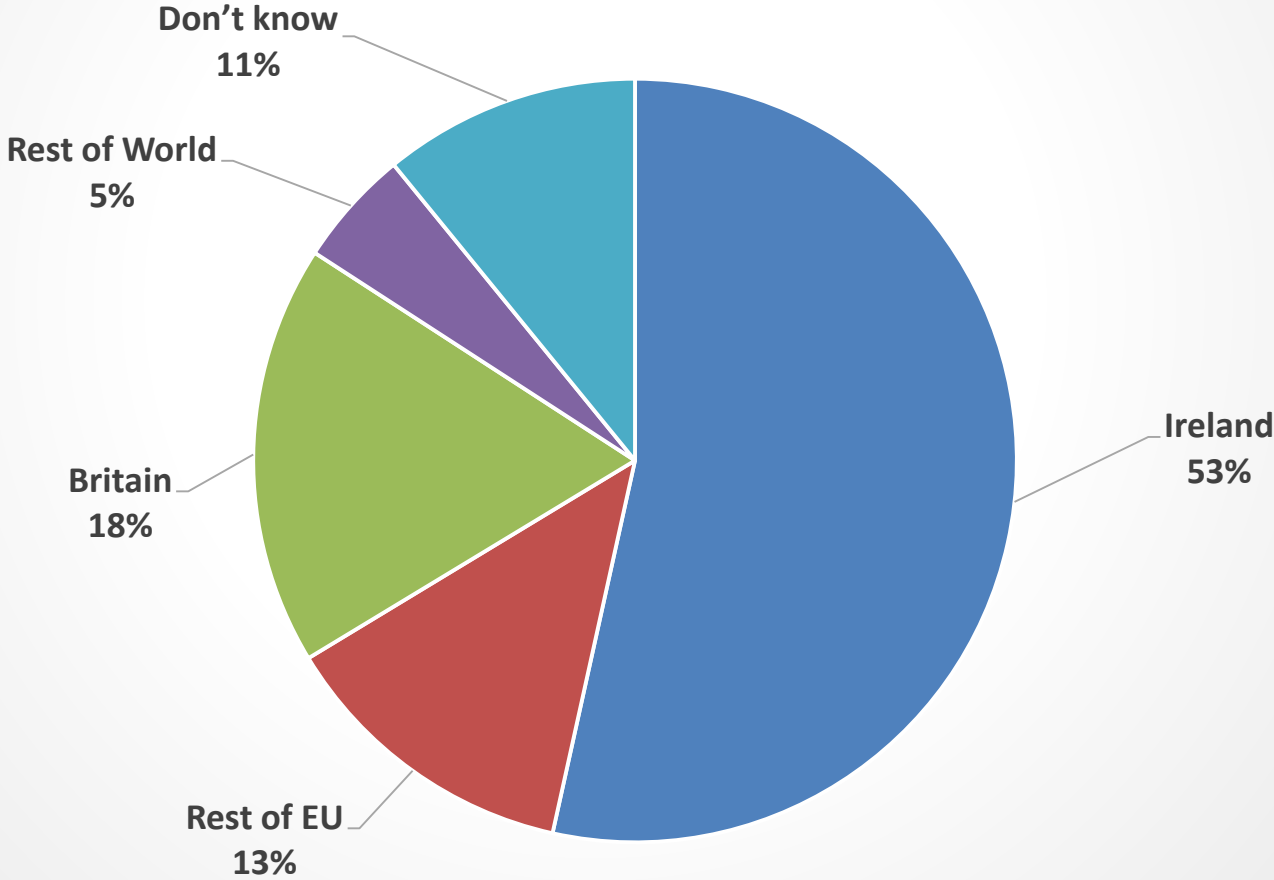
Changes in online shopping behaviour: Comparing prices and shopping locally

■ More often
 ■ Same frequency
 ■ Less often
 ■ Don't/ do this online
 ■ Don't know/ refused

