

EISMEA – Design and behavioural research study to create an EU harmonised label for the commercial guarantee of durability and an EU harmonised notice on the legal guarantee of conformity

Annex C – Detailed Results Task 2

Ipsos, LE Europe, EY





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1 Introduction

This detailed report presents the results of [Task 2](#), more specifically the results of [Subtask 2.1](#) (testing prototypes via a consumer survey), the results of [Subtask 2.2](#) (testing prototypes via a traders and producers survey and investigating costs via additional interviews with traders and producers) and the results of [Subtask 2.3](#) (testing prototypes via a behavioural experiment).

Chapter 2 presents the designs of the harmonised label and notice tested in the consumer survey and traders and producers survey. Chapter 3 presents the method and results of Subtask 2.1, the consumer survey. Chapter 4 presents the method and results of Subtask 2.2, the traders and producers survey. Chapter 5 presents the additional cost collection that was conducted. Chapter 6 outlines the design adjustments made based on the results of the consumer survey and traders and producers survey and presents the designs tested in the behavioural experiment. Chapter 7 presents the method and results of Subtask 2.3, the behavioural experiment.

The questionnaire of the consumer survey is included in Annex C.1 – Questionnaire consumer survey¹. The questionnaire and datasets of the traders and producers survey is included in Annex C.2 – Questionnaire traders and producers survey. The interview guide for the interviews with traders and producers is included in Annex C.3 – Interview guide traders and producers. The questionnaires of the behavioural experiments are included in Annex C.4 – Observation sheet and post-survey offline experiment and **Error! Reference source not found.** Annex C.5 – Environments and post-survey online experiment.

¹ This annex contains subannexes as the report was initially a standalone interim report.

2 Designs tested in consumer survey and traders and producers survey

The current chapter gives an overview of the designs of the harmonised label and notice that were tested in the consumer survey and traders and producers survey. Note that these designs are provisional.

NOTICE 1A²



LEGAL GUARANTEE: Your protection against defective products in the EU



As consumer in the European Union, you are entitled to a **legal guarantee of minimum 2 years** from the time of delivery of products that for example:

- **Fail to match the product description**
- **Do not meet the advertised qualities**
- **Do not work** as they should
- Are incorrectly **installed due to inadequate instructions**



Your rights under the legal guarantee:

1. **Free repair or replacement** by a new product, or in some cases **price reduction** or **full reimbursement**
2. If you choose to **repair the product instead of replacing** it, you have **one extra year** of legal guarantee protection.
3. The **seller is liable**



What to do if you receive a defective product:

1. **Contact the seller** as soon as possible to report the issue
2. **Provide a proof of your purchase, such as** receipt, invoice, or bank statement
3. If a dispute arises, **consult the competent authority**

Some EU countries have a longer legal guarantee period under their national law.
Ask the seller, the competent authority, or scan the QR code for more information about your legal guarantee rights.



www.placeholder.com



You may be offered additional commercial guarantees by the seller or producer. In particular, you may see on a product the icon at the left, which is a **commercial guarantee of durability** offered by the producer at no additional cost and covering the entire good. This producer guarantee runs in parallel with the legal guarantee.

² Note that the QR code in the Notice designs intends to link to a webpage of the respective Member State providing more information about the legal guarantee of conformity.

LABEL 1A³

10



www.placeholder.com

BRAND/TRADEMARK
MODEL IDENTIFIER


BG *Гаранция за трайност от производителя **Законова гаранция | **CS** *Záruka výrobce na trvanlivost **Zákonná záruka | **DA** *Producentens garanti for holdbarhed **Retlig garanti | **DE** *Haltbarkeitsgarantie des Herstellers **Gesetzliche Gewährleistung | **EL** *Εγγύηση παραγωγού για ανθεκτικότητα **Νομική εγγύηση | **EN** *Producer guarantee of durability **Legal Guarantee | **ES** *Garantía de durabilidad del productor **Garantía legal | **ET** *Tootja vastupidavuse garantii **Seaduslik garantii | **FI** *Tuottajan kestävyystakuu **Lakisääteinen takuu | **FR** *Garantie de durabilité du producteur **Garantie légale | **GA** *Ráthaíocht an tairgeora um marthanacht **Ráthaíocht Dhlíthiúil | **HR** *Proizvođačevo jamstvo trajnosti **Zakonsko jamstvo | **HU** *Tartósságra vonatkozó gyártói jótállás **Jogszabályon alapuló jótállás | **IT** *Garanzia di durabilità del produttore **Garanzia legale | **LT** *Gamintojo suteikiama patvarumo garantija **Teisinė garantija | **LV** *Ražotāja ilgizturības garantija **Juridiskā garantija | **MT** *Garanzija kummerċjali ta' durabbiltà tal-produttur **Garanzija Legali | **NL** *Levensduurgarantie van de producent **Wettelijke garantie | **PL** *Gwarancja trwałości udzielana przez producenta **Gwarancja prawna | **PT** *Garantia de durabilidade do produtor **Garantia legal | **RO** *Garanția comercială de durabilitate oferită de producător **Garanția legală | **SK** *Záruka výrobcu týkajúca sa životnosti **Zákonná záruka súladu | **SL** *Proizvajalčeva tržna garancija skladnosti **Zakonska garancija | **SV** *Tillverkarens hållbarhetsgarant **Rättslig garanti |

³ Note that the QR code in this design intends to link to the commercial guarantee statement on the producer website. This information of what is envisioned behind the QR code will also be communicated to participants.

NOTICE 1B



LEGAL GUARANTEE: Your protection against defective products in the EU



As consumer in the European Union, you are entitled to a **legal guarantee of minimum 2 years** from the time of delivery of products that for example:

- **Fail to match the product description**
- **Do not meet the advertised qualities**
- **Do not work** as they should
- Are incorrectly **installed due to inadequate instructions**



Your rights under the legal guarantee:

1. **Free repair or replacement** by a new product, or in some cases **price reduction** or **full reimbursement**
2. If you choose to **repair the product instead of replacing** it, you have **one extra year** of legal guarantee protection.
3. The **seller is liable**



What to do if you receive a defective product:

1. **Contact the seller** as soon as possible to report the issue
2. **Provide a proof of your purchase, such as** receipt, invoice, or bank statement
3. If a dispute arises, **consult the competent authority**

Some EU countries have a longer legal guarantee period under their national law. **Ask the seller, the competent authority, or scan the QR code** for more information about your legal guarantee rights.



www.placeholder.com



You may be offered additional commercial guarantees by the seller or producer. In particular, you may see on a product the icon at the left, which is a **commercial guarantee of durability** offered by the producer at no additional cost and covering the entire good. This producer guarantee runs in parallel with the legal guarantee.

LABEL 1B⁴

GARANT



10



BRAND/TRADEMARK

MODEL IDENTIFIER



GARANT

⁴ Note that the QR code in this design intends to link to a webpage mentioning the following info in all EU languages: "This commercial guarantee of durability is expressed in years. It is offered by the producer at no additional cost and covers the entire product. The producer has to describe the exact terms in the commercial guarantee statement. You also benefit as a consumer in the EU from legal guarantee rights against the seller." This information of what is envisioned behind the QR code will also be communicated to participants.

NOTICE 2



The graphic is a white rectangular box with a blue roof-like shape at the top. Inside, on the left, is the European Union flag (a blue rectangle with twelve yellow stars in a circle). To the right of the flag, the words "LEGAL GUARANTEE" are written in large, bold, black capital letters. Below this, there are three paragraphs of text. The first paragraph states that all consumers in the EU have a legal guarantee right of minimum 2 years. The second paragraph explains that consumers can claim their rights if a product fails to meet the advertised description or if it does not demonstrate the normal quality and performance expected. The third paragraph states that sellers are responsible for the legal guarantee and are required to offer three options: free repair, free replacement, or in some cases price reduction or full reimbursement. Each option is preceded by a blue circular icon: a gear for repair, a box with an arrow for replacement, and a hand holding a coin for reimbursement. Below these options is a QR code and a paragraph stating that some EU countries have a longer legal guarantee period under national law, and that consumers should scan the code or ask the seller or the competent authority for more information. At the bottom, a paragraph states that consumers may be offered additional commercial guarantees by the seller or the producer, such as the Producer Guarantee of Durability.

 **LEGAL GUARANTEE**

All consumers in the European Union have a legal guarantee right of **minimum 2 years** from the time of delivery of products.

Consumers can claim their legal guarantee rights for example **if a product fails to meet the advertised description, or if it does not demonstrate the normal quality and performance expected.**

Sellers are responsible for the legal guarantee. They are required to offer:

-  free repair
-  or free replacement
-  or in some cases price reduction or full reimbursement.

 Some EU countries have a longer legal guarantee period under national law. **Scan the code or ask the seller or the competent authority** for more information.

You may be offered additional commercial guarantees by the seller or the producer, such as the **Producer Guarantee of Durability.**

LABEL 2⁵

BG Гаранция за трайност от производителя в години. Прилага се успоредно със законовата гаранция.

CS Záruka výrobce na trvanlivost v letech. Běží souběžně se zákonnou zárukou.

DA Producentens garanti for holdbarhed i år. Køber parallelt med den retlige garanti.

DE Haltbarkeitsgarantie des Herstellers in Jahren. Gilt parallel zur gesetzlichen Gewährleistung.

EL Εγγύηση παραγωγού για ανθεκτικότητα σε χρόνια. Δε ισοδύναμη παράλληλα με τη νομική εγγύηση.

EN Producer guarantee of durability in years. Runs in parallel with legal guarantee.

ES Garantía de durabilidad del productor en años. Funciona en paralelo a la garantía legal.

ET Tootja vastupidavuse garantii aastates. Kaasneb seadusliku garantii ga.

FI Tuottajan kestävyystakuu vuosina. Toimit rinnakkain lakisääteisen takuun kanssa.

FR Garantie de durabilité du producteur en années. Elle fonctionne en parallèle avec la garantie légale.

GA Ráthaíocht an táirgeora um marthanacht i mblianta. Ritheann sé comhthreomhar le ráthaíocht dhlíthiúil.

HR Poizvodačevo jamstvo trajnosti u godinama. Funkcionira paralelno sa zakonskim jamstvom.

HU Tartósságra vonatkozó gyártói jótállás években. A jogszabályon alapuló jótállással párhuzamosan fut.

IT Garanzia di durabilità del produttore in anni. Ha vigore in parallelo con la garanzia legale.

LT Gamintojas suteikia patvarumo garantiją. Galioja kartu su teisine garantija.

LV Ražotāja ilgizturības garantija gados. Darbojas paralēli juridiskajai garantijai.

MT Garanzija kummerġjali ta' durabbiltà tal-produttur fi snin. Timxi b'mod parallell mal-garanzija legali.

NL Levensduurgarantie van de producent in jaren. Loopt parallel met de wettelijke garantie.

PL Okres gwarancji trwałości udzielanej przez producenta w latach. Gwarancja ta obowiązuje równoległe z gwarancją prawną.

PT Garantia de durabilidade do produtor em anos. Funciona em paralelo com a garantia legal.

RO Garanția comercială de durabilitate oferită de producător în ani. Curge în paralel cu garanția legală.

SK Záruka výrobcu týkajúca sa životnosti v rokoch. Platí súběžne so zákonnou zárukou súladu.

SL Proizvajalčeva garancija trajnosti v letih. Velja vzporedno z zakonskim jamstvom.

SV Tillverkarens hållbarhetsgaranti i år. Löper parallellt med den rättsliga garantin.

⁵ Note that the QR code in this design intends to link to the commercial guarantee statement on the producer website. This information of what is envisioned behind the QR code will also be communicated to participants.

NOTICE 3



Minimum 2-years legal guarantee protection from time of delivery of products for all consumers in the European Union.

For example in case of defective products or products that are not matching description, consumers have the right to ask the seller for **free**:



repair (in this case you have an extra year of legal guarantee protection)



or replacement,



or in some cases price reduction or full reimbursement.

Some EU countries have introduced a **longer guarantee period**.

Ask the seller, competent authorities, or scan the code for more information on your rights & applicable conditions.



You may be also offered a **commercial guarantee of durability** by the producer.

Producer guarantee



LABEL 3A – Ireland⁶



BG години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

LABEL 3A – Finland



BG години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

LABEL 3A – France



BG години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

⁶ Note that the QR code in this design intends to link to the commercial guarantee statement on the producer website. This information of what is envisioned behind the QR code will also be communicated to participants.

LABEL 3A – Germany



BG години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

LABEL 3A – Greece



BG години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

LABEL 3A – Poland



BG години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

LABEL 3A – Portugal



BG години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti

LABEL 3A – Slovenia



BG години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti

LABEL 3A – Spain



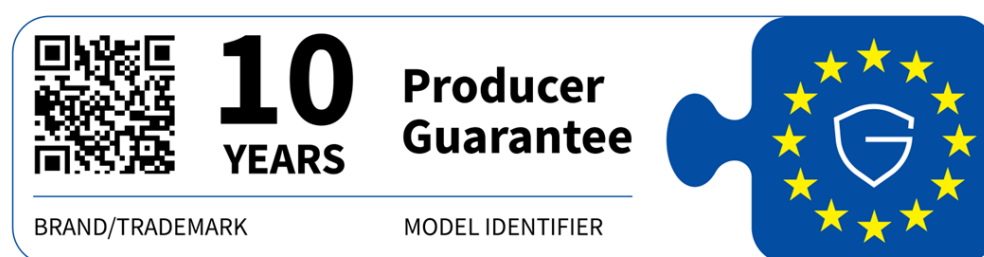
BG години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti

LABEL 3A – Sweden



BG години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des Herstellers | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina/Godine. Proizvođačko jamstvo | **HU** Évek. Gyártói jótállás | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja garantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti |

LABEL 3B⁷



⁷ Note that the QR code in this design intends to link to a webpage mentioning the following info in all EU languages: "This producer guarantee of durability is expressed in years. This runs in parallel with the legal guarantee." This information of what is envisioned behind the QR code will also be communicated to participants.

NOTICE 4



LEGAL GUARANTEE



1. Minimum 2-years protection for all products sold in the European Union.

2. Consumers can invoke the legal guarantee, for example if a product

- **Does not match** the advertised description.
- **Does not work** as it should.

3. Sellers are required to offer

-  free **repair**
-  free **replacement**
-  in some cases **price reduction** or **full reimbursement**

Some EU countries have a **longer legal guarantee period** under national law.

For more information on your rights, **scan the QR code** or ask the seller.



www.placeholder.com

LABEL 4⁸



BG Търговска гаранция за трайност	HU Kereskedelmi tartóssági jótállás
CS Obchodní záruka na trvanlivost	IT Garanzia commerciale di durabilità
DA Handelsmæssig garanti for holdbarhed	LT Komerčinė patvarumo garantija
DE Gewerbliche Haltbarkeitsgarantie	LV Komerציālā ilgizturības garantija
EL Εμπορική εγγύηση ανθεκτικότητας	MT Garanzija kummerċjali ta' durabbiltà
EN Commercial guarantee of durability	NL Commerciële levensduurgarantie
ES Garantía comercial de durabilidad	PL Handlowa gwarancja trwałości
ET Kaubanduslik vastupidavuse garantii	PT Garantia comercial de durabilidade
FI Kaupallinen kestävyystakuu	RO Garanția comercială de durabilitate
FR Garantie commerciale de durabilité	SK Obchodná záruka týkajúca sa životnosti
GA Ráthaíocht tráchtála mharthanachta	SL Tržna garancija trajnosti
HR Komercijalno jamstvo trajnosti	SV Kommersiell hållbarhetsgaranti

⁸ Note that the QR code in this design intends to link to a webpage mentioning the following info in all EU languages: "This producer guarantee of durability is expressed in years. This runs in parallel with the legal guarantee." This information of what is envisioned behind the QR code will also be communicated to participants.

3 Consumer survey: Method and results

The current chapter presents the results of the consumer survey. The questionnaire can be found in Annex C.1 – Questionnaire consumer survey. Note that significant subgroup differences are also highlighted throughout the results below.

3.1 Methodology

The consumer survey was conducted across ten European countries: Finland, France, Germany, Greece, Ireland, Poland, Portugal, Slovenia, Spain, and Sweden. Heterogeneity of the country selection was assured on the following dimensions: 1) regional representation (North/East/South/West Europe), 2) population size (small, medium, large), 3) Consumer Sales and Guarantees (CSG) Directive (ensuring to include Member States that go beyond the minimum rules laid down in this directive), and 4) consumers views on the transparency of legal and commercial guarantees.

Data collection was carried out using Computer-Assisted Web Interviewing (CAWI) methodology. As outlined in Table 1 below, the research targeted the general population aged 18 and above, with a substantial **sample size of 10,155 respondents** distributed across all participating countries. The fieldwork for this study spanned a three-week period **from January 21, 2025, to February 10, 2025**.

Table 1 Number of responses and fieldwork dates for consumer survey

Country	Fieldwork start	Fieldwork end	Completes
Finland	22/01/2025	05/02/2025	1,023
France	21/01/2025	02/02/2025	1,019
Germany	21/01/2025	05/02/2025	1,010
Greece	21/01/2025	07/02/2025	1,016
Ireland	21/01/2025	08/02/2025	1,005
Poland	21/01/2025	07/02/2025	1,023
Portugal	21/01/2025	06/02/2025	1,022
Slovenia	21/01/2025	10/02/2025	1,005
Spain	21/01/2025	04/02/2025	1,032
Sweden	21/01/2025	06/02/2025	1,000
Total	21/01/2025	10/02/2025	10,155

To enhance the representativeness of the results, the data were **weighted** according to key demographic variables, including age, gender, region, and education. Table 2 below represents the weighted sample.

Table 2 Weighted sample⁹ for consumer survey

	Country	Finland	France	Germany	Greece	Ireland	Poland	Portugal	Slovenia	Spain	Sweden	Total
Gender	Male	49%	49%	49%	49%	49%	48%	47%	50%	50%	50%	49%
	Female	51%	51%	51%	51%	51%	52%	53%	50%	50%	50%	51%
Age	18-24	9%	10%	9%	8%	11%	8%	9%	8%	9%	10%	9%
	25-34	16%	15%	15%	13%	16%	16%	13%	14%	13%	17%	15%
	35-44	16%	16%	15%	16%	20%	20%	15%	18%	17%	16%	17%
	45-54	15%	16%	15%	18%	18%	17%	18%	18%	20%	16%	17%
	55-64	16%	16%	19%	17%	15%	15%	17%	17%	17%	15%	16%
	65 and older	29%	27%	27%	27%	20%	24%	28%	26%	24%	26%	26%
Education	Low	18%	21%	23%	8%	6%	12%	20%	4%	38%	19%	17%
	Mid	46%	41%	48%	62%	47%	55%	53%	66%	25%	39%	48%
	High	36%	38%	29%	30%	47%	33%	27%	30%	37%	42%	35%

⁹ Region categories were not reported in the table due to the large number of categories. However, data were weighted to account for regional differences in the analysis.

As part of Ipsos' overall quality assurance and control, we implement procedures to evaluate the quality of our survey output data. The **quality checks** included evaluating the data for:

- **Speeding:** For the speeding check, respondents were flagged as 'speeders' if they completed the full survey in a time shorter than 50% of the median survey length in that country. These observations were considered 'low quality' if flagged on at least one other of the quality checks (straight-lining, item non-response). Respondents were directly marked as bad quality if they completed the full survey in a time shorter than one-third of the median survey in that country.
- **Straight-lining:** We reviewed grid questions in the questionnaire to determine where straight lining occurred. If a respondent did straight-lining in 50% or more of the grid questions, that respondent was flagged as 'straight-liner'. Respondents flagged as 'straight-liners' were further evaluated. If flagged minimum on two of the quality checks (speeding, straight-lining, item non-response) that survey was marked as 'low quality'.
- **Item non-response:** For non-response, the cut off for a survey to be flagged as low quality is 'don't know' or 'prefer not to answer' on 30% (or more) of the questions. These observations are considered 'low quality' if flagged on at least one other of the quality checks (speeding, straight-lining). A survey is immediately considered to be 'low quality' if a respondent answered don't know in 80% or more of the questions.

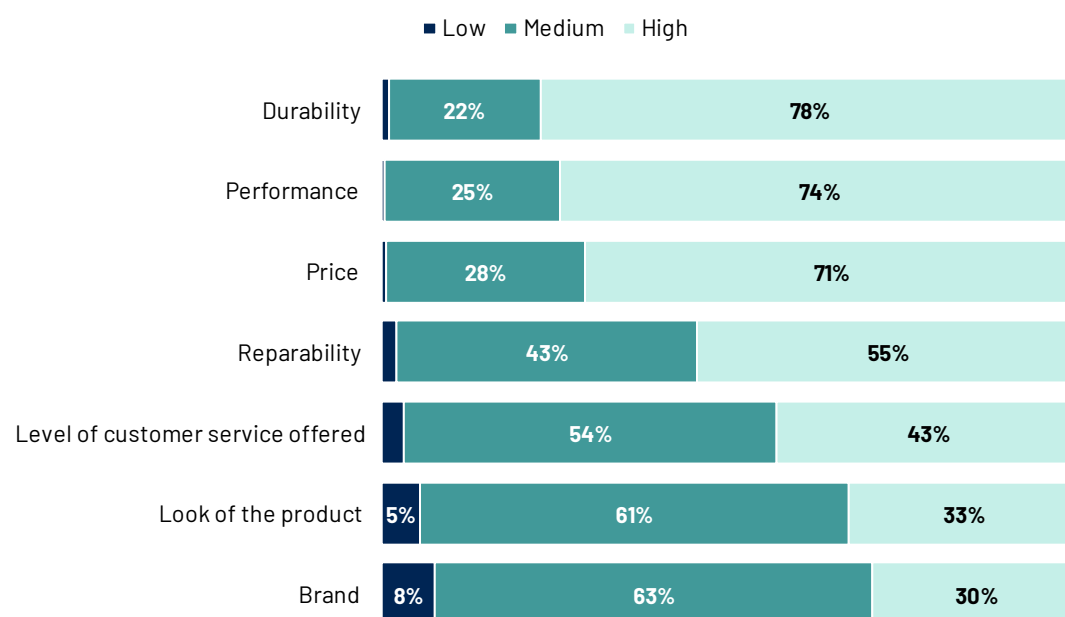
Respondents that were identified as providing **low-quality responses** were removed from the dataset. The **non-response rates** for each question (percentage of respondents who answered 'don't know' or 'prefer not to answer' to that question), as well as the **break-off rates** (percentage of respondents who started the survey but did not complete it) were within acceptable levels, meaning that the questions were clear to respondents.

3.2 Consumers' characteristics

To gain insight into respondents' backgrounds, we first examined their perspectives on durability and use of guarantees, as these factors provide relevant information within the scope of our study.

Figure 1 below shows what respondents found important when buying household appliances. We recoded the original 7-point scale into low (1-2), medium (3-5) and high (6-7) importance. The results showed that durability, performance and price were most likely to be judged as highly important. Durability was particularly valued in Greece (82%), Poland (86%), and Portugal (81%).

Figure 1 Importance of durability to consumers when buying household appliances¹⁰



QA1 – Consumer survey. Imagine that you intend to buy a household appliance. Please indicate how important each of the following aspects would be to you when making your choice. (Single choice)

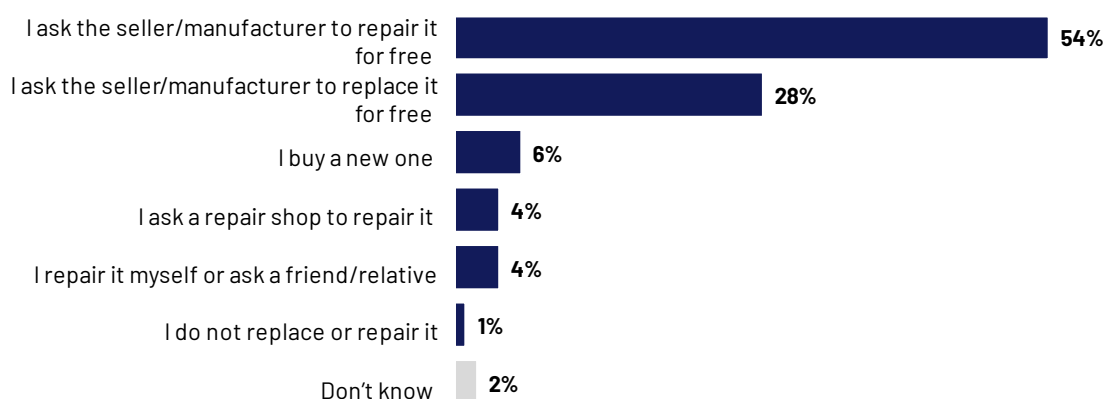
Base: N =10155 (All respondents)

When asked about their actions when a household appliance breaks down, most respondents reported using their guarantee rights (see Figure 2 below). Notably, in Slovenia, a high percentage (68%) of respondents frequently requested free repairs.

Respondents who typically did not use their guarantee rights for broken household appliances cited several reasons. The most common explanation was that exercising these rights would have required too much effort (see Figure 3 below).

¹⁰ For improved visibility, percentages of 3% or less are not labelled in stacked bar charts. Note that in some instances, the total sum of percentages for single choice questions may not exactly equal 100% due to the rounding of individual percentages to the nearest whole number.

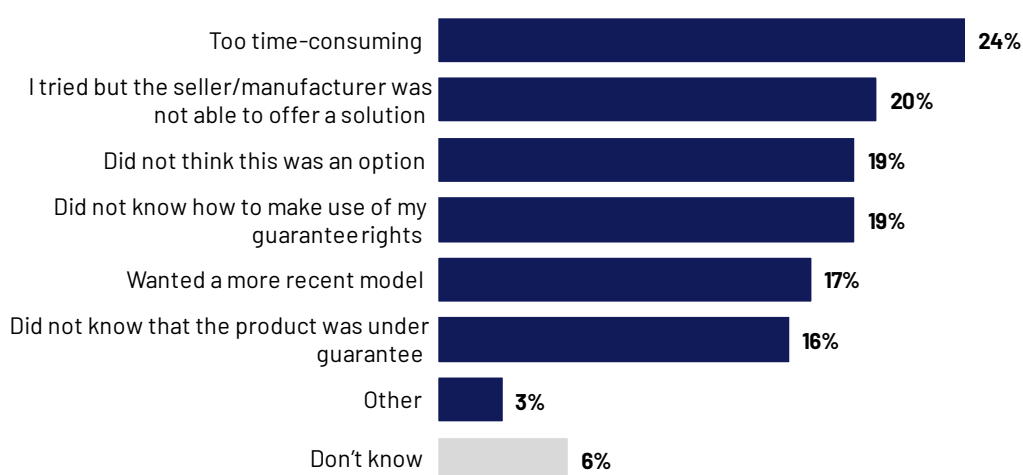
Figure 2 Consumers' usage of guarantee rights when appliance breaks down



QA2 – Consumer survey. When such a household appliance breaks within the guarantee period, what do you usually do? (Single choice)

Base: N =10155 (All respondents)

Figure 3 Consumers' reasons for not using their guarantee rights

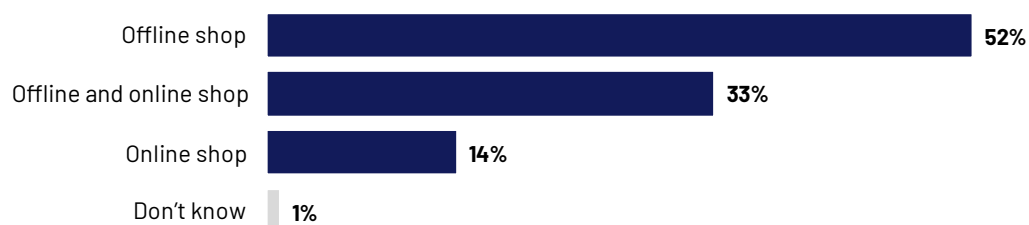


QA3 – Consumer survey. Why do you not make use of your guarantee rights (e.g. free repair or replacement)? (Multiple choice)

Base: N =1623 (Respondents that handle the defective appliance independently without involving the seller/manufacture's guarantee)

Regarding purchasing habits for durable goods, half of the respondents primarily bought them in brick-and-mortar shops (see Figure 4 below). Only a minority of consumers reported purchasing these items exclusively online.

Figure 4 Channel to shop for durable products



QA4 – Consumer survey. When you are shopping for products that do not wear out quickly (for example a bike, laptop, printer, household appliances, sofa, watch, coat etc.), where do you generally buy these products? (Single choice)

Base: N =10155 (All respondents)

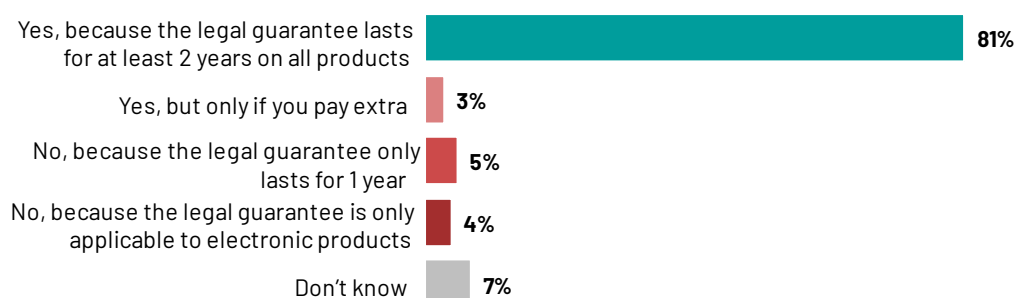
3.3 Harmonised notice

3.3.1 Understandability and recognisability

First, respondents were presented with all notices and given **a comprehension test to assess their understanding of the length of the legal guarantee**. The test posed the following scenario: 'Imagine you bought a suitcase 1.5 years ago. After one vacation, the zipper broke. Would you still be covered by the legal guarantee?'.

