



Enhancing quality in innovative higher education about consumer awareness Consume-aware

Erasmus+ Action 2

CHAPTER 11

BUILDING CONSUMER AWARENESS

GOALS

1

Understand european consumer awareness programme including market monitoring tools

2.

Understanding how consumers are empowered and provided with information

3.

Understanding the direction of changes in building consumer awareness

Consumers are more aware than ever, due to programmes:



CONSUMER EMPOWERMENT BY EU

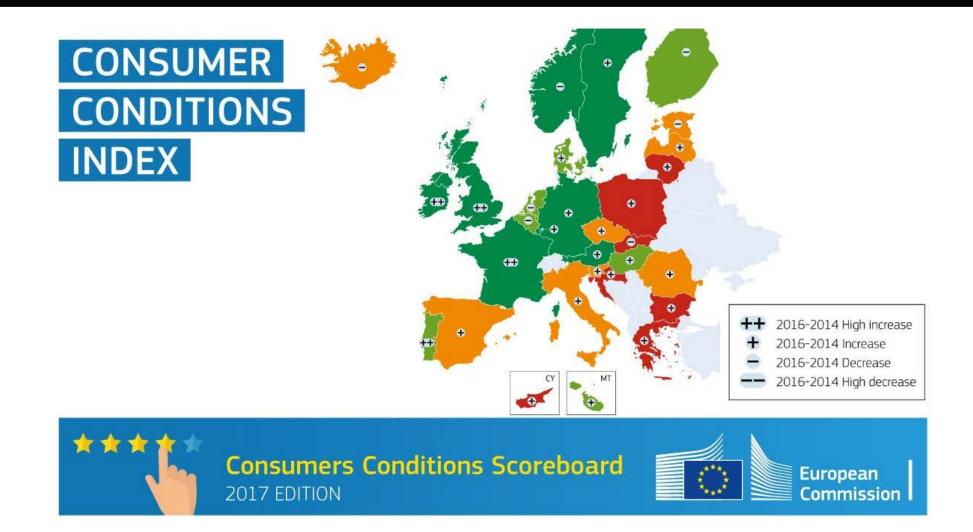
- European Consumer Agenda
 - Promoting consumer safety
 - Enhancing knowledge of consumer rights
 - Strengthening the enforcement of consumer rules
 - Integrating consumer interests into key sectorial policies
- Also:
 - Choice,
 - Information
 - Awareness of rights and means to redress



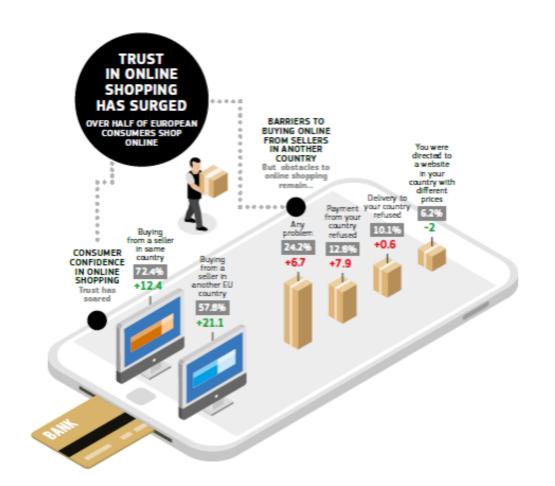
CONSUMER CONDITIONS SCOREBOARD

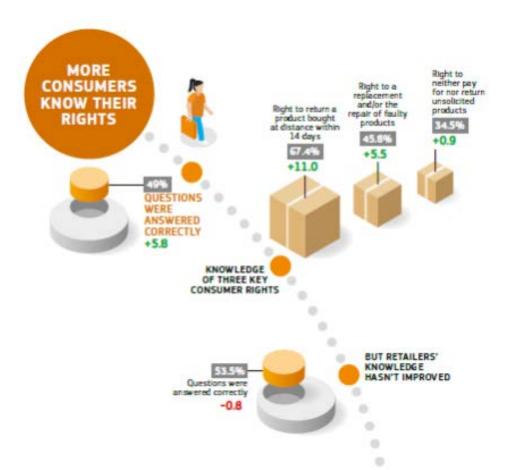


CONSUMER CONDITIONS SCOREBOARD



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CONSUMER MARKETS SCOREBOARD

Consumer Markets Scoreboard gathers information about performance of 52 specific consumer markets including 21goods and 31services markets. This scoreboard is based on several indicators including:

- Comparability
- Trust
- Expectations
- Choice

- Overall detriment
- Complaints
- Switching

CONSUMER MARKETS SCOREBOARD



Services markets

Top 3 performing



Personal care services (e.g. hairdressers, nail studios, etc.)



Holiday accommodation (e.g. hotels)



82.6 Packaged holiday and travel tours



85.3 Spectacles and lenses



Goods markets

Top 3 performing

85.1 Small household appliances

Bottom 3 performing



Dairy products

Bottom 3 performing



73.1 Real estate



75.0 Investment products, private personal pensions and securities



75.8 Mortgages



75.5 Second hand cars



80.4 New cars



81.3 Meat and meat products



Consumers remain unsatisfied with choice and comparability in utility markets

Choice and comparability of offers continue to dissatisfy consumers in utility markets overall. The markets for electricity services and water supply are among the worst-performing services markets, despite some improvements. The performance of electricity services is also very uneven across countries, with consumers in southern Europe being most dissatisfied.



Banking services overall continue to improve but remain the lowest-performing sector

Despite further improvements in performance since 2015, banking services are still the lowest performing sector. While consumers

on average) in these markets is the highest among all services markets surveyed, notably so for internet services (20.3%). This results in the highest consumer overall detriment across all sectors. The performance of the telecom markets varies widely across EU countries, with consumers in the southern region being generally less satisfied.

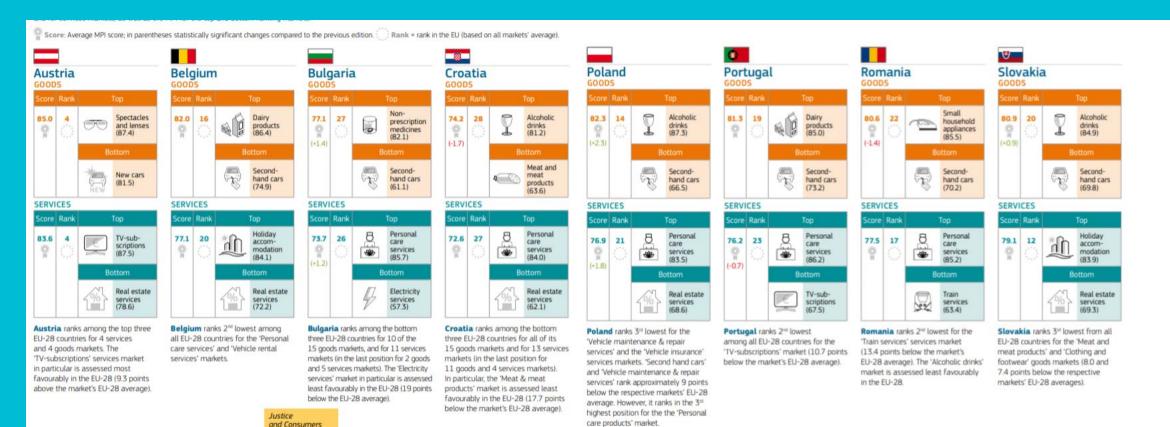


Fewer consumers switch provider in most of the services markets surveyed

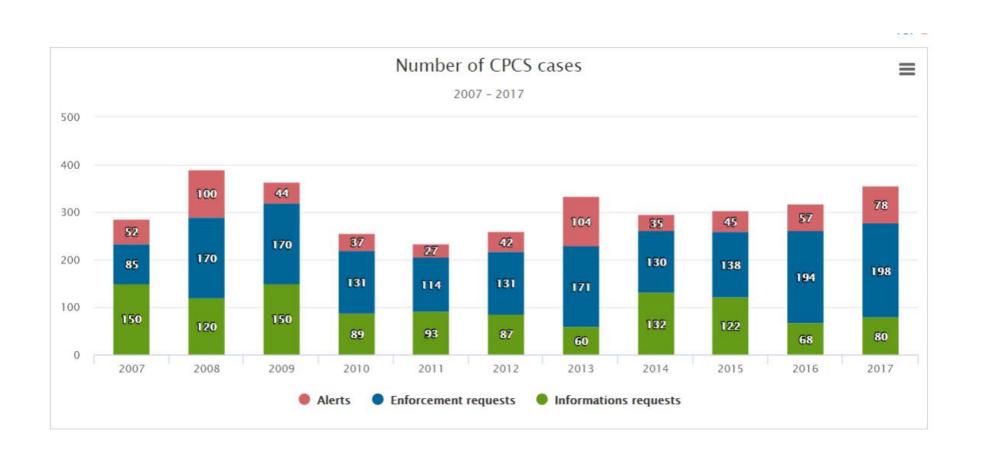
Compared to 2015, across the 13 services markets where switching was surveyed, the share of consumers who switched provider dropped by 1.1 percentage points (to 9.4%). The main reason for not switching provider is lack of interest (69%) or concerns about expected difficulties (9%). Only 5% tried but gave up because of properticipal provider.

CONSUMER MARKETS SCOREBOARD

