ZA4810

Flash Eurobarometer 224
(Business Attitudes Towards Cross-border Sales and Consumer Protection)

Country Specific Questionnaire
United Kingdom

FL224

Final Questionnaire for Flash Eurobarometer 2008: B2C Cross Border Sales and consumer protection

INTRODUCTION / RESPONDENT SELECTION / SCHEDULING

Hello / Good afternoon / Good evening, my name is _____ and I am from [AGENCY]. We are conducting an opinion poll for the European Commission among business decision-makers. The survey takes about 10 minutes to complete.

INTERVIEWER: IF NAME IS GIVEN IN THE "PROVIDED BY THE COMPANY" FIELD USE THIS NAME, OTHERWISE SELECT THE APPROPRIATE NAME FROM THE NAMES GIVEN IN THE "ORIGINAL SAMPLE" FIELD.

May I please speak to [NAME]?

IF THERE IS NO NAME GIVEN IN THE SAMPLE, INTERVIEWER READ

May I please speak to that decision-maker at your company who is responsible for company sales or marketing decisions, including the legal aspects?

INTERVIEWER: IF THE CONTACT PERSON IS NOT GIVEN IN THE SAMPLE, TRY TO REACH THE MAIN DECISION-MAKER! THESE ARE: THE MANAGING DIRECTOR, THE MARKETING MANAGER OR OTHER RESPONSIBLE LEADER RESPONSIBLE FOR SALES INCLUDING LEGAL ASPECTS)..

00 - Eligible respondent on the phone ..... SKIP SC1

01 - Decision maker available ..... SKIP SC1

Call back:: ----------

02 - Schedule time for callback (use this code in every case where you could not reach the decision maker, e.g. only reached the secretary, reception, colleague etc., or you could not establish the person availability and/or competency)

03 - Respondent not available now or later, other eligible respondent possible

04 - Person is not competent

05 - Refused by gatekeeper - SOFT REFUSAL

No call back: ----------

06 - Person is not available during the fieldwork, no other person is available

07 - Refused by the respondent - HARD REFUSAL

08 - Language barrier

09 - Cannot obtain name and address of the decision-maker

10 - The company is under liquidation

IF SC0=1

READ OUT WHEN YOU REACH THE DECISION MAKER IF DIFFERENT FROM THE FIRST PERSON YOU CONTACTED:

Hello / Good afternoon / Good evening, my name is _____ and I am from [AGENCY]. We are conducting an opinion poll for the European Commission among business decision-makers. The survey takes about 10 minutes to complete.

(READ OUT TO ALL)

SC1. This survey is part of a EU-wide study that collects the opinion of company decision-makers' on cross-border retail activities towards consumers, and more specifically on the laws on consumer contracts and their role in cross-border retailing. The survey takes about 10 minutes to complete. The confidentiality of your answers will be maintained. Can you please help me with your answers?

01 - Agrees, start interview now
02 - Agrees, start interview other time

Call back:----------
03 - Respondent not available now or later, other eligible respondent possible (NAME SCREEN)
04 - Person is not competent in those issues (NAME SCREEN)

No call back:----------
04 - Person is not available during the fieldwork, no other person is available
05 - Refused by the respondent
06 - Language barrier
07 - Cannot obtain name and address of the decision-maker
08 - The company is under liquidation

SC3. What is your position at this company?

1 - managing director, general manager, etc.
2 - marketing manager
3 - principal legal adviser
4 - other decision maker responsible for company sales

SCHEDULE SCREEN IF ELIGIBLE RESPONDENT REACHED
Can you please give me the phone number, where you want me to call you back?
Number: _____
Can you please give me your name?: _____
And your title is?: _____
What time do you prefer to be called back? (YYMMDDHHMM)
Many thanks for your help, we will get back to you as we agreed.

INTRO FOR THE NEXT CALL BACK

Hello / Good afternoon / Good evening, my name is _____ and I am from [AGENCY]. Last time when I called you suggested this time to call you back to conduct an opinion poll for the European Commission among business decision-makers. Could we start the interview?

1 - yes

2- reschedule

SCHEDULE SCREEN IF ELIGIBLE RESPONDENT NOT REACHED

Can you please give me the name of the appropriate person?:_____

And his/her title is _____

Can you please give me the phone number, where I can call him/her back?