The majority of respondents passed the test, correctly answering that the broken zipper would still be covered by the legal guarantee at no cost (see Figure 5 below). However, France (76%), Greece (76%), Slovenia (78%), and Spain (76%) scored slightly lower than other countries on this test.

Figure 5 Testing consumers' understanding of the legal guarantee length

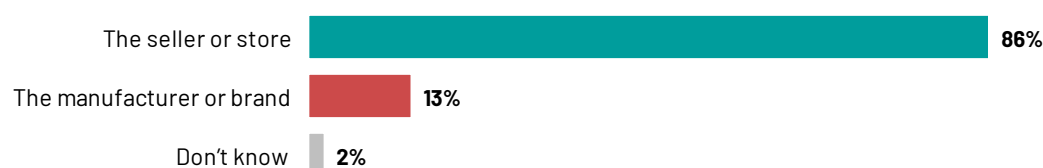


QB1 – Consumer survey. Imagine you bought a suitcase 1,5 year ago. After one vacation, the zipper broke down. Based on the information in the notices, would you still be covered by the legal guarantee? (Single choice)
Base: N =10155 (All respondents)

Additionally, respondents were presented with **a second comprehension test to assess their understanding of who is liable to repair or replace the defective product**. The test posed the following scenario: 'Who would you need to contact to get your suitcase replaced or repaired under the legal guarantee?'.

Most respondents passed the test, correctly answering that it is the seller or store that is responsible for repairing or replacing the suitcase (see Figure 6 below). Sweden (91%) scored better than other countries on this test. Additionally, respondents with higher education levels passed these tests more frequently than those with lower education levels.

Figure 6 Testing consumers' understanding of who is liable



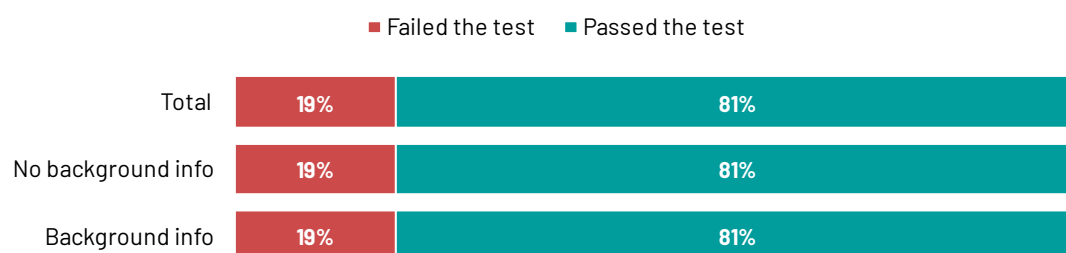
QB13 – Consumer survey. Based on the information in the notices, who would you need to contact to get your suitcase replaced or repaired under the legal guarantee? (Single choice)

Base: N =8520 (Respondents who believe the suitcase is covered by the legal guarantee)

To address **RQ6c**¹¹, the sample was divided into two groups: one received background information about the notice, while the other did not. The **background information** provided details about the notice's purpose, the legal guarantee, and how the notice would be displayed in shops. Respondents exposed to this additional information did not perform significantly better on the understandability tests described above compared to those who weren't (see Figure 7 and Figure 8 below). These findings, in response to RQ6c, suggested that the notice itself was sufficiently informative and could potentially be implemented without an accompanying information campaign. Alternatively, it may indicate that European consumers were already well-informed about their legal guarantee rights.

¹¹ RQ6c: Is consumers' level of recognition, understanding, trust and recall of the notice/label linked to a propaedeutic information/awareness campaign, and likely to increase over time, as EU consumers will become familiar with it?

Figure 7 Scores on understandability of length legal guarantee according to background exposure condition

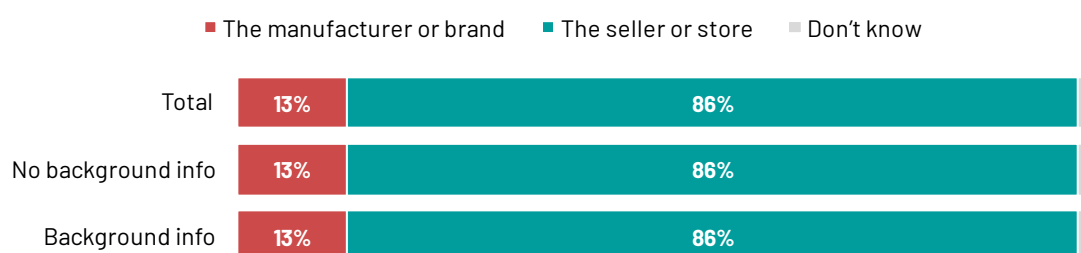


QB1 – Consumer survey. Scores on understandability test notice according to background exposure condition. (Single choice)

Base: N =10155 (All respondents)

No significant differences between subgroups.

Figure 8 Scores on understandability of liability guarantee according to background exposure condition



QB13 – Consumer survey. Scores on understandability test liability according to background exposure condition. (Single choice)

Base: N =8520 (Respondents who believe the suitcase is covered by the legal guarantee)

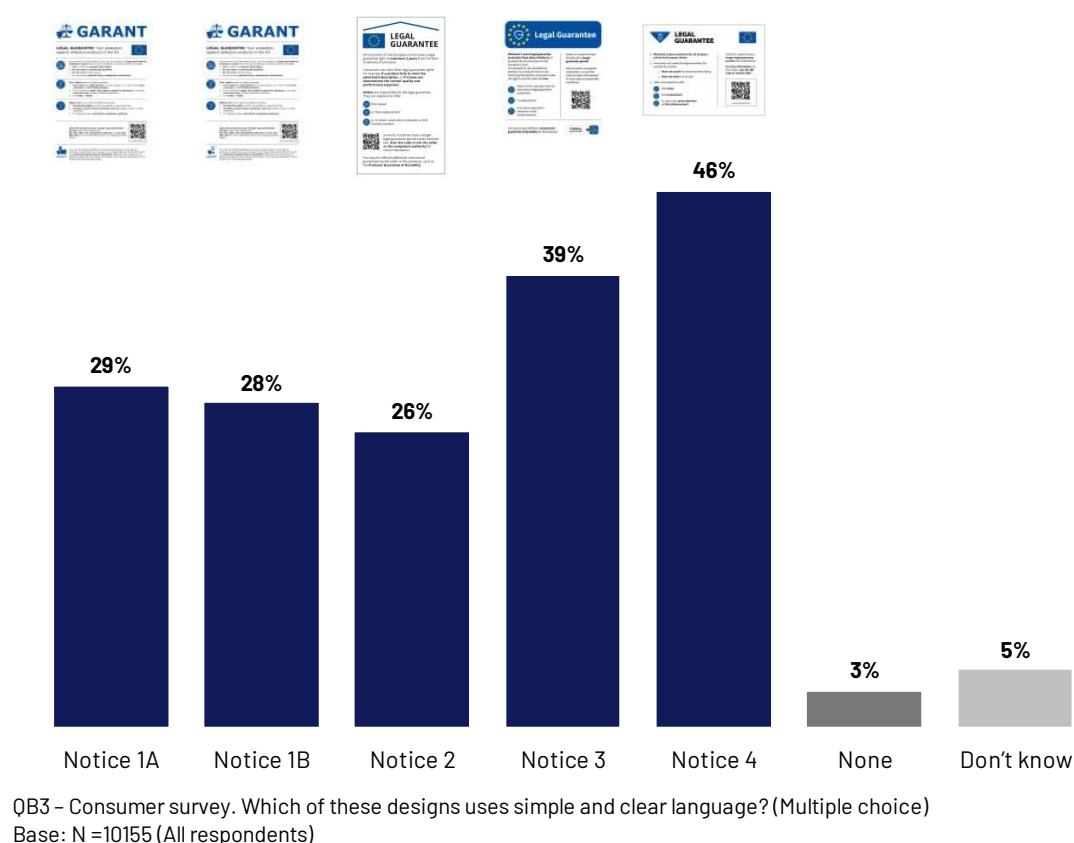
No significant differences between subgroups.

In addition to the understandability tests, respondents were explicitly asked **to evaluate the designs for clarity of language and the structure of text and visuals** to identify designs that ensure easy consumer comprehension.

Notice 4 scored highest for simple and clear language (see Figure 9 below), employing easily understandable terms while minimizing legal jargon. It was also perceived as having the easiest structure to follow across most surveyed countries (see Figure 10 below), particularly in Finland (55%). Notice 3 ranked a close second.

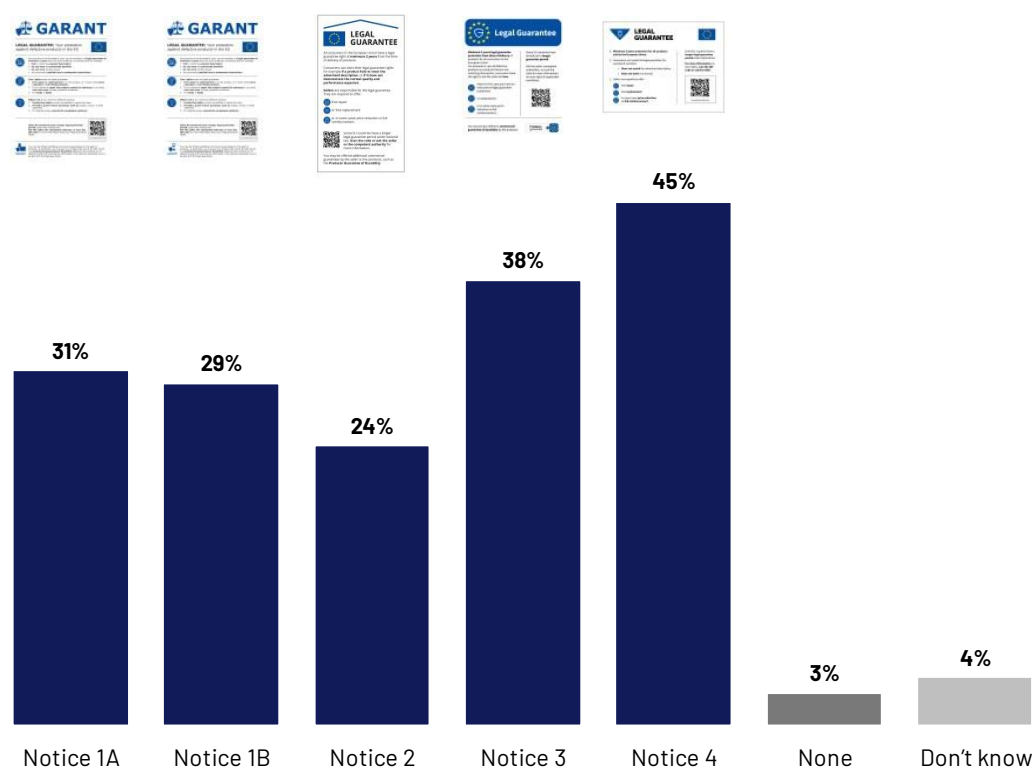
Notably, the structure of Notices 1A and 1B were also well rated in Greece (34% and 33% respectively), Slovenia (38% and 35%), and Sweden (35% and 36%).

Figure 9 Clarity of language of different notice designs¹²



¹² It's important to note that the 'all of the above', 'none' or 'don't know' options in multiple-choice questions were exclusive selections. When respondents chose either of these options, they were unable to select any additional choices within the same question.

Figure 10 Ease of structure of different notice designs

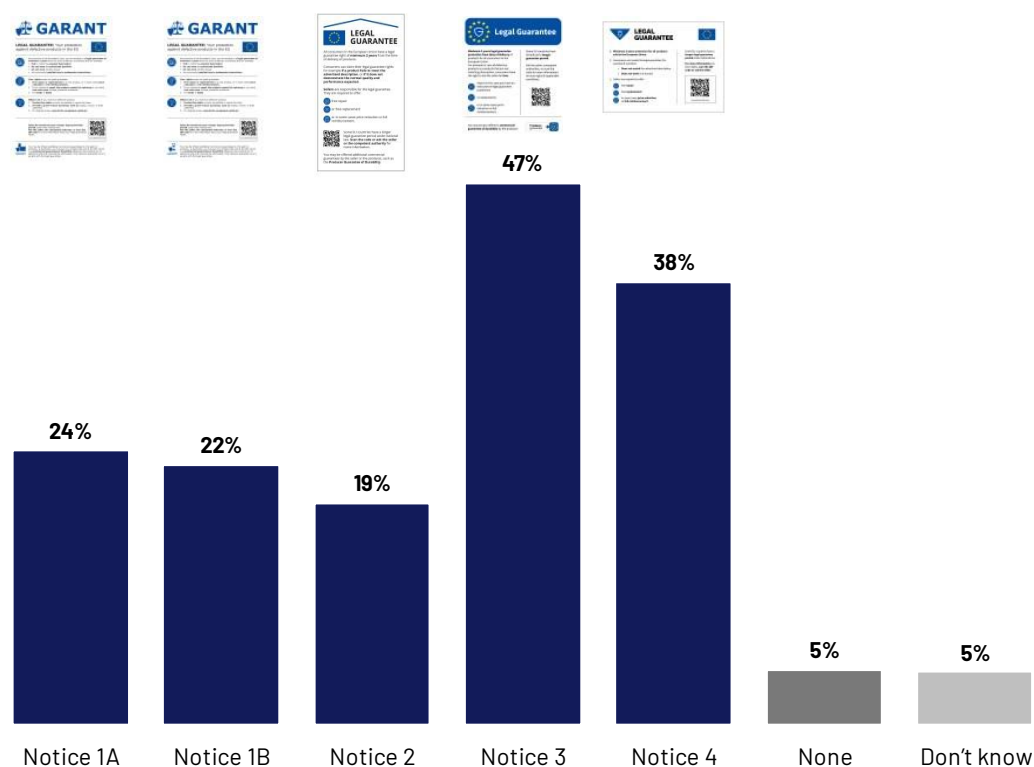


QB4 - Consumer survey. Which of these designs has a structure that is easy to follow? (Multiple choice)

Base: N=10155 (All respondents)

Apart from assessing understandability, the study evaluated **the recognisability of different notice designs in both online and offline contexts**. More specifically, respondents were asked which design(s) would be most likely to catch their attention when shopping in a brick-and-mortar store or browsing through an online webshop. When asked about shopping in brick-and-mortar stores, almost half of all respondents reported that Notice 3 would be most likely to catch their attention (see Figure 11 below). Notice 4 followed closely. Similar results were observed for online recognisability (see Figure 12 below).

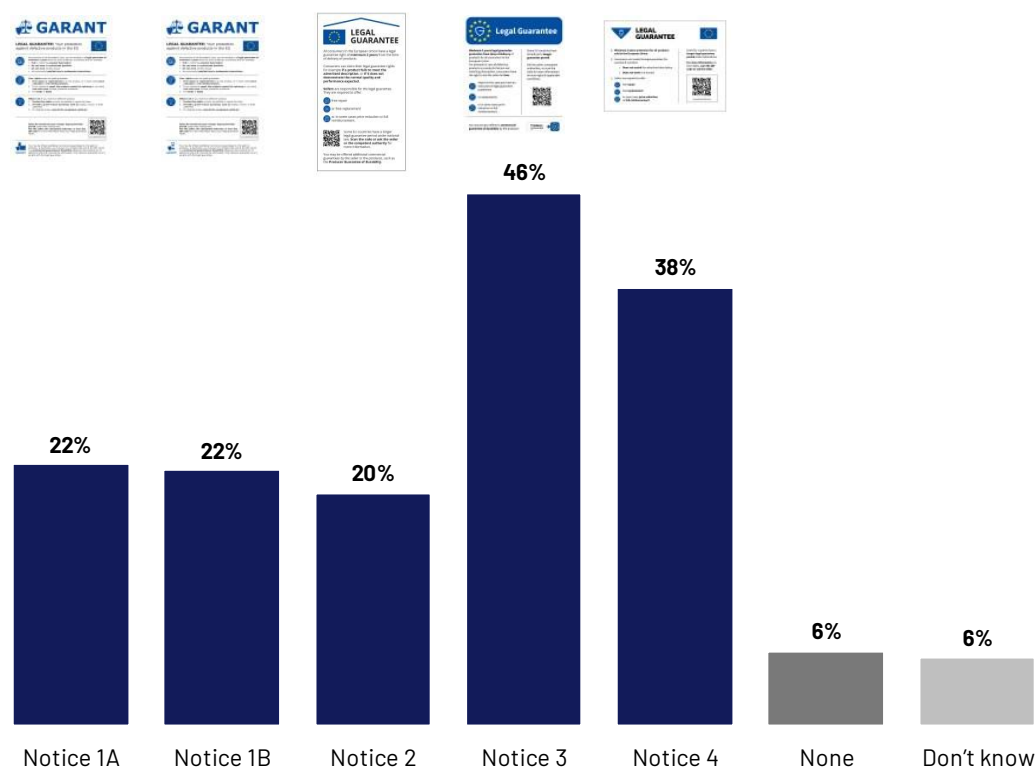
Figure 11 Recognisability offline of different notice designs



QB6 – Consumer survey. If you were shopping in a brick-and-mortar store, which of these designs would catch your attention enough to read it? (Multiple choice)

Base: N =10155 (All respondents)

Figure 12 Recognisability online of different notice designs



QB7 – Consumer survey. If you were browsing through a webshop, which of these designs would catch your attention enough to read it? (Multiple choice)
Base: N = 10155 (All respondents)

Addressing **RQ5a**¹³ regarding understandability, the success of Notices 3 and 4 demonstrated that using numbered paragraphs and presenting information in two columns rather than one enhanced consumers' comprehension. *This is in line with the results from the consumer workshops conducted during Task 1, where consumers mentioned appreciating icons and bullets to structure the information.* In terms of recognisability, the success of Notice 3 suggested that the prominent blue banner at the top of the notice effectively attracted attention. In response to **RQ6f**¹⁴, no differences in recognisability were observed between online and offline contexts.

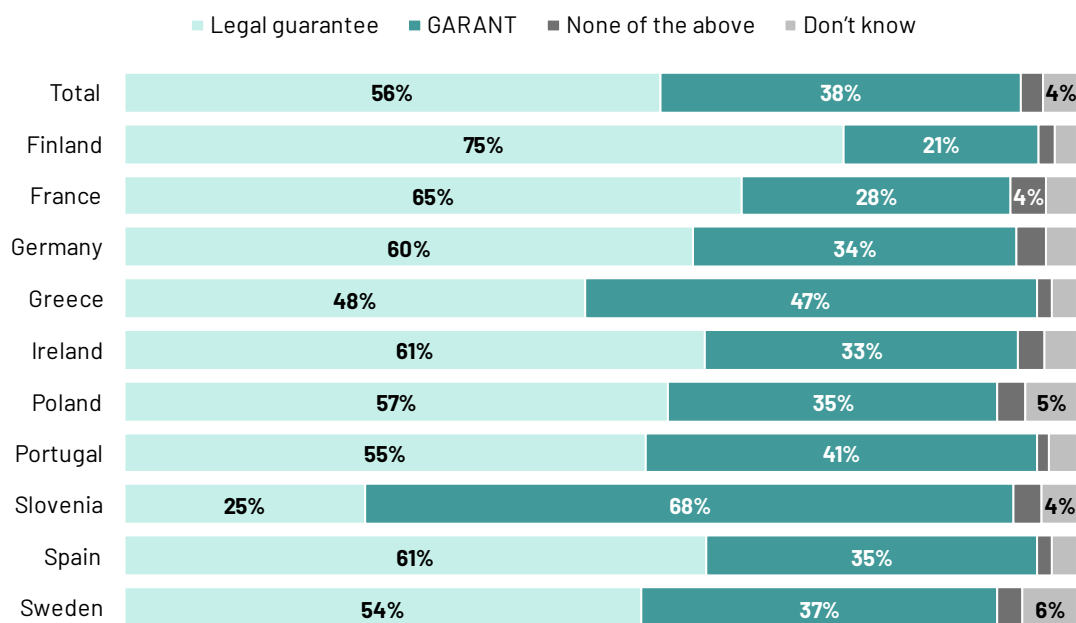
¹³ RQ5a: What are suitable designs (including text) for 'displayed in shops' notices and for online displayed notice to ensure easy consumer recognition and understanding and easy to use and reproduce for traders?

¹⁴ RQ6f: Is the provision of the EU harmonised label and harmonised notice equally effective online vs. offline?

To better understand which design elements contribute to the harmonised notice's understandability and recognisability, we examined the title, the use of symbols, and the inclusion of a QR code.

The term 'Legal Guarantee' was generally preferred by consumers over 'GARANT' as **title** (see Figure 13 below). However, in Greece, there was little difference in preference between 'Legal Guarantee' (48%) and 'GARANT' (47%). 'GARANT' resonated more with younger respondents, while 'Legal Guarantee' was favoured by older participants.

Figure 13 Consumers' preference on a title for the notice

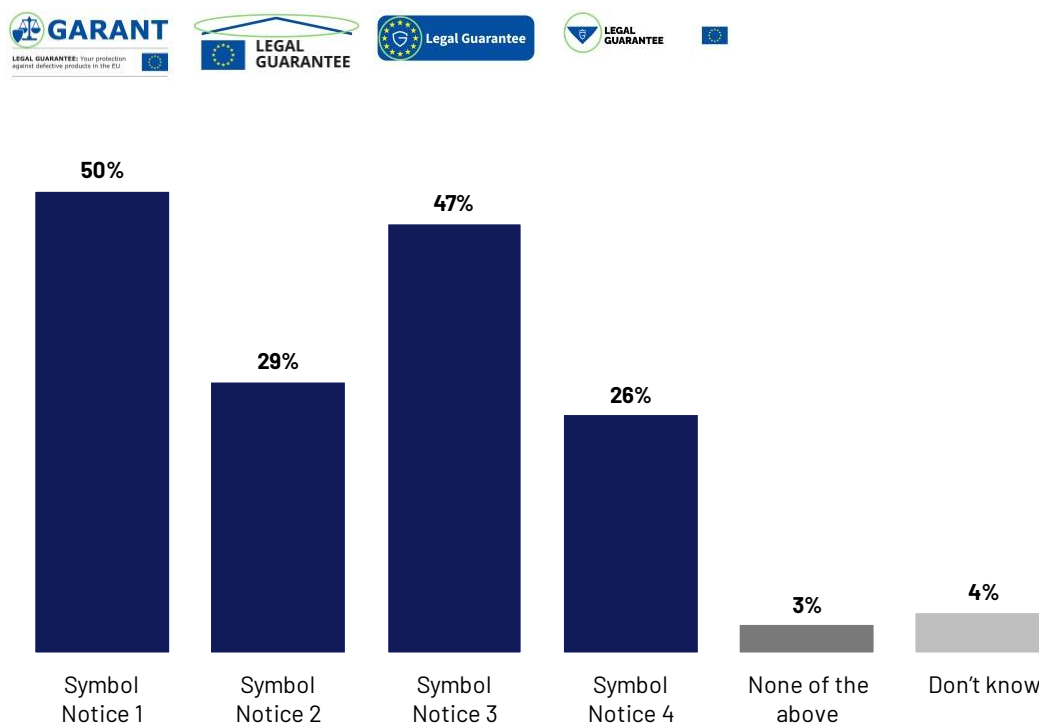


QB8 – Consumer survey. As you saw in the designs shown before, the notice will receive an official title. We are currently considering two options. Which of the following two options do you prefer? (Single choice)

Base: N=10155 (All respondents)

Respondents were also asked to identify which **symbols** best communicated the message of consumer protection from defective products within the EU. The balance symbol featured in Notice 1 and the 'G' surrounded by EU stars in Notice 3 were the most frequently selected options (see Figure 14 below).

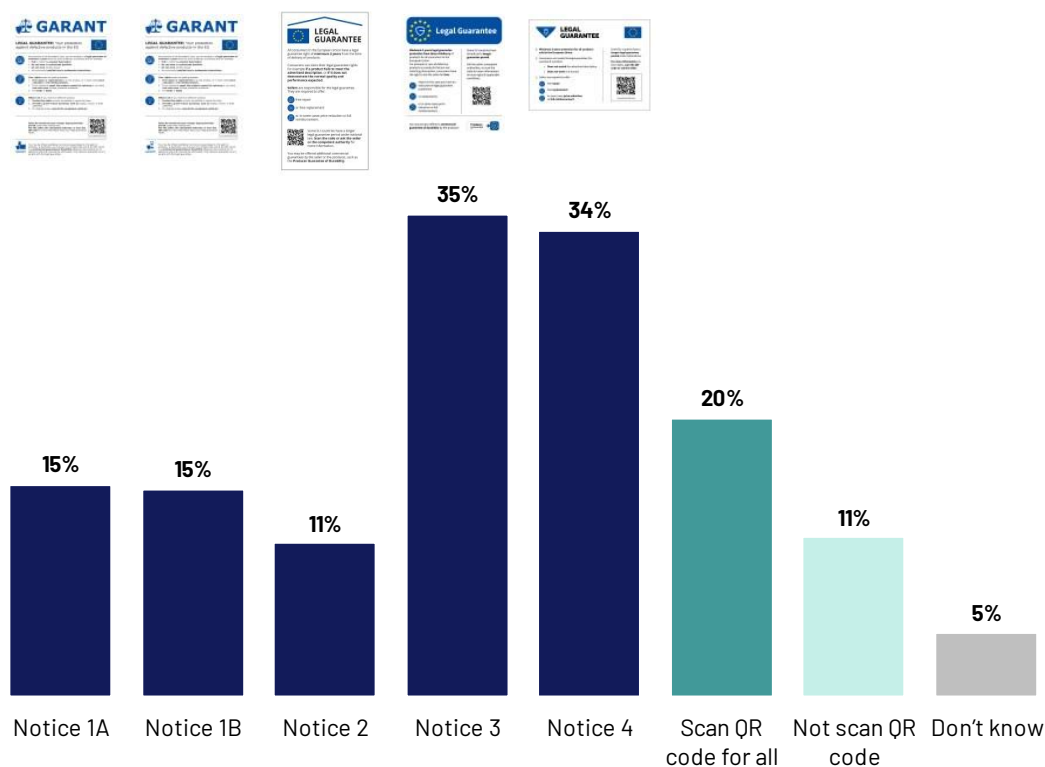
Figure 14 Clarity of symbols in different notice designs



QB10 – Consumer survey. Now you know the meaning of the symbols, which symbols properly communicate the message that the legal guarantee protects consumers in the EU from defective products? (Multiple choice)
Base: N =10155 (All respondents)

Regarding the **QR code**, the majority of respondents expressed willingness to scan it, either across all designs or for a specific design (see Figure 15 below).

Figure 15 Consumers' intention to scan the QR code in the notice



QB12 – Consumer survey. For which of these designs would you scan the QR code? (Multiple choice)

Base: N =10155 (All respondents)

In response to **RQ3b**¹⁵, our findings suggested that incorporating elements such as the title 'Legal Guarantee', balance symbols or EU-related symbols, and a QR code would enhance the notice's understandability and recognisability for consumers.

¹⁵ RQ3b: Which elements are necessary for the harmonised notice to be perceived by consumers as easily recognisable and understandable in the different EU Member States and different EU languages and also taking into account consumer characteristics such as age or socio-economic situation?

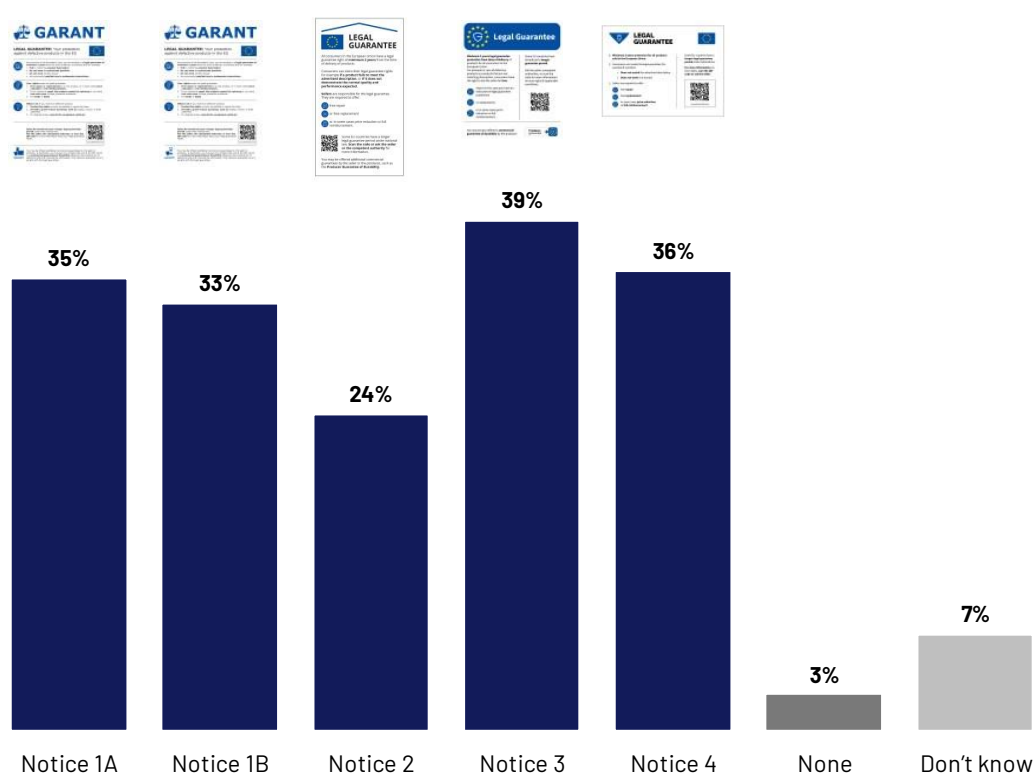
3.3.2 Awareness

Addressing RQ3c¹⁶ and RQ6b¹⁷, respondents were asked to identify which designs most effectively communicated their **legal guarantee rights**. Notices 3 and 4 emerged as the most successful in this regard (see Figure 16 below).