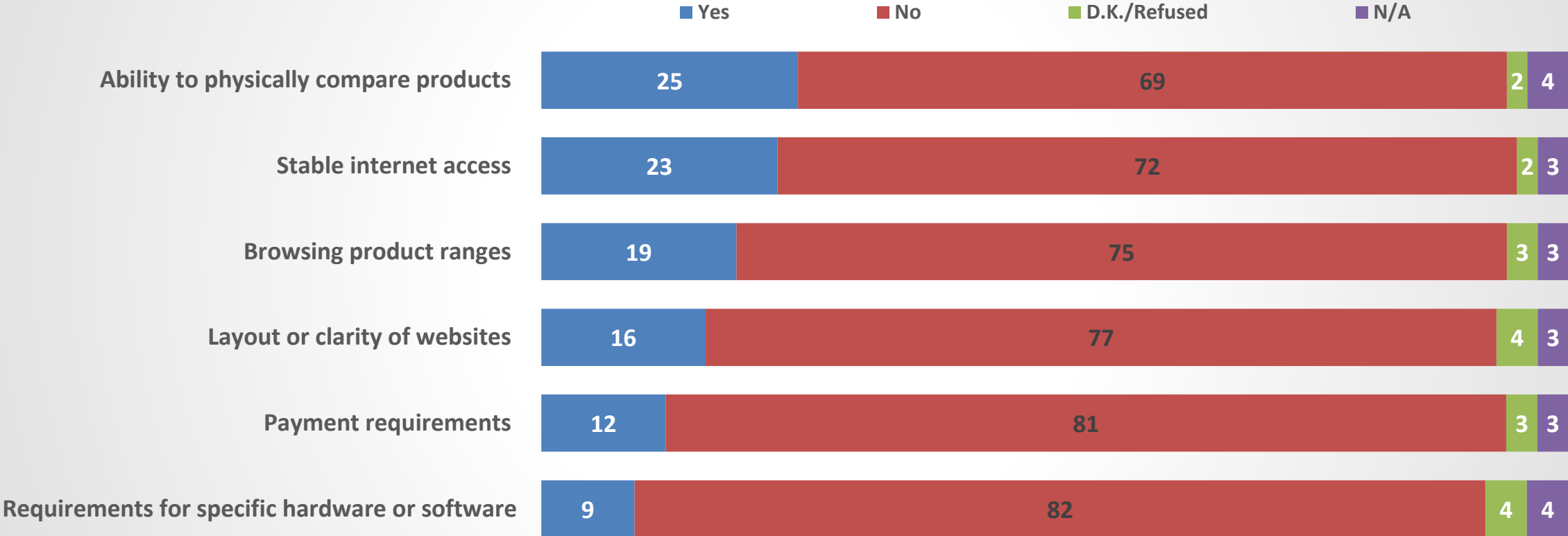


Q.12 Thinking of online shopping, for each of the following can you tell me whether you now do it more often, less often or at the same frequency compared to before the Coronavirus crisis. If you don't shop online for a particular item, just tell me.
 Base: All respondents (1,000)

The majority of those with increased online shopping activity say it is being done through websites in Ireland

