

ZA5942

**Flash Eurobarometer 396
(Retailers' Attitudes Towards Cross-border Trade
and Consumer Protection, wave 4)**

**Country Questionnaire
Ireland (English)**

Flash Eurobarometer FL396 - Retailers' attitudes towards cross-border trade and consumer protection 2014

A Flash number

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B Country

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C Interview number

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NACE NACE code (Sample information)

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				NACE code - 4 digits
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SIZE Size of company (Sample information)

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					Size of company
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(INTRO1) Hello, I'm (NAME), calling from Millward Brown. May I speak with (NAME OF THE RESPONDENT OR TITLE\ROLE DESCRIPTION IF NO NAME GIVEN)?

(INTRO2) IF THE GATEKEEPER ASKS FOR ADDITIONAL INFORMATION: We are contacting key decision makers in companies across Europe regarding their views on current business topics. The feedback will be used to support decision-making and design future European policies. I would greatly appreciate being able to speak with him or her to include his/her opinion in the study.

IF THE ELIGIBLE REpondent IS NOT AVAILABLE, PLEASE MAKE AN APPOINTMENT

(INTRO3) (WHEN SPEAKING TO THE TARGETED RESPONDENTS) Hello, I'm (NAME), calling from Millward Brown, a market research company.

IF P5d<>" AND P5d<> 999 PLEASE DISPLAY "REFERRAL GIVEN BY: " & P5d (ON THE SAME SCREEN AS INTRO3)

(INTRO4) We are contacting key decision makers in companies across Europe regarding their views on current business topics and we would greatly appreciate your input. The feedback will be used to support decision-making and design future European policies. Would you have some time to answer to a few questions? It should not take more than 15 minutes...

ASK LAN1 ONLY IN BE, EE, FI, IE, LV, LU, MT

LAN1 Would you like to do the survey in English or Irish?

(READ OUT - ONE ANSWER ONLY)

Austria - German	1
Belgium - Dutch	2
Belgium - French	3
Bulgaria - Bulgarian	4
Croatia - Croatian	5
Czech Republic - Czech	6
Denmark - Danish	7
Estonia - Estonian	8
Estonia - Russian	9
Finland - Finnish	10
Finland - Swedish	11
France - French	12
Germany - German	13
Greece - Greek	14
Hungary - Hungarian	15
Iceland - Icelandic	16
Ireland - English	17
Ireland - Irish	18
Italy - Italian	19
Latvia - Latvian	20
Latvia - Russian	21
Lithuania - Lithuanian	22
Luxembourg - Luxembourgish	23
Luxembourg - French	24
Luxembourg - German	25
Macedonia - Macedonian	26
Macedonia - Albanian	27
Malta - Maltese	28
Malta - English	29
Montenegro - Montenegrin	30
Netherlands - Dutch	31
Norway - Norwegian	32
Poland - Polish	33
Portugal - Portuguese	34
Republic of Cyprus - Greek	35
Romania - Romanian	36
Slovakia - Slovak	37
Slovenia - Slovene	38
Spain - Catalan	39

DK/NA (DO NOT READ OUT)

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FL359 P2b

IF LESS THAN 10 EMPLOYEES, P2b=1 or IF DOES NOT KNOW, P2b=5, STOP INTERVIEW - OTHERS GO TO P3

P3 What exactly is your position in the company?

(DO NOT READ OUT - ONE ANSWER ONLY)

General manager	1
Commercial/Sales manager	2
Marketing manager	3
Other (SPECIFY)	4

FL359 P3

ASK P3o AND P4 IF "OTHER", CODE 4 IN P3 - OTHERS GO TO D2

P3o Which other?

(WRITE DOWN)

2 2 (2032,2033-2036)

Large empty box for writing down the answer to P3o.

FL359 P3o

P4 Do you have a decision making responsibility within your company?