Notices 1A and 1B demonstrate similar effectiveness, particularly in Slovenia (41% and 39% respectively) and Sweden (42% and 44% respectively). Both designs incorporate a 'what to do' section.

Overall, a notice design characterised by less text-heavy layouts and the inclusion of action-oriented section, appeared to help consumers to better understand their legal guarantee rights.

Figure 16 Effectiveness of different notice designs in raising awareness of consumers' legal guarantee rights



QB2 – Consumer survey. Which of these designs helps you in understanding your legal rights as a consumer?
(Multiple choice)

Base: N = 10155 (All respondents)

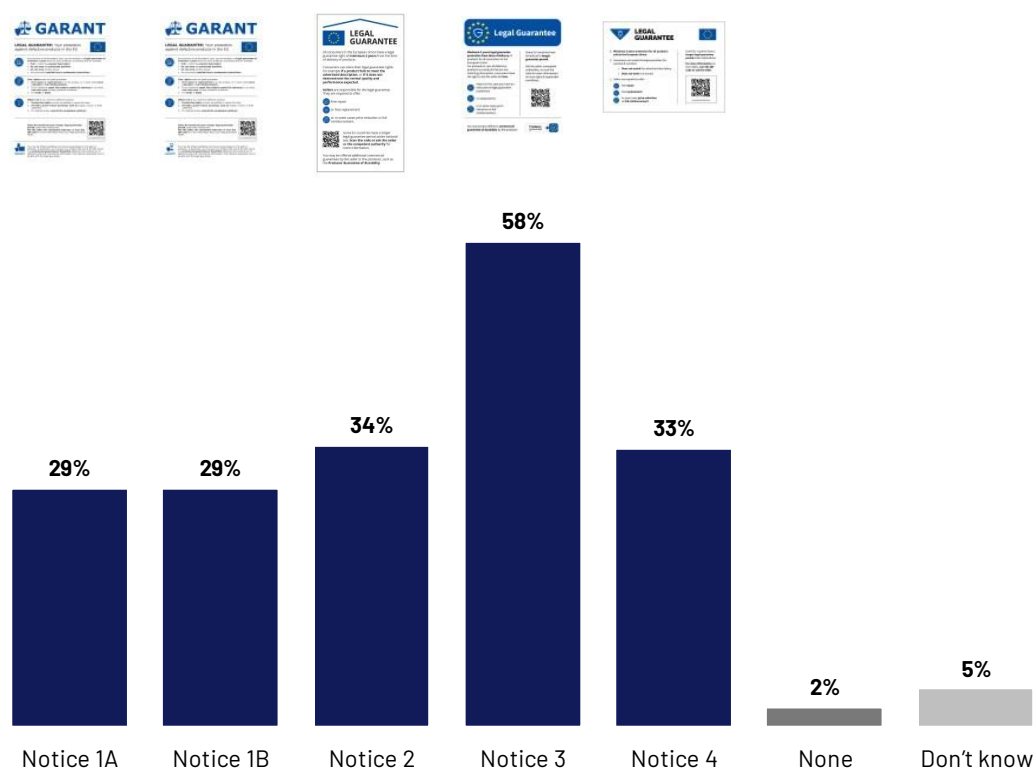
¹⁶ RQ3c: Which elements are necessary for the harmonised notice to effectively make consumers aware about their legal guarantee rights?

¹⁷ RQ6b: How do these possible alternatives for the harmonised notice impact consumers' awareness of their rights?

3.3.3 Trustworthiness

Notice 3 was perceived as **trustworthy** by approximately half of all respondents, who viewed it as resembling official EU communication (see Figure 17 below). This perception was particularly strong in Finland (62%), Sweden (62%), Ireland (65%), and Slovenia (63%), where respondents demonstrated the highest preference for Notice 3. The 'G' symbol surrounded by stars appeared to enhance the perception of trustworthiness.

Figure 17 Trustworthiness of different notice designs



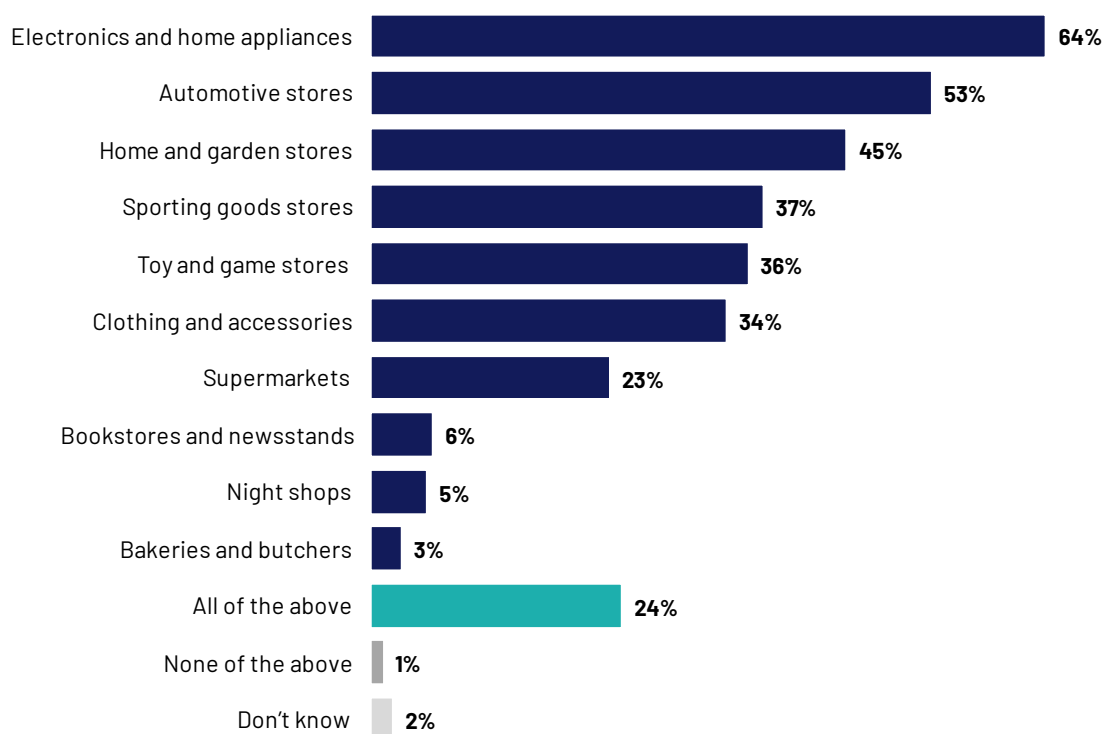
QB5 – Consumer survey. Which of these designs looks like an official communication from the European Union?
(Multiple choice)

Base: N =10155 (All respondents)

3.3.4 Confusion within store

Consumer support for the notice was lower in certain retail environments, including supermarkets, bookstores, newsstands, night shops, bakeries, and butchers (see Figure 18 below). Answering to **RQ8c**¹⁸, the notice might create confusion in stores selling food or books/magazines/newspapers.

Figure 18 Stores in which consumers find the notice helpful



QB11 – Consumer survey. In which type of store would you find it helpful to see a notice about your legal guarantee rights for faulty products? (Multiple choice)

Base: N =10155 (All respondents)

¹⁸ RQ8c: Would the display of the EU harmonised notice and/or harmonised label create potential confusion in certain type of shops?

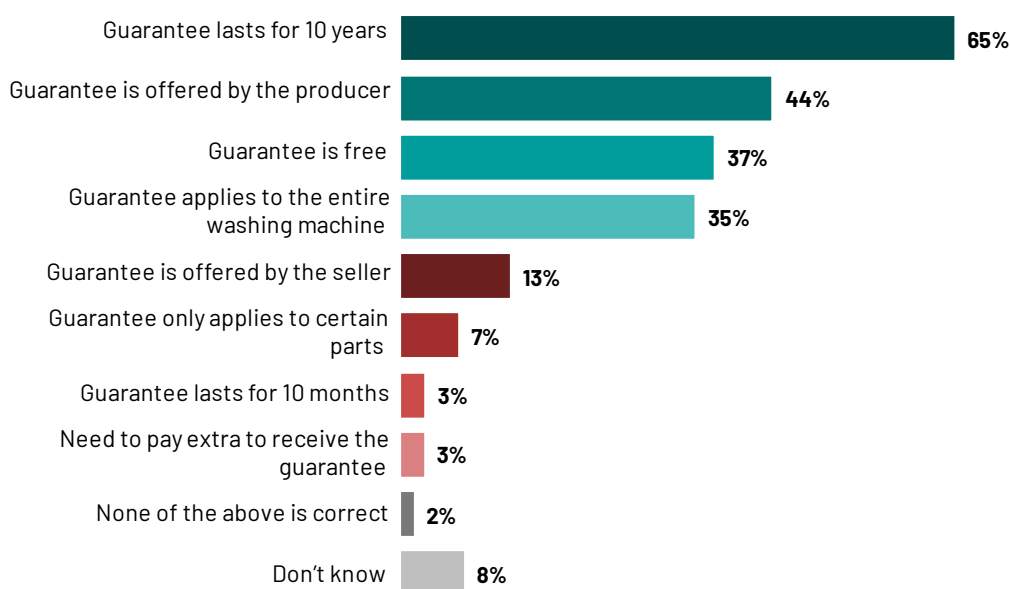
3.4 Harmonised label

3.4.1 Understandability and recognisability

In addition to evaluating the harmonised notice designs, we asked respondents to assess the harmonised label designs. Similar to the notice evaluations, we began by presenting all labels to respondents and administering **a comprehension test to gauge their understanding of the commercial guarantee of durability characteristics**. The test required respondents to identify correct information about four elements: 1) guarantee duration in months or years, 2) whether the guarantee was free or paid, 3) guarantee applicability to the entire product or only parts, and 4) whether the guarantee was offered by the producer or seller.

Respondents performed particularly well on the 'duration' and 'offered by' items (see Figure 19 below). Moreover, those with higher education levels passed these tests more frequently than those with lower education levels. As the label does not include all details about the commercial guarantee of durability, an information campaign might help consumers better understand the label's exact applicability.

Figure 19 Testing consumers' understanding of the characteristics of the commercial guarantee of durability

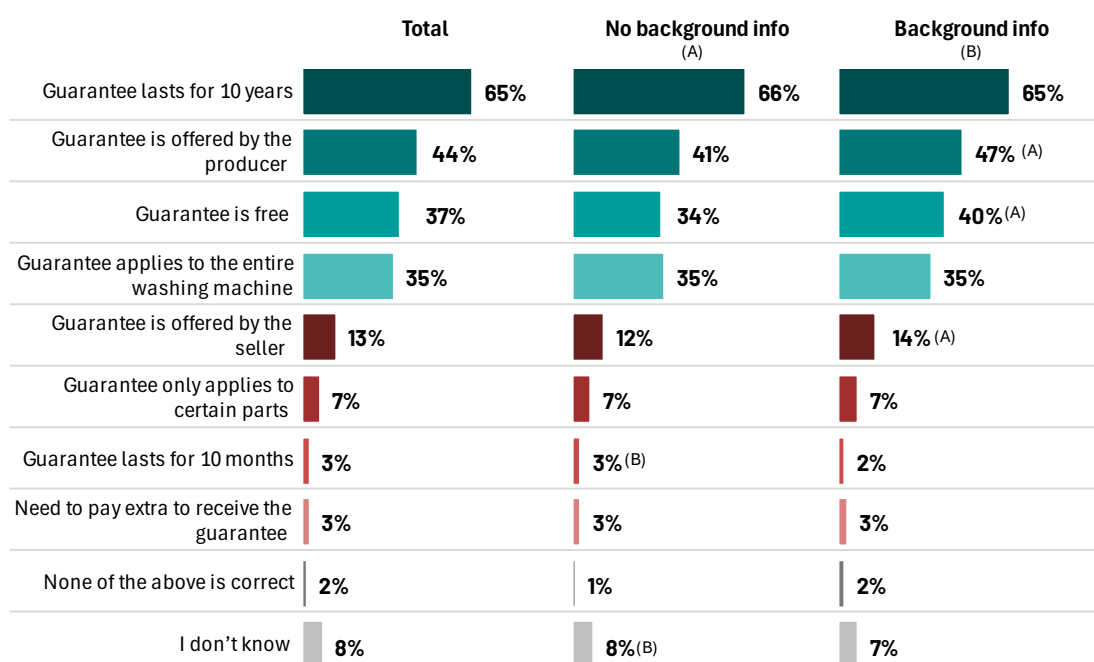


QC1 – Consumer survey. Based on the information in the labels, which of the following statements about the guarantee is correct? (Multiple choice)

Base: N = 10155 (All respondents)

However, our results did not indicate a clear necessity for such a campaign. To address RQ6c¹⁹, the sample was divided again into two groups: one received background information about the label, while the other did not. The **background information** provided details about the label's purpose, the commercial guarantee, and how the label would be displayed on our next to products. Respondents exposed to this additional information understood better that the guarantee comes at no additional cost compared to respondents that did not receive the background information (see Figure 20 below). There was also a small but significant difference between the number of respondents indicating 'don't know', with respondents who were not exposed to the background information more often reporting 'don't know'. However, it seemed that exposure to background information did not appear to clarify the source of the guarantee. Respondents who received the background information were more likely to indicate that the guarantee was offered by both the producer and the seller, compared to those who did not receive this information. No significant differences were observed across the other categories. Overall, these results do not strongly indicate that an information campaign is helpful to guide the label's launch. However, given that the label provides limited information about the specific characteristics of the commercial guarantee, as exemplified by the scores on the understandability test, an information campaign could still be beneficial.

Figure 20 Scores on understandability of characteristics commercial guarantee according to background exposure condition



QC1- Consumer survey. Scores on understandability test label according to background exposure condition (Multiple choice)

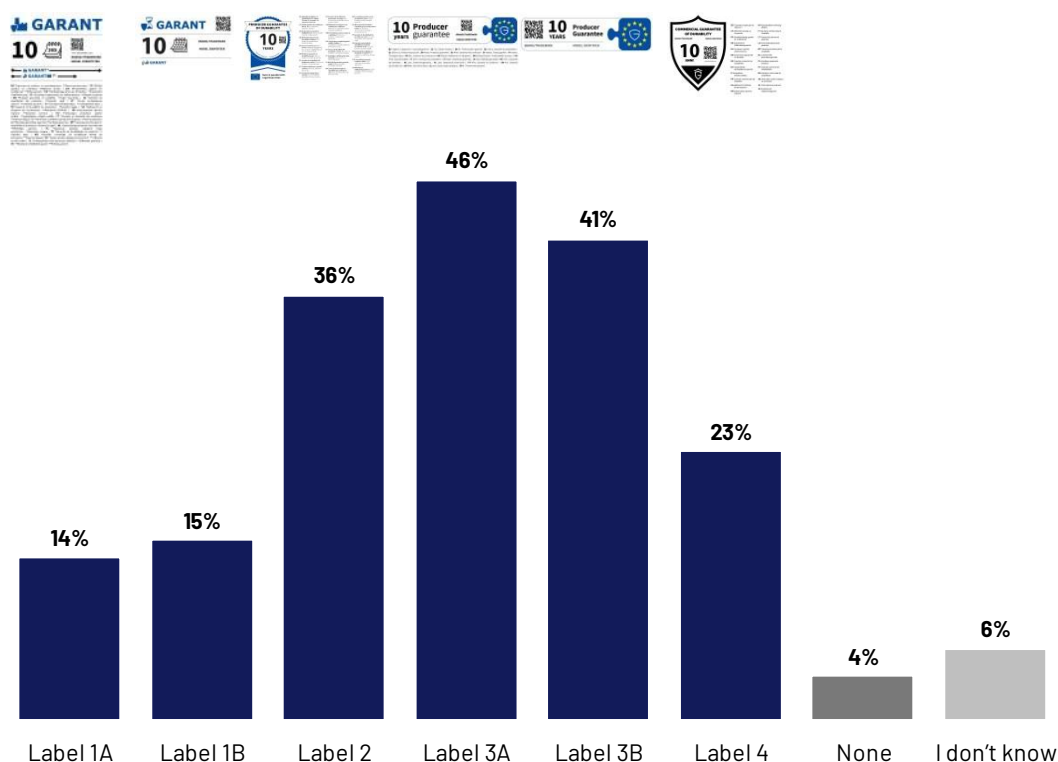
Base: N=10155 (All respondents)

*Significant differences between subgroups are indicated with letters in the column of the highest %

¹⁹ RQ6c: Is consumers' level of recognition, understanding, trust and recall of the notice/label linked to a propaedeutic information/awareness campaign, and likely to increase over time, as EU consumers will become familiar with it?

In addition to the understandability test, respondents were explicitly asked **to evaluate how effectively each design organised text and visuals in a way that way easy to follow and comprehend** (see Figure 21 below). Label 3A was perceived as having the easiest structure to follow across most surveyed countries. Label 3B was a close second, particularly in Ireland (56%) and Sweden (52%). Label 2 also performed well in Greece (43%), Slovenia (44%) and Sweden (42%).

Figure 21 Ease of structure of different label designs

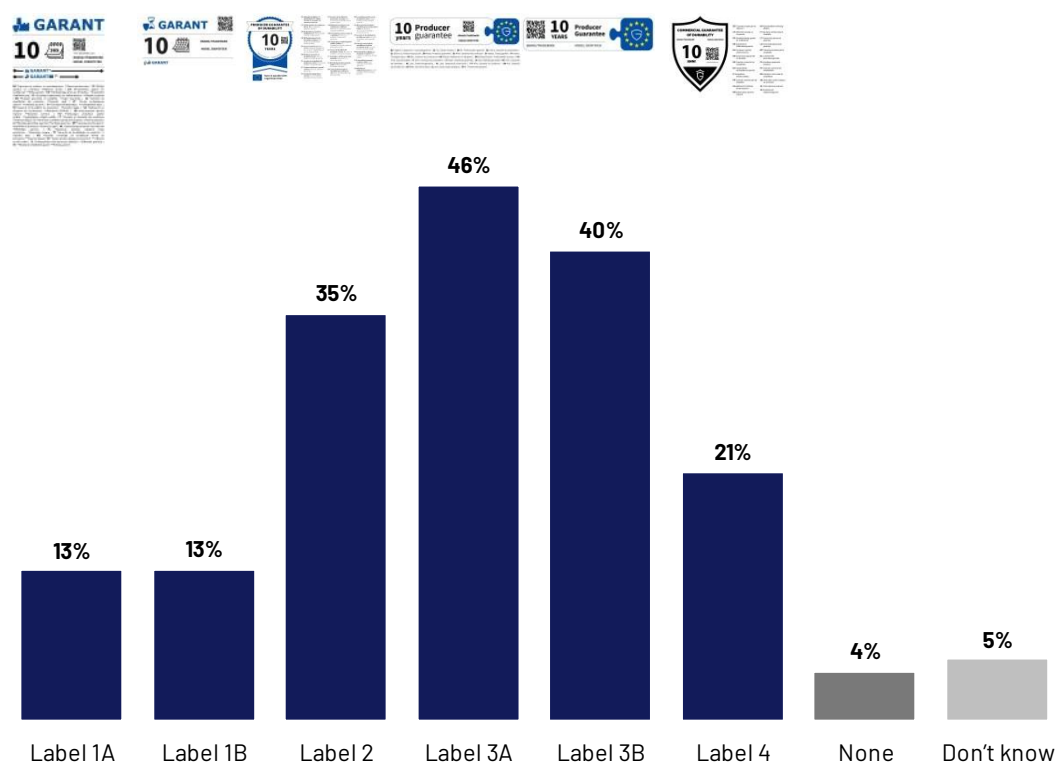


QC2 – Consumer survey. Which of these designs arranges the information in a clear way? (Multiple choice)

Base: N =10155 (All respondents)

Apart from assessing understandability, the study evaluated **the recognisability of different label designs in both online and offline contexts**. More specifically, respondents were asked which design(s) would be most likely to catch their attention when shopping in a brick-and-mortar store or browsing through an online webshop. When asked about shopping in brick-and-mortar stores, almost half of all respondents reported that Label 3A would be most likely to catch their attention (see Figure 22 below). Label 3B followed closely. Similar results were observed for online recognisability (see Figure 23 below).

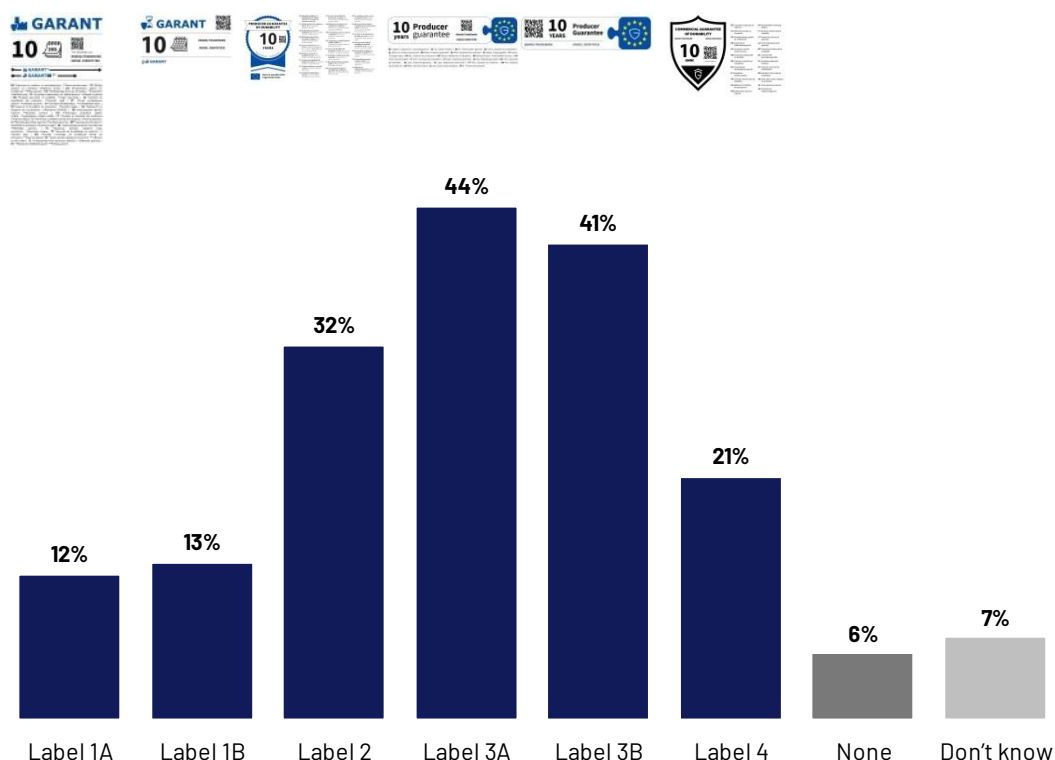
Figure 22 Recognisability offline of different label designs



QC4 – Consumer survey. If you were shopping in a brick-and-mortar store, which of these designs would catch your attention enough to have a closer look at it? (Multiple choice)

Base: N=10155 (All respondents)

Figure 23 Recognisability online of different label designs



QC5 – Consumer survey. If you were browsing through a webshop, which of these designs would catch your attention enough to have a closer look at it? (Multiple choice)

Base: N = 10155 (All respondents)

Addressing **RQ4a**²⁰ regarding understandability, the success of Label 3A and 3B demonstrated that using rectangular designs with a minimum amount of text enhanced consumers' comprehension. In terms of recognisability, the success of Label 3A and 3B suggested that the prominent blue puzzle piece at the right of the label effectively attracted attention. In response to **RQ6f**²¹, no differences in recognisability were observed between online and offline contexts.

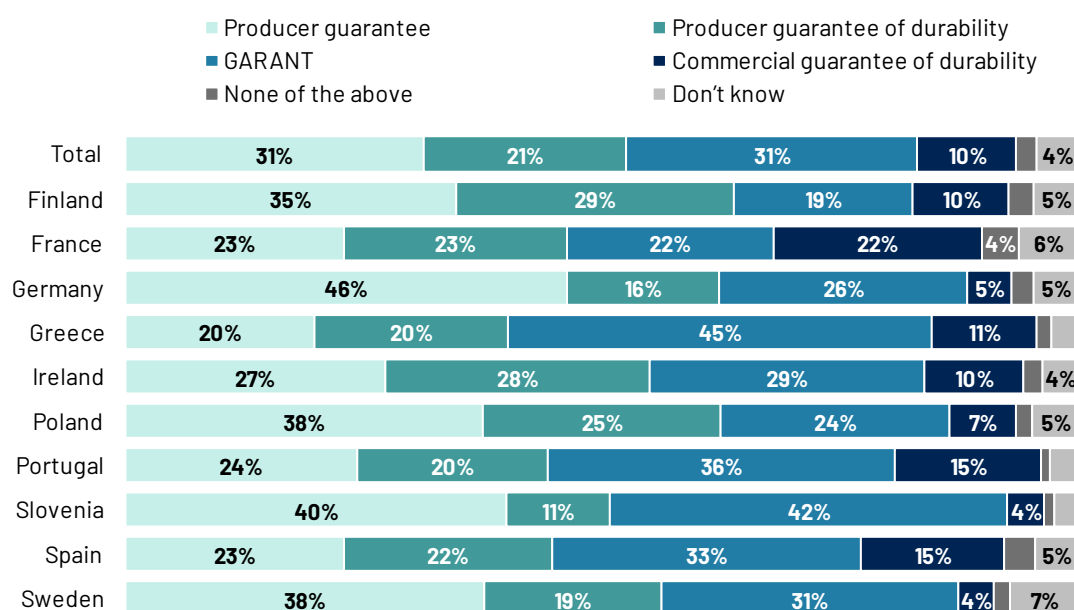
²⁰ RQ4a: What are suitable designs (including text) for on-package and 'displayed in shops' labels and online displayed labels to ensure easy consumer recognition and understanding and easy to use and reproduce for traders?

²¹ RQ6f: Is the provision of the EU harmonised label and harmonised notice equally effective online vs. offline?

To better understand which design elements contribute to the harmonised label's understandability and recognisability, we examined the title, the use of symbols, the expression of duration, a mouseover function and the inclusion of a QR code.

The **titles** 'Producer guarantee' and 'GARANT' were the most frequently chosen options (see Figure 24 below). 'Commercial guarantee of durability' received the lowest score overall. However, in France (22%), this title performed better compared to other countries. *This preference for the title 'Producer Guarantee' was already noted in the results of the first and second stakeholder surveys conducted during Task 1.*

Figure 24 Consumers' preference on a title for the label

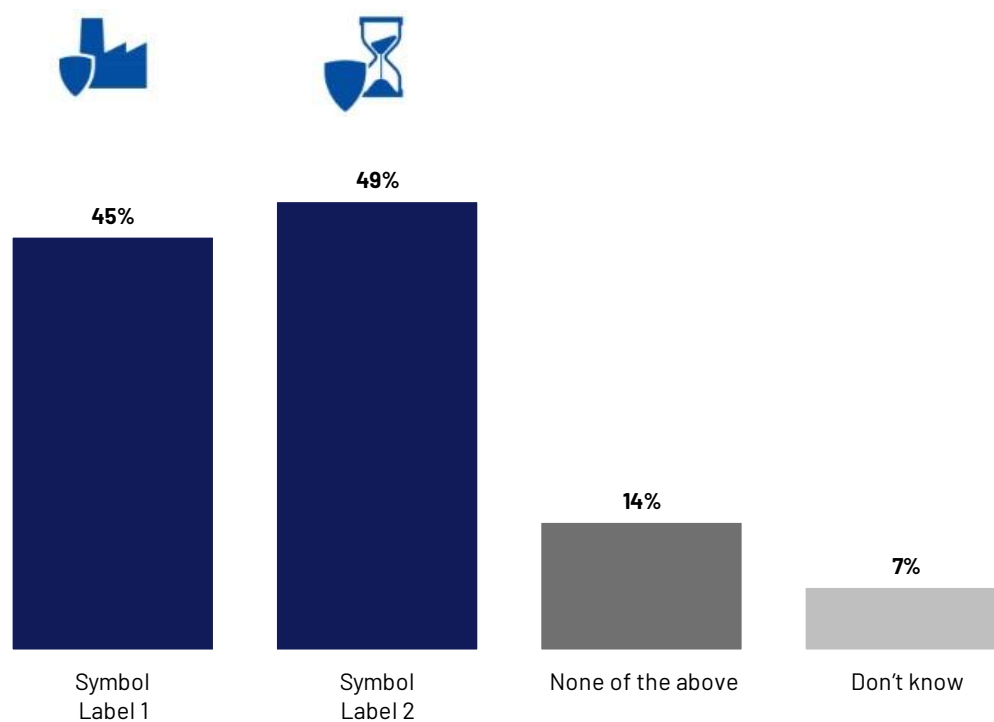


QC8 – Consumer survey. As you saw in the designs shown before, the label will receive an official title. We are currently considering the following options. Which do you prefer? (Single choice)

Base: N=10155 (All respondents)

Respondents were also asked to identify which **symbol** best communicated the message of the commercial guarantee being offered by producers and protects consumers in the EU from defective products. The hourglass symbol featured in Label 1B scored a bit better than the factory symbol featured in Label 1A (see Figure 25 below).

