

June 13, 2023

Results of the FY2022 Basic Survey on Consumer Life

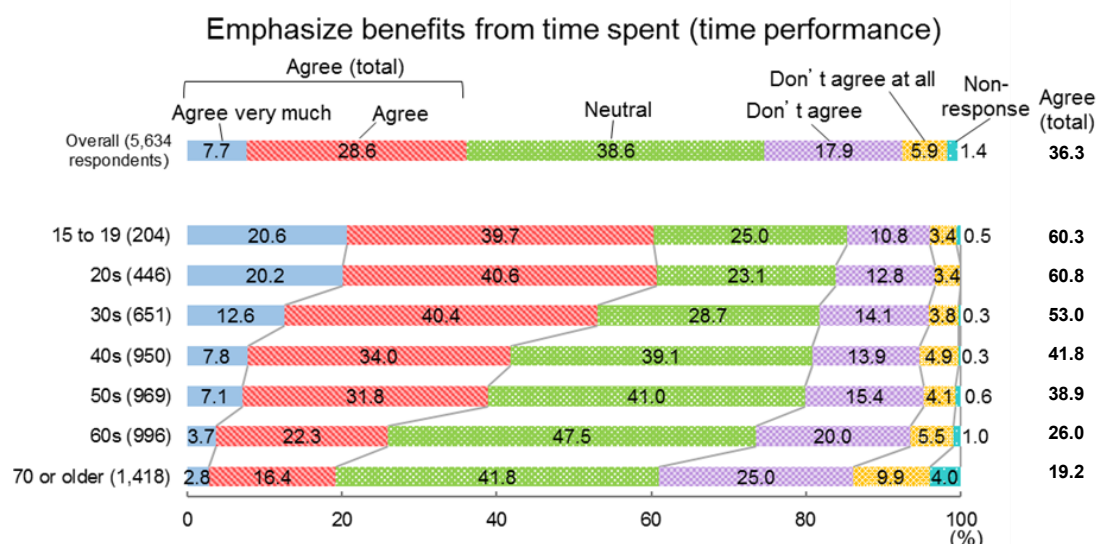
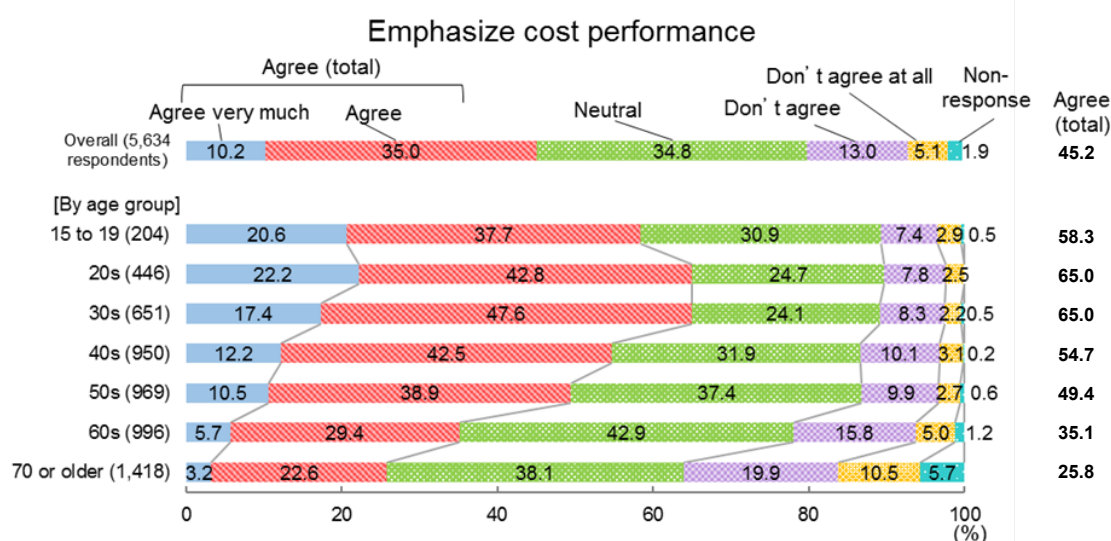
The Consumer Affairs Agency conducted a questionnaire survey titled the FY2022 Basic Survey on Consumer Life. The survey involved 10,000 consumers aged 15 or older from across Japan, and focused on awareness and behavior in everyday consumer activities, and consumer experiences of incidents and trouble. The rate of valid replies was 56.3%.

The main results is incorporated into the White Paper on Consumer Affairs 2023. This document introduces some distinctive features of the results which had not been included in the White Paper.

Key points of the survey results

(1) The lower the age group, the greater the emphasis on cost performance and benefits from time spent.

- The lower the age group, the greater the emphasis on cost performance. Some 60% of those in their 30s or younger agreed with this, compared to less than 30% for elderly people aged 70 or older.
- The same trend applied to emphasis on benefits from time spent (so-called time performance). Some 60% of those aged from 15 to 29 agreed with this, the percentage gradually decreasing from those in their 30s down to 20% for those aged 70 or older.



