

The New Zealand Consumer Survey was conducted in late 2020 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 1,700 New Zealanders.

Awareness of consumer laws remains high



94%

are aware that laws exist to protect their consumer rights

(similar to 2018 (94%) and 2016 (96%))

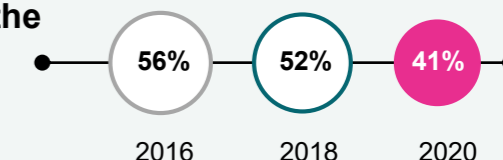
Consumers are increasingly distrustful of the information provided by salespeople...



41%

agree that they trust the info provided

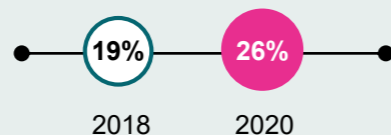
(down from 52% in 2018 and 56% in 2016)



Consumers' tested knowledge of their rights has increased...

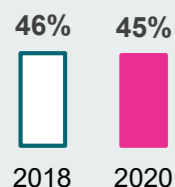


When tested with true / false statements around consumer purchasing rights, more consumers answered **at least 6 correct** than in 2018



(not comparable to 2016)

...but self-reported knowledge over the same period is unchanged



report knowing at least a moderate amount about their rights



COVID-19 had an impact on problems

COVID-19 is more likely to have impacted travel / holiday services than other categories



26%

of problems were caused, or made worse, by COVID-19 or Lockdown

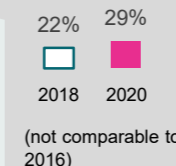


...but are becoming more likely to seek their own consumer information and advice



29%

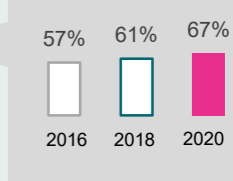
of those who had a problem did a lot of research prior to purchase



(not comparable to 2016)

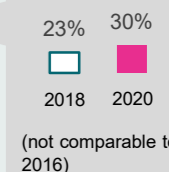
67%

seek out extra information (such as online reviews)



30%

used at least one agency that provides consumer support and advice in 2020

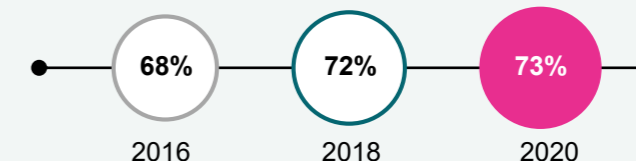


(not comparable to 2016)

49%

of consumers report experiencing at least one problem with a product or service in the last two years

An increasing amount of consumers are taking action to try and resolve their problems



Large proportions of consumers purchase products and services online, but they are less sure of their rights in this space

88%



of consumers purchased online in the last 6 months

ONLY 28%



feel they know at least a moderate amount about their rights online (compared to 45% about their rights in general)

64%



are concerned about security of personal information online

49%



incorrectly believe a website ending in '.co.nz' must be NZ-based.



Problem purchases are increasingly being made online:

