



Patērētāju tiesību aizsardzības centrs

Opinion of population of Latvia on purchasing goods and services on social media sites

Main conclusions

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MAIN CONCLUSIONS

Purchasing a product or service offered on social media sites

According to the results of the survey, almost $\frac{1}{2}$ of the respondents (49%) have purchased a product or service on the Internet in the last 3 years, whose offer was found on social media sites or through social media sites. Almost the same proportion of respondents (46%) indicate that they have not purchased such goods. It can be observed that women, respondents aged 25 to 44, respondents who speak Latvian in the family and respondents with higher income have slightly more often bought goods or services offered on social media.

Social media sites where offers were posted

Offers of various goods and services were most often posted on *Facebook* (mentioned by 76% of respondents who have purchased a product or service offered on social media sites in the last 3 years). Other social media sites are mentioned much less frequently. Such offers have been noticed by 16% of respondents on *Instagram*, on *YouTube* – 10%, but on *TikTok* – by 1% of respondents.

The seller of a product or service

The seller of goods or services offered on social media sites has most often been a legal person (65%). 42% of respondents indicate that the seller was an individual.

Satisfaction with purchases and shopping-related processes

Approximately $\frac{2}{3}$ (68%) of respondents who have purchased a product or service offered on social media sites on the Internet in the last 3 years have remained satisfied with their purchases, their delivery times and shopping-related processes. However, $\frac{1}{4}$ of respondents (23%) were not satisfied with it. It can be observed that slightly more often those respondents who have purchased goods or services from an individual are more satisfied with their purchases, their delivery times and shopping-related processes.

Reasons for dissatisfaction with the purchase or its delivery time and process

The main reasons for dissatisfaction with the purchase or its delivery time and process – the product turned out to be different, worse than promised / shown in the photos (64%) and the purchase was delivered with a significant delay (53%). Other reasons are mentioned much less frequently.

Problem solving

30% of respondents, who were not always satisfied with their purchases, their delivery times and shopping-related processes, state that the seller of a product or service was always solving problems or complaints when respondents approached the seller. 31% of respondents indicate that the seller did so only in a few situations, but 16% – not once, when filing a complaint, the problem was being solved.

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