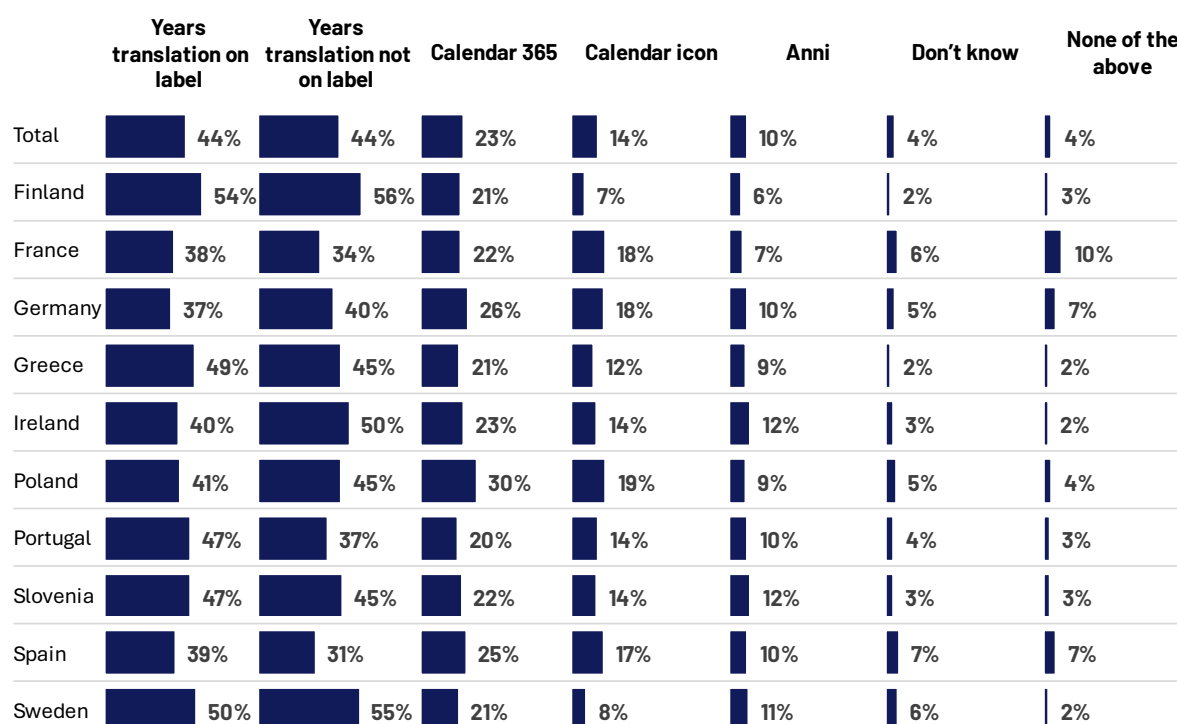
Figure 25 Clarity of symbols in different label designs



QC10 – Consumer survey. Which symbol properly communicates the message that the commercial guarantee of durability is offered by producers and protects consumers in the EU from defective products? (Multiple choice)
Base: N =10155 (All respondents)

On the **expression of duration**, the English word 'Years' was most widely understood in both formats: one including translations of the word in all EU languages on the label, and another without translations. Both options performed equally well (see Figure 26 below). Respondents in Ireland showed a slight preference for 'Years' without translations in the label. Conversely, respondents in France, Germany, Portugal and Spain were less in favour of this option without translations. *Note that the rather low scores for 'Anni' are in line with the results from the consumer workshops and the second stakeholder survey conducted during Task 1.*

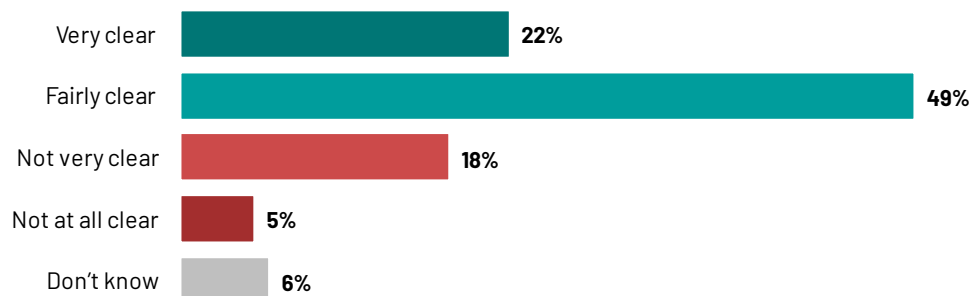
Figure 26 Consumers' preference on the expression of duration



QC11 – Consumer survey. Imagine that you intend to buy a household appliance. Please indicate how important each of the following aspects would be to you when making your choice. (Multiple choice)
Base: N =10155 (All respondents)

To maintain the label's simplicity, we explored respondents' reactions to **a mouseover option**. This feature would present a lean version of the label initially, with a more detailed version appearing when users hover their cursor over it. The majority of respondents found such a mouseover option useful (see Figure 27 below).

Figure 27 Clarity of mouseover option

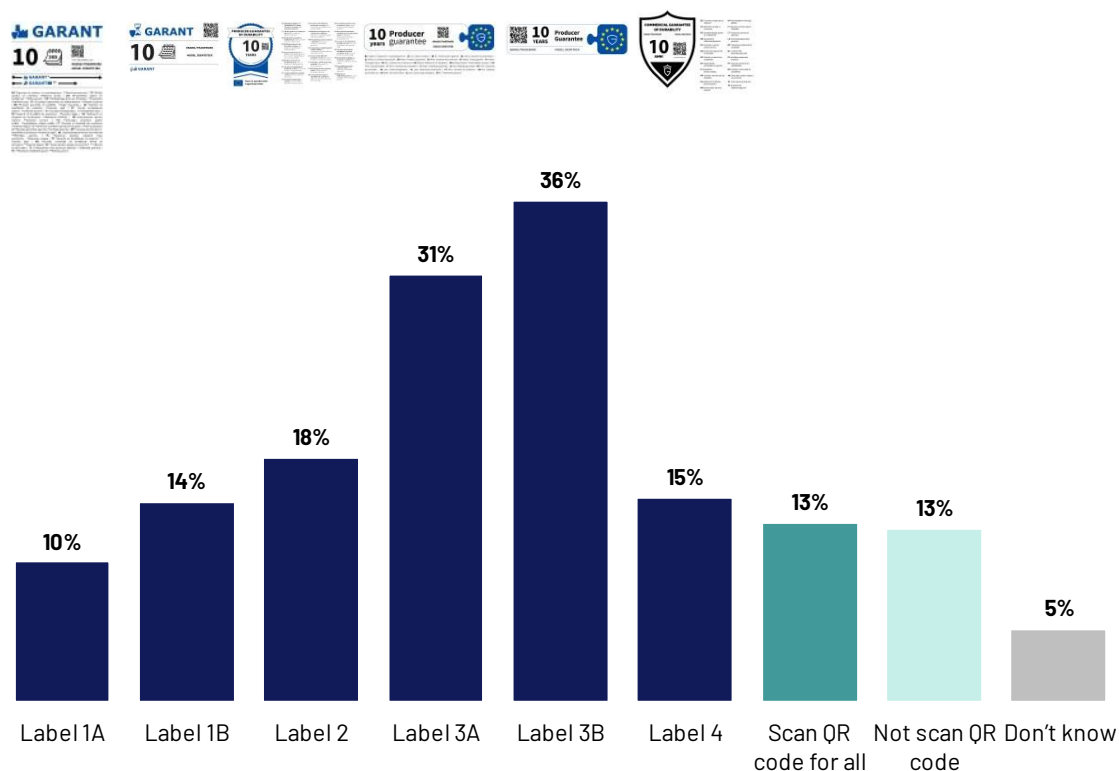


QE1 – Consumer survey. How clear do you find this mouseover option? (Single choice)

Base: N =4816 (Respondents who purchase durable goods online or both online and in physical stores)

Regarding the **QR code**, the majority of respondents expressed willingness to scan it, either across all designs or for a specific design (see Figure 28 below).

Figure 28 Consumers' intention to scan the QR code in the label



QC13 – Consumer survey. For which of these designs would you scan the QR code? (Multiple choice)

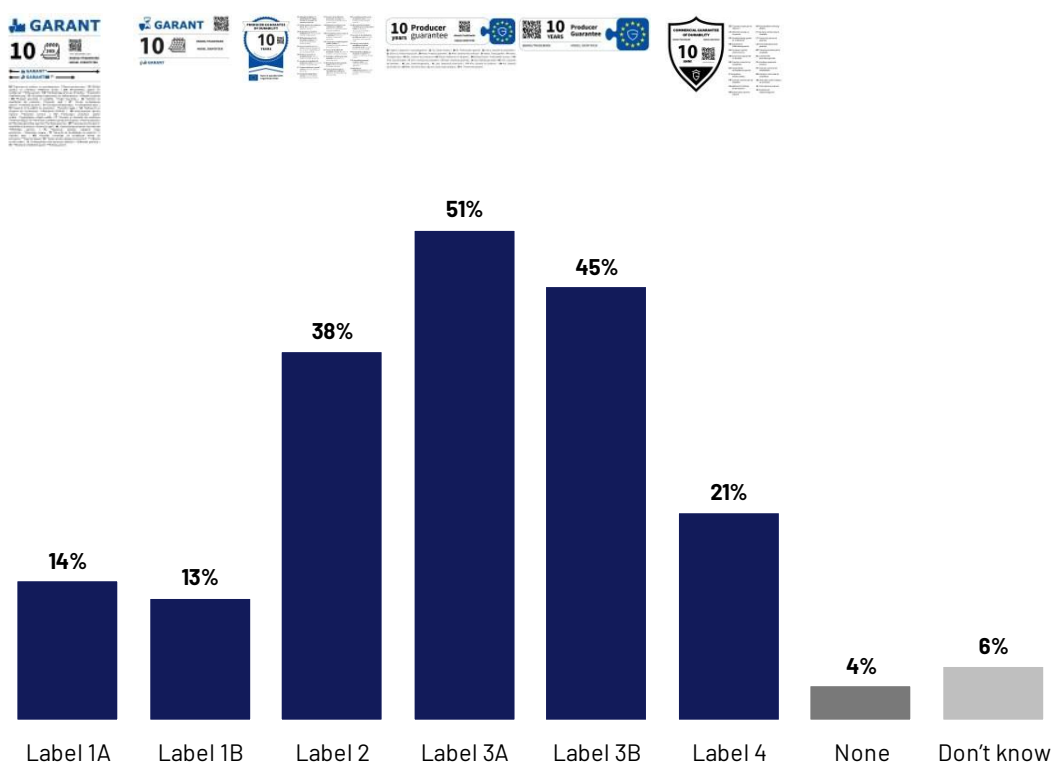
Base: N =10155 (All respondents)

Concerning **RQ2b²²** and **RQ2c²³**, our findings suggested that incorporating elements such as hourglass symbols or EU-related symbols, 'years' as expression of duration, a mouseover function and a QR code would enhance the label's understandability and recognisability for consumers and help them to accurately process the information presented. Addressing **RQ4b²⁴**, 'Producer guarantee' or 'GARANT' were suitable alternative wordings to 'commercial guarantee of durability'.

3.4.2 Trustworthiness

Label 3A was perceived as **trustworthy** by approximately half of all respondents, who viewed it as resembling official EU communication (see Figure 29 below). The 'G' symbol surrounded by stars appeared to enhance the perception of trustworthiness. *Note that this is not entirely in line with the consumer workshops conducted during Task 1, where participants mentioned to be more in favour of rectangular representations of the EU symbol rather than circular representations.*

Figure 29 Trustworthiness of different label designs



QC3 – Consumer survey. Which of these designs looks trustworthy to you?

Base: N =10155 (All respondents)

²² RQ2b: Which elements are necessary for the harmonised label to be perceived by consumers as easily recognisable and understandable in the different EU Member States and different EU languages and also taking into account consumer characteristics such as age or socio-economic situation?

²³ RQ2c: Which elements are necessary for the harmonised label to ensure consumers are taking into account/processing the information provided by such harmonised label?

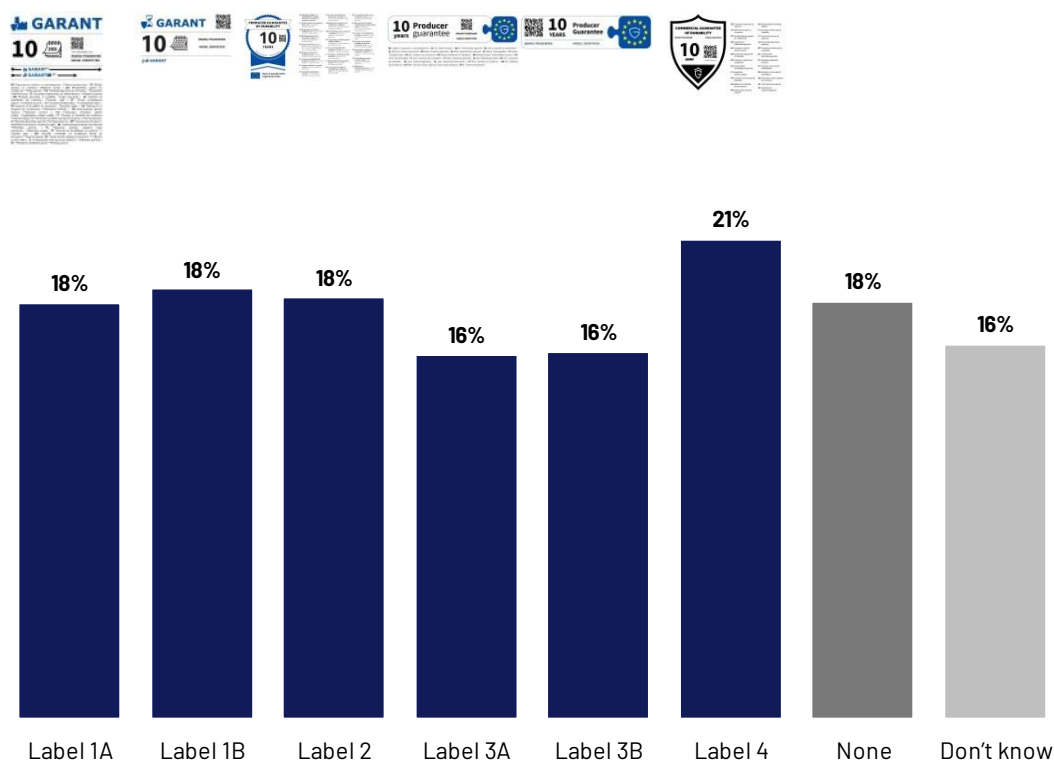
²⁴ RQ4b: Which text as part of the label is most suitable to ensure easy consumer recognition and understanding and easy to use and reproduce for traders?

Are there alternative wordings to 'commercial guarantee of durability' that will be more suitable such as 'guaranteed life (span)', 'commercially guaranteed lifespan', 'guaranteed durability'?

3.4.3 Confusion with other labels

Answering RQ6g²⁵, while no design stood out as significantly problematic, Label 4 was most frequently identified as potentially misleading (see Figure 30 below).

Figure 30 Possible confusion of the harmonised label with other labels



QC12 – Consumer survey. Which of these labels might be misleading because they look too much like other labels that you have seen on products in your country? (Multiple choice)

Base: N =10155 (All respondents)

²⁵ RQ6g: Is the effectiveness of any notice/label hampered by the simultaneous provision of information about other additional (e.g., extended guarantee) schemes?

3.4.4 Incentivisation of using the label

Respondents were presented with a scenario in which they needed to purchase a new refrigerator. They were given two options: one refrigerator without the label and a similar model with the label. When asked which they would choose, the majority of respondents indicated a preference for the labelled refrigerator (see Figure 31 below). This finding addresses **RQ6d**²⁶, suggesting that producers are likely to **be incentivised to use the label** on their products.

Figure 31 Consumers' intent to purchase refrigerator with harmonised label

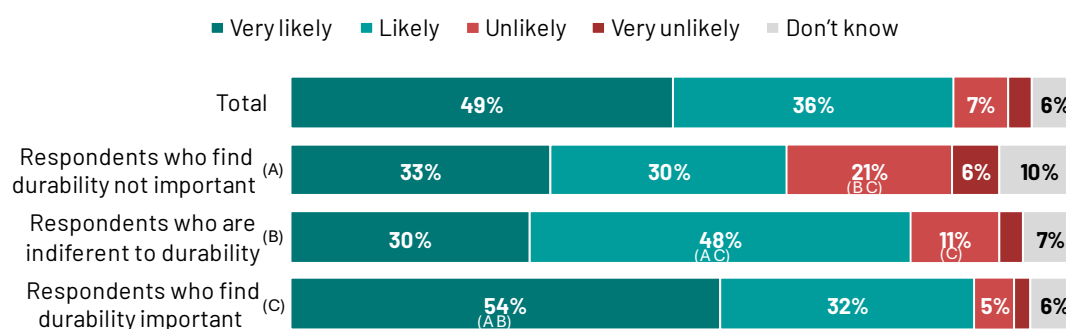


QC6 – Consumer survey. How likely are you to choose the refrigerator with the label over the one without the label, assuming all other factors are similar? (Single choice)
Base: N =10155 (All respondents)

Note that respondents' intention to purchase the refrigerator with the label was influenced by two factors: the importance they placed on durability (see Figure 32 below) and their history of utilising product guarantees (see Figure 33 below).

²⁶ RQ6d: How likely will producers and traders be incentivised to provide guarantees falling under the various alternatives of the EU harmonised label (costs versus competitive advantage)?

Figure 32 Purchase intent according to importance of durability

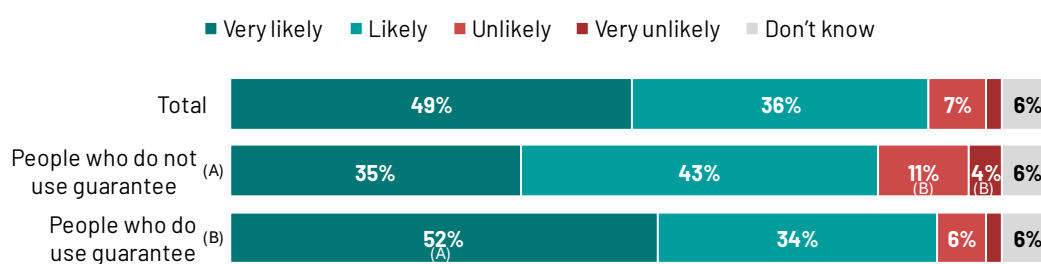


QC6 – Consumer survey. Answers to purchase intent question according to importance of durability when buying a product. (Single choice)

Base: N=10155 (All respondents)

*Significant differences between subgroups are indicated with letters in the column of the highest %

Figure 33 Purchase intent according to usage of guarantees



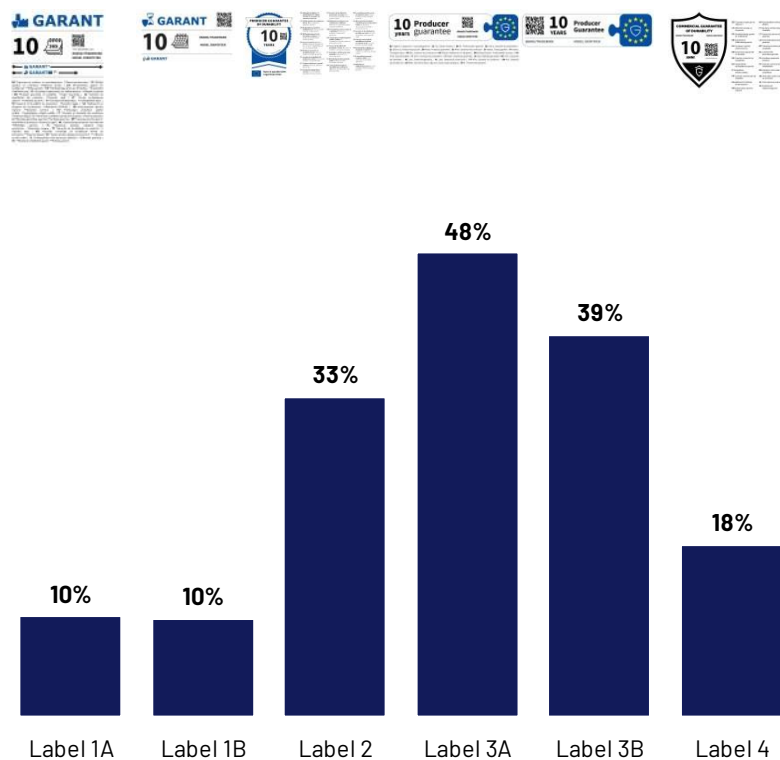
QC6 – Consumer survey. Answers to purchase intent question according to usage of guarantee. (Single choice)

Base: N=9957 (All respondents)

*Significant differences between subgroups are indicated with letters in the column of the highest %

Answering to **RQ6a**²⁷, Label 3A was most likely to influence respondents' purchase intention and thus help consumers in choosing longer lasting products (see Figure 34 below).

Figure 34 Consumers' purchase intent per label



QC7 – Consumer survey. Still considering the scenario of buying a new refrigerator, which of the label designs below would be most likely to influence your purchase decision? (Multiple choice)

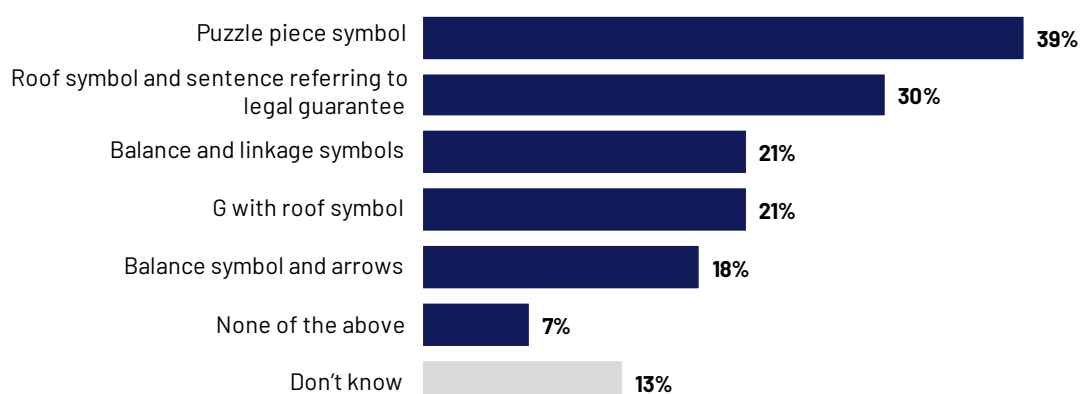
Base: N=8595 (Respondents who are likely to buy a refrigerator with the new label)

²⁷ RQ6a: How likely are the possible alternatives for an EU harmonised label perform, both online and offline, to ensure that consumers can make better informed choices, choose longer lasting products and be better aware of their legal guarantee rights?

3.4.5 Link between harmonised label and notice

Each set of notice and label designs incorporated visual and/or textual elements to clearly demonstrate the **connection between the legal guarantee and commercial guarantee** to consumers. Answering to **R4Qc²⁸** and **RQ5b²⁹**, the puzzle piece symbol emerged as an effective visual method for linking the label to the notice (see Figure 35 below). In addition to a textual reference to the commercial guarantee, Notice 3 also included a visual image of the corresponding label. This combination of elements appeared to enhance consumers' understanding of the connection between the two. *This preference for clear visual links or reminders was already noted in the results of the first and second stakeholder surveys conducted during Task 1.*

Figure 35 Clarity of visual and/or textual link between label and notice according to consumers



QD1 – Consumer survey. Please indicate which references you find clear (Multiple choice)

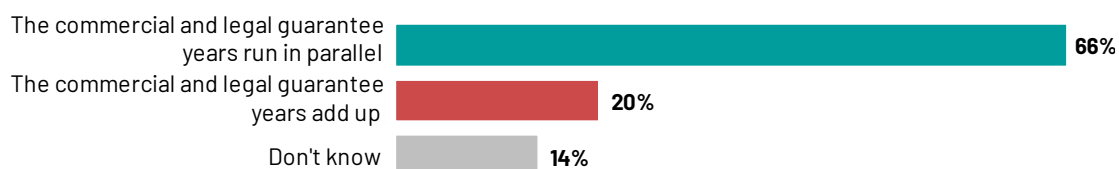
Base: N = 10155 (All respondents)

²⁸ RQ4c: Which text as part of the label is most suitable to remind consumers about the legal guarantee of conformity?

²⁹ RQ5b: Would a similar visual identity of the EU harmonised notice and the EU harmonised label help consumers understanding the information provided?

In addition, we administered **a comprehension test to gauge their understanding of how the commercial guarantee and legal guarantee work together**. The test posed respondents with a scenario in which they would buy a vacuum cleaner with a 10-year commercial guarantee of durability. Respondents were asked how many years of guarantee they would receive in total if their vacuum cleaner breaks down. The majority of respondents correctly answered that the commercial and legal guarantee run in parallel, meaning that the vacuum cleaner is covered by the legal guarantee during the first two years and afterwards covered by the commercial guarantee for an additional 8 more years (see Figure 36 below).

Figure 36 Consumers' understanding of how commercial and legal guarantee work together



QD2 – Consumer survey. If your vacuum cleaner breaks down, for how many years in total would you be covered by a guarantee? (Single choice)

Base: N =10155 (All respondents)

3.5 Additional feedback

At the end of the questionnaire, we included an open-ended question asking respondents for any additional feedback³⁰. The following points were raised:

- **Simplicity:** Respondents expressed a preference for simple designs featuring minimal text, large and easy-to-read fonts, and bullet points to facilitate information processing.
- **Trustworthiness:** Respondents mentioned that the inclusion of EU stars and blue colouring enhanced the credibility of the designs, while black and white versions were perceived as less trustworthy.
- **Language:** Respondents expressed a strong preference for information in their local language, while simultaneously appreciating the inclusion of multilingual options or English as alternatives.
- **Symbols and titles:** Respondents found the 'Years' designation most clear. The calendar symbol was generally perceived as confusing. The term 'GARANT' received mixed reactions, being evaluated as unclear in several countries including Ireland, Finland, Poland, Portugal, Sweden, and Spain.
- **QR code:** While respondents viewed the QR code as a valuable method for providing additional information, concerns were raised about its accessibility for consumers without smartphones.
- **Link label and notice:** Respondents expressed appreciation for the visual consistency between the label and notice designs.
- **Consumer education:** Respondents acknowledged that consumers may require time to familiarise themselves with and fully comprehend the new label and notice, suggesting a potential need for a gradual implementation process or accompanying educational campaign.
- **Scepticism:** Respondents in France, Greece, and Slovenia expressed some scepticism regarding the practical enforcement of the label and notice, highlighting potential challenges in maintaining compliance with the new system across different markets.

³⁰ The analysis of responses to this open-ended question was conducted using artificial intelligence (AI). The themes identified were validated via human review.

4 Traders and producers survey: Method and results

The current chapter presents the results of the traders and producers survey. The questionnaire can be found in Annex C.2 – Questionnaire traders and producers survey. Note that significant subgroup differences are also highlighted throughout the results below.

4.1 Methodology

The traders and producers survey was conducted among traders and producers across the same ten European countries that were surveyed for the consumer survey: Finland, France, Germany, Greece, Ireland, Poland, Portugal, Slovenia, Spain, and Sweden.

Data collection was carried out using Computer-Assisted Telephone Interviewing (CATI) methodology with screen sharing. To ensure adequate representation, hard quotas were implemented with a target of 20 traders and 20 producers per country. A **total sample size of 412 respondents** was obtained, comprising of 207 producers and 205 traders (see Table 3 below for a detailed breakdown). The fieldwork for this study spanned a one-month period **from January 16, 2025, to February 14, 2025**.

Table 3 Number of responses and fieldwork dates for traders and producers survey

Country	Fieldwork start	Fieldwork end	Completes total	Completes producers	Completes traders
Finland	20/01/2025	14/02/2025	42	21	21
France	20/01/2025	13/02/2025	41	21	20
Germany	20/01/2025	13/02/2025	41	20	21
Greece	17/01/2025	14/02/2025	40	20	20
Ireland	20/01/2025	14/02/2025	41	21	20
Poland	16/01/2025	13/02/2025	40	20	20
Portugal	16/01/2025	13/02/2025	41	20	21
Slovenia	21/01/2025	13/02/2025	42	22	20
Spain	20/01/2025	13/02/2025	42	21	21
Sweden	21/01/2025	13/02/2025	42	21	21
Total	16/01/2025	14/02/2025	412	207	205

The sample of traders was carefully balanced in terms of business sector, location of sales, company size and sales channel (see Table 4). Given the scope of the project, we mostly focused on traders of durable goods.











