

# 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.

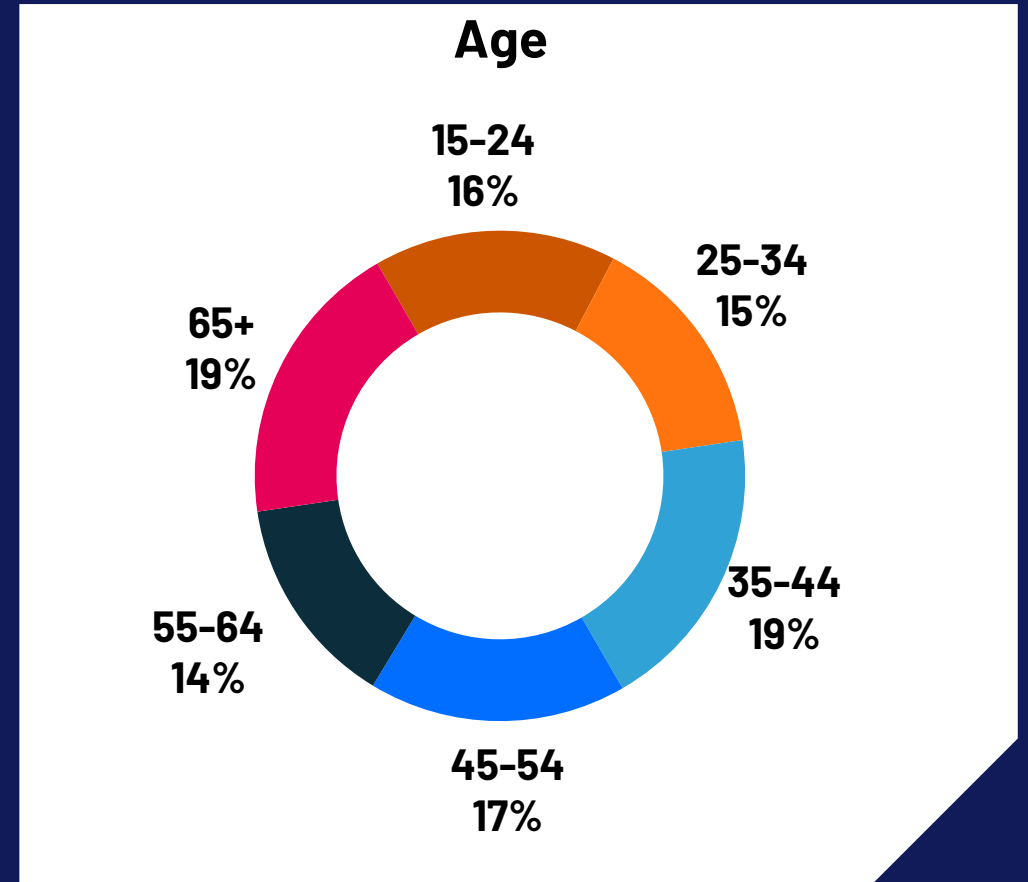
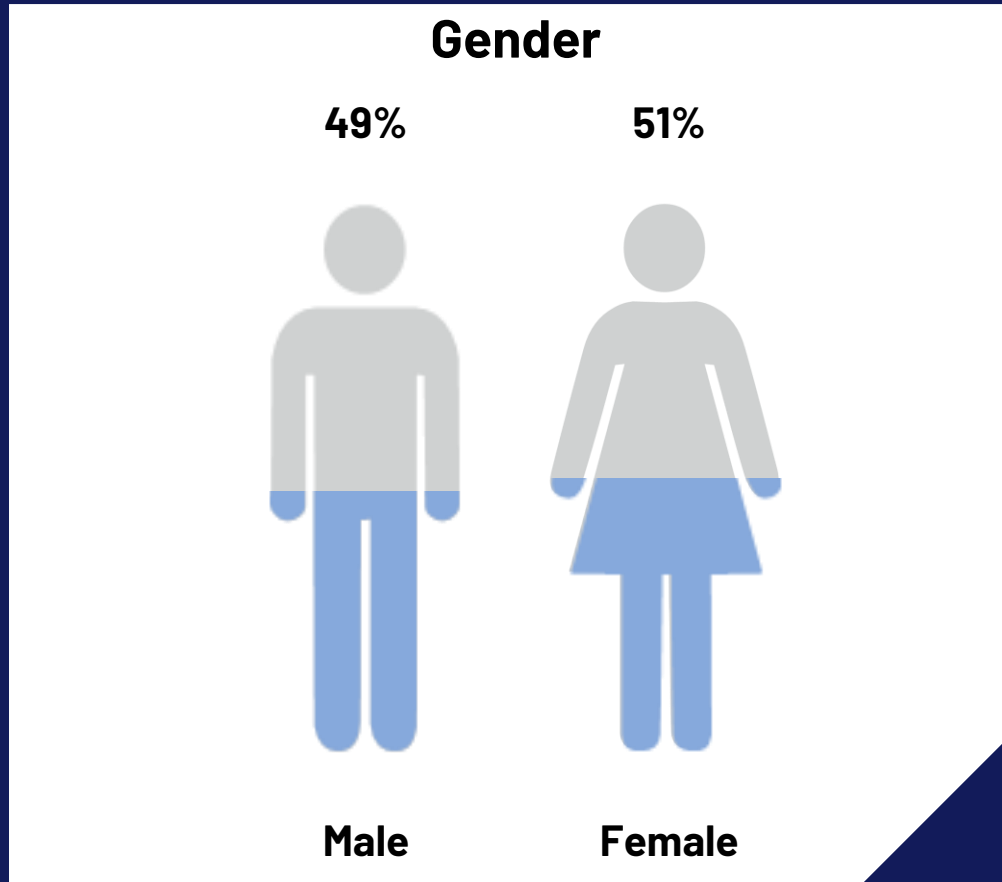
Questionnaire was designed by Ipsos B&A in consultation with the Competition and Consumer Protection Commission and repeated many of the questions asked in a similar questionnaire asked in 2023 & 2022.