Number:_____

What time should I call back to speak to the decision maker? (YYMMDDHHMM)

DEMOS / SCREENERS

D1. Let me start with a few basic questions regarding your company. How many employees do you have in your company?

- Less than 10 0
- 10-49 1
- 50-249 2
- 250-499 3
- 500 or more 4
- [DK/NA] 9

IF LESS THAN 10 THANK AND TERMINATE

ZIP. Can you please give us the postal code of your company (at your location)?

D2. Does your company sell directly to final consumers, meaning the general public?

- yes 1
- no 2
- [DK/NA] 9

IF NOT "YES" THANK AND TERMINATE

D4. Besides the United Kingdom, in how many EU countries do you have subsidiaries or retail outlets?

- WRITE IN: countries (0 - 26)
- [DK/NA] 99

D5. NOT TO BE ASKED, RECORD FROM DATABASE:
NACE code of the main activity of company

D6. NOT TO BE ASKED, RECORD FROM DATABASE:
NUTS region of company (NUTS 2 level)

MAIN INTERVIEW

Q1. Do you use any of the following sales channels for retail?

(ONE ANSWER PER LINE ONLY)

- yes 1
- no 2
- [DK/NA] 9

a) e-commerce / Internet 1 2 9

b) mail order (by post) 1 2 9

c) telesales / call-center (excluding e-commerce, e.g. phone sales, tv shopping) 1 2 9

d) sales though representatives visiting consumers in their homes 1 2 9

e) direct retail sale (i.e. shops) 1 2 9

ASK ALL

Q2. Besides the United Kingdom, to how many EU countries do you actively market/advertise to final consumers?

(READ OUT – ONE ANSWER ONLY)

- WRITE IN: .... countries (0 - 26)
- [DK/NA] 99

ASK IF Q1 e) = 1

Q3. Of your RETAIL SALES IN SHOPS, can you estimate the percentage of the total value of your sales which are made to consumers living in other EU countries, who are on holidays or on a shopping trip?

- .....%
- [NOT APPLICABLE - No retail sales in shops] 998
- [DK/NA] 999

ASK ALL

Q4. In how many EU languages are you currently prepared to carry out transactions with consumers?

(READ OUT – ONE ANSWER ONLY)

- in English only] 01
- WRITE IN: languages (02 -98)
- [DK/NA] 99

I CROSS BORDER SALES

Q5In our definition, a cross-border sale is a sale by phone, post or e-commerce or by a home visit to a final consumer (i.e. general public) resident in a different country of the European Union from the country of the seller. The origin of the products sold is not relevant. What matters is that the final customer is resident in a different country of the EU from the seller when the transaction takes place. Sales in shops to people from another EU country, who are on holidays or on a shopping trip do not qualify as a cross-border sale.

. To how many EU countries do you currently make cross-border sales to final consumers?

(READ OUT – ONE ANSWER ONLY)

- I sell only to consumers in the United Kingdom 00
- WRITE IN: . countries (01 - 26)
- [DK/NA] 99

IF Q5<>0

D3 Which of the following product categories is the largest in your cross-border sales?

- Cars, motor vehicles and parts 01
- Furniture, decoration 02
- Household appliances 03
- Electronic goods 04
- Books and audiovisual material 05
- Clothing and accessories 06
- Health and beauty products 07
- Food and drink 08
- Other product categories .....09\
- None of the above 10
- Does not sell any of the above 11
- [DK/NA] 99

ROTATE Q6-Q8

ASK IF Q1 a) = 1 & (ANSWER IN Q5 IS BETWEEN 01-26).

Q6. Of the total value of your E-COMMERCE/INTERNET SALES, can you estimate the percentage to consumers living in other EU countries?

- .....%
- NOT APPLICABLE - No internet sales 998
- [DK/NA] 999

ASK IF Q1 b) OR c) = 1 & (ANSWER IN Q5 IS BETWEEN 01-26)

Q7. Of the total value of your MAIL ORDER SALES or TELEPHONE SALES, can you estimate the percentage made to consumers living in other EU countries?