Table 4 Traders sample

Country		Finland	France	Germany	Greece	Ireland	Poland	Portugal	Slovenia	Spain	Sweden	Total
Sector	Only food, beverages and/or tobacco	5%	5%	5%	5%	0%	5%	5%	5%	5%	5%	4%
	Supermarkets	14%	15%	14%	15%	15%	10%	14%	15%	14%	14%	14%
	Electronics	19%	20%	14%	15%	15%	20%	19%	20%	14%	14%	17%
	Household appliances	14%	15%	19%	15%	10%	20%	14%	5%	14%	19%	15%
	Home and garden	10%	15%	14%	15%	20%	20%	14%	15%	19%	10%	15%
	Sports goods, games and toys	19%	15%	14%	15%	20%	15%	14%	20%	14%	19%	17%
	Fashion	10%	5%	10%	10%	15%	10%	10%	10%	10%	10%	10%
	Motor vehicles	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
	Cultural and recreational goods	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Location of sales	One EU country	43%	70%	52%	70%	45%	60%	38%	50%	38%	43%	51%
	Several EU countries	48%	15%	48%	25%	40%	40%	48%	45%	62%	57%	43%
	In all EU countries	10%	15%	0%	5%	15%	0%	14%	5%	0%	0%	6%

	Country	Finland	France	Germany	Greece	Ireland	Poland	Portugal	Slovenia	Spain	Sweden	Total
Size	1 – 4	10%	30%	29%	50%	20%	35%	14%	5%	24%	19%	23%
	5 – 19	33%	55%	52%	40%	40%	30%	33%	55%	29%	10%	38%
	20 – 49	38%	10%	14%	5%	30%	25%	24%	25%	38%	57%	27%
	50 – 249	19%	5%	5%	5%	10%	10%	29%	15%	10%	14%	12%
Sales Channel	Offline	86%	75%	76%	80%	70%	85%	90%	70%	86%	95%	81%
	Online	5%	10%	10%	5%	5%	15%	10%	15%	0%	5%	8%
	Offline & Online	10%	15%	14%	15%	25%	0%	0%	15%	14%	0%	11%
Trader type	Durable goods	90%	90%	90%	90%	95%	90%	90%	90%	90%	90%	91%
	Non-durable goods	10%	10%	10%	10%	5%	10%	10%	10%	10%	10%	9%

Similarly, the sample of producers was carefully balanced in terms of business sector, company size and sales channel (see Table 5).

Table 5 Producers sample

Country		Finland	France	Germany	Greece	Ireland	Poland	Portugal	Slovenia	Spain	Sweden	Total
												
Sector	Electronics	24%	24%	25%	25%	29%	25%	25%	27%	19%	29%	25%
	Household appliances	24%	24%	25%	25%	24%	25%	20%	23%	24%	19%	23%
	Home and garden	29%	29%	25%	25%	29%	25%	30%	27%	29%	29%	28%
	Sports goods	10%	14%	15%	10%	10%	10%	10%	9%	14%	10%	11%
	Games and toys	5%	5%	5%	5%	0%	5%	5%	5%	5%	5%	4%
	Fashion	5%	0%	5%	5%	5%	5%	5%	5%	5%	5%	4%
	Motor vehicles	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Size	1 – 4	5%	10%	15%	15%	38%	25%	10%	14%	5%	19%	15%
	5 – 19	57%	38%	45%	65%	38%	35%	25%	32%	38%	52%	43%
	20 – 49	10%	33%	20%	20%	19%	10%	35%	27%	24%	19%	22%
	50 – 249	29%	14%	15%	0%	5%	30%	30%	27%	33%	10%	19%
	250 – 499	0%	5%	5%	0%	0%	0%	0%	0%	0%	0%	1%
Sales Channel	Offline	82%	82%	70%	79%	86%	100%	64%	82%	60%	92%	52%
	Online	0%	0%	10%	14%	14%	0%	27%	18%	40%	0%	7%
	Offline & Online	18%	18%	20%	7%	0%	0%	9%	0%	0%	8%	5%

The same quality control measures as the ones described for the consumer survey above were conducted. The quality control measures confirmed that the collected data met all predetermined standards.

4.2 Current communication of guarantees

To assess respondents' familiarity with commercial guarantees of durability, we first inquired about their involvement in **manufacturing or selling products with such guarantees**. Among producers, the majority reported offering commercial guarantees of durability for their products (see Figure 37 below). As for traders, approximately half of the sample sold goods with commercial guarantees of durability, while one-third dealt with products offering other types of commercial guarantees (see Figure 38 below).

Looking further into how traders and producers **communicate about commercial guarantees of durability**, approximately half of the producers sample communicated about commercial guarantees via product manuals in the packaging (see Figure 39 below). This option was especially popular among household appliance producers (68%). Other popular communication tools were providing info on the packaging itself and info on the product itself. Note that we observed sector differences: Instructions for verbal explanation by sales staff was more often used among electronics producers (48%), communicating on the webpage of the product was more often used among sport goods producers (56%) and communicating via email was more often used among producers of motor vehicles (40%).

Among traders, verbal explanations by sales staff was the most commonly used way to communicate about commercial guarantees of durability, closely followed by providing information on the product's webpage (see Figure 40 below). A separate webpage dedicated to guarantee information was also more frequently used by electronics traders (41%). Underneath the option 'Other', most traders mentioned using the receipt as a means of communicating commercial guarantee information.

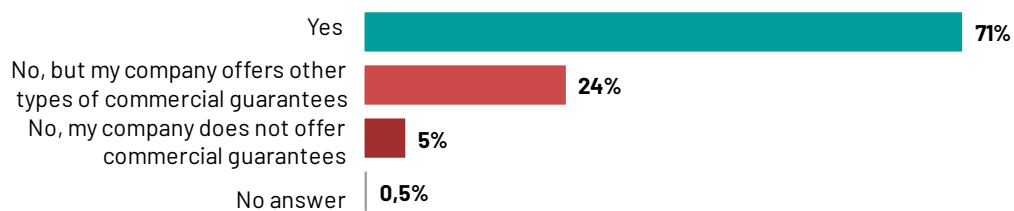
Answering **RQ1a**³¹, producers most often communicated about commercial guarantees of durability via product manuals in the packaging of their products or on the packaging or product itself. Traders relied more often on verbal explanations by sales staff or the product's webpage.

Finally, addressing **RQ1b**³², traders were asked about their methods of **communicating the legal guarantee of conformity**. Once again, verbal explanations by sales staff and information provided on product webpages were frequently cited (see Figure 41 below). Additionally, in-store displays, brochures, and posters were commonly used, with this option being particularly popular among motor vehicle traders (60%).

³¹ RQ1a: Which and how often are communication tools (textual messages, graphic visuals, etc.) currently being used by producers and traders to communicate about commercial guarantees (of several types), including commercial guarantees of durability in the different Member States?

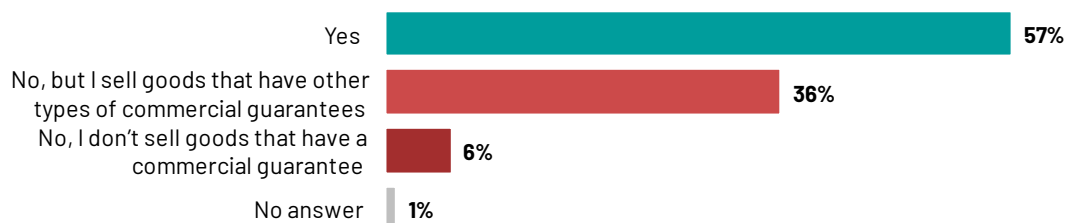
³² RQ1b: Which and how often are communication tools (textual messages, graphic visuals, etc.) currently being used by producers and retailers - to remind consumers about - or by public authorities to explain - the legal guarantee of conformity in the different Member States.

Figure 37 Offering commercial guarantees of durability – producers



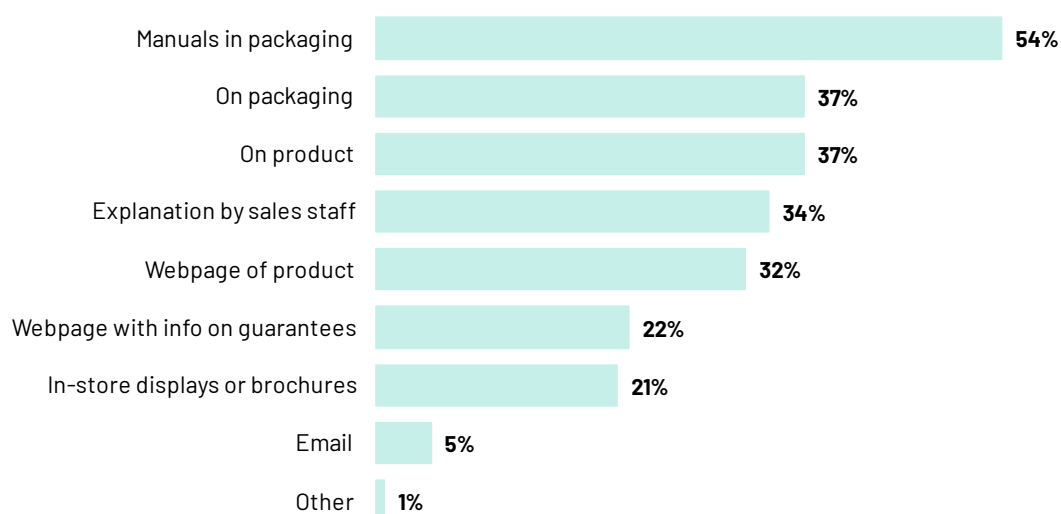
Q81.1 – Traders and producers survey. Does your company offer commercial guarantees of durability for their products? (Single choice)
Base: N = 207 (Producers)

Figure 38 Offering commercial guarantees of durability – traders



Q81.2 – Traders and producers survey. Do you sell goods for which a commercial guarantee of durability is offered? (Single choice)
Base: N = 186 (Traders of durable goods)

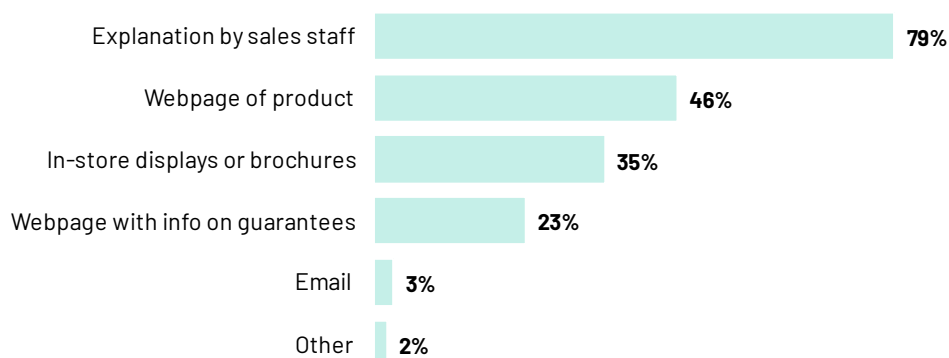
Figure 39 Communicating about commercial guarantees of durability – producers



QB2 – Traders and producers survey. Which tools do you currently use to communicate about commercial guarantees of durability? (Multiple choice)

Base: N=196 (Producers that offer some type of commercial guarantee)

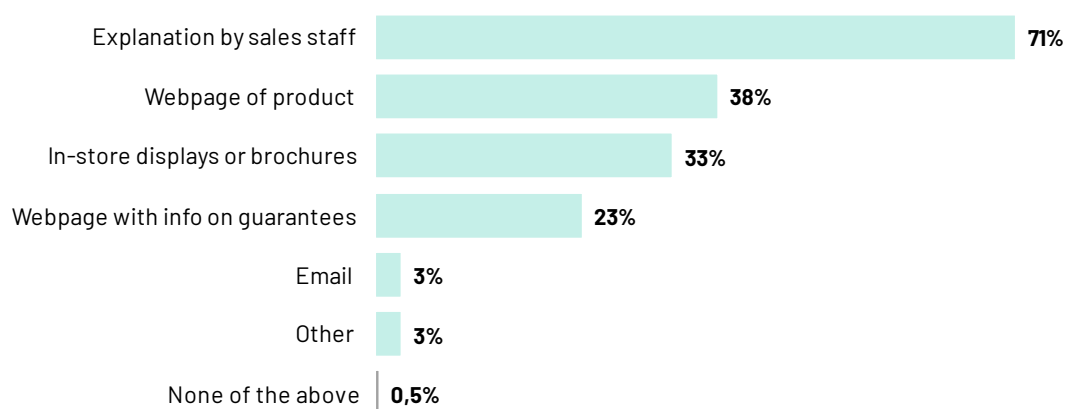
Figure 40 Communicating about commercial guarantees of durability – traders



QB3 – Traders and producers survey. Which tools do you currently use to communicate about commercial guarantees of durability? (Multiple choice)

Base: N=173 (Traders that sell goods with some type of commercial guarantee)

Figure 41 Communicating about legal guarantees of conformity – traders



QB4 – Traders and producers survey. Which tools do you currently use to communicate about legal guarantees of conformity? (Multiple choice)

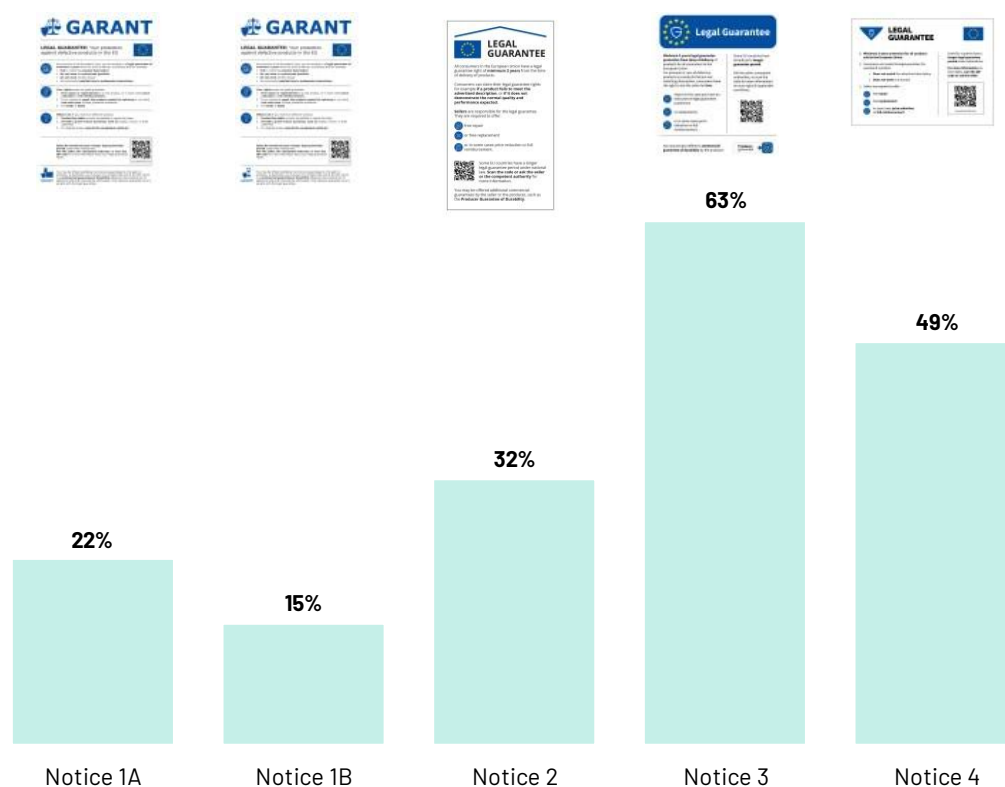
Base: N =206 (Traders)

4.3 Harmonised notice

4.3.1 Understandability and suitability

The majority of traders reported that Notice 3 would be the **easiest for their consumers to understand**, with Notice 4 following as a close second (see Figure 42 below). Notably, the consumer survey yielded similar results, with consumers rating Notice 4 as the most understandable, closely followed by Notice 3. In Slovenia, Notice 1A also scored well, with 45% of respondents finding the design easy to understand.

Figure 42 Understandability of different notice designs for consumers according to traders



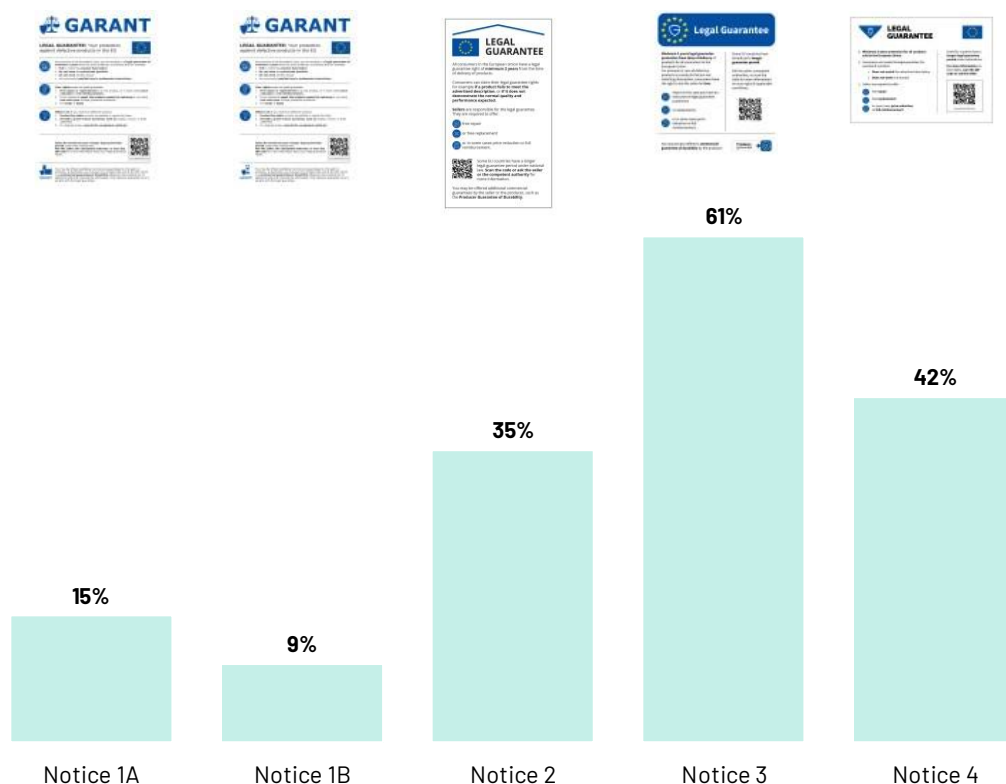
QD1 – Traders and producers survey. Which of these notices is easy to understand for your consumers?

(Multiple choice)

Base: N =206 (Traders)

In addition to assessing understandability, traders were asked to evaluate the designs for their **suitability in both online and offline environments**. Notice 3 was rated as the most suitable for display in a brick-and-mortar store (see Figure 43 below), particularly in Poland (88%), with Notice 4 again coming in as a close second.

Figure 43 Suitability of different notice designs for offline store

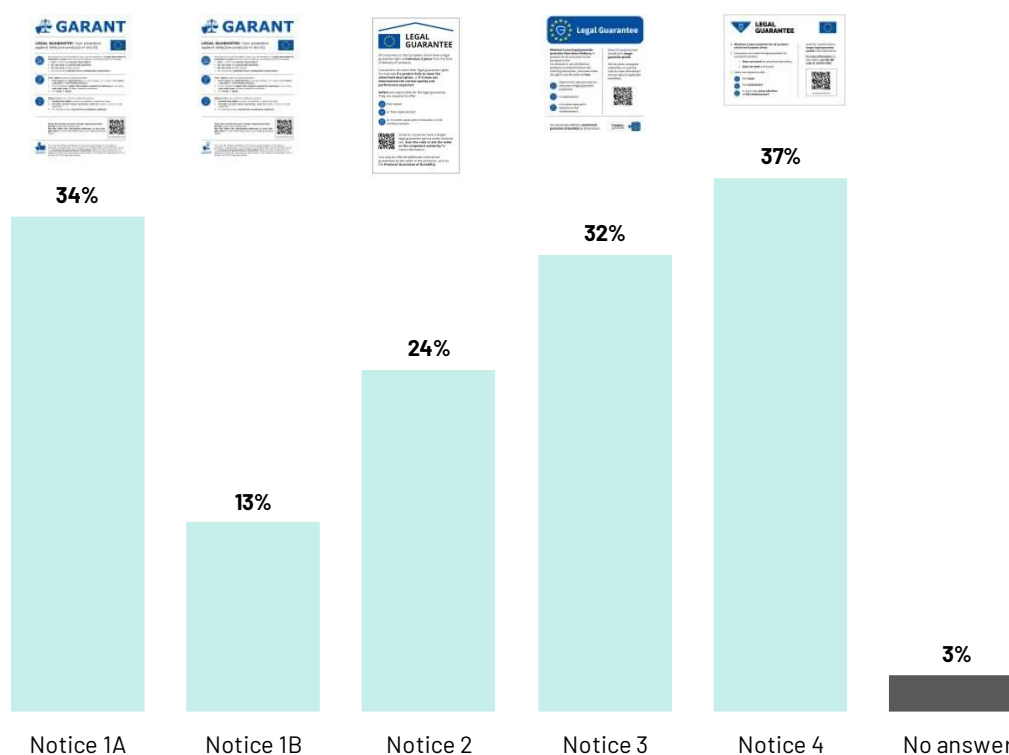


QD2 – Traders and producers survey. Which of these notices would work for you to display in a brick-and-mortar store? (Multiple choice)

Base: N =190 (Traders who sell goods with some type of commercial guarantee primarily offline or equally online and offline)

For the online environment, Notice 4 was rated as the most suitable for display in a webshop, with Notice 3 and Notice 1A receiving comparable scores (see Figure 44 below).

Figure 44 Suitability of different notice designs for online store



QD3 – Traders and producers survey. Which of these notices would work for you to display in an online webshop?
(Multiple choice)

Base: N =38 (Traders who sell goods with some type of commercial guarantee primarily online or equally online and offline)

Addressing **RQ5a**³³, the fact that Notices 3 and 4 are relatively lean designs might suggest that a shorter design is more favorable, both from an understandability perspective and for suitability in a store environment. Regarding **RQ6f**³⁴, traders clearly found Notice 3 best for the offline environment, while there was more variety in preferences for the online environment.

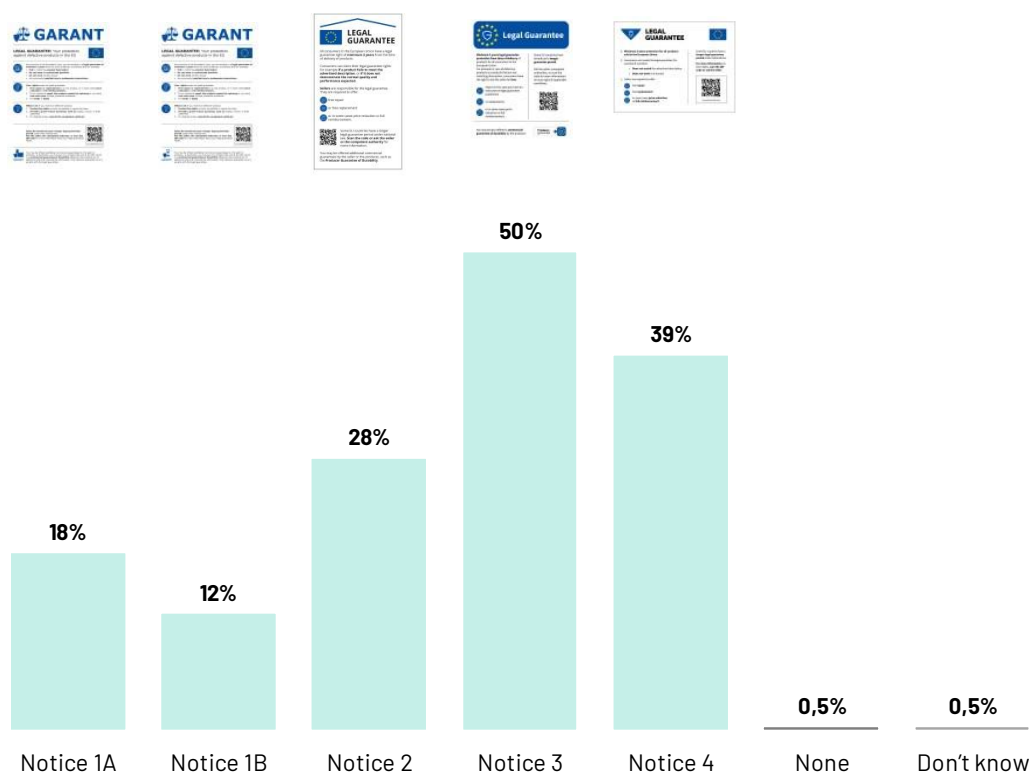
³³ RQ5a: What are suitable designs (including text) for 'displayed in shops' notices and for online displayed notice to ensure easy consumer recognition and understanding and easy to use and reproduce for traders?

³⁴ RQ6f: Is the provision of the EU harmonised label and harmonised notice equally effective online vs. offline?

4.3.2 Practicalities affecting costs

When asked to indicate which designs were **cost-efficient**, most traders showed a preference for Notice 3, closely followed by Notice 4 (see Figure 45 below). Notice 3 was particularly well-rated in Poland, with 70% of traders favouring it.

Figure 45 Cost-efficiency of different notice designs

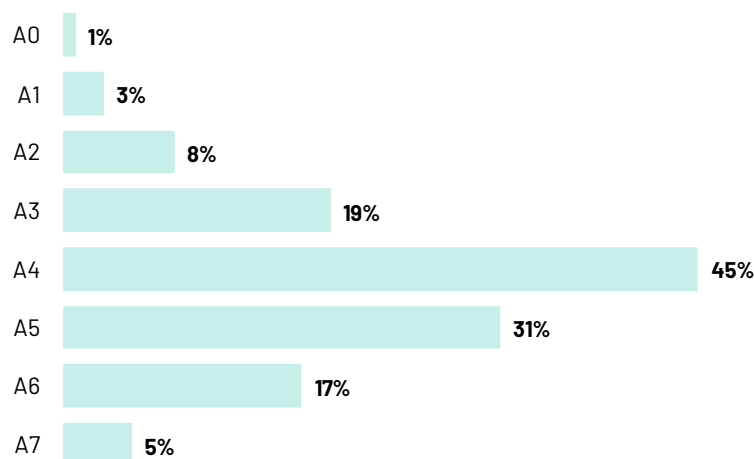


QD4 – Traders and producers survey. Thinking about reproduction costs of the notice, which of these designs are cost-efficient? (Multiple choice)

Base: N =206 (Traders)

In terms of **size**, traders expressed a preference for medium to small formats, with A4 being the most popular choice (see Figure 46 below).

Figure 46 Preferred size for the notice



QD5 – Traders and producers survey. In which size(s) would you need the notice to be available? (Multiple choice)
Base: N=206 (Traders)

Addressing **RQ4e³⁵** and **RQ6e³⁶**, designs that were printable in smaller formats and had shorter text lengths appeared to positively impact costs and had an impact on the usability of the notice for traders. This suggested that more compact and concise notices are perceived as more cost-effective by traders.

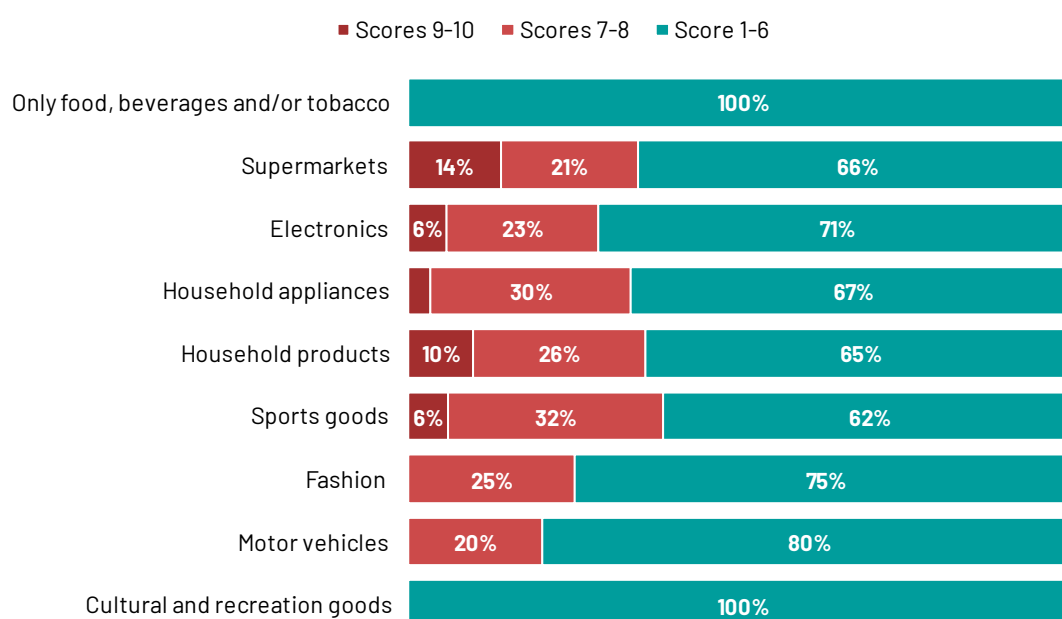
³⁵ RQ4e: How to ensure that the EU harmonised label and notice are easy to use and reproduce for producers and traders?

³⁶ RQ6e: How easy to use and reproduce are the various alternatives of the EU harmonised label and notice, for producers and traders?

4.3.3 Confusion within store

Answering to **RQ8c**³⁷, all traders of non-durable goods (i.e., nightshops and bookstores) indicated that the notice was unlikely to cause confusion in their stores (see Figure 47 below), which contradicts the findings from the consumer survey. It is important to note that this unexpected result might be due to the small sample size within these sectors (n = 19). Alternatively, it could be that traders deemed the notice irrelevant, and consequently not confusing, because they do not sell goods for which consumers are likely to consider a legal guarantee (even though it applies to all goods). Another element explaining this contra intuitive result is that it appeared that most respondents answered this question not in terms of shop characteristics, but rather about the design itself.