- 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

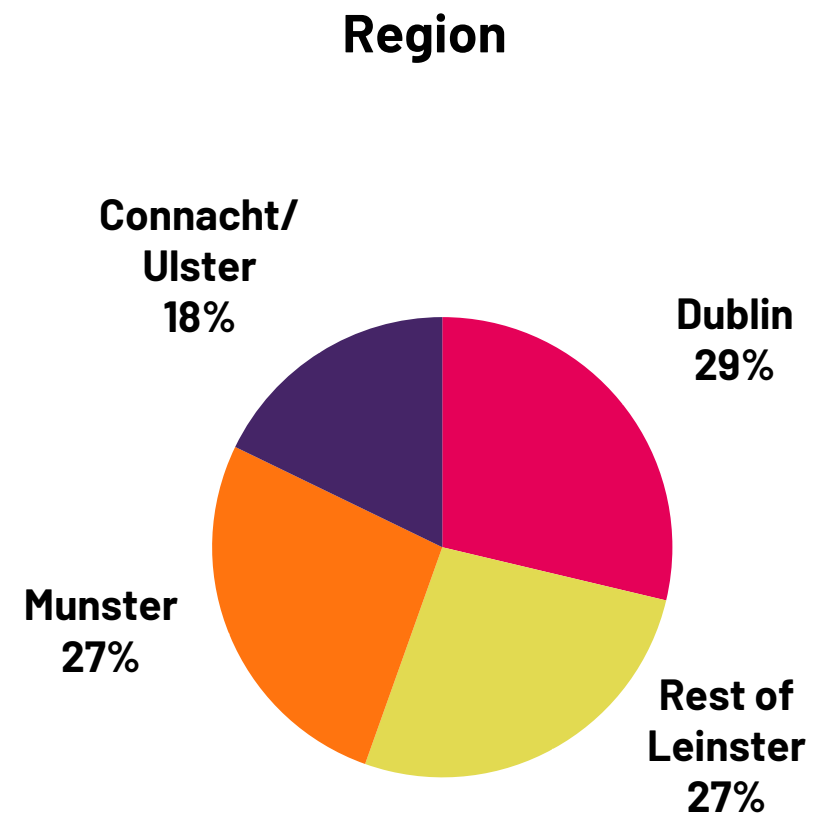
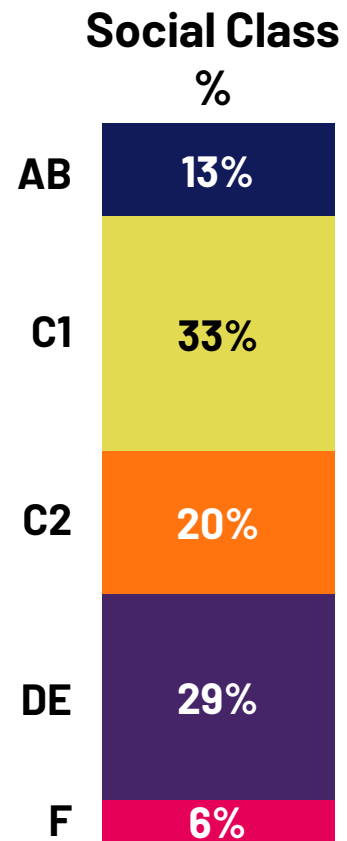
- Demographics