Market performance is measured by the Market Performance Indicator (MPI), a composite index calculated on a scale from 0 to 100 and which is made of 5 components: comparability of offers, trust in business to respect consumer protection rules, the extent to which markets live up to what consumers expect, choice of retailers/suppliers and the degree to which problems experienced in the market cause detriment.



CONSUMER PROTECTION COOPERATION NETWORK



EUROPEAN CONSUMER CENTRES NETWORK





- Explain your rights as a consumer
- Tell you who to contact if they can't help
- Help you to settle a dispute with a seller based in another EU country (or Iceland or Norway)

ECC-NET

Over the last 10 years, **ECCs have dealt with nearly 50 000 cases involving e-commerce.**

Over the last **10 years**, ECCs have dealt with some **20 000 cases** involving unfair selling techniques.

Over the last 10 years, ECCs have handled some **50 000 cases of goods or servic being defective or not in conformity with the order.**



Complaints about **all forms of journey,** together with complaints about **package travel, time shares** – and a growing proportion of complaints about **car rentals** – every year make up between **30-35% of all complaints.**

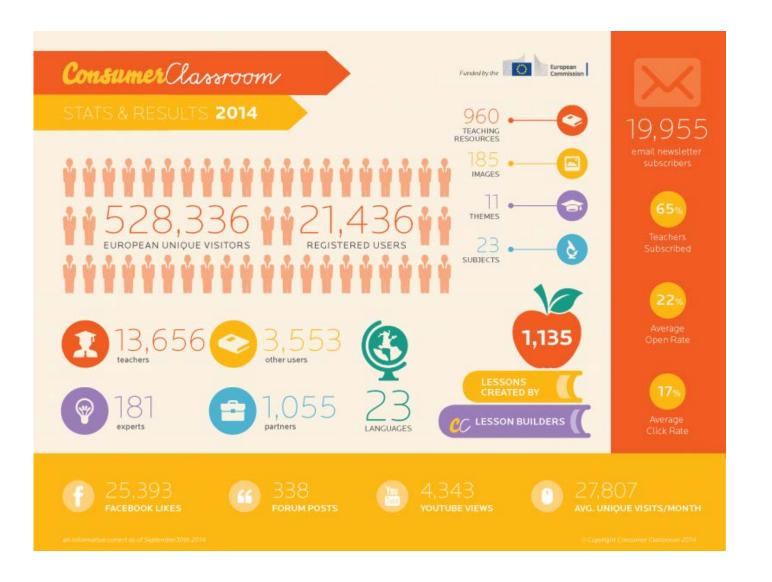
Campaigns

know your rights use your rights



CONSU MEE

Education



EUROPEAN ENTERPRISE NETW ORK

Aim:

To help businesses innovate and grow on an international scale. It is the world's largest (active in more than 60 countries) support network for small and medium-sized enterprises (SMEs).



How Consumer Scoreboards can be useful for consumers - explain?

Does Consum er Market Scoreboards have impact on individual consum er – in what way?

European Enterprise Network main focus is not consum er protection. How is it useful for consum er then?

QUESTIONS

Sectors of particular importance:

- Food,
- Transport,
- Electronic communications
- Financial services.
- Connected Digital Market
- New trends?

THANK YOU