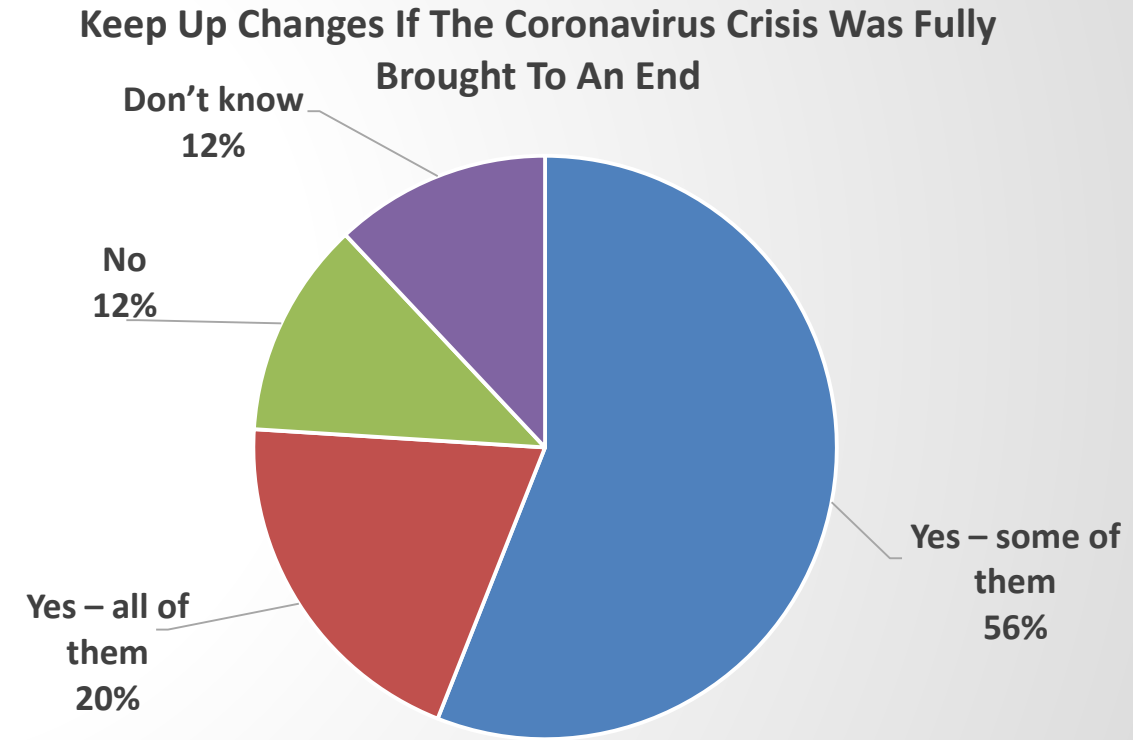
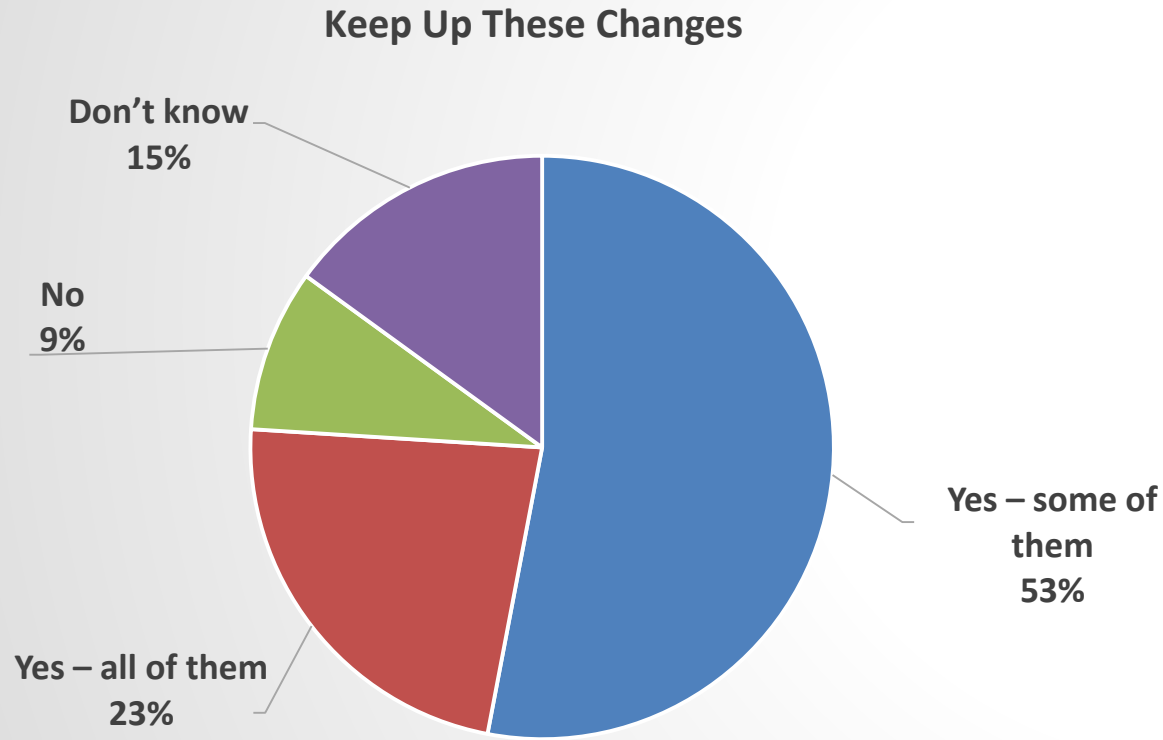


Most respondents report no barriers to online shopping, but inability to compare products is cited as the largest problem



Q.16 When shopping online can you please tell me whether or not you experience any problems with each of the following...
 Base: All those who shop online at Q.12: 700

Most respondents intend to keep up changes over the next 12 months, and even if all restrictions were ended