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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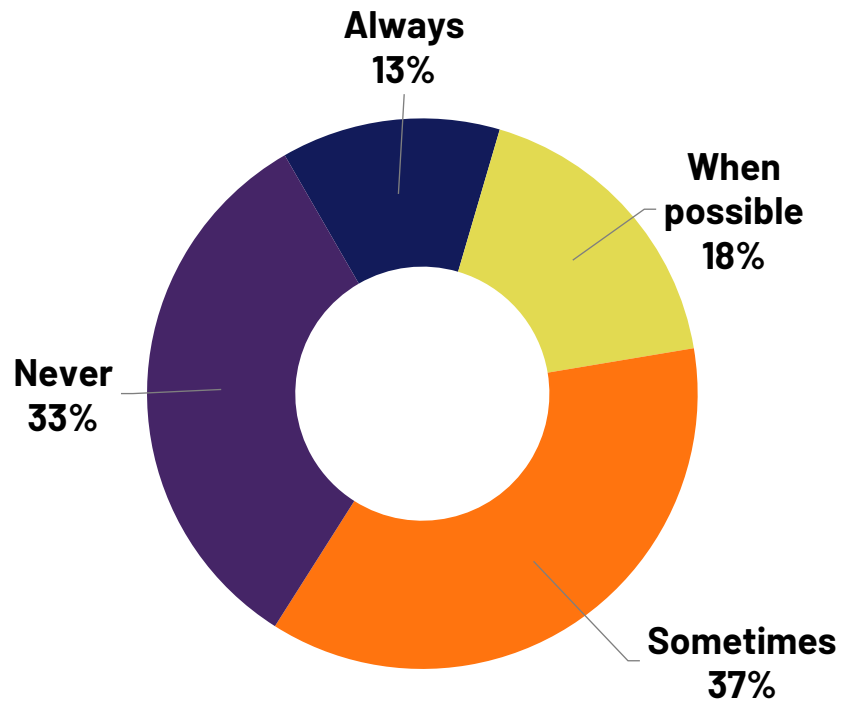


B&A

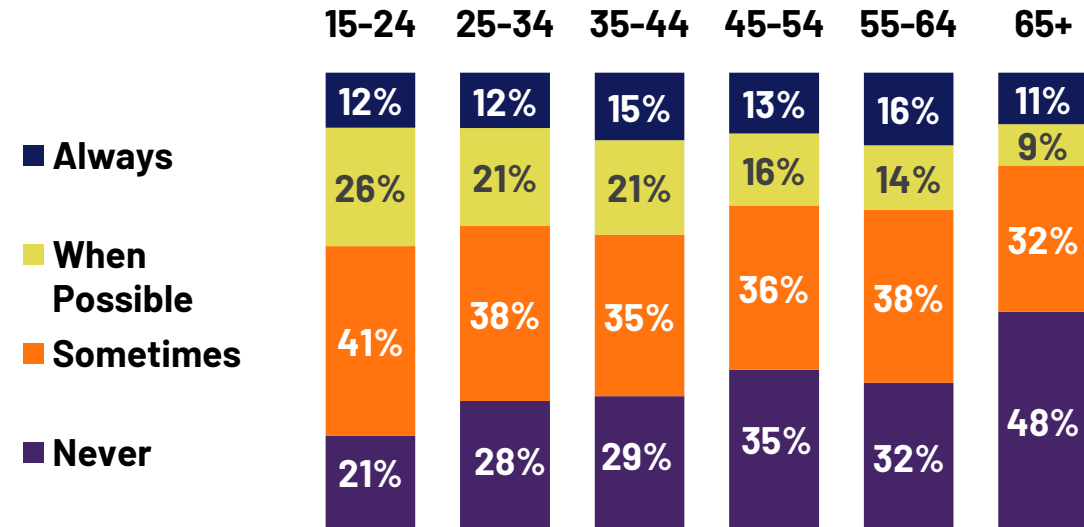
# Around 1 in 3 say that they never include gift receipts with Christmas presents