(ONE ANSWER ONLY)

Yes	1
No	2

FL359 P4

ASK P5a, P5b, P5c, P5d AND P5e IF "NO", CODE 2 IN P4 - IF "YES", CODE 1 IN P4 GO TO D2

P5a I am very sorry but for this study we may only interview respondents that have decision making responsibilities. Can you please let me know what is the name of the person who leads the commercial activities of the company (commercial manager, sales manager, marketing manager)?

(INT.: PLEASE WRITE DOWN THE NAME OF THE REFERRAL - IF "NO ANSWER\REFUSAL", CODE '999')

10 2 (2038,2039-2058)

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FL359 P5a

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P5b What is his\her title?

(INT.: PLEASE WRITE DOWN THE TITLE OF THE REFERRAL - IF "NO ANSWER\REFUSAL", CODE '999')

10 2 (2059,2060-2079)

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FL359 P5b

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P5c Can you give me his\her extension or direct line number, please?

(INT.: PLEASE WRITE DOWN THE EXTENSION\DIRECT LINE NUMBER OF THE REFERRAL - IF "NO ANSWER\REFUSAL", CODE '999')

10 2 (2080,2081-2100)

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FL359 P5c

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P5d Can I please verify that I am speaking with (NAME GIVEN)?

(INT.: PLEASE WRITE DOWN THE NAME OF THE PERSON YOU ARE SPEAKING WITH - IF "NO ANSWER/REFUSAL", CODE '999')

10 2 (2101,2102-2121)

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FL359 P5d

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P5e REDIRECTION OF THE CALL

(ONE ANSWER ONLY)

The respondent is putting you through the referral	1
You will call the referral later on	2

FL359 P5e

IF CODE 1 IN P5e THEN GO TO INTRO3 - IF CODE 2 STOP CONTACT

ASK ALL

D2: EXCLUDE COUNTRY OF INTERVIEW FROM THE GROUP OF ANSWERS "EU MEMBER STATES"; CODE 29 - SINGLE CODE

D2 Besides Ireland, to which EU countries do you currently make cross-border sales to final consumers? A "cross-border sale" is a sale to a final consumer resident in a different EU Member State from that of the seller. This does not include sales that are made in physical points of sale.

(DO NOT READ OUT – MULTIPLE ANSWERS POSSIBLE)

EU Member States	
Austria	1,
Belgium	2,
Bulgaria	3,
Croatia	4,

Cyprus	5,
Czech Republic	6,
Denmark	7,
Estonia	8,
Finland	9,
France	10,
Germany	11,
Greece	12,
Hungary	13,
Ireland	14,
Italy	15,
Latvia	16,
Lithuania	17,
Luxembourg	18,
Malta	19,
Netherlands	20,
Poland	21,
Portugal	22,
Romania	23,
Slovakia	24,
Slovenia	25,
Spain	26,
Sweden	27,
United Kingdom	28,
No other EU country besides Ireland	29,
DK/NA (DO NOT READ OUT)	30,

NEW

D4 Do you use the following sales channels for retail?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

E-commerce	1,
Mobile commerce (i.e. the buyer makes the purchase via special applications on mobile devices like smartphone or tablet)	2,
Mail order (by post)	3,
Telesales / call centre (e.g. phone sales, TV shopping) excluding e-commerce	4,
Sales through representatives visiting consumers at their homes	5,
Direct retail sale (i.e. shops)	6,
Other (DO NOT READ OUT)	7,
DK/NA (DO NOT READ OUT)	8,

FL359 D2 MODIFIED TREND

ASK D5a IF "SELLS ONLINE AND MAKES CROSS-BORDER SALES" (D4=1 OR 2 AND D2 <>29)

D5a Please tell me which of the following statements apply to you:

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

You sell online to final consumers in Ireland	1,
You sell online to final consumers in other EU countries	2,
You sell online to final consumers in other non-EU countries	3,
DK/NA (DO NOT READ OUT)	4,

NEW

ASK D5b IF "SELLS ONLINE BUT DOES NOT MAKE CROSS-BORDER SALES" (D4=1 OR 2 AND D2 =29)

D5b Please tell me which of the following statements apply to you:

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

You sell online to final consumers in Ireland	1,
You sell online to final consumers in other non-EU countries	2,
DK/NA (DO NOT READ OUT)	3,

NEW

ASK ALL

D6 Which of the following do you sell to final consumers? "By food we mean: food that consumers can eat at home, take away or can eat on the spot."