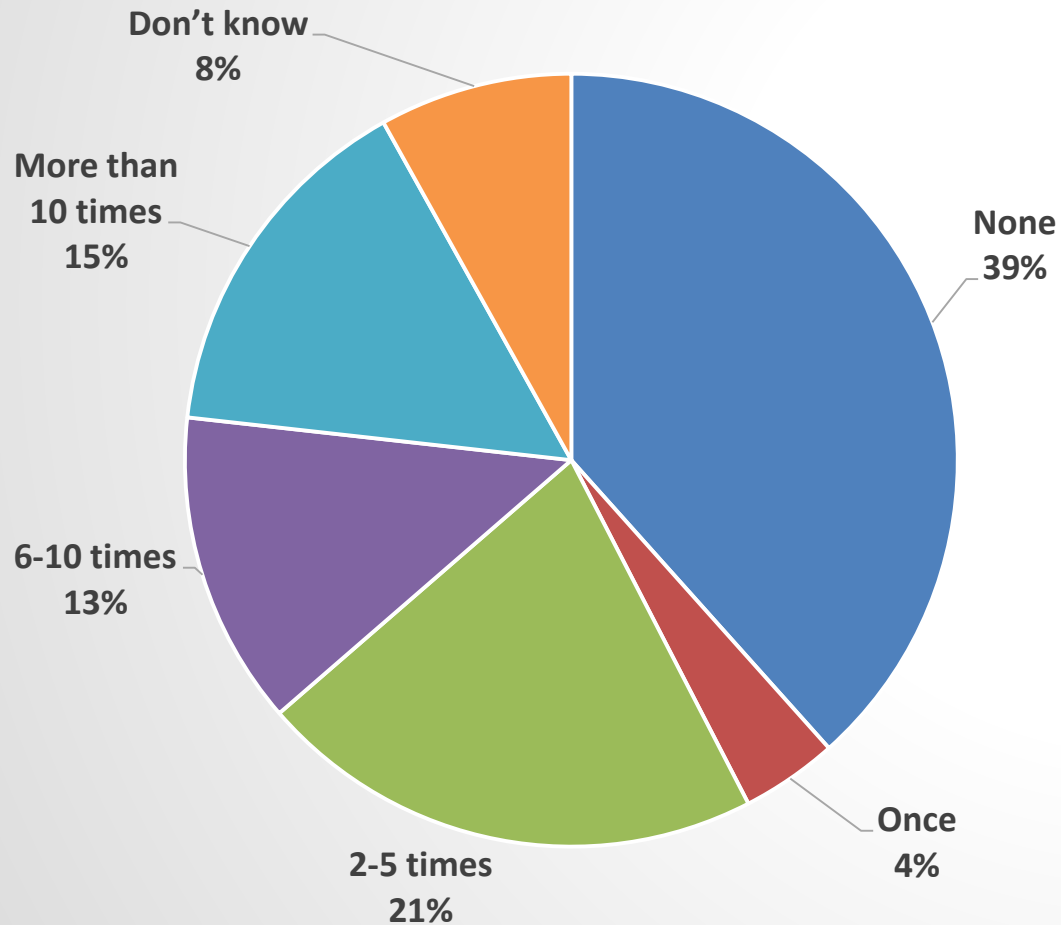
Q.13 In general, do you think you will keep up these changes over the next 12 months?

Q.14 And if the Coronavirus crisis was fully brought to an end, with no remaining health risks from Covid-19, do you think you will keep up these changes?

Base: All who answered "more often" or "less often" to any item at Q.12: 572

Brexit and awareness of Consumer Rights

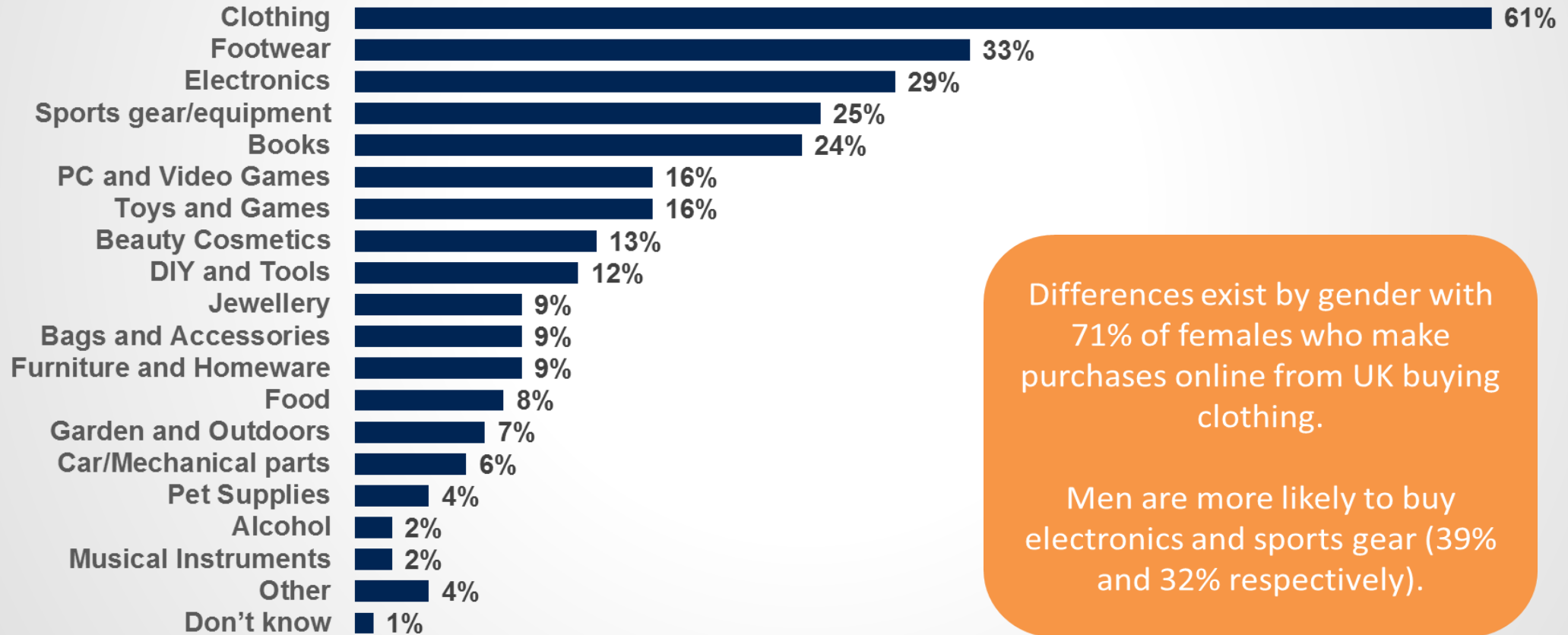
53% of consumers shopped online from UK in the last 24 months: a 19% reduction on 2019



Large differences exist by age with 39% of under 25s reporting more than five purchases online from the UK during the past 2 years. In contrast, 66% of those aged 55 or older report not having bought anything from the UK.

Q.19 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: 1,000

Main Goods bought from companies based in the UK



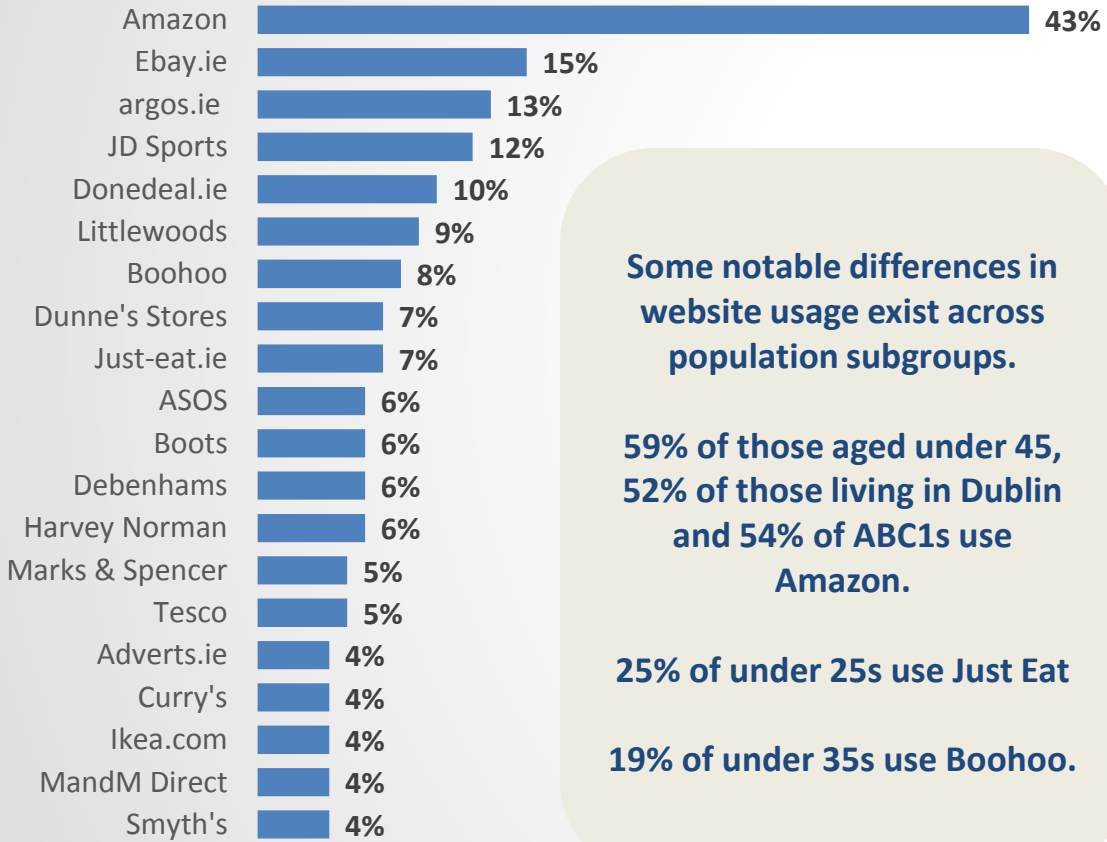
Differences exist by gender with 71% of females who make purchases online from UK buying clothing.

Men are more likely to buy electronics and sports gear (39% and 32% respectively).

Q.21 In those last two years, what types of goods do you frequently buy from companies based in the UK?
Base: All those that have shopped online in the last two years at Q.19: 537