## LIKELIHOOD OF INCLUDING RECEIPTS WITH CHRISTMAS GIFTS

Do you include a gift receipt?



By Age



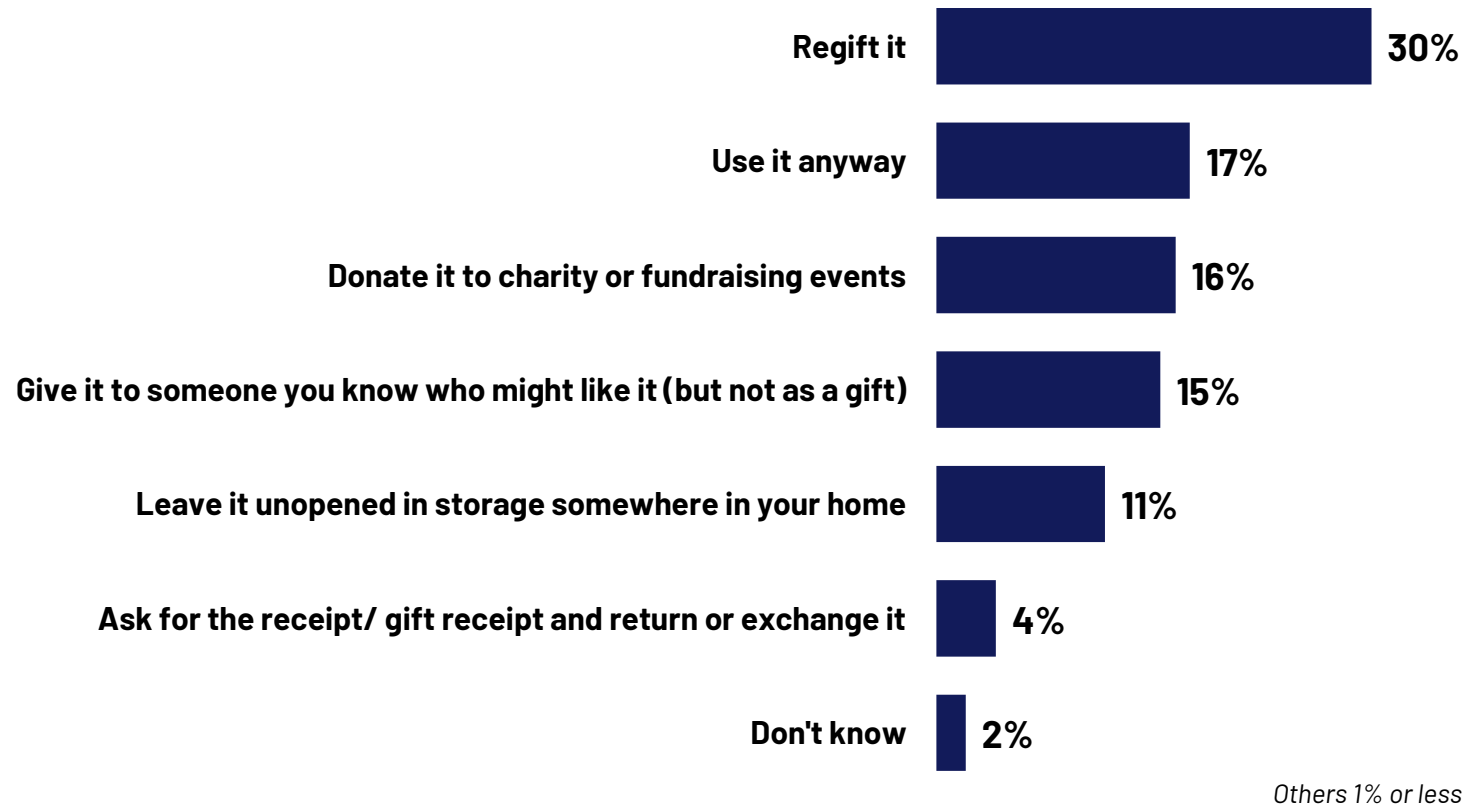
- Sharp differences by age, with almost half (48%) of 65+ year olds never including a gift receipt, compared with 21% of under 25s.
- Similarly, 39% of men say they never include one compared with 27% of women.