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Food products	1,
Non-food products	2,
Services	3,
Other (DO NOT READ OUT)	4,
DK/NA (DO NOT READ OUT)	5,

FL359 D3

ASK Q1a IF "COMPANY DOES NOT SELL ONLINE" D4 <>1 OR 2

Q1a Would your company be interested in selling online in the next 12 months?

(READ OUT - ONE ANSWER ONLY)

Yes, only to consumers in Ireland	1
Yes, only to consumers in other EU countries	2
Yes, to both consumers in Ireland and in other EU countries	3
No	4
DK/NA (DO NOT READ OUT)	5

NEW

ASK Q1b IF "COMPANY DOES SELL ONLINE" D4=1 OR 2

Q1b Does your company plan to continue to sell online over the next 12 months?

(READ OUT - ONE ANSWER ONLY)

Yes, only to consumers in Ireland	1
Yes, only to consumers in other EU countries	2
Yes, to both consumers in Ireland and in other EU countries	3
No	4
DK/NA (DO NOT READ OUT)	5

NEW

ASK ALL

Q2 Would you say that your company is confident to sell online?

(READ OUT - ONE ANSWER ONLY)

Yes, but only when selling to consumers in Ireland	1
Yes, but only when selling to consumers in other EU countries	2
Yes, when selling to both consumers in Ireland and in other EU countries	3
No	4
DK/NA (DO NOT READ OUT)	5

NEW

ASK Q3a IF "COMPANY DOES SELL ONLINE" (D4=1 OR 2)

Q3a: ROTATE STATEMENTS 1 TO 10

Q3a How important are the following obstacles to the development of online sales to other EU countries by your company?

(READ OUT - ONE ANSWER ONLY)

		Very important	Fairly important	Not very important	Not at all important	DK/NA (DO NOT READ OUT)
1	Differences in national tax regulations (e.g. VAT rules)	1	2	3	4	5
2	Differences in national consumer protection rules	1	2	3	4	5
3	Differences in national contract law	1	2	3	4	5
4	Higher costs of cross-border delivery compared to domestic delivery	1	2	3	4	5
5	Potentially higher costs involved in resolving complaints and disputes cross-border	1	2	3	4	5
6	Higher risk of fraud and non-payments in cross-border sales	1	2	3	4	5

7	Extra costs arising from language differences	1	2	3	4	5
8	Extra costs from after-sales service in cross-border transactions	1	2	3	4	5
9	Restrictions on cross-border sales imposed by manufacturers or suppliers	1	2	3	4	5
10	Higher transport costs due to geographic distance	1	2	3	4	5

NEW

ASK Q3b IF "COMPANY DOES NOT SELL ONLINE" D4 <>1 OR 2

Q3b: ROTATE STATEMENTS 1 TO 8

Q3b How important are the following obstacles to the development of online sales by your company?

(READ OUT - ONE ANSWER ONLY)

		Very important	Fairly important	Not very important	Not at all important	DK/NA (DO NOT READ OUT)
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1	Additional consumer protection rules	1	2	3	4	5
2	Higher costs of delivery	1	2	3	4	5
3	Potentially higher costs involved in resolving complaints and disputes online	1	2	3	4	5
4	Higher risk of fraud and non-payment	1	2	3	4	5
5	Extra costs from after-sales service	1	2	3	4	5
6	Extra need for IT skills	1	2	3	4	5
7	Extra need for capital for investment in development of IT applications	1	2	3	4	5
8	The nature of your business	1	2	3	4	5

NEW

ASK Q4 IF "RETAILERS SELL NON-FOOD PRODUCTS", CODE 2 IN D6

Q4 "Product safety" relates to consumer products only and does not include industrial products. Unsafe products are those which fail to comply with safety standards. Here we are not talking for example about rifles or knives. Thinking about all non-food products currently available in your market in Ireland, do you think that ...?