- .....%
- [NOT APPLICABLE - No mail order or telesales] 998
- [DK/NA] 999

ASK IF Q1 d) = 1 & (ANSWER IN Q5 IS BETWEEN 01-26)

Q8. Of the total value of your sales made BY YOUR REPRESENTATIVES visiting consumers in their homes, can you estimate the percentage made by your representatives visiting consumers in other EU countries?

- .....%
- [NOT APPLICABLE - No sales by representatives] 998
- [DK/NA] 999

ASK IF Q1 a) OR b) OR c) OR d) = 1 & (ANSWER IN Q5 BETWEEN 01-26) .

Q9. Now, summing up, can you estimate what percentage of your total sales to final consumers by phone, post, e-commerce and home-visit are cross-border sales to EU countries?

- .....%
- [NOT APPLICABLE - No remote sales to consumers located in a different country] 998
- [DK/NA] 999

II. OBSTACLES TO B2C CROSS BORDER SALES

Q10.

[IF Q5=0 READ ☐]

You previously stated that you sell to the United Kingdom consumers only. I would now ask your opinion on problems you, as an entrepreneur, might face when marketing or selling cross-border.

[IF ANSWER IN Q5 BETWEEN 01-26 READ:]

On the basis of your experience in selling or marketing cross-border I would like to know your opinion on the importance of some legal differences concerning consumer protection in the EU.

[ASK ALL]

If you market to consumers living in other EU countries by phone, post, e-commerce or home visit, you have to comply with certain legal provisions regulating consumer transactions of the consumer's country These provisions may differ from laws of the United Kingdom and may trigger extra compliance costs, including costs of acquiring relevant legal advice, changing marketing material or contracts, or in the event of non-compliance, possible litigation costs.

I will now present some of these legal differences. How important do you think these are as an obstacle to cross-border sales? In order to avoid misunderstanding, I will provide short explanations for each of the factors.

(READ OUT – ONE ANSWER PER ITEM ONLY – ROTATE A-G)

- Very important obstacle 1
- Fairly important obstacle.....2
- Not an important obstacle ..3
- Not at all an obstacle.....4
- [No interest in cross-border sales at all] 8
- [DK/NA].....9

A – Differences in length of cooling off periods 1 2 3 4 8 9

When selling goods to consumers by phone, post, e-commerce or in the home, the consumer is entitled to change his mind and withdraw from the contract within a certain time. Consumers from some countries have a longer time to return the goods to you than from others ranging from seven (7) working days to fourteen (14) calendar days.

B – Differences in information to be provided to the consumer 1 ..... 2 3 4 8 9

When selling to consumers by phone, post, e-commerce or in the home, you have to provide the consumer with certain information prior to or at the time of the conclusion of the contract. The content, (e.g. always providing your address) the timing and the format of the information may need to be changed by you according to the country of the consumer.

C – Differences in case of failure to provide information 1 2 3 4 8 9

The consequences you face for failing to comply with information requirements is regulated differently across the EU. In some countries the consumer may have contractual remedies (e.g. they may be entitled to terminate the contract with you), whereas consumers from other EU countries may have no such rights

D – Differences in the way consumers may exercise their right of withdrawal 1 2 3 4 8 9

In some countries, consumers may choose the way to notify you (e.g. by sending an email or simply by returning the good), whereas in others they are obliged to use a certain procedure such as registered mail.

E – Differences in the treatment of costs of return 1 2 3 4 8 9

Depending on the country, you are permitted to require consumers to pay some charges in the event of cancellation (e.g. the cost of returning the goods), whereas in others you are not.

F – Differences in the definition of delivery 1 2 3 4 8 9

Depending on the country, the good is considered to have been delivered to consumers at different moments (e.g. when the goods are physically handed over to the consumer or when they are put at his disposal at your place of business). These differences may have consequences for you in determining who bears responsibility for deterioration or damage to the goods.

G – Differences between Member States in their legislation regarding goods not in conformity with the consumer contract 1 2 3 ..... 4 8 9

For example, consumers in some EU countries have more time than in others to demand that you either repair, replace or reduce the price of a good not in conformity.

Q11.

[IF Q5=0 READ
☐]
I would now ask your opinion on other obstacles that you, as an entrepreneur, might face when marketing or selling cross-border in the EU.