Q.11 When giving gifts at Christmas do you include a gift receipt? This excludes cash or vouchers. Would you say you do this?  
Base: All respondents(1,000)

# 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?

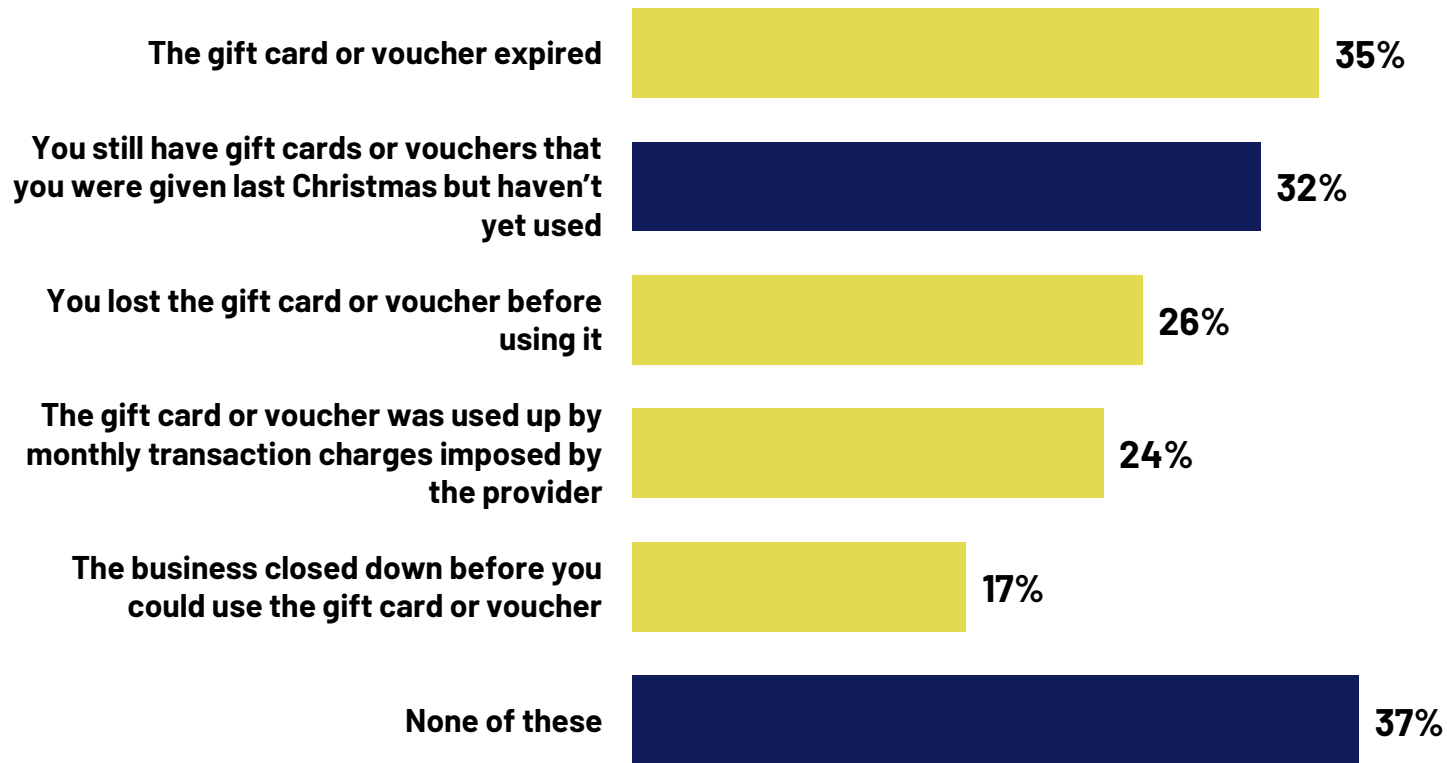


- Regifting more common among women than men (35% vs. 24%).
- 23% of men say they would use the gift anyway, compared with 12% of women.
- 14% of men say they would leave it unopened, 9% of women say so.