(READ OUT - ONE ANSWER ONLY)

Essentially all non-food products are safe	1
A small number of non-food products are unsafe	2
A significant number of non-food products are unsafe	3
DK/NA (DO NOT READ OUT)	4

FL359 Q11

ASK ALL

Q5 Imagine that a consumer bought a durable good new 18 months ago and it breaks down without any fault on his part. He didn't buy or benefit from any extended commercial guarantee. Does he have the right to have it repaired or replaced for free?

(READ OUT - ONE ANSWER ONLY)

Yes	1
No	2
It depends on the product	3
DK/NA (DO NOT READ OUT)	4

NEW

Q6: ROTATE STATEMENTS 1 TO 4

Q6 I will read 4 statements concerning legislation in Ireland related to commercial practices. Some of them are prohibited and some are not. For each statement, please tell me if you think it is prohibited or not?

(READ OUT - ONE ANSWER ONLY)

		Prohibited	Not prohibited	DK/NA (DO NOT READ OUT)
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1	To include an invoice or a similar document seeking payment in marketing material	1	2	3
2	To run a promotional campaign stating "We offer a discount of 60%" although the products offered with a 60% discount are almost out of stock	1	2	3
3	To promote products for children by directly targeting the parents in the advertisements	1	2	3
4	To describe a product as 'free' although it is only available free of charge to customers calling a premium rate phone number	1	2	3

FL359 Q7 MODIFIED TREND

ASK Q7a IF COMPANY DOES SELL IN OTHER EU COUNTRIES (D2 <>29)

Q7a: ROTATE STATEMENTS 1 TO 5; CODE 3 - SINGLE CODE

Q7a Please tell me if you have come across any of the following unfair commercial practices by your competitors in the last 12 months:

(READ OUT - MAX. 2 ANSWERS PER LINE)

		Yes, in Ireland	Yes, in another EU country	No	DK/NA (DO NOT READ OUT)
1	Offering products as free of charge even if they actually entail substantial charges	1,	2,	3,	4,
2	Pressuring consumers with persistent commercial calls or messages	1,	2,	3,	4,
3	Advertising falsely that a product is available only for a limited period	1,	2,	3,	4,
4	Writing fake reviews which are in fact hidden adverts or hidden attacks on competitors	1,	2,	3,	4,
5	Sending unsolicited products to consumers, asking them to pay for the products	1,	2,	3,	4,
6	Other unfair commercial practices	1,	2,	3,	4,

NEW

ASK Q7b IF COMPANY DOES NOT SELL IN OTHER EU COUNTRIES (D2 =29)

Q7b: ROTATE STATEMENTS 1 TO 5

Q7b Please tell me if you have come across any of the following unfair commercial practices by your competitors in Ireland in the last 12 months:

(READ OUT - ONE ANSWER ONLY)

		Yes	No	DK/NA (DO NOT READ OUT)
1	Offering products as free of charge even if they actually entail substantial charges	1	2	3
2	Pressuring consumers with persistent commercial calls or messages	1	2	3
3	Advertising falsely that a product is available only for a limited period	1	2	3

4	Writing fake reviews which are in fact hidden adverts or hidden attacks on competitors	1	2	3
5	Sending unsolicited products to consumers, asking them to pay for the products	1	2	3
6	Other unfair commercial practices	1	2	3

NEW

ASK Q8.5 ONLY IF 'RETAILER SELLS NON-FOOD PRODUCTS', CODE 2 in D6

ASK Q8.1, Q8.2, Q8.3 and Q8.4 TO ALL

Q8: ROTATE STATEMENTS 1 TO 5

Q8 Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements. In Ireland:

(READ OUT - ONE ANSWER ONLY) (REPEAT 'In Ireland .' before each item)

		Strongly agree	Agree	Disagree	Strongly disagree	DK/NA (DO NOT READ OUT)
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1	The public authorities actively monitor and ensure compliance with consumer legislation in your sector	1	2	3	4	5
2	Consumer NGOs actively monitor compliance with consumer legislation in your sector	1	2	3	4	5
3	The self-regulatory bodies actively monitor respect of codes of conduct or codes of practice in your sector	1	2	3	4	5
4	The media regularly report on businesses which do not respect consumer legislation in your sector	1	2	3	4	5
5	The public authorities actively monitor and ensure compliance with product safety legislation in your sector	1	2	3	4	5

FL359 Q14 MODIFIED TREND

ASK ALL

Q9: ROTATE STATEMENTS 1 TO 2

Q9 With regard to product safety, please tell me whether any of the following has taken place in your sector in the last 24 months:

(READ OUT - ONE ANSWER ONLY)

		Yes	No	DK/NA (DO NOT READ OUT)
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1	The public authorities have asked for the withdrawal or recall of products	1	2	3
2	The public authorities have issued public warnings about the safety of products	1	2	3

NEW

Q10: ROTATE STATEMENTS 1 TO 3

Q10 I will read you three statements about compliance with consumer legislation in Ireland. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of them:

(READ OUT - ONE ANSWER ONLY)

		Strongly agree	Agree	Disagree	Strongly disagree	DK/NA (DO NOT READ OUT)
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1	Your competitors comply with consumer legislation	1	2	3	4	5
2	It is easy to comply with consumer legislation in your sector	1	2	3	4	5
3	The costs of compliance with consumer legislation in your sector are reasonable	1	2	3	4	5

NEW

ASK Q11 IF COMPANY DOES SELL IN OTHER EU COUNTRIES (D2 <->29)

Q11: ROTATE STATEMENTS 1 TO 3

Q11 I will read you similar statements about compliance with consumer legislation in other EU countries. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of them:

(READ OUT - ONE ANSWER ONLY)

		Strongly agree	Agree	Disagree	Strongly disagree	DK/NA (DO NOT READ OUT)
--	--	----------------	-------	----------	-------------------	----------------------------

1	Companies competing with you in other EU countries comply with consumer legislation	1	2	3	4	5
2	It is easy to comply with consumer legislation in your sector in other EU countries	1	2	3	4	5
3	The costs related to compliance with consumer legislation in your sector are reasonable in other EU countries	1	2	3	4	5

NEW

ASK ALL

Q12 Please tell me whether you strongly agree, agree, disagree, or strongly disagree with the following statement:

(READ OUT – ONE ANSWER ONLY)

		Strongly agree	Agree	Disagree	Strongly disagree	DK/NA (DO NOT READ OUT)
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1	Most environmental claims about goods or services in your sector in Ireland are reliable	1	2	3	4	5
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NEW

ASK Q13a TO ALL EXCEPT FINLAND and SWEDEN

Q13a Do you know any Alternative Dispute Resolution (ADR) bodies (i.e. arbitrators, mediators, ombudsmen or other out-of-court dispute resolution bodies) for settling disputes with consumers in Ireland?

