

Retailers' attitudes towards cross-border trade and consumer protection

EU27



Number of interviews:
10.060

Fieldwork:
20/09-22/10/2012

IT



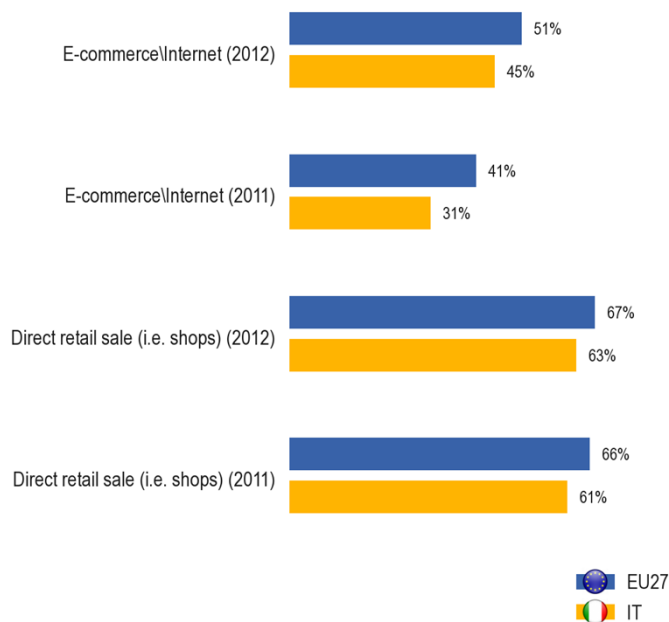
Number of interviews:
400

Fieldwork:
20/09-15/10/2012

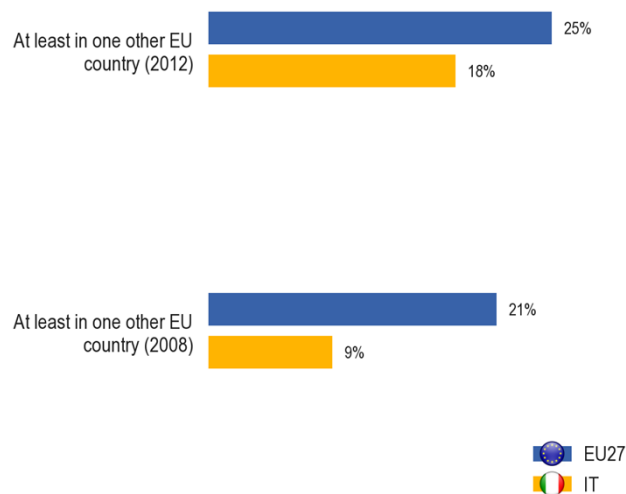
Methodology: telephone

CHARACTERISTICS OF THE RETAILERS SURVEYED

D2. Do you use the following sales channels for retail?

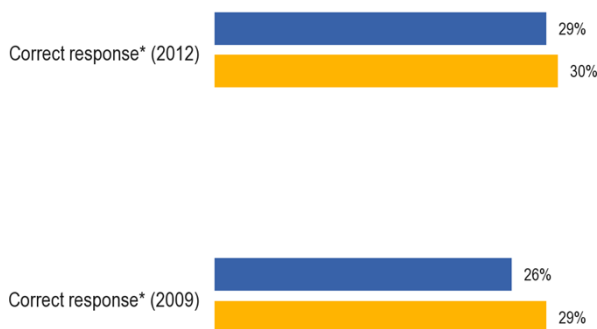


D5T. To how many EU countries do you currently make cross-border sales to final consumers? "A cross-border sale is a sale to a final consumer resident in a different EU Member State from that of the seller, through ecommerce/internet, mail order (by post), telesales/call center, representatives visiting consumers at their homes. Sales in physical points of sale do not qualify as cross-border sales to final consumers."



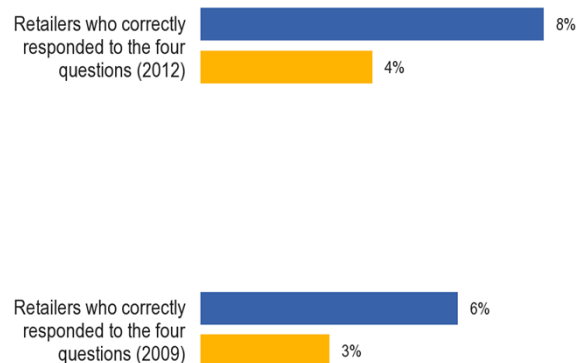
SPECIFIC KNOWLEDGE OF CONSUMER LEGISLATION

Q6T. Please complete the following statement correctly. The consumer has the right to ask for a defective product to be repaired?