(2) Loyalty point programs and coupons linked to payment apps are seen as convenient

- When asked what they found most convenient for online bookings and purchases, the highest response for all age groups except those aged 70 or older was “loyalty point programs and coupons linked to payment apps.”
- The younger the age group, the more likely they were to see as convenient lower-ranked items such as “Ads displayed based on social media connections and interests” and “Product and service advertising by influencers.”
- When asked what they feel has the risk of disadvantaging them, for those aged 15 to 19 and 70 or older the top score went to “Being able to purchase with a single click without entering other information.” For those aged 70 or older this scored the same as “Displaying related products that other people are buying.” For people in their 20s and 30s the top scoring item was “Ads displayed according to factors such as age, gender, income, place of residence, etc.” For people in their 40s to 60s it was “Ads displayed based on social media connections and interests.”

What people find convenient and what they feel has the risk of disadvantaging them for online bookings and purchases



(3) For online bookings and purchases things that people often see and experience are “Displays indicating something is about to sell out,” “Displays of trends involving other consumers,” and “Countdown timers.” For those that led to actual purchases or trouble “The procedures and webpages for cancellation are hard to find/understand” scored high.

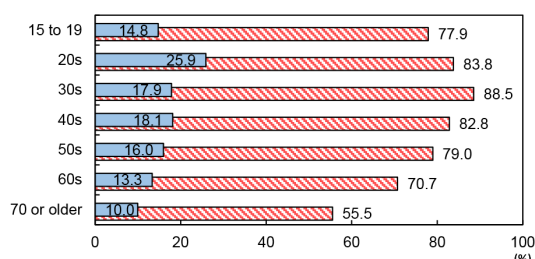
- For (a) “Things actually seen or experienced when booking or purchasing online,” respondents gave high scores to “Displays indicating something is about to sell out e.g., ‘Almost out of stock,’” “Displays of trends involving other consumers e.g. ‘Being watched by __ people’ or ‘Already purchased by __ people,’” and “Timer counting down a limited amount of time to make use of discounts or other benefits.”
- Overall, around 90% (89.2%) of respondents have actually seen or experienced one or more of these items.

For online bookings and purchases,

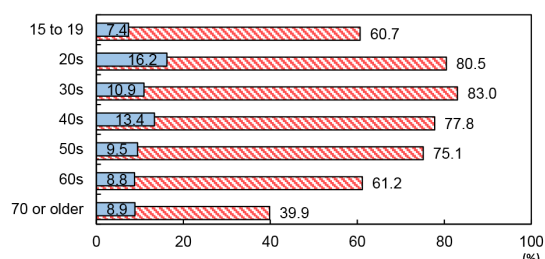
(a) “Have seen or experienced”

(b) “Out of answers to (a), those that actually led to a booking or purchase of a product or service or resulted in trouble”

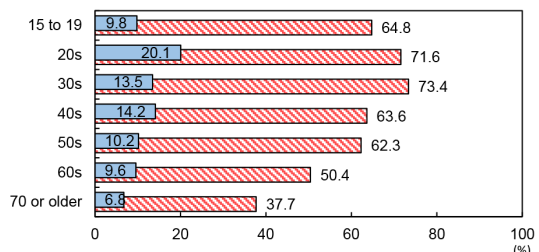
Displays indicating something is about to sell out e.g., “Almost out of stock”



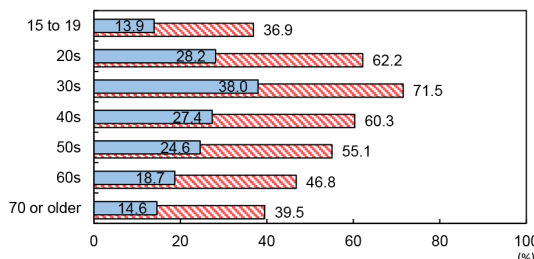
Displays showing trends of other consumers e.g., “Being watched by __ people” and “Already purchased by __ people”



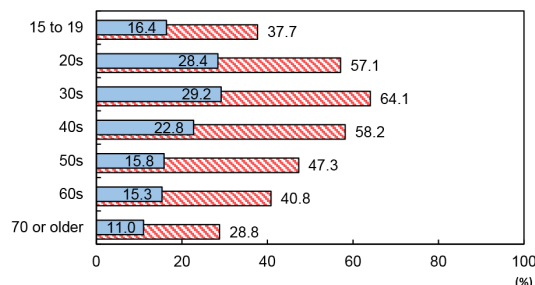
Timer counting down a limited amount of time to receive a discount or other benefits



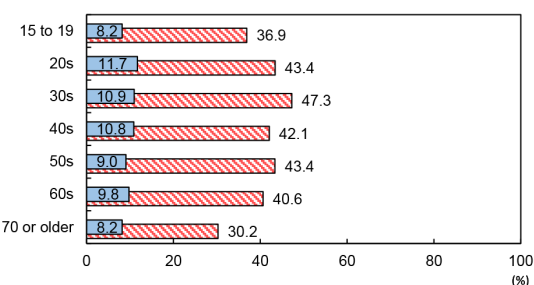
The procedures and webpages for cancellation are hard to find/understand