Figure 47 Stores in which the notice could cause confusion



QD7 – Traders and producers survey. On a scale from 1 to 10, how likely is it that the display of the harmonised notice in your store will cause confusion among your consumers? (Singlechoice, displayed according to sector)
Base: N =206 (Traders)

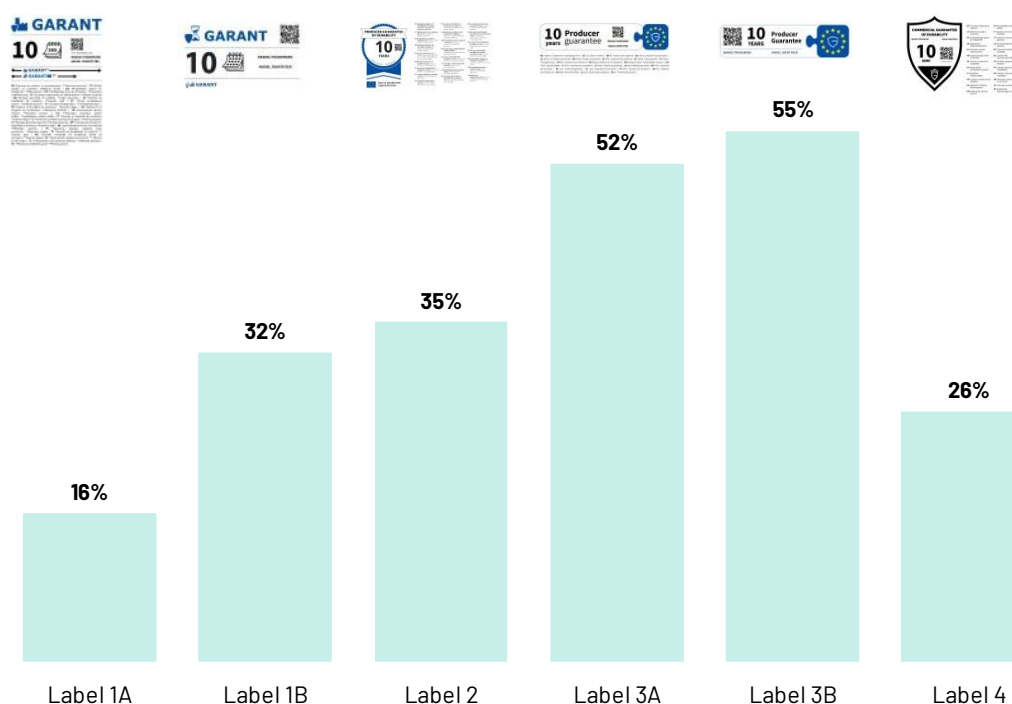
³⁷ RQ8c: Would the display of the EU harmonised notice and/or harmonised label create potential confusion in certain type of shops?

4.4 Harmonised label

4.4.1 Understandability and suitability

In addition to evaluating the harmonised notice designs, we asked traders and producers to assess the harmonised label designs. Similar as for the notice, traders and producers were asked which label designs they found **understandable for their consumers**. Half of traders and producers reported that Label 3B would be the easiest for their consumers to understand (see Figure 48 below). Label 3A was a close second. Notably, Label 1B also scored well in Greece (47%) and Portugal (56%). The consumer survey yielded similar results, with consumers rating Label 3A as the most understandable, closely followed by Label 3B.

Figure 48 Understandability of different label designs for consumers according to traders

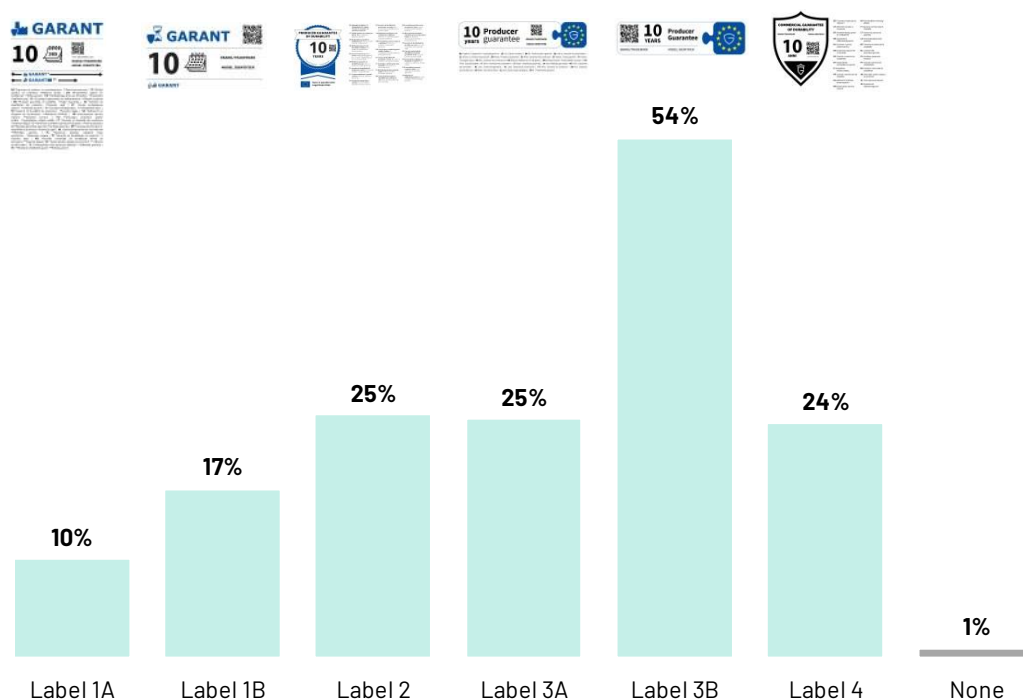


QC2 – Traders and producers survey. Which of these designs is in your view easy to understand for your consumers? (Multiple choice)

Base: N =380 (Producers and traders that sell goods with some type of commercial guarantee)

Approximately half of the producers surveyed indicated that Label 3B was the **most suitable overall** for their products (see Figure 49 below). However, this design was less popular in Poland, with only 30% of Polish producers favouring it. Notably, fashion producers were more likely to find none of the labels suitable.

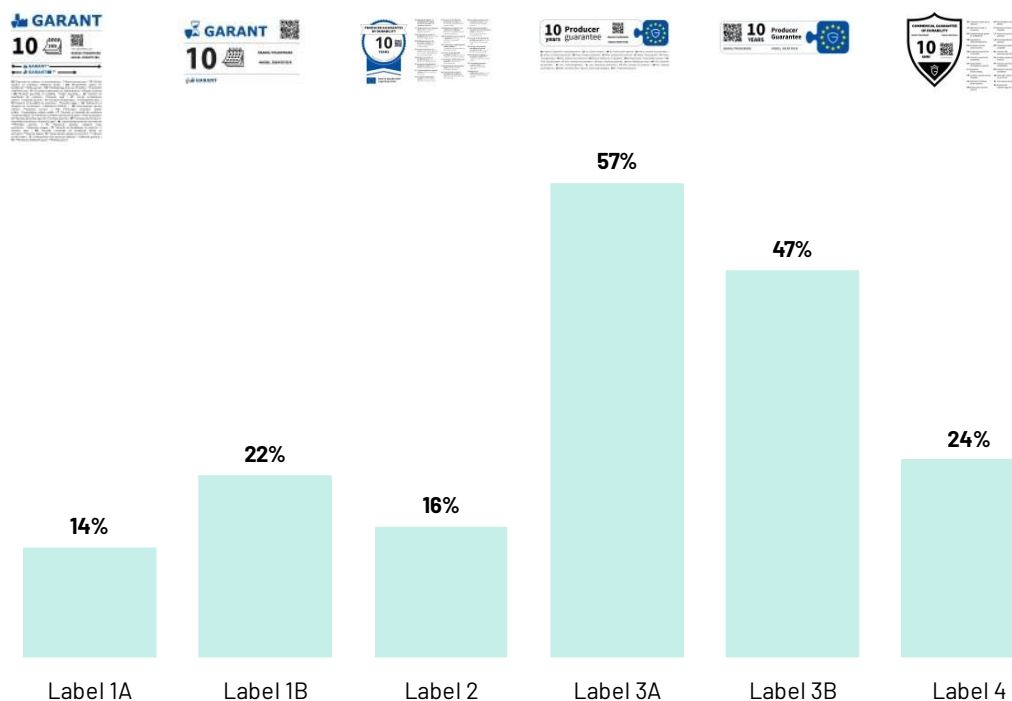
Figure 49 Overall suitability of different label designs



QC3 - Traders and producers survey. Which of these designs do you find suitable to add on or attach to your product? (Multiple choice)
Base: N =207 (Producers)

When it came to **displaying the label in physical stores**, traders showed a preference for Label 3A (see Figure 50 below). For **online display**, both Label 3A and 3B were considered equally suitable (see Figure 51 below).

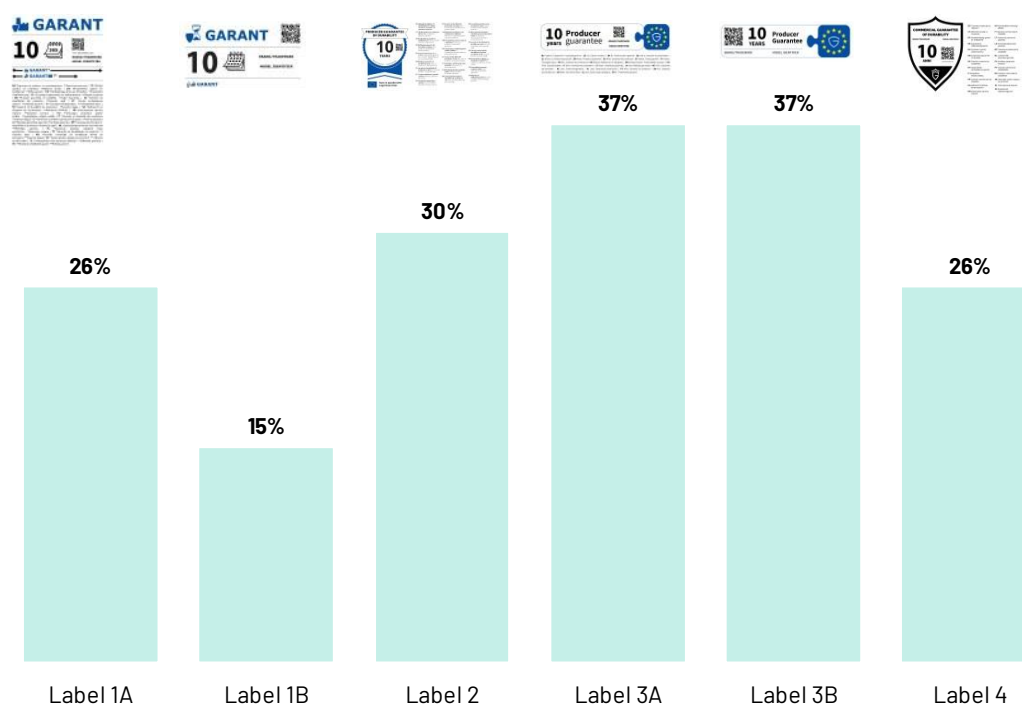
Figure 50 Suitability of different label designs for offline store



QC4 – Traders and producers survey. Which of these designs would work for you to display next to the product in a brick-and-mortar store? (Multiple choice)

Base: N =162 (Traders, or producers that function as one, who sell goods with some type of commercial guarantee primarily offline or equally online and offline)

Figure 51 Suitability of different label designs for online store



QC5 – Traders and producers survey. Which of these designs would work for you to display in an online webshop?
(Multiple choice)

Base: N =27 (Traders, or producers that function as one, who sell goods with some type of commercial guarantee primarily online or equally online and offline)

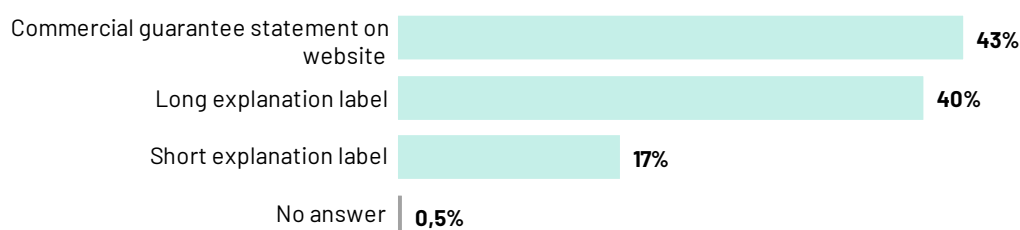
Addressing **RQ4a**³⁸, the fact that Label 3A and 3B were relatively lean designs with a minimum of translations might suggest that a shorter design was more favorable, both from an understandability perspective and for suitability in a store environment. Regarding **RQ6f**³⁹, traders found Label 3A best for the offline environment, while both Label 3A and 3B were evaluated as suitable for the online environment.

³⁸ RQ4a: What are suitable designs (including text) for on-package and 'displayed in shops' labels and online displayed labels to ensure easy consumer recognition and understanding and easy to use and reproduce for traders?

³⁹ RQ6f: Is the provision of the EU harmonised label and harmonised notice equally effective online vs. offline?

To better understand which design elements contribute to the harmonised label's understandability and suitability, we examined the inclusion of a **QR code**. We specifically asked producers about the content they believed should be accessible through the QR code. The responses revealed a clear division among the sample. A significant proportion of producers suggested that the QR code should direct users to the commercial guarantee statement on the producer's website (see Figure 52 below). Slovenian producers and electronics manufacturers demonstrated a stronger preference for the commercial guarantee statement, with 64% and 65% respectively favouring this option. Another substantial group believed the QR code should provide an extensive explanation of the harmonised label.

Figure 52 Content behind QR code



QC7c – Traders and producers survey: Which option would you prefer? (Single choice)
Base: N = 207 (Producers)

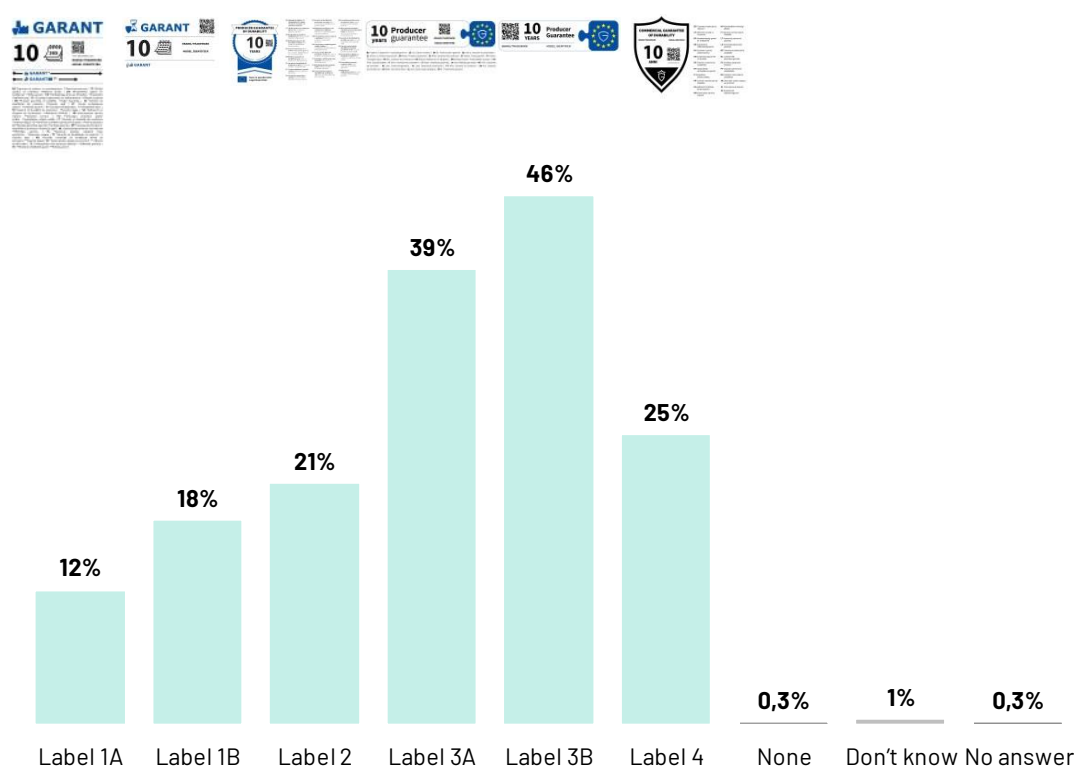
Further responding to **RQ4a**⁴⁰, our findings suggested that incorporating elements such as a QR code that either leads to the producer's commercial guarantee statement or gives an extensive explanation about the harmonised label would enhance the label's understandability for consumers and suitability for traders and producers.

⁴⁰ RQ4a: What are suitable designs (including text) for on-package and 'displayed in shops' labels and online displayed labels to ensure easy consumer recognition and understanding and easy to use and reproduce for traders?

4.4.2 Practicalities affecting costs

Answering to **RQ6e**⁴¹, when asked to indicate which designs were **cost-efficient**, most traders and producers showed a preference for Label 3A (see Figure 53 below).

Figure 53 Cost-efficiency of different label designs



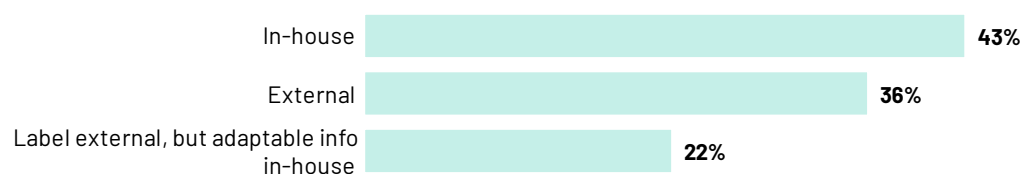
QC6 – Traders and producers survey. Thinking about reproduction costs of the new label, which of these designs are cost-efficient? (Multiple choice)

Base: N =380 (Producers and traders that sell goods with some type of commercial guarantee)

⁴¹ RQ6e: How easy to use and reproduce are the various alternatives of the EU harmonised label and notice, for producers and traders?

To better understand which elements would determine the harmonised label's ease of usage, we examined printing, size, language neutrality, colour, attachment to small or curved products and the labelling process. A plurality of traders and producers favoured **printing** labels in-house, closely followed by those preferring to outsource all printing (see Figure 54 below).

Figure 54 Printing of the label

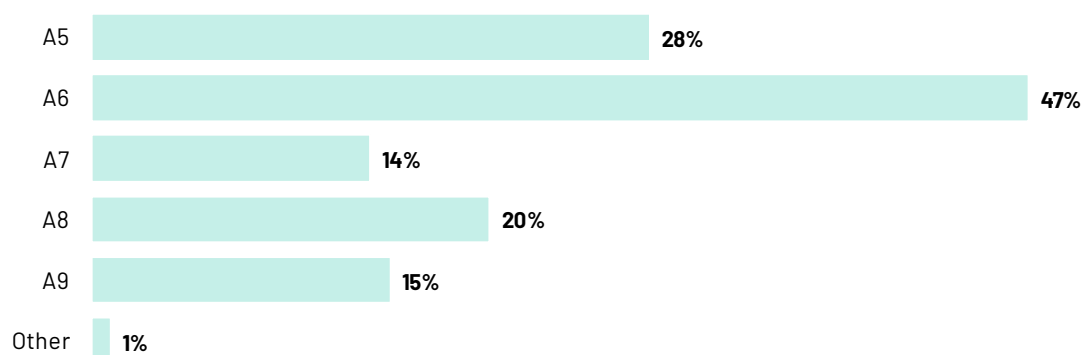


QC8 – Traders and producers survey. Would you print this information inhouse or via an external printing service?
(Single choice)

Base: N=380 (Producers and traders that sell goods with some type of commercial guarantee)

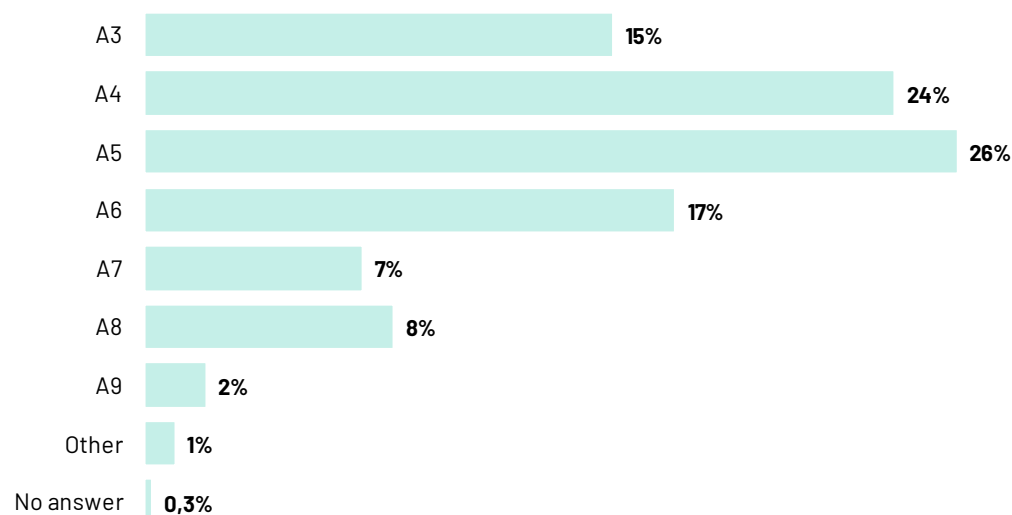
When asked about **size**, traders and producers showed a clear preference for the A6 format, followed by A5 (see Figure 55 below). Note that Finland showed a stronger preference for A5 (46%) compared to other countries. Smaller sizes like A8, A7, and A9 were less favoured. A5 and A4 were also most often chosen as the threshold sizes for becoming too large (see Figure 56 below). Finland was again an exception here, with 28% considering A3 still to be practical.

Figure 55 Preferred size of the label



QC9 – Traders and producers survey. In which size(s) are you the most likely to use the label? (Multiple choice)
 Base: N=380 (Producers and traders that sell goods with some type of commercial guarantee)

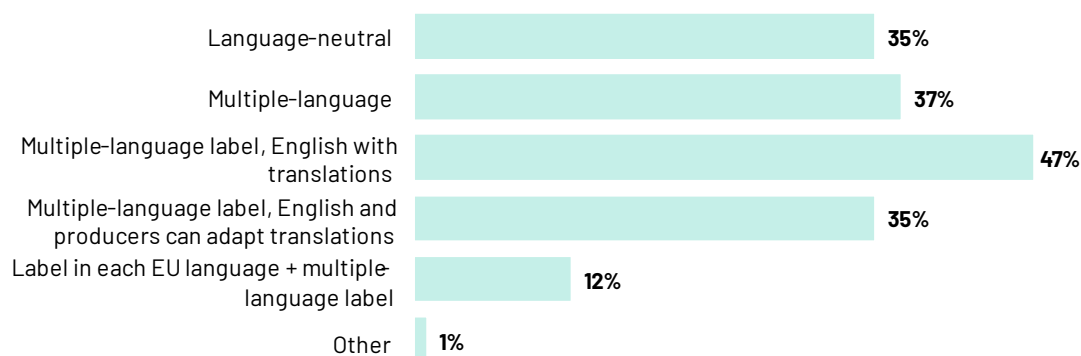
Figure 56 Size at which the label becomes too large to be practical



QC10 – Traders and producers survey. At what size does the label become too large to be practical for your product? (Single choice)
 Base: N=380 (Producers and traders that sell goods with some type of commercial guarantee)

Traders and producers strongly preferred a **multiple-language label** with text elements in English and translations available in all official EU languages (see Figure 57 below). Those selling goods across the EU also liked the option of a fully language-neutral label (see Figure 58 below).

Figure 57 Language of the label



QC11 – Traders and producers survey. Which of the following options would you prefer for the label?
(Multiple choice)

Base: N=380 (Producers and traders that sell goods with some type of commercial guarantee)

Figure 58 Language of the label according to region of sales

	Total	One EU country	Several EU countries	Entire EU
Language-neutral	32%	34%	29%	41%
Multiple-language	40%	36%	46%	23%
Multiple-language label, English with translations	50%	47%	52%	50%
Multiple-language label, English and producers can adapt translations	37%	34%	41%	32%
Label in each EU language + multiple-language label	11%	11%	13%	5%
Other	1%	0,0%	1%	5%

QC11 – Traders and producers survey. Answers to language neutrality question according to region of sales.
(Multiple choice)

Base: N=305 (Producers and traders that sell goods with some type of commercial guarantee)

Producers showed a preference for designs incorporating one or two **colours** with variable elements in black (see Figure 59 below). A monochromatic label reproducible in any colour was less preferred but still accepted by many. Note that games and toys producers preferred a monochromatic design (67%). *This variation in preferences regarding colour was also noted in the first and second stakeholder surveys conducted during Task 1, where organisations representing businesses were rather in favour of a monochromatic or black and white design, while organisations representing consumers were leaning more towards a design in colour.*

Figure 59 Colour of the label

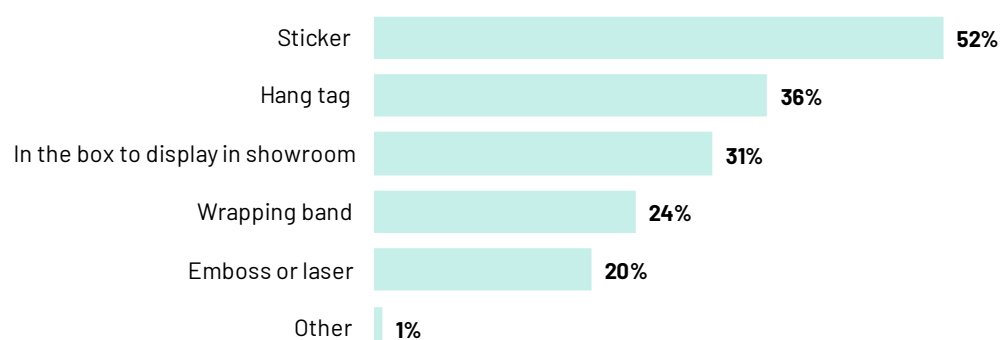


QC12 – Traders and producers survey. Which of the following options would you find acceptable for the label?
(Multiple choice)

Base: N=380 (Producers and traders that sell goods with some type of commercial guarantee)

When asking about ways and processes to attach the label, producers preferred strong adhesive stickers to attach the label to small or curved products (see Figure 60 below). Hang tags, in-box placement, and wraparound bands were also considered viable. Spain showed less preference for wraparound bands (5%). To prevent incorrect labelling, traders and producers found model identifiers, double-check protocols, and standardised placement guidelines all useful (see Figure 61 below). Greece (67%) particularly favoured standardised placement guidelines.

Figure 60 Methods to attach label to small or curved products



QC14 – Traders and producers survey. How would you propose to attach the label to small products or products with a curved surface, such as vacuum cleaners? (Multiple choice)

Base: N=207 (Producers)

Figure 61 Methods to ensure correct product labelling

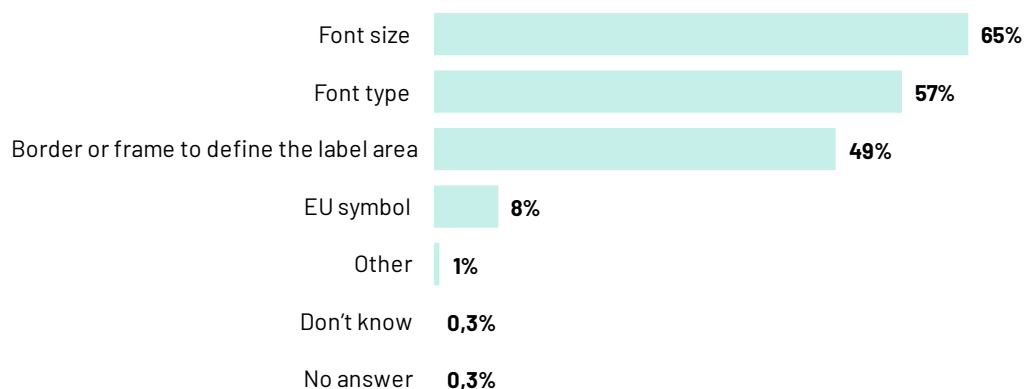


QC15 – Traders and producers survey. How can it be avoided that a wrong label is placed on the wrong product or shelf? (Multiple choice)

Base: N =380 (Producers and traders that sell goods with some type of commercial guarantee)

In terms of any **other design considerations** that traders and producers found important, they prioritised font size and type, with many valuing a border or frame (see Figure 62 below). The EU symbol was considered less important, except in Finland (21%).

Figure 62 Other design considerations for the label



QC13 – Traders and producers survey. What other elements in the label would be of importance to you? (Multiple choice)

Base: N =380 (Producers and traders that sell goods with some type of commercial guarantee)

Addressing **RQ4e**⁴², printing, size, level of language neutrality, colour and how the label will be attached are all elements to take into account as these impacted whether the label was perceived as easy to use and reproduce for traders and producers. Answering more specifically to **RQ4b**⁴³, producers were open to a multiple-language label that includes text translated to all EU languages. *This is in line with the results from the first stakeholder survey conducted during Task 1, where a large proportion of the sample was in favour of a design that combined text and symbols, indicating a fully language neutral label is not necessarily preferred.*

⁴² RQ4e: How to ensure that the EU harmonised label and notice are easy to use and reproduce for producers and traders?