Amazon is the most popular website for purchasing goods

Five websites used most often to buy goods online

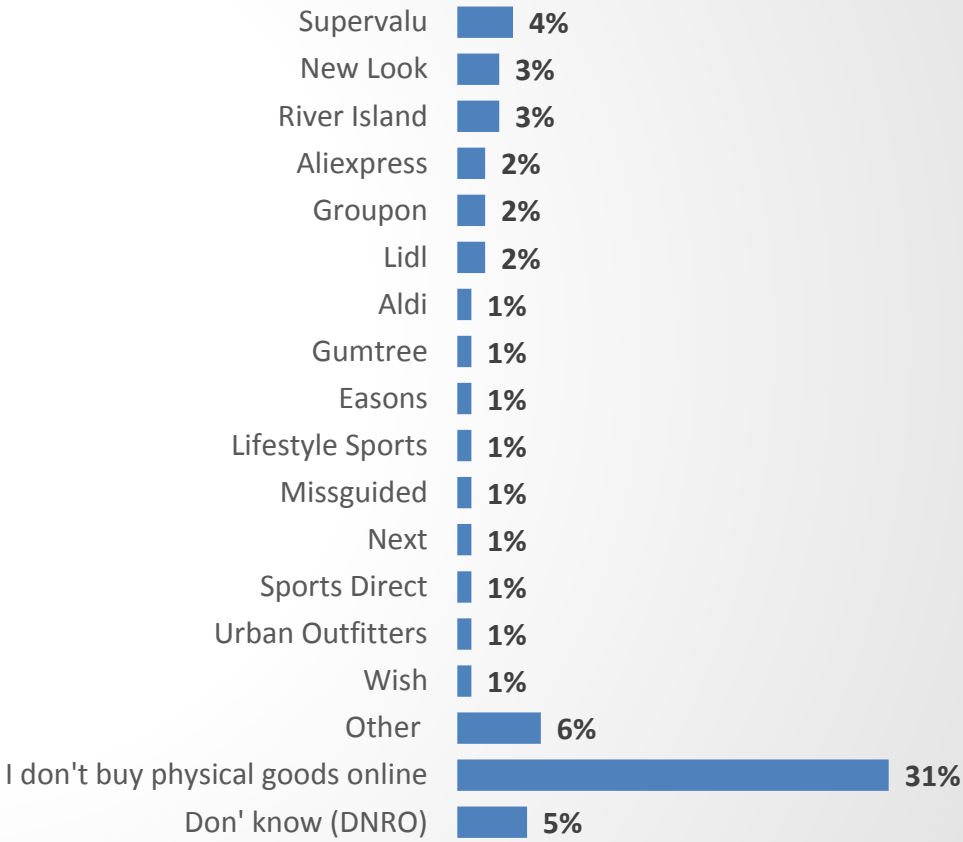


Some notable differences in website usage exist across population subgroups.

59% of those aged under 45, 52% of those living in Dublin and 54% of ABC1s use Amazon.

25% of under 25s use Just Eat

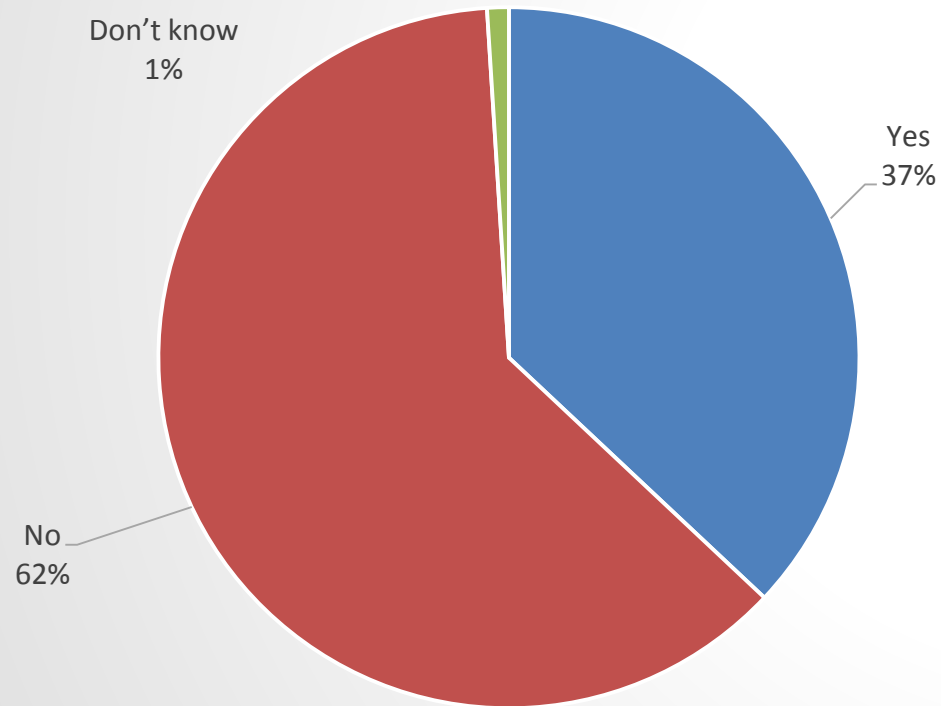
19% of under 35s use Boohoo.