[IF ANSWER IN Q5 BETWEEN 01-26 READ:]
On the basis of your experience in selling or marketing cross-border I would like to know your opinion on the importance of some other practical obstacles

Please tell me how important are the following obstacles to cross-border sales.

(READ OUT – ONE ANSWER PER LINE ONLY)

- Very important.....1
- Fairly important.....2
- Fairly unimportant.....3
- Not important at all.....4
- [No interest in cross-border sales at all] 8
- [DK/NA].....9

a) Additional costs of compliance with different national fiscal regulations (VAT rules, etc.) ..1 2 3 4 9

b) Additional costs of compliance with different national laws regulating consumer transactions.....1 2 3 4 9

c) Higher costs of cross-border delivery compared to domestic delivery.....1 2 3 4 9

d) Potentially higher cost involved in resolving complaints and conflicts cross-border compared to domestically 1 2 3 4 9

e) Potentially higher costs due to the risk of fraud and non-payments in cross-border sales compared to domestic sales.....1 2 3 4 9

f) Potentially higher costs in ensuring an efficient cross-border after-sales service compared to domestic after-sales service.....1 2 3 4 .9

g) Additional costs arising from language differences.....1 2 3 4 9

III. MEASURES TO FACILITATE B2C CROSS BORDER TRADE

Q12 If the provisions of the laws regulating transactions with consumers were the same throughout the 27 member states of the EU do you think that the level of your cross-border sales would …

(READ OUT – ONE ANSWER ONLY)

- Increase a lot..... 4
- Increase a little 3
- Decrease a little 2
- Decrease a lot 1
- [Would not change].....8
- [DK/NA].....9

Q13 If the provisions of the laws regulating transactions with consumers were the same throughout the 27 member states of the EU to how many EU countries would you be interested in making cross-border sales to final consumers?

(READ OUT – ONE ANSWER ONLY)

- none, we have no interest in cross-border sales 1
- one country 2
- two to three EU countries 3
- four to ten EU countries 4
- more than ten EU countries 5
- [DK/NA] 9

Q14 Do you know where you can find relevant information about regulation on consumer protection in other EU countries?

(READ OUT – ONE ANSWER ONLY)

- yes 1
- [Yes, mentioned the European Consumer Centre specifically] 2
- no 3
- [DK/NA] 9

Q15 Changing the subject a little, I have four more short questions on your opinions about domestic consumer protection issues, before we finish the interview.

How well are you informed about your legal obligations towards consumers arising from consumer protection legislation in your country?

(READ OUT - ONE ANSWER ONLY)

- Fully informed 1
- Well informed 2
- Not well informed or 3
- Not informed at all? 4
- [DK/NA] 9

Q16 I will ask you now about disputes with consumers in the United Kingdom, and regardless of whether it is a cross-border or a normal sales situation. Have you already used Alternative Dispute

Resolution (ADR) mechanisms (i.e. arbitrators, ombudsmen, conciliation bodies, other out-of-court dispute resolution bodies) to settle disputes with consumers?

(READ OUT – ONE ANSWER ONLY)

- No, and I do not know any of those mechanisms 1
- No, but I know some out-of-court dispute resolution mechanism 2
- Yes, I have used out-of-court dispute resolution mechanism 3
- Yes, I regularly use those mechanisms 4
- [DK/NA] 9

Q19. In relation to product safety, did any of the following take place at your firm in the last 12 months?

Please do not consider food products this time.

- yes..... 1
- no 2
- [DK/NA]..... 9

a)You received customer complaints about the safety of any of the products you sold..... 1 2 9

b)The safety of any of the products you were selling was checked by authorities..... 1 2 9

c)Any of the products you were selling were recalled or withdrawn 1 2 9

d)You, as a retailer, carried out any tests to make sure that any of the products you were selling were safe 1 2 9

e)..... Other action (spontaneous) 1 2 9

Q20. Considering all non-food products currently marketed in the United Kingdom, do you personally think that ...?

- essentially all products are safe,..... 1

- a small number of sproducts are unsafe, or 2
- a significant number of products are unsafe?..... 3
- [DK/NA]..... 9