The default setting is to agree to receive email newsletters or information on sales and promotions



Repeated pop-ups encouraging purchases appear while viewing the website

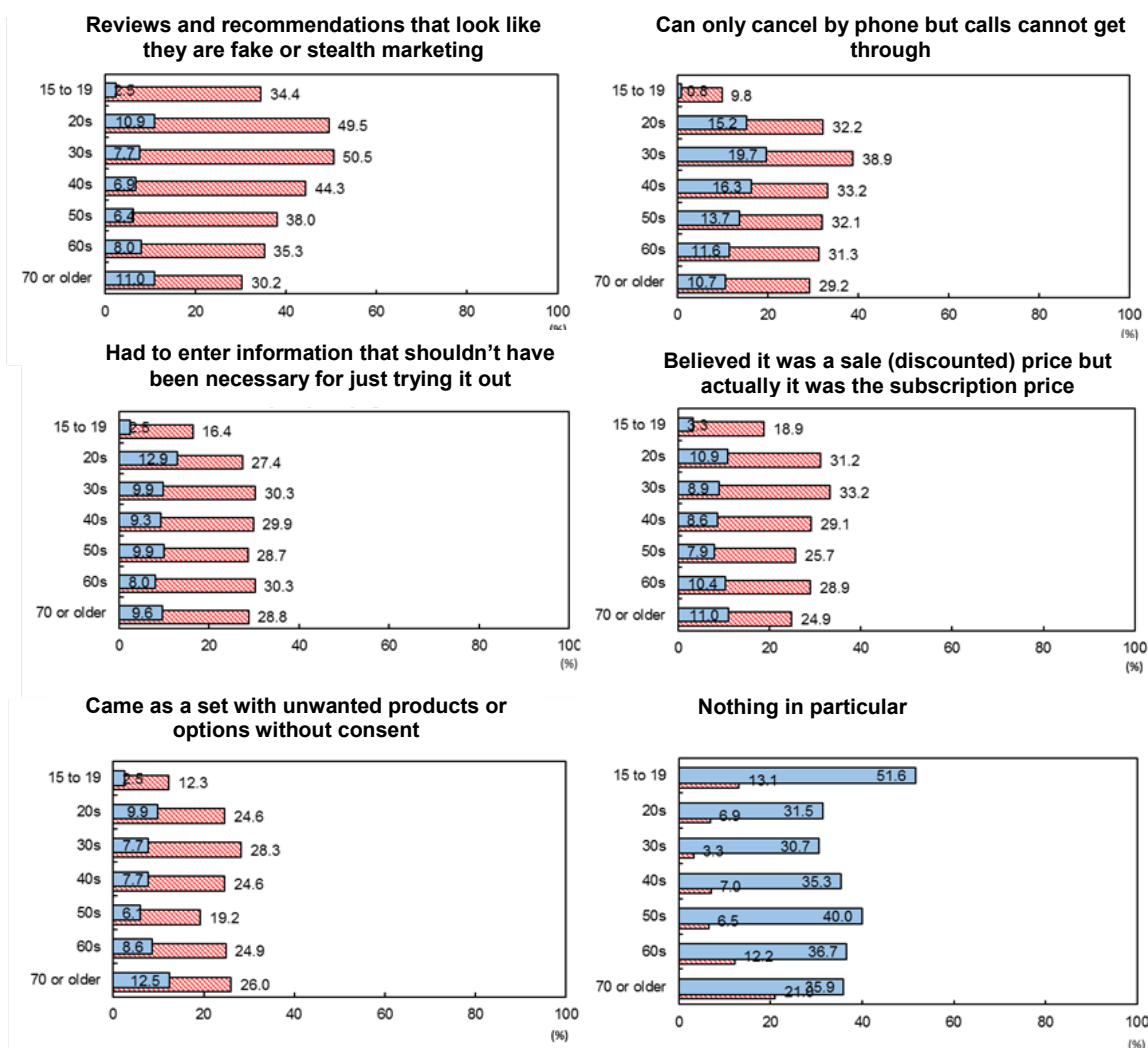


- (a) Things actually seen or experienced when booking or purchasing products and services online
- (b) Out of answers to (a), those that actually led to a booking or purchase of a product or service or to registration as a member or resulted in trouble

(Notes) 1. Total: N=3,311; 15 to 19: N=122; 20s: N=394; 30s: N=548; 40s: N=756; 50s: N=708; 60s: N=502; 70 or older: N=281
2. Excludes non-responses

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- For (b) "Out of answers to (a), those that actually led to a booking or purchase or resulted in trouble," excluding "Nothing in particular" answers, percentages of respondents were high for the items "The procedures and webpages for cancellation are hard to find/understand," "The default setting is to agree to receive email newsletters or information on sales and promotions," and "Displays indicating something is about to sell out e.g., 'Almost out of stock.'"
- Looking at the overall results, around half the respondents (50.5%) said that one or more of these items led to them making a booking or purchase or resulted in trouble.