Q.24 Thinking about physical goods you buy online, what are the five websites that you use most often?
 Base: All respondents (1,000)

Over 1/3 have returned goods

Returned goods over the past 24 months



Q.22 Thinking about these purchases over the last two years, has there ever been an occasion where you have returned something that you purchased?:

Base: All those that have shopped online in the last two years at Q.19: 537

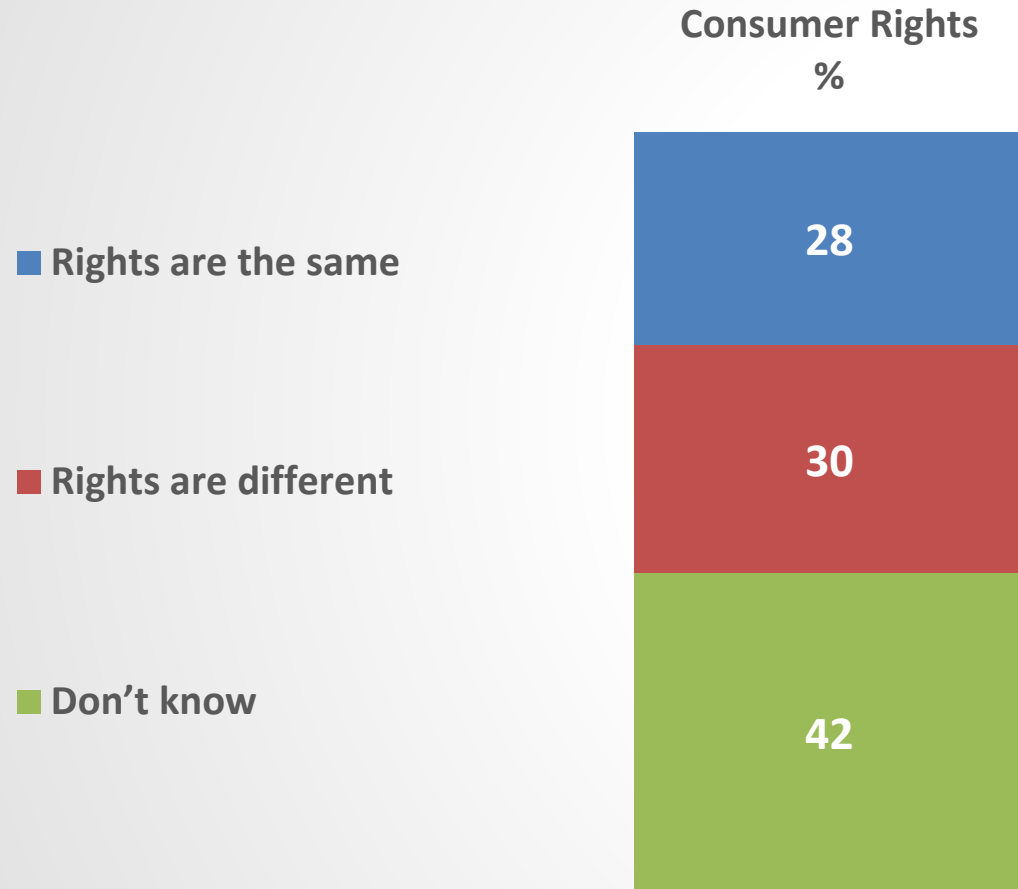
Q.23 And for what reasons did you return something that you purchased?:

Base: All those that have returned an online purchase in the last two years at Q.22: 201

Reasons for return of goods



High degree of uncertainty on consumer rights between EU and non EU countries



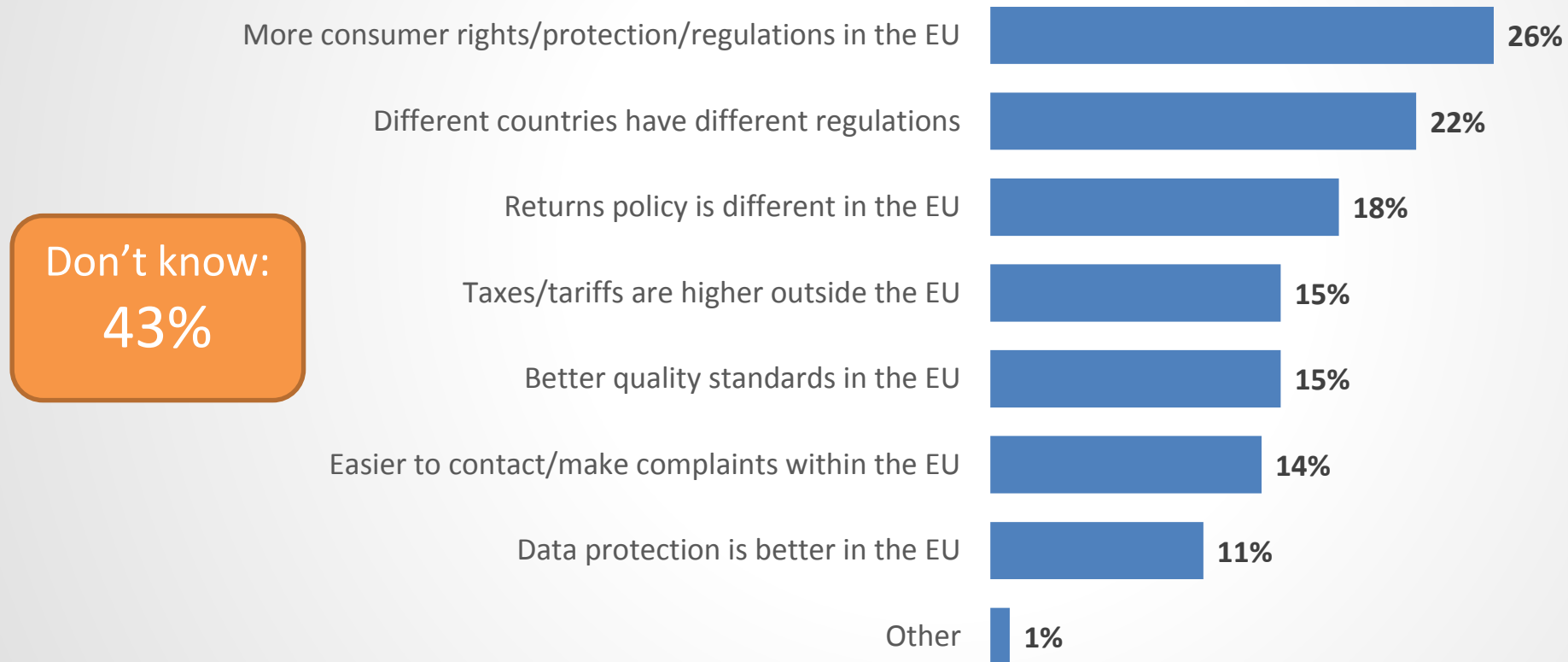
35% of those aged under 45 believe that their rights are the same regardless of where a company is located.