- Over 65s more likely to donate it to charity or fundraising events (26%) or give it to someone 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%).

Q. 13 Thinking now of gift cards and vouchers you may have received as Christmas presents has any of the following ever happened to you?  
Base: All respondents(1,000)



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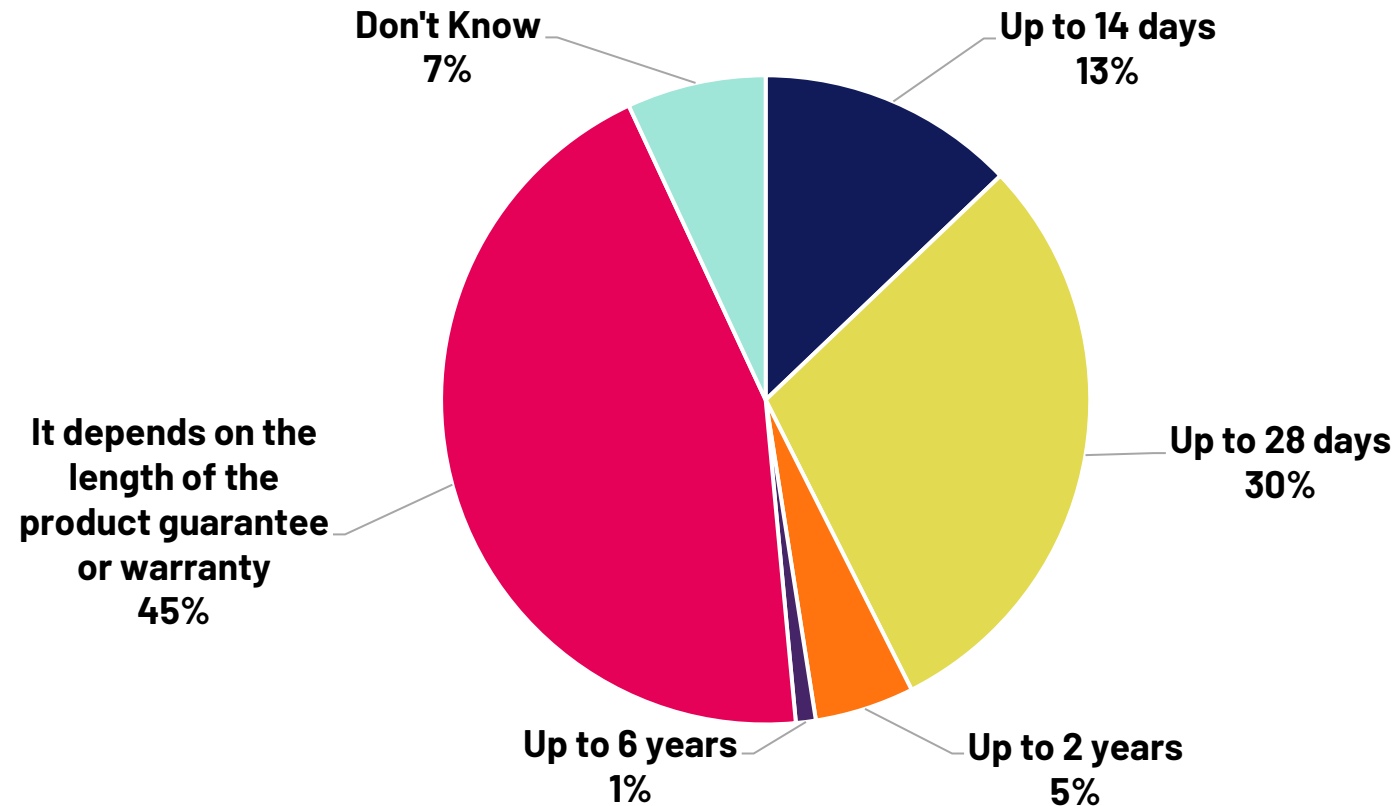