READ OUT – ONE ANSWER ONLY)

Yes, and you are willing or obliged to use them	1
Yes, but you are not willing to use them	2
Yes, but those ADR bodies do not cover disputes concerning your business	3
No	4
DK/NA (DO NOT READ OUT)	5

FL359 Q15a MODIFIED TREND

Q13b

(READ OUT - ONE ANSWER ONLY)

	1
	2
	3
No	4
DK/NA (DO NOT READ OUT)	5

FL359 Q15b MODIFIED TREND

Q13c

(READ OUT - ONE ANSWER ONLY)

	1
	2
No	3
DK/NA (DO NOT READ OUT)	4

FL359 Q15c MODIFIED TREND

ASK ALL EXCEPT FINLAND AND SWEDEN

Q14a: ROTATE ITEMS 1 TO 5; CODE 7 - SINGLE CODE

Q14a During the past 12 months, has your company received complaints from consumers located in Ireland?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Yes, through in-house customer services	1,
Yes, through non-governmental consumer organizations	2,
Yes, through public authorities	3,
Yes, through alternative dispute resolution bodies (such as ombudsmen, consumer complaints board, arbitrators, mediators, or other out-of-court bodies)	4,
Yes, through courts	5,
Yes, through other channels	6,
Has not received any complaints (DO NOT READ OUT)	7,
DK/NA (DO NOT READ OUT)	8,

NEW

Q14b: ROTATE ITEMS 1 TO 5; CODE 7 - SINGLE CODE

Q14b

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

	1,
--	----

	2,
	3,
	4,
	5,
	6,
	7,
DK/NA (DO NOT READ OUT)	8,

NEW

Q14c: ROTATE ITEMS 1 TO 5; CODE 7 - SINGLE CODE

Q14c

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

	1,
	2,
	3,
	4,
	5,
	6,
	7,
DK/NA (DO NOT READ OUT)	8,

NEW

ASK Q15 IF COMPANY DOES SELL IN OTHER EU COUNTRIES (D2 <->29)

Q15: ROTATE ITEMS 1 TO 7; CODE 9 - SINGLE CODE

Q15 During the past 12 months, has your company received complaints from consumers located in other EU countries?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Yes, through in-house customer services	1,
Yes, through European Consumer Centres	2,
Yes, through non-governmental consumer organizations	3,
Yes, through public authorities	4,
Yes, through alternative dispute resolution bodies (such as ombudsmen, consumer complaints board, arbitrators, mediators, or other out-of-court bodies)	5,
Yes, through the European Small Claims Procedure	6,
Yes, through courts (other than through the European Small Claims Procedure)	7,
Yes, through other channels	8,
Has not received any complaints (DO NOT READ OUT)	9,
DK/NA (DO NOT READ OUT)	10,

NEW

ASK Q16 ONLY TO RETAILERS WHO HAVE RECEIVED COMPLAINTS FROM CONSUMERS LOCATED IN THEIR OWN COUNTRY (Q14 <->7, 8)

D3: READ OUT: "Selling in another language" means more than having a shop employee who can speak a few words of a foreign language with visiting tourists. It means e.g. having terms and conditions available in that language, user instructions/manual in that language, product catalogue, a version of the website in that language...

D3 In which languages do you sell to final consumers?

(DO NOT READ OUT – MULTIPLE ANSWERS POSSIBLE)

Bulgarian	1,
Czech	2,
Croatian	3,
Danish	4,
Dutch	5,
English	6,
Estonian	7,
Finnish	8,
French	9,
German	10,
Greek	11,
Hungarian	12,
Irish	13,
Italian	14,
Latvian	15,
Lithuanian	16,
Maltese	17,
Polish	18,
Portuguese	19,
Romanian	20,
Slovak	21,
Slovenian	22,
Spanish	23,
Swedish	24,
Icelandic	25,
Norwegian	26,
Luxembourgish	27,
Russian	28,
Other	29,
DK/NA (DO NOT READ OUT)	30,

FL359 D4

That's the end of the interview so thank you very much for your time. Once again my name is (NAME) from Millward Brown. Should you have any questions about the validity of the survey or my company you can call us on our free phone number 1800 206606 to speak to someone who can reassure you about the bona fide nature of this call. Or you can call the The Market Research Society in the UK on Tel +44 (0) 20 7490 4911. If you have a pen handy would you like to take the telephone numbers down? Millward Brown Lansdowne 1800 206606 or Market Research Society in the UK on Tel +44 (0) 20 7490 4911

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