Q.18 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?

Q.20 In what ways do you think your consumer rights are different between companies based in the EU and companies based elsewhere?

Base: All Respondents: 1,000

Consumer understanding of the difference in consumer rights within and outside of the EU

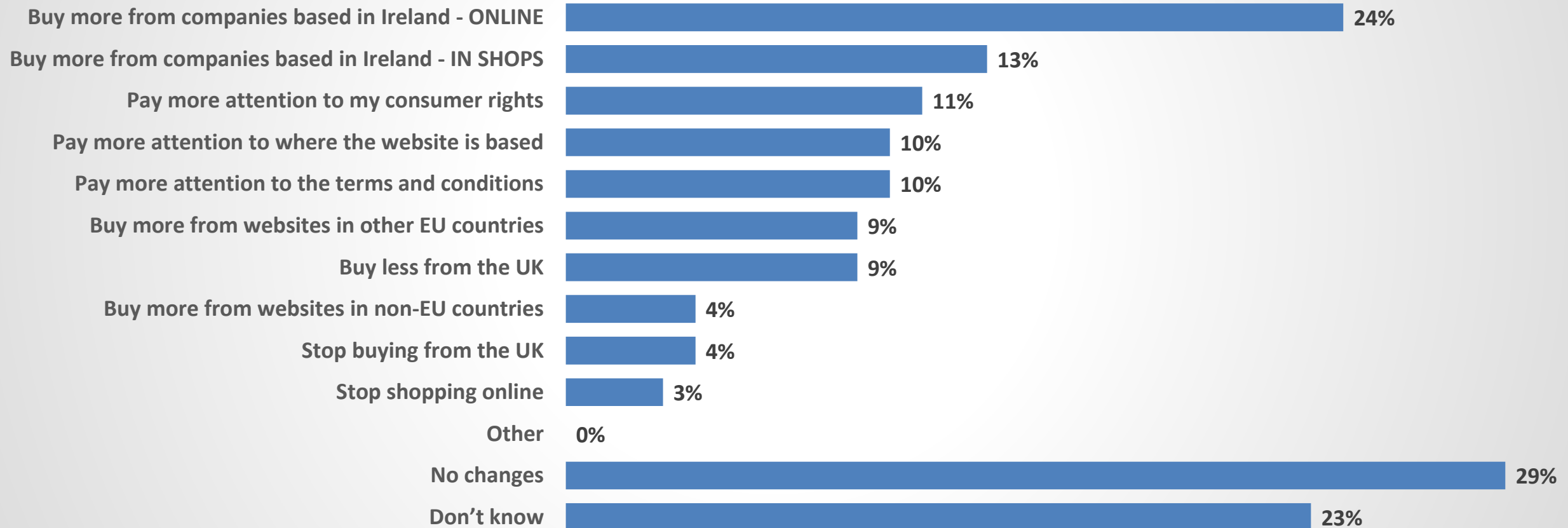


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Base: All Respondents: 1,000

Consumer Behaviour Changes in Response to Brexit – anticipated increase in those buying from Ireland



Q.25 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 if any do you expect to make to the way you shop online as a result of Brexit?

Base: All Respondents: 1,000



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