

The New Zealand Consumer Survey was conducted in late 2018 to understand consumers' awareness and knowledge of consumer laws, and trust and confidence in the consumer regulatory system. It also explores how consumers behave when they experience problems with products and services. This nationally representative survey collected the views of over 2,500 New Zealanders.

KNOWLEDGE OF RIGHTS



Awareness of consumer laws remains high

94% are aware that laws exist to protect their consumer rights (similar to 2016, 96%)

But...

Many report only knowing 'a little bit' or 'nothing' about their rights as a consumer



54% of consumers only know 'a little bit' or 'nothing' about their rights as a consumer

This is an increase from 2016 where 49% of consumers reported only knowing 'a little bit' or 'nothing' about their rights

TRUST & CONFIDENCE IN SYSTEM

Consumers generally have trust and confidence in the consumer regulatory system



This is a decrease from 2016 where 66% of consumers agreed

CONSUMER JOURNEY



THE PROBLEMS

The following categories have the highest incidence rates:

Motor vehicle repairs, servicing or maintenance

Home-based telecommunication services

Building repairs, renovations, or maintenance

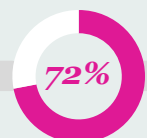
Electronics, electrical appliances or whiteware

Mobile telecommunication services

Real estate or property management



47% of consumers rated their most recent problem as having a 'moderate' or 'severe' impact on their everyday life



Took action



Most consumers who take action contact the business directly, but other actions include talking to friends or family, looking for information

The problems where action was taken are more likely to have greater impact on consumers' everyday lives. 85% of consumers who noted their problem as having a severe impact on their everyday life took action



Took no action



Most consumers not taking action report facing a barrier, such as lacking time, or knowledge of what to do / where to go

The problems where no action was taken are more likely to have less impact on consumers' everyday lives...but 15% of consumers who noted their problem as having a 'severe' impact on their everyday life took no action



49% Consumer is happy with the outcome (resolved to satisfaction)

Consumers are more likely to satisfactorily resolve problems noted as having less impact on their everyday lives
58% of problems noted as having no or a slight impact were resolved to satisfaction, compared to 30% of problems that had a severe impact

THE RESOLUTION

For those taking action there are three possible resolution outcomes:



40% Consumer is not happy with the outcome (resolved but not to satisfaction or unlikely to resolve)

Consumers are more likely to unsatisfactorily resolve or be unlikely to resolve problems noted as having a greater impact on their everyday lives
58% of problems noted as having a severe impact were either not resolved to satisfaction or unlikely to be resolved, compared to 33% of problems that had no or a slight impact



11% Still in process of resolving