# FAULTY GOODS AND RETURNS

# 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

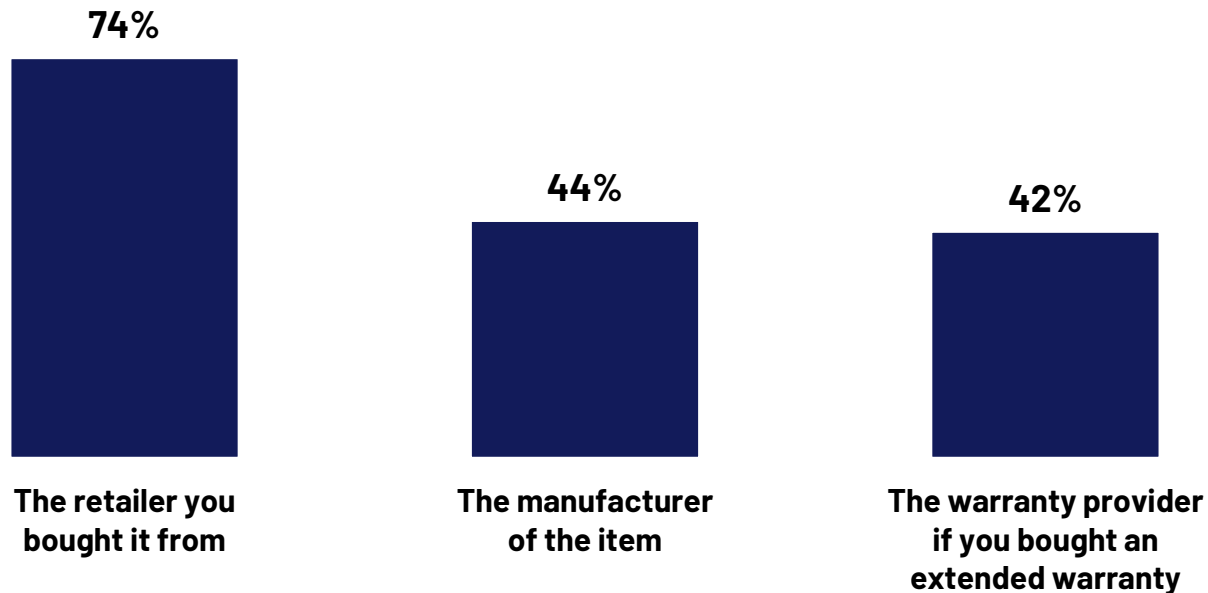
	Age						Social Class		Gender	
	15-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DEF	Male	Female
	%	%	%	%	%	%	%	%	%	%
<b>Up to 14 days</b>	8	10	9	17	14	19	10	16	14	13
<b>Up to 28 days</b>	32	26	36	30	30	24	34	26	28	31
<b>Up to 2 years</b>	4	6	5	7	5	4	7	4	8	3
<b>Up to 6 years</b>	-	1	2	*	-	1	*	1	1	1
<b>Depends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



2023: 74%

44%

42%

2022: 76%

31%

27%

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%



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Competition and Consumer Protection Commission





# 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
	%	%	%	%	%	%	%	%	%	%
<b>The retailer they bought it from</b>	68	69	75	76	73	81	75	74	76	73
<b>The manufacturer of the item</b>	51	59	38	44	43	34	42	45	44	44
<b>The warranty provider</b>	44	49	42	42	42	33	44	39	45	38
<b>None of these</b>	1	*	*	1%	-	-	*	*	1	*
<b>Don't Know</b>	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