*Within 2 years from the date of the original purchase

Q7TT. I will read 4 statements concerning legislation in (OUR COUNTRY) concerning commercial practices. Some of them are prohibited and some are not. For each statement, could you please indicate if it is prohibited or not?



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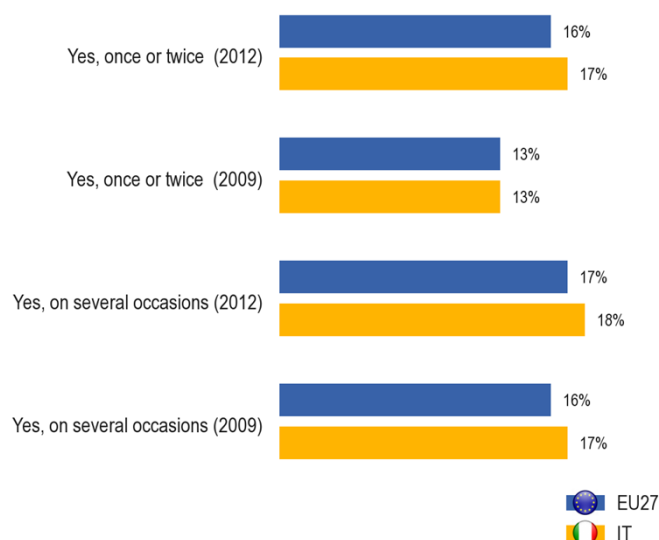
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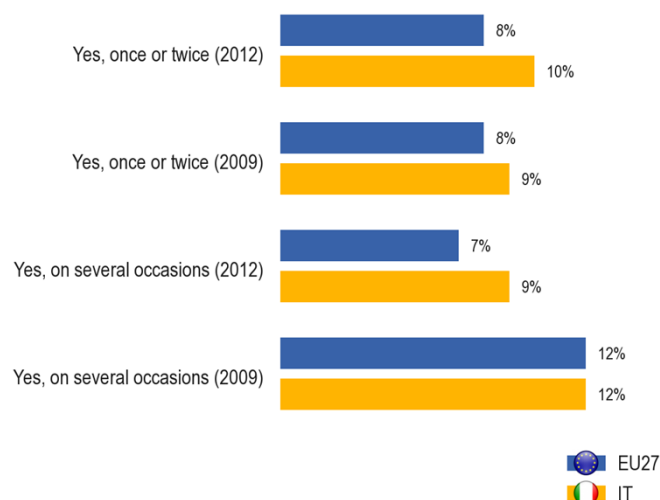
Methodology: telephone

EXPERIENCE OF MISLEADING/DECEPTIVE AND FRAUDULENT ADVERTISEMENTS

Q8. In the past twelve months, have you come across misleading or deceptive advertisements, statements or offers made by your competitors? Misleading or deceptive advertisements are those which contain false information or present factually correct information in a misleading manner about the goods or services on sale.



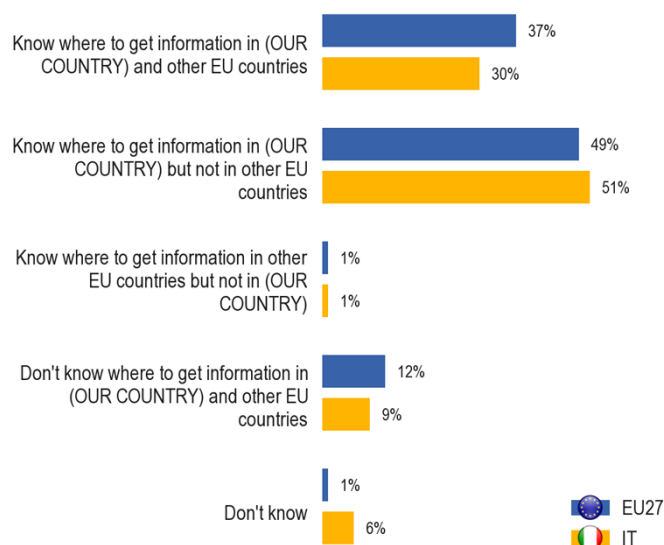
Q9. In the past twelve months, have you come across fraudulent statements or offers made by your competitors? Fraudulent advertisements actually attempt to obtain money without selling anything, for example a lottery scam. *



* The definition of fraudulent advertisement was only available in the 2012 questionnaire

INFORMATION AND COMPLIANCE WITH CONSUMER LEGISLATION

Q4T. Thinking generally about the possible ways to find or get relevant information and advice about consumer legislation regarding either (OUR COUNTRY) or another EU country please tell me to what extent you agree or disagree with the following statements.



Q3.2. Now, thinking about consumer legislation, please tell me to what extent you agree or disagree with the following statements. Let me confirm once more that all responses are strictly anonymous.

Your competitors comply with consumer legislation