⁴³ RQ4b: Which text as part of the label is most suitable to ensure easy consumer recognition and understanding and easy to use and reproduce for traders?

4.4.3 Intention to use the label

Providing an answer to **RQ4d**⁴⁴ about **the likelihood of using the new label**, on a scale from 1 to 10, producers were fairly evenly split between lower to moderate scores (1-6) and moderately high scores (7-8), with a smaller portion giving very high scores (9-10) (see Figure 63 below). Note that the results of the consumer survey showed that producers would be incentivised though for using the label.

Figure 63 Intention to use the label



QC7 – Traders and producers survey. On a scale from 1 to 10, how likely is it that you will use the new label?
(Single choice)
Base: N =207 (Producers)

Overall, producers mentioned four main reasons for not wanting to use the label⁴⁵:

- **No added value:** Some producers stated that they find existing solutions sufficient and believe the new label is unnecessary, as it does not bring added value to the product.
- **Aesthetics:** Producers expressed concerns about the label's aesthetics and practicality, describing it as unattractive and too cluttered, worrying about its negative impact on brand and packaging aesthetics. They also noted the challenge of incorporating it on minimal packaging due to space constraints.
- **Complexity:** Producers raised concerns about the label's complexity and user-friendliness, stating that it is too complicated and not intuitive enough. They expressed doubts about whether consumers would be able to recognise and understand the label effectively.
- **Costs:** Costs was mentioned by Greek producers as a reason for not wanting to adopt the new harmonised label.

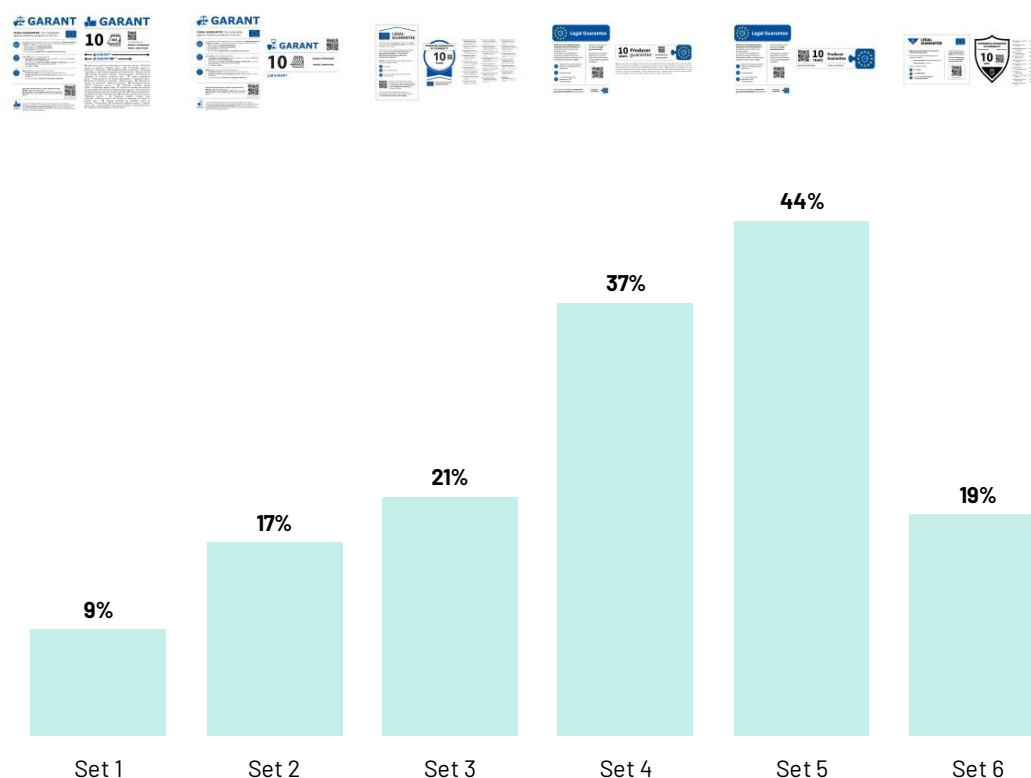
⁴⁴ RQ4d: How likely are producers to use this voluntary EU harmonised label?

⁴⁵ The analysis of responses to this open-ended question was conducted using artificial intelligence (AI). The themes identified were validated via human review.

4.4.4 Link between harmonised label and notice

Traders and producers rated Set 4 and 5 as having the best similar visual design to help consumers in recognising how the two guarantees work together (see Figure 64 below). These results are in line with the results from the consumer survey where the puzzle piece symbol emerged as an effective visual method for linking the label to the notice. Answering to **RQ5b**⁴⁶, a similar visual identity, and particularly one including the puzzle piece symbol, would help consumers to understand the link between the label and notice.

Figure 64 Clarity of visual link between label and notice according to traders and producers



QE1 – Traders and producers survey. Which set has the best design to help consumers understand how the two guarantees work together? (Multiple choice)

Base: N = 412 (All respondents)

⁴⁶ RQ5b: Would a similar visual identity of the EU harmonised notice and the EU harmonised label help consumers understanding the information provided?

4.5 Additional feedback

At the end of the questionnaire, we included an open-ended question asking traders and producers for any additional feedback⁴⁷. The following points were raised:

- **Clarity:** Traders and producers suggested improvements to the label design, advocating for less text overall, a more intuitive organisation of information, and an emphasis on key details through the use of bold text, colour, and varied font sizes.
- **Visual elements and icons:** Traders and producers suggested to incorporate more visual elements, such as images, icons or infographics.
- **Colours:** Traders and producers recommended to adjust the colour scheme, to make the label more visually appealing.
- **Fonts:** It was suggested to use larger and more stylish fonts.
- **QR code:** The QR code could be made more visible by positioning it more central into the design.
- **Language:** Traders and producers valued having the information in the label in multiple languages and also recommended to improve these multilanguage sections.

⁴⁷ The analysis of responses to this open-ended question was conducted using artificial intelligence (AI). The themes identified were validated via human review.

5 Estimation of costs

Since the traders and producers survey only asked traders and producers about the cost efficiency of the different designs, an additional estimation of costs associated with the implementation of the label and notice was performed to fully address **RQ4f⁴⁸** and **RQ5d⁴⁹**. This cost collection included:

- Interviews with traders and producers
- Desk research

The current chapter presents the results of these interviews and desk research.

5.1 Interviews with traders and producers

5.1.1 Methodology

In-depth interviews were conducted online among the following businesses between 11 April and 30 April 2025. These businesses were selected because they are key players within relevant sectors.

- Sonae (trader managing retail businesses in electronics, pet care, fashion etc.)
- Laufen Bathrooms (producer of bathrooms)
- IKEA (producer and trader of furniture)
- Decathlon (producer and trader of sports goods)
- BSH Hausgeräte GmbH (producer of home appliances)

The interviews were conducted online and structured around a discussion guide (see Annex C.3 – Interview guide traders and producers). The key question areas covered in the guide, together with the prototype designs of the harmonised label and notice, were shared with the participants in advance of the interviews, so that they could collect relevant feedback internally, where applicable.

During the interview, traders, or businesses that acted as both a trader and producer, were presented with questions about both the label and the notice. However, they showed greater engagement when discussing the label, often providing similar responses for notice-related questions as they did for label-related ones. Consequently, the results section below primarily focuses on the label and the discussions it generated. The feedback on the notice, being largely comparable, is incorporated where relevant but receives less emphasis.

5.1.2 Cost categories

Respondents mentioned several costs categories linked to the label and notice:

- **Design costs:** Given the abundance of labels on certain packaging, incorporating an additional label may pose significant challenges according to respondents. This situation might necessitate either a comprehensive redesign of the package or the exploration of alternative attachment methods. One participant suggested that incorporating the new label into an existing label would simplify this process and reduce the need for extensive packaging modifications.
- **Printing costs:** One respondent noted that implementing a new label design entails more than just printing costs, it also involves modifying existing printing equipment. This is

⁴⁸ RQ4f: What would be the costs for producers and traders to use the EU harmonised label?

⁴⁹ RQ5d: What would be the costs for traders to use the EU harmonised notice?

particularly relevant for specialised labelling techniques, such as embossing or stamping tags in clothing. Machine operators will need to reconfigure or replace current printing tools to accommodate the new label requirements, which can be a complex and potentially costly process according to the respondent.

- **Environmental costs:** As many companies are striving to reduce their CO2 emissions, some argued that manufacturing and adding a new label to their products and a new notice in their stores would increase their carbon footprint due to the need of additional supplies (e.g., ink, paper, transportation).
- **Staff training costs:** Respondents mentioned that the implementation of both the label and notice would necessitate staff training. Especially because frequently changing product lineups, guarantee offers and brand names could complicate the process of ensuring that the correct labels are applied to the right products. This training would focus on developing a thorough understanding of the label and notice content, instructing employees on optimal methods for showcasing these communication tools within the retail environment, strategies to avoid placement mistakes and effectively communicate with manufacturers regarding proper label placement and any related concerns.
- **Logistical costs:** Respondents highlighted logistical costs in implementing new labels on an international scope. Key issues included managing different regulations across countries and different guarantee terms in different markets. The potential use of different local language labels was also seen as an important challenge, as the need to use different labels for each market would add production and regulation costs for both traders and producers.

5.1.3 Cost estimates

Respondents provided cost estimates for implementing a new label, ranging from €0.05 to €0.20 per unit. They mentioned that the costs per unit for the notice would be similar. When extrapolated across large-scale production volumes, the cumulative expenses could potentially amount to millions of euros. One participant projected that incorporating the additional label into their product line would result in approximately a 10% increase in labour costs.

5.1.4 Design elements affecting costs

Respondents mentioned several design elements that would impact the costs of the label and notice:

- **Model number:** Two respondents mentioned that incorporating model numbers on the label would necessitate unique printing for each specific model. This approach would substantially increase complexity and production costs. Instead, respondents preferred a more versatile label applicable to a range of products within a certain category. One respondent noted that this approach aligns well with common retail practices, where products are typically organized by category, brand, or similarity.
- **Size:** Respondents suggested that a compact label would significantly reduce production expenses. However, businesses operating on an international scale noted that labels might need to range from 3x3 cm to 16x16 cm to accommodate various country-specific regulations. Regarding the notice, one respondent replied to favour a more modest size, such as A4, but proposed displaying it in multiple strategic locations throughout the store to ensure visibility and prominence. Particular emphasis was placed on positioning the notice near checkout areas, as these locations are typically where consumers are informed about guarantee information.
- **Colour:** With respect to colour schemes, there was a consensus among respondents that a monochromatic (black and white) label or notice would be the most cost-effective option. This preference stems from the simplification of the printing process. However, in scenarios where colour is deemed necessary, one respondent proposed utilising only

primary colours (red, yellow, and blue) as a means to keep costs relatively low. Another respondent suggested that colour could be incorporated in online representations of the label and notice, potentially offering a compromise between cost-saving measures for physical labels/notices in black and white and more visually appealing digital versions in colour.

- **Language neutrality:** To streamline logistics and reduce complexity, respondents expressed a strong preference for language-neutral labels. Recognising the challenges in achieving complete language neutrality, they suggested that incorporating accurate translations directly into the label design could serve as a viable alternative. The key consideration was to avoid the need for country-specific translations, which would significantly complicate production and distribution processes.
- **Digitalisation:** Respondents appreciated the use of a QR code to minimize the information in the label and notice. One respondent advocated for implementing labels and notices in digital format only rather than traditional printed versions. This approach was perceived as offering greater flexibility, cost-effectiveness, and sustainability, aligning well with broader industry trends towards digitalisation. The rationale behind this preference stemmed from the observation that many physical labels on packaging often go unnoticed by consumers because the packaging is thrown away. Another respondent also mentioned that a digital approach would streamline the update process, requiring only website developers to modify existing online structures.
- **Accessibility:** Respondents were unsure of how much it would cost to make the label accessible to consumers with visual impairments. Some respondents agreed that adding braille would be more costly than using the QR code to integrate voice narration.

5.1.5 Guidance from public authorities

Respondents expressed the need for clear explanations on how this new label and notice would be regulated. They also stressed that it is important to receive guidance on how to implement the label and notice to ensure that all companies are using it in the same, harmonised, way. Some mentioned that a public awareness campaign would be beneficial to inform citizens.

5.2 Desk research on printing cost estimations

We reached out to 34 printing companies with inquiries, but received no responses, even after sending reminders. Consequently, we conducted desk research, supported by our AI tool, to gather information on printing costs. This section provides cost estimations in EUR for printing the label for packaging of durable goods as well as for printing of the notice.

The estimates include various combinations of size, colour setup and print quantity. For the label we also provide a cost range estimation that includes options for Braille embossment and adhesive type. While the multipliers in our cost model are not derived from a single industry source, they represent realistic approximations based on pricing structures from various EU-based print providers and follow a logical production cost framework.

The estimations reflect a total printing cost per label or notice, assuming a standard industry setup and include:

- **Material cost:** the paper or film substrate, including adhesive backer.
- **Printing cost:** ink/toner, machine usage, and labour
- **Setup cost:** amortized over the quantity printed (e.g. plate making, file setup, etc.).
- **Finishing:** basic cutting or die-cutting to shape (standard label formats)
- **Packaging:** delivery on rolls or sheets, boxed for shipping

We consulted the following sources:

- <https://www.labelprint24.com/EN/>
- <https://www.avery.eu/>
- <https://www.etikett.de/en>
- <https://www.whattheythink.com/>
- <https://www.robos-labels.com/en/>
- <https://www.autajon.com/fr/>
- <https://www.bobst.com/been/>
- <https://optimumgroup-printing.com/>
- <https://sblmachinery.com/final-touches-embossing-braille-at-the-end-of-the-printing-process/>

5.2.1 Label

Label printing costs are primarily influenced by size, colour choice (black and white or colour), paper quality and order quantity. And they vary of course per printing company. Price indications can range from €0.001 to €0.03 per piece for an A8 and from €0.009 to €0.04 per piece for an A5. Order quantity significantly impacts the prices, with 10,000 units potentially costing twice as much per unit as 100,000 units at some printing companies. Colour printing generally adds between €0.001 and €0.02 per label as compared to printing in black and white.

It's important to note that these unit prices are somewhat lower than those cited in the interviews (€0.05 to €0.20). This discrepancy can be attributed to the fact that the prices mentioned in the interviews encompass the full production cost of integrating the label. This process extends beyond

mere printing and includes additional steps such as incorporating the label into the overall package design for example.

For braille embossing, which is assumed to be directly embossed onto the label, additional costs range from €0.05 to €0.10 per unit for a production volume of 10,000 units using standard tactile embossing techniques. These braille costs are on top of the standard label printing prices. Heavier paper (around 120g) is recommended for braille embossing to ensure durability and tactile clarity. Size considerations for braille labels are important: A8 is too small and excluded, A7 works for very limited messages, and A6 is usually the smallest practical size for readable braille.

5.2.2 Notice

Printing costs for the notice can range from €0.2 per piece for an A4 to €1.7 per piece for an A2 depending on the printing company. Again order quantity and paper quality significantly impact the prices, Colour printing generally adds between €0.02 and €0.1 per notice as compared to printing in black and white.

6 Designs tested in behavioural experiment

The current chapter presents the design decisions made in response to the results of the consumer survey and traders and producers survey. It also gives an overview of the improved designs that were tested in the behavioural experiment.

6.1 Design decisions following surveys

Below an overview of 1) The design matrices with design elements that received positive feedback in the consumer and traders and producers surveys (see Figure 65 and Figure 66 below) and 2) the design decisions made in response to each of these results (see Table 6 and Table 7 below).

Figure 65 Design matrix notice

	BEST EVALUATED				
	NOTICE 1A	NOTICE 1B	NOTICE 2	NOTICE 3	NOTICE 4
Title	GARANT	GARANT	Legal Guarantee	Legal Guarantee	Legal Guarantee
Overall design symbol	Balance and shield	Balance and shield	Roof	G with EU stars	G with roof
EU symbol	Rectangular	Rectangular	Rectangular	Circular	Rectangular
Language difficulty	Difficult	Difficult	Difficult	Medium	Easy
Length	Lengthy	Lengthy	Lengthy	Medium	Short
Organisation of info	One column	One column	One column	Two columns	Two columns
	Calendar, paper and question mark symbols next to each paragraph	Calendar, paper and question mark symbols next to each paragraph	Repair, replace, reimburse symbols next to rights paragraph	Repair, replace, reimburse symbols next to rights paragraph	Repair, replace, reimburse symbols next to rights paragraph
	Bulleting within paragraphs	Bulleting within paragraphs			Bulleting within paragraphs
Info about repair	Yes	Yes	No	Yes	No
Place of seller info	Last in the 'rights under legal guarantee' section	Last in the 'rights under legal guarantee' section	Beginning in the 'rights under legal guarantee' section	Beginning in the 'rights under legal guarantee' section	Beginning in the 'rights under legal guarantee' section
What to do section	Yes	Yes	No	No	No
Who to contact	Seller, authority, QR code	Seller, authority, QR code	Seller, authority, QR code	Seller, authority, QR code	Seller, QR code
Textual link with label	Yes + explicit reference to symbol	Yes + explicit reference to symbol	Yes	Yes	No
Visual link with label	Factory symbol	Hour glass symbol	Roof symbol	Image of label	G with roof
Digital elements	QR code and URL	QR code and URL	QR code	QR code	QR code and URL

Design elements that seemed to work well for consumers in orange. Both Notice 3 and 4 scored well.

Design elements that seemed to work well for traders and producers in blue. Although Notice 4 also scored well among traders and producers, Notice 3 generally scored a bit better.







Design elements that seemed to work well for both consumers and traders and producers in green

Table 6 Design decisions notice

Design element	Results consumers	Results traders and producers	Design decisions
Title	Although 'Legal guarantee' scored best, 'GARANT' also scored reasonably well.	The title was not specifically questioned but the designs using the title 'Legal Guarantee' scored best.	The title 'Legal Guarantee' was kept. The title 'GARANT' was replaced with 'Seller Guarantee'.
Overall design symbol	Balance with shield symbol and G with stars symbol scored best. G with stars symbol seemed to enhance recognisability, probably because of the clear banner at the top.	Design were evaluated as too cluttered and outdated. More visual elements needed.	More visual elements were added (for example in the 'What To Do' section). Balance symbol and G with stars were kept.
EU symbol	Circular representation of the EU flag seemed to generate the most trustworthiness.	Even though traders and producers mentioned to not value an EU symbol, the very clear representation of the EU stars surrounding the G in Notice 3 was well liked.	Both rectangular and circular representations of the EU flag were kept, but focus on circular designs (3 out of 4 designs). Two variations of a circular design were made: one with a G and one with a balance.
Language difficulty	Designs with a comprehensive language scored better on understandability.	Designs with a comprehensive language scored better on understandability for their consumers.	Focus on accessible language.
Length	Shorter designs scored better on understandability.	Shorter designs scored better on understandability for their consumers.	Focus on short to medium length designs.
Organisation of info	Bulleting and symbols next to paragraphs scored well. Particularly the organisation of info into two columns and numeration of paragraphs were unique to Notice 3 and 4 and seemed to add to understandability.	Bulleting and symbols next to paragraphs scored well. Particularly the organisation of info into two columns and numeration of paragraphs were unique to Notice 3 and 4 and seemed to add to understandability. Note that 3 participants in open end noted to prefer one column structure.	Bulleted structure and symbols in paragraphs was kept across designs. Variation in columns (one versus two) was kept. Numeration of paragraphs was kept in one design.

Design element	Results consumers	Results traders and producers	Design decisions
Info about repair	NA	Throughout the results, Notice 3 generally scored a bit better than Notice 4. Notice 3 includes repair info, while Notice 4 does not.	Repair info was kept in two designs.
What to do section	Notice 1A and 1B scored well on making consumers aware of their legal guarantee rights. These are the only designs that included a 'What to do' section.	Notice 1A scored better in some countries and among some producers/traders. Together with Notice 1B, it is the only design that included a 'What to do' section.	'What to do' section was kept in two designs, each time with a different visual representation.
Who to contact	NA	Throughout the results, Notice 3 generally scored a bit better than Notice 4. Notice 3 included more 'who to contact' info than Notice 4.	Mentioning of contacting the seller was kept in two designs.
Link with label	Visual image of label as a link was well evaluated. Also a textual link seemed to add clarity.	The visual and textual links were not explicitly questioned in the traders and producers survey, but Set 5 (Notice 3 and Label 3B) scored best on having a design that links the label and notice together. This Set contains both a visual link (i.e., puzzle piece and image) and a textual link.	The inclusion of only a visual or only a textual link was dropped. All designs thus now include the combination of textual and visual links, in particular displaying an image of the label.
QR code	Most respondents were inclined to scan the QR code.	QR code should be more prominently displayed.	The QR code was integrated more prominently in all designs.
Other design elements	NA	The results show that most traders would use the Notice in size A4.	Different paper sizes were taken into account when designing the notice. All notice designs can be printed as big as A2.

Figure 66 Design matrix label

	BEST EVALUATED					
	 LABEL 1A	 LABEL 1B	 LABEL 2	 LABEL 3A	 LABEL 3B	 LABEL 4
Title	GARANT	GARANT	Producer guarantee of durability	Producer guarantee	Producer guarantee	Commercial guarantee of durability
Overall design shape	Header	Header	Certification	Rectangular	Rectangular	Shield
EU symbol	Rectangular	No	Rectangular	Circular	Circular	No
Language neutrality	Translations of explanation GARANT symbols at bottom of label	Fully language neutral	Translation of title, duration and reference to legal guarantee on the right in label	Translation of title and duration at bottom of label Adaptation of title per country	Translation of title and duration behind QR code	Translation of title on the right in label
Length	Lengthy	Short	Lengthy	Medium length	Short	Lengthy
Duration	Calendar 365	Calendar squares	Years translated in label	Years translated in label	Years translated behind QR code	Anni
Textual link with notice	*Producer guarantee of durability **Legal guarantee	No	Runs in parallel with Legal Guarantee	No	No	No
Visual link with notice	Arrows referring to length Shield and factory/balance symbols	Linkage symbol Shield and balance symbol	Roof	Puzzle piece G	Puzzle piece G	G with roof
Digital elements	QR code and URL	QR code	QR code	QR code	QR code	QR code and URL
Info behind QR	Commercial guarantee statement website producer	Long explanation about commercial guarantee	Short explanation about commercial guarantee	Commercial guarantee statement website producer	Short explanation about commercial guarantee	Short explanation about commercial guarantee

Design elements that seemed to work well for consumers in orange. Although Label 3B also scored well among consumers, Label 3A generally scored a bit better.

Design elements that seemed to work well for traders and producers in blue. Although Label 3A also scored well among traders and producers, Label 3B generally scored a bit better.

Design elements that seemed to work well for both consumers and traders and producers in green

Table 7 Design decisions label

Design element	Results consumers	Results traders and producers	Design decisions
Title	Both 'Producer guarantee' and 'GARANT' scored well.	Although not explicitly asked to traders and producers, we know from the stakeholder surveys that they are in favour of a title that clearly indicates that the commercial guarantee is offered by the producer.	The titles 'Producer guarantee' and 'GARANT' were kept. A new title 'Producer guarantee of durability' was added.
Overall design shape	Label 3A and 3B scored overall well, which might indicate that their rectangular design shape is liked.	Label 3A and 3B scored overall well, which might indicate that their rectangular design shape is liked.	The rectangular design shape was kept for three out of four designs. The certification shape was kept for one design as well.
EU symbol	Circular representation of the EU flag seemed to generate the most trustworthiness.	Traders and producers did not attach any importance to having an EU symbol in the label. Yet, the only label without a symbol, Label 4, also did not score significantly well.	Both rectangular and circular representations of the EU flag were kept, but focus on circular designs (3 out of 4 designs). Two variations of a circular design were made: one with a G and one with a balance.
Language neutrality	Label 3A and 3B scored overall well, which might indicate that consumers do not necessarily need a fully language neutral label, but preferably translations within the label are kept as short as possible and placed underneath the design.	Although traders and producers indicated to be open to a language neutral label, Label 1B did overall not score very well. The first choice was a multiple-language labels with (limited) translations, which was seen in the overall high scores for Label 3A and 3B.	Variations in level of language neutrality were kept: One local language design, one multi-language design with title in local language and translations underneath, one multi-language design with title in English and translations underneath and one fully language neutral design.
Length	Shorter designs scored better on understandability.	Shorter designs scored better for practicality reasons. Shorter designs are still more easily readable when printed on small paper sizes.	All designs were kept as lean as possible.

Design element	Results consumers	Results traders and producers	Design decisions
Duration	Years (either translated in the label or behind the QR code) was evaluated best.	Expression of duration was not explicitly questioned in the traders and producers survey, but Label 3A and 3B working with the English word “years” scored overall best.	Anni and calendar icon with squares were dropped. Years (translated in design) and calendar icon with 365 were kept.
Link with notice	Puzzle piece element was well evaluated. Also a textual link seemed to add clarity.	The visual and textual links were not explicitly questioned in the traders and producers survey, but Set 5 (Notice 3 and Label 3B) scored best on having a design that links the label and notice together. This Set contains both a visual link (i.e., puzzle piece and image) and a textual link.	A visual link was kept in three designs. The puzzle piece G surrounded by the stars was kept in two of these three designs. For the third design, a new visual was created combining the balance and factory symbol. A textual link was kept in one design.
QR code	Most respondents were inclined to scan the QR code.	Most producers were in favour of the QR code leading to either the commercial guarantee statement or an extensive explanation about the label itself.	A QR code was integrated in all designs. Two variations in content were added: A commercial guarantee statement and an extensive explanation about the label.
Colour	Black and white design (Label 4) did not score particularly well.	Black and white design did not score particularly well and traders and producers were open to both a monochromatic label as well as a label that still includes one or two other colours next to black.	For each design, both a version in colour and a version in black and white was tested.
Other design elements	NA	The results show that most producers would use the Label in size A6. They also would like the label to be surrounded by a frame.	A frame was added to all designs. Different paper sizes were taken into account when designing the label. All notice designs can be printed as small as A7.

6.2 Improved designs tested in behavioural experiment

This section presents the improved label and notice designs following the design decisions outlined above. These designs were tested in the behavioural experiment. Note that these designs are provisional.

Four distinct **notices** were developed, each with unique characteristics to ensure meaningful differentiation in our results when comparing different experimental treatments. These four notice designs were all different in terms of graphic design, structure and content. Below an overview of the main differences between the four notices:

- **Notice 1:** This notice uses the roof symbol, referring to the concept of protection, which is offered by the guarantee. The QR code is positioned on the right and a 'what to do' section is included.
- **Notice 2:** This notice integrates the EU symbol by providing a balance icon (referring to the 'legal' element) surrounded by EU stars. The QR code is positioned on the right and a 'what to do' section is included. Note that this design provides a more extensive link with the label at the bottom. The notice also explicitly mentions that the legal guarantee offers protection to all products *in the EU*.
- **Notice 3 and 4:** These notices integrate the EU symbol by providing the sharp G surrounded by EU stars. The sharp G refers on the one hand to the word 'Guarantee' and on the other hand symbolises a shield, referring to the concept of protection.

The QR code is positioned more in the middle. The notices are less text heavy, therefore not including the earlier seen 'what to do' section. They explicitly mention protection to all products *in the EEA*. The banners are adapted to match their corresponding labels. For Notice 3 this is a rectangular banner while for Notice 4 this is more of a rounded banner.

Each of the above notices, also has an 'associated' **label** design. Similar to the notice designs, these label designs also all have distinctive features:

- **Label 1:** This label is a local language label. It uses a more round design shape and includes the roof symbol, as seen in Notice 1, at the bottom.
- **Label 2:** This label is a fully language neutral label. It uses the Word 'GARANT' as a title and includes a factory symbol to emphasise that the label is offered by the producer. It also introduces a new visual link to remind consumers to the legal guarantee.
- **Label 3:** This label is a multi-language label. It has an English title, but provides the translations in all EU languages at the bottom. It uses a long small rectangular shape and includes the sharp G surrounded by the EU stars, as seen in Notice 3 and 4.
- **Label 4:** This label is a multi-language label. It has the title translated into the local language, but provides the translations in all EU languages at the bottom. It uses a rectangular shape and also includes the sharp G surrounded by the EU stars, as seen in Notice 3 and 4.

Note that for the online experiment, mock-up **QR codes** were used. For the offline experiment, workable QR codes were used. The QR code in the notices referred to information about the legal guarantee of conformity in Poland, leading to the website of the Office of Competition and Consumer Protection (uokik.gov.pl). For the QR code in the labels, two variants were tested.

One variant of the label in which the QR code refers to a commercial guarantee statement of the producer.



Oświadczenie Gwarancji Handlowej

Warunki gwarancji

1. Producent gwarantuje, że zakupione urządzenie jest wolne od wad fizycznych, zobowiązując się jednocześnie – w razie ujawnienia takich wad w okresie gwarancyjnym i w zakresie określonym niniejszym dokumentem – do ich usunięcia w sposób uzależniony od właściwości wady.
2. Każda wykryta wada zostanie usunięta na koszt gwaranta w ciągu 14 dni od daty zgłoszenia uszkodzenia do jednego z autoryzowanych punktów serwisowych.
3. W wyjątkowych przypadkach konieczności sprowadzenia części zamiennych od producenta termin naprawy może zostać wydłużony do 30 dni.
4. Okres gwarancji dla użytkownika wynosi 24 miesiące od daty zakupu.
5. Sprzęt przeznaczony jest do używania wyłącznie w warunkach indywidualnego gospodarstwa domowego.
6. Gwarancja nie obejmuje:
 - uszkodzeń powstałych na skutek używania urządzenia niezgodnie z instrukcją obsługi,
 - uszkodzeń mechanicznych, chemicznych lub termicznych,
 - uszkodzeń spowodowanych działaniem siły zewnętrznej, np. przepięcia w sieci elektrycznej, wyładowania atmosferycznego, powodzi,
 - napraw i modyfikacji dokonanych przez firmy lub osoby nie posiadające autoryzacji
 - części z natury łatwo zużywalnych, takich jak: żarówki, bezpieczniki, filtry, pokrętła, półki, akcesoria,
 - instalacji, konserwacji, przeglądów, czyszczenia, odblokowania, usunięcia zanieczyszczeń oraz instruktażu,
 - przypadków, w których nie stwierdzono wady produktu w trakcie wizyty serwisu.
7. Ponadto, Gwarancja nie obejmuje:
 - sprzętu lub oprogramowania podmiotu trzeciego, który może być sprzedawany, dostarczany lub pakowany razem z Produktem, w szczególności wad takiego oprogramowania;
 - funkcjonowania usług lub treści multimedialnych podmiotów trzecich dostępnych za pośrednictwem Produktu;
 - okresowych kontroli, konserwacji, napraw lub wymiany części z powodu normalnego zużycia eksploatacyjnego Produktu w szczególności: zarysowania, trudne do usunięcia zabrudzenia, wytarcia napisów;

Oświadczenie Gwarancji Handlowej

And one variant of the label in which the QR code refers to more information about the label itself.



Okres obowiązywania niniejszej
handlowej gwarancji trwałości jest
wyrażony w latach.

Jest ona oferowana przez producenta
bez dodatkowych kosztów i obejmuje
cały produkt.

Producent musi przedstawić dokładne
warunki w oświadczeniu o gwarancji
handlowej.

Konsument w UE korzysta również z
ustawowych praw gwarancyjnych wobec
sprzedawcy.

Below an overview of each notice and their corresponding label design.

NOTICE 1



1. **Minimum 2-years protection** for all products.

2. Consumers can invoke the legal guarantee, for example if a product

- **does not match** the advertised description.
- **does not work** as it should.

3. **Sellers** are required to offer



free **repair**



free **replacement**



in some cases **price reduction** or **full reimbursement**

Some countries have a **longer legal guarantee period** under national law.

For more information scan the QR code or ask the seller.



europa.eu/youreurope

What to do

If you receive a defective product:



Contact the seller.



Provide a proof of your purchase.



If there is a dispute, **consult the competent authority.**



You may be also offered a **commercial guarantee of durability** by the producer.

LABEL 1

Label 1 is a local language label. Therefore, local language versions were created for each of the countries in which the behavioural experiment was conducted.

LABEL 1 – Ireland



LABEL 1 – Finland



LABEL 1 – France



LABEL 1 – Poland



LABEL 1 – Spain



LABEL 1 – Romania



NOTICE 2



Legal Guarantee

Minimum 2-years legal guarantee protection from time of delivery of products for all consumers in the European Union (EU).

Consumers can claim their legal guarantee rights, for example if a product

- **does not match** the advertised description.
- **does not work** as it should.

Sellers are required to offer



free **repair**



free **replacement**



in some cases **price reduction** or **full reimbursement**

Some EU countries have a **longer legal guarantee period** under national law.

For more information on your rights, **scan the QR code or ask the seller.**



europa.eu/youreurope



What to do

If you receive a defective product:

1. **Contact the seller** as soon as possible to report the issue
2. **Provide a proof of your purchase, such as** receipt, invoice, or bank statement
3. If a dispute arises, **consult the competent authority**



You may be offered additional commercial guarantees by the seller or producer. In particular, you may see on a product the symbol at the left, which is a **commercial guarantee of durability** offered by the **producer** at no additional cost and covering the entire good. This producer guarantee runs in parallel with the legal guarantee.

LABEL 2



NOTICE 3



Minimum 2-years legal guarantee protection from time of delivery of products for all consumers in the European Economic Area (EEA).

For example in case of defective products or products that are not matching description, consumers have the right to ask the seller for:



free repair (in this case you have an extra year of legal guarantee protection)



or **free** replacement,



or in some cases price reduction or full reimbursement.



europa.eu/youreurope

Some EEA countries have introduced a **longer guarantee period**.

Ask the seller, competent authorities, or scan the code for more information on your rights.

**Producer
Guarantee**



In addition, you may be also offered a **commercial guarantee of durability** by the producer. This guarantee runs in parallel with the legal guarantee.

LABEL 3



3

YEARS

Producer

Guarantee

WAVE

890L



BG Години. Гаранция от производителя | **CS** Let. Záruka výrobce | **DA** År. Producentens garanti | **DE** Jahre. Garantie des herstellere | **EL** Χρόνια. Εγγύηση παραγωγού | **EN** Years. Producer guarantee | **ES** Años. Garantía del productor | **ET** Aastat. Tootja garantii | **FI** Vuotta. Tuottajan takuu | **FR** Ans. Garantie du producteur | **GA** Blianta. Ráthaíocht an táirgeora | **HR** Godina. Proizvođačko jamstvo | **HU** Évek. Gyártói garancia | **IT** Anni. Garanzia del produttore | **LT** Metai. Gamintojo garantija | **LV** Gadi. Ražotāja komercgarantija | **MT** Snin. Garanzija tal-produttur | **NL** Jaar. Producentgarantie | **PL** Lata. Gwarancja producenta | **PT** Anos. Garantia do produtor | **RO** Ani. Garanția producătorului | **SK** Roky. Záruka výrobcu | **SL** Leta. Garancija proizvajalca | **SV** År. Tillverkarens garanti

NOTICE 4



Legal Guarantee

Minimum 2-years legal guarantee protection from time of delivery of products for all consumers in the European Economic Area (EEA).

For example in case of defective products or products that are not matching description, consumers have the right to ask the seller for:



free repair (in this case you have an extra year of legal guarantee protection)



or **free** replacement,



or in some cases price reduction or full reimbursement.



europa.eu/youreurope

Some EEA countries have introduced a **longer guarantee period**.

Ask the seller, competent authorities, or scan the code for more information on your rights.

Producer Guarantee



In addition, you may be also offered a **commercial guarantee of durability** by the producer. This guarantee runs in parallel with the legal guarantee.

LABEL 4

Label 4 is a multi-language label with the title in the local language. Therefore, local language versions were created for each of the countries in which the behavioural experiment was conducted.

LABEL 4 – Ireland




3 Years
Producer Guarantee

Wave 890L

BG Година. Гаранция от производителя | CS Let. Záruka výrobce | DA År. Producentens garanti | DE Jahre. Garantie des Herstellers | EL Χρόνια. Εγγύηση παραγωγού | EN Years. Producer guarantee | ES Años. Garantía del productor | ET Aastat. Tootja garantii | FI Vuotta. Tuottajan takuu | FR Ans. Garantie du producteur | GA Blianta. Ráthaíocht an táirgeora | HR Godina. Proizvođačko jamstvo | HU Évek. Gyártói garancia | IT Anni. Garanzia del produttore | LT Metai. Gamintojo garantija | LV Gadi. Ražotāja komercgarantija | MT Snin. Garanzija tal-produttur | NL Jaar. Producentgarantie | PL Lata. Gwarancja producenta | PT Anos. Garantia do produtor | RO Ani. Garanția producătorului | SK Roky. Záruka výrobcu | SL Leta. Garancija proizvajalca | SV År. Tillverkarens garanti

LABEL 4 – Finland



3 Vuotta
Tuottajan Takuu

Wave 890L

BG Година. Гаранция от производителя | CS Let. Záruka výrobce | DA År. Producentens garanti | DE Jahre. Garantie des Herstellers | EL Χρόνια. Εγγύηση παραγωγού | EN Years. Producer guarantee | ES Años. Garantía del productor | ET Aastat. Tootja garantii | FI Vuotta. Tuottajan takuu | FR Ans. Garantie du producteur | GA Blianta. Ráthaíocht an táirgeora | HR Godina. Proizvođačko jamstvo | HU Évek. Gyártói garancia | IT Anni. Garanzia del produttore | LT Metai. Gamintojo garantija | LV Gadi. Ražotāja komercgarantija | MT Snin. Garanzija tal-produttur | NL Jaar. Producentgarantie | PL Lata. Gwarancja producenta | PT Anos. Garantia do produtor | RO Ani. Garanția producătorului | SK Roky. Záruka výrobcu | SL Leta. Garancija proizvajalca | SV År. Tillverkarens garanti

LABEL 4 – France



3 Ans
Garantie du Producteur

Wave 890L

BG Година. Гаранция от производителя | CS Let. Záruka výrobce | DA År. Producentens garanti | DE Jahre. Garantie des Herstellers | EL Χρόνια. Εγγύηση παραγωγού | EN Years. Producer guarantee | ES Años. Garantía del productor | ET Aastat. Tootja garantii | FI Vuotta. Tuottajan takuu | FR Ans. Garantie du producteur | GA Blianta. Ráthaíocht an táirgeora | HR Godina. Proizvođačko jamstvo | HU Évek. Gyártói garancia | IT Anni. Garanzia del produttore | LT Metai. Gamintojo garantija | LV Gadi. Ražotāja komercgarantija | MT Snin. Garanzija tal-produttur | NL Jaar. Producentgarantie | PL Lata. Gwarancja producenta | PT Anos. Garantia do produtor | RO Ani. Garanția producătorului | SK Roky. Záruka výrobcu | SL Leta. Garancija proizvajalca | SV År. Tillverkarens garanti

LABEL 4 – Poland



3 Lata
Gwarancja Producenta

Canon UIMFP P000A

BG Година. Гаранция от производителя | CS Let. Záruka výrobce | DA År. Producentens garanti | DE Jahre. Garantie des Herstellers | EL Χρόνια. Εγγύηση παραγωγού | EN Years. Producer guarantee | ES Años. Garantía del productor | ET Aastat. Tootja garantii | FI Vuotta. Tuottajan takuu | FR Ans. Garantie du producteur | GA Blianta. Ráthaíocht an táirgeora | HR Godina. Proizvođačko jamstvo | HU Évek. Gyártói garancia | IT Anni. Garanzia del produttore | LT Metai. Gamintojo garantija | LV Gadi. Ražotāja komercgarantija | MT Snin. Garanzija tal-produttur | NL Jaar. Producentgarantie | PL Lata. Gwarancja producenta | PT Anos. Garantia do produtor | RO Ani. Garanția producătorului | SK Roky. Záruka výrobcu | SL Leta. Garancija proizvajalca | SV År. Tillverkarens garanti

LABEL 4 – Spain



3 Años
Garantía del Productor

Wave 890L

BG Година. Гаранция от производителя | CS Let. Záruka výrobce | DA År. Producentens garanti | DE Jahre. Garantie des Herstellers | EL Χρόνια. Εγγύηση παραγωγού | EN Years. Producer guarantee | ES Años. Garantía del productor | ET Aastat. Tootja garantii | FI Vuotta. Tuottajan takuu | FR Ans. Garantie du producteur | GA Blianta. Ráthaíocht an táirgeora | HR Godina. Proizvođačko jamstvo | HU Évek. Gyártói garancia | IT Anni. Garanzia del produttore | LT Metai. Gamintojo garantija | LV Gadi. Ražotāja komercgarantija | MT Snin. Garanzija tal-produttur | NL Jaar. Producentgarantie | PL Lata. Gwarancja producenta | PT Anos. Garantia do produtor | RO Ani. Garanția producătorului | SK Roky. Záruka výrobcu | SL Leta. Garancija proizvajalca | SV År. Tillverkarens garanti

LABEL 4 – Romania



3 Ani
Garanția Producătorului

Wave 890L

BG Година. Гаранция от производителя | CS Let. Záruka výrobce | DA År. Producentens garanti | DE Jahre. Garantie des Herstellers | EL Χρόνια. Εγγύηση παραγωγού | EN Years. Producer guarantee | ES Años. Garantía del productor | ET Aastat. Tootja garantii | FI Vuotta. Tuottajan takuu | FR Ans. Garantie du producteur | GA Blianta. Ráthaíocht an táirgeora | HR Godina. Proizvođačko jamstvo | HU Évek. Gyártói garancia | IT Anni. Garanzia del produttore | LT Metai. Gamintojo garantija | LV Gadi. Ražotāja komercgarantija | MT Snin. Garanzija tal-produttur | NL Jaar. Producentgarantie | PL Lata. Gwarancja producenta | PT Anos. Garantia do produtor | RO Ani. Garanția producătorului | SK Roky. Záruka výrobcu | SL Leta. Garancija proizvajalca | SV År. Tillverkarens garanti

For each notice and label designs, we also tested their black and white variant.



7 Behavioural experiment: Method and results

This chapter presents the results of the behavioural experiments. Before presenting the results, we describe the experiment methodology. The observation sheet and post-survey for the offline experiment can be found in Annex C.4 – Observation sheet and post-survey offline experiment. A detailed description of the environments and the post-survey for the online experiment can be found in Annex C.5 – Environments and post-survey online experiment.

7.1 Method

The behavioural experiment consisted of a hypothetical **shopping task** during which respondents shopped for (but did not actually buy) various products (TVs, washing machines, printers and suitcases), followed by a **survey**, allowing a wide range of outcome measures to be collected. Each respondent completed the shopping task in one of three settings, or ‘environments’: an **e-commerce** environment, **‘virtual store’** environment, or **physical store**. The shopping task in each of these environments is explained in the subsections below.

7.1.1 Experimental factors varied across the treatments

Various experimental ‘factors’ were varied across the treatments in the behavioural experiment:

- **Label and notice designs:** Four label and notice designs, as present in the previous section. These were varied across consumers but were the same across the environments.
- **Label placement:** The placement of the label was varied in the virtual store. The label was either placed on the shelf in front of the product, or on the product itself.
- **Notice placement:** The placement of the notice was varied in all three environments. For example, in the physical store the notice was either placed on the aisles or at the checkout. The sections below provide further explanation for each environment.
- **Notice size:** The size of the notice was varied in the physical store. The notice was either size A2, A3 or A4.
- **Colour scheme:** In the e-commerce environment, colour and black and white versions of the labels and notices were tested.
- **QR code content:** In the physical store, consumers were able to scan the QR codes on the labels and notices. If they did so, the label QR code either gave them a short explanation of the commercial guarantee, or the producer’s commercial guarantee statement.
- **Information campaign:** Half of the participants in both the e-commerce and virtual store settings were shown an information campaign at the start of the experiment. This explained the notice, label, legal guarantee and commercial guarantee (further explanation is given below).

Table 8 below summarises which factors were tested in which experiment environments. Further details of the treatments are provided in sections 7.1.3 to 7.1.5 below. In the experiment, these factors were varied at random across respondents (i.e. ‘between subjects’⁵⁰). In the ecommerce and virtual store environments, for each factor respondents were allocated at random to a variant (e.g., a specific label design) separately and independently of their allocations for all other factors. In the physical store setting, where the sample size was smaller, respondents were allocated using an experimental design that ensured the allocations to variants were uncorrelated across the factors (e.g. the assignments to the label and notice designs were uncorrelated with the assignments to notice placements and sizes).⁵¹

⁵⁰ In experiment design, ‘between subjects’ design means that different participants are exposed to each treatment condition, with each person exposed to only one treatment. A ‘treatment’ is a variation that is being tested in the experiment; for example, in this case, each label design. In contrast, ‘within subjects’ design would mean that each person is exposed to several treatments.

⁵¹ That is, the experiment design was ‘orthogonal’ (a ‘fractional factorial design’ was used for this purpose).

Table 8 Factors tested in different experiment environments

Factor	E-commerce	Virtual store	Physical store
Label & notice design	✓	✓	✓
Label placement		✓	
Notice placement	✓	✓	✓
Notice size			✓
Colour scheme	✓		
QR code content			✓
Information campaign	✓	✓	

The e-commerce and virtual store environments were part of an **online experiment** carried out in five countries: Finland, France, Ireland, Romania and Spain. Heterogeneity of the country selection was assured on the following dimensions: 1) regional representation (North/East/South/West Europe), 2) population size (small, medium, large), 3) implementation of the Consumer Sales and Guarantees (CSG) Directive (ensuring to include Member States that go beyond the minimum rules laid down in this directive), and 4) consumers' views on the transparency of legal and commercial guarantees.

For this experiment, data collection was done via Computer-Assisted Web Interviewing (CAWI), targeting the general population aged 18 or over with a **sample size of 5,040 respondents** distributed across participating countries with c.1000 per country – see Table 9 below.

80% of these participants experienced the e-commerce environment, while the other 20% experienced the virtual store.






The fieldwork for this experiment spanned a two-week period **from March 28, 2025, to April 14, 2025**.

Table 9 Number of responses and fieldwork dates for online behavioural experiment

Country	Fieldwork start	Fieldwork end	Completes
Finland	31/03	09/04	1006
France	28/03	09/04	1005
Ireland	28/03	14/04	1022
Romania	28/03	14/04	1007
Spain	28/03	09/04	1000
Total	28/03	14/04	5040

To enhance the representativeness of the results, the data were weighted according to key demographic variables, including age, gender and region.⁵² See Table 10 below.

Table 10 Weighted sample for online behavioural experiment

	Country	Finland	France	Ireland	Romania	Spain	Total
							
Gender	Male	49%	49%	49%	48%	49%	49%
	Female	51%	51%	51%	52%	51%	51%
Age	18-24	9%	10%	11%	9%	9%	10%
	25-34	16%	15%	16%	14%	13%	15%
	35-44	16%	16%	20%	18%	17%	17%
	45-54	15%	16%	18%	20%	20%	18%
	55-64	16%	16%	15%	15%	17%	16%
	65 and older	29%	27%	20%	25%	24%	25%

As part of Ipsos' overall quality assurance and control, the data were evaluated on speeding and item-non-response (see the methodology section of the consumer survey for a detailed description of these quality checks). Due to a minimal use of grid questions, the evaluation of straight-lining was unnecessary.

Respondents that were identified as providing low-quality responses were removed from the data. Low quality responses entailed respondents who did not pass Ipsos's standard speeding, straight-lining and/or item non-response checks (see Section 3.1 Methodology of the consumer survey above for a detailed description of these checks), or selected two or three wrong products, thus failing the product selection task (e.g. they selected a television when asked to choose a printer). Note that 211 respondents were eliminated for selecting two or three incorrect products. Respondents who selected only one wrong product were retained in the dataset (9% of the total respondent pool fell into this category of selecting a single incorrect product).

The **non-response rates** for each question (percentage of respondents who answered 'don't know' or 'prefer not to answer' to that question), as well as the **break-off rates** (percentage of respondents who started the survey but did not complete it) were within acceptable levels, meaning that the questions were clear to respondents.

The physical store shopping task was part of an **offline experiment**, conducted with consumers in an electronics store in Łódź, Poland. For this experiment, a balanced sample was collected in terms of age, gender and education. The research targeted the general population aged 18 or over, and consumers with moderate⁵³ visual impairments were also actively recruited. A total **sample size of 206** was obtained. The sample breakdown is presented in Table 11 below. The fieldwork for this experiment was carried out over a two-week period **from March 17, 2025, to March 28, 2025**.

⁵² Region categories are not reported in the table due to the large number of categories. However, data were weighted to account for regional differences in the analysis.

⁵³ Moderate visual impairments were within this study defined as myopia (near-sightedness), hyperopia (far-sightedness), astigmatism, presbyopia and amblyopia (lazy eye).

Table 11 Sample for offline behavioural experiment

Gender	Male	47%
	Female	53%
Age	18-24	9%
	25-34	16%
	35-44	18%
	45-54	18%
	55-64	16%
	65 and older	24%
Education	Low	13%
	Mid	55%
	High	32%
	Unknown	0.5%
Visual impairment	Yes	14%
	No	86%

7.1.2 The shopping task

The shopping task was repeated **three times** per respondent. Each time a respondent completed the task, they were asked to (hypothetically) 'buy' a product of a certain type, either a (i) **washing machine**, (ii) **printer**, (iii) **TV** or (iv) **suitcase**. Thus, across the three iterations of the task each respondent was asked to buy three different (randomly assigned) products out of these four. This was the case except in the physical store, where all respondents were told to buy a washing machine, printer and TV – those doing the task in the physical store were never asked to buy a suitcase as suitcases are not sold by the electronics store.

Four options were available for each type of product (i.e., respondents could choose from four TVs, four printers, etc.). In the e-commerce and virtual store environments, all four products of a given type had very similar characteristics (e.g. very similar capacity and spin speed in the case of washing machines). This was deliberately the case so that these attributes would not be expected to notably drive consumers' preferences between the products. The products in the e-commerce and virtual store environments also had fake brand names (e.g. 'Echo' and 'Ultra') and artificial (but realistic) product images. The products differed in terms of their prices and whether they carried the label (if relevant according to the respondent's assigned treatment, i.e. under any 'with label' treatment). Specifically:

- Two products – Products 1 and 3 – had a **lower price** and **did not carry the label**, even under the 'with label' treatments.
- One product – Product 2 – had a **lower price** and a **shorter guarantee** and **carried the label** under any 'with label' treatments
- One product – Product 4 – had a **higher price** and a **longer guarantee** and **carried the label** under any 'with label' treatments

This set-up is summarised in Table 12 below:

Table 12 Set-up of products in the shopping task

Price & label	Product 1	Product 2	Product 3	Product 4
Price	Lower , very similar to 2 & 3	Lower , very similar to 1 & 3	Lower , very similar to 1 & 2	Higher than 1, 2 & 3
Guarantee period	n/a	Short , 3 years	n/a	Long , 6 years
Carried label? (under 'with label' treatments)	No	Yes	No	Yes

The same set-up was also used in the physical store – i.e., four product options were included with one higher priced product with a longer guarantee, which carried the label under any 'with label' treatments – except that, in the physical store, real products sold by electronics store were used.

The higher cost product with the longer guarantee ('product 4' in the table above) was always c.15% more expensive than the other products in the e-commerce and virtual store environments, and c.20% more expensive than the other products in the physical store. This product had a guarantee of six years, while the lower cost product with the shorter guarantee ('product 2') had a guarantee of three years (these durations were based on desk research into guarantees typically offered for the types of products included in the experiment). Thus, **a key outcome measure of the experiment is the share of consumers who selected the higher priced product with a longer guarantee, and how this share changed if a certain label was shown.**

In the e-commerce and virtual store environments the products included in the experiment also carried other labels (not only the harmonised label). Specifically, TVs and washing machines carried the EU energy label, whereas printers carried a repair score label. Furthermore, in France TVs also carried the French durability index label. This allows us to assess the effectiveness of the harmonised label in the presence of other labels. In the physical store, the products carried any labels that the retailer ordinarily places on their products. While we may assume that these would have included those labels required by relevant rules in Poland, this was not controlled in the experiment.

In addition, as a **follow-up to the shopping task** respondents were asked to indicate **why** they chose the product they did. The key answer to this question, of particular interest for the study, is whether they selected their chosen product **due to the length of the guarantee**. This was one answer among several options that the respondents could have selected.

7.1.3 E-commerce environment

The e-commerce environment simulated, in a realistic way, the experience of buying products on an e-commerce website. A part of this, consumers saw two types of pages: 'product selection' pages and 'product information' pages. The 'product selection' pages showed several products of different types, while each 'product information' page showed details of a specific product. The figures below show examples of these pages.⁵⁴ Consumers were told which type of product they should buy, then allowed to browse the mock website and products on offer, navigating between the pages as they would in reality on an e-commerce website. Consumers were able to select the specific product of their preference based on the product characteristics, information available and prices by clicking a button integrated into the mock website.

Label & notice design treatments in the e-commerce environment:

The four label and notice designs presented in Chapter 6 were tested in the experiment. Respondents were assigned at random to either one of the four label and notice designs, or the 'no label' treatment. As explained above, if a respondent was assigned to a treatment with one of the four label and notice designs, then two of the four products of each type on offer on the mock website carried the label. For these products, the relevant label was shown beside the product on the product selection page

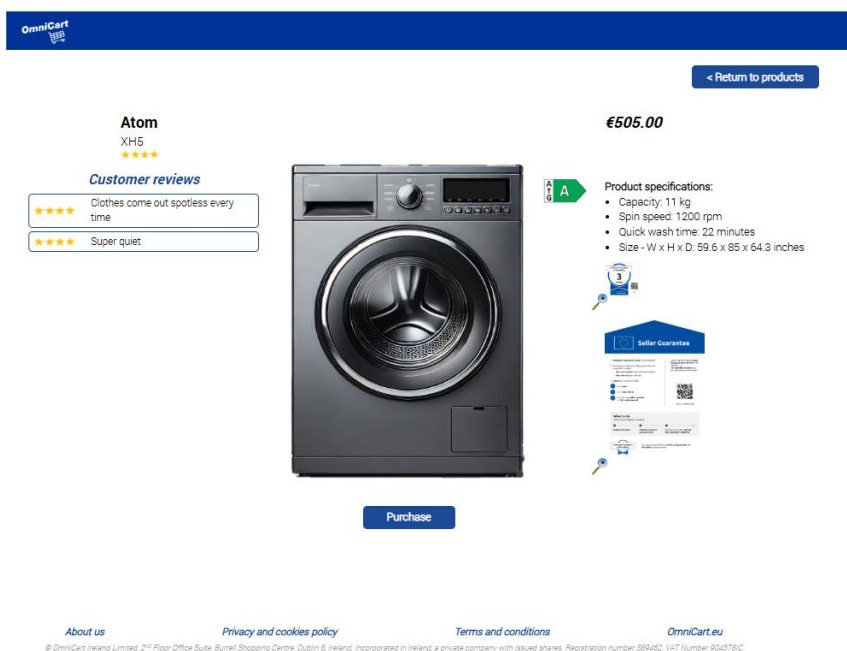
⁵⁴ These figures show the product selection page and product information page for treatments where label 1 and notice 1 were displayed. The pages were precisely the same under the 'no label' treatment, except that the label and notice were not presented.

and on the product information page, as shown in Figure 67 and Figure 68 below. Respondents were able to click on the images of the labels and notices to see them close-up.

Figure 67 Product selection page, displaying label 1 and notice 1



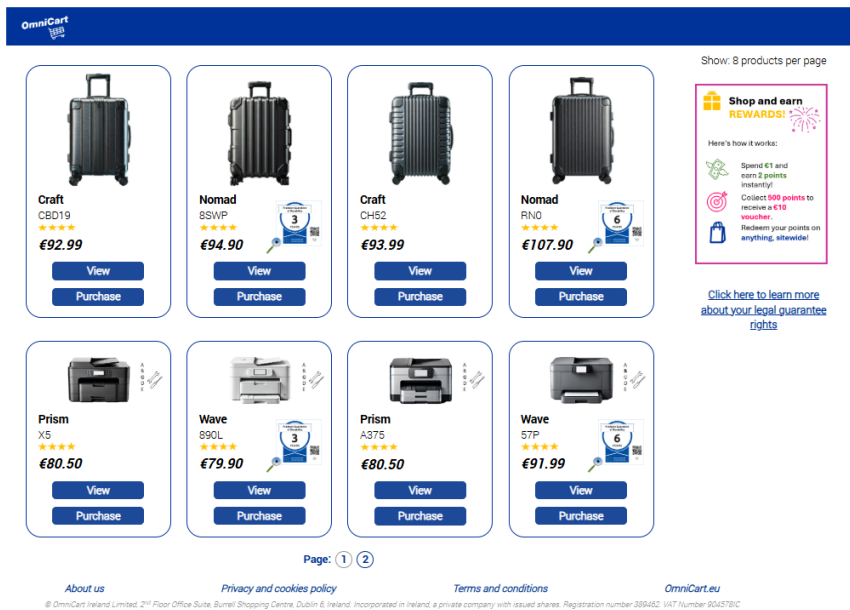
Figure 68 Product information page for a washing machine, displaying label 1 and notice 1



Notice placement treatments in the e-commerce environment:

In the e-commerce environment, the location of the notice was varied at random between (i) upfront on the product selection page, (ii) behind a link on the product selection page and (iii) on the product information page. For example, Figure 67 (above) shows the notice displayed upfront on the product selection page, and Figure 68 (also above) shows the notice on the product information page. Figure 69 below shows the product selection page with the notice accessible via a link (righthand side).

Figure 69 Product selection page, with the notice accessible via a link (righthand side)



Colour scheme treatments in the e-commerce environment:

In the e-commerce environment, respondents were assigned at random to either see the labels and notices in colour or in black and white. The colour and black/white versions of the labels and notices are presented in Chapter 6.

Information campaign treatments in the e-commerce environment:

Half of the participants in the e-commerce setting (and also the virtual store setting) were shown an information campaign at the start of the experiment. Figure 70 and Figure 71 below present the text of the information campaign, as seen by respondents (this is the English version, consumers saw the information campaign in their national languages). It gives the goals of the label and notice, explains that the label will display the years of the commercial guarantee and gives information on the commercial guarantee, such as that it is free and covers the entire good, and explains that the notice will inform consumers about the legal guarantee and gives information on the legal guarantee itself.

Figure 70 Information campaign – information on the notice



Figure 71 Information campaign – information on the label



7.1.4 Virtual store environment

Although the virtual store environment was part of the online experiment, it was designed to mimic a customer journey through a physical store, with respondents seeing (via onscreen images) a store entrance, aisles, products presented side-by-side as if on shelves, and a checkout. The purpose of this environment was to provide supplementary data across a range of countries to complement the data from the e-commerce environment (which was conducted in the same five countries) and the physical store (which was in just one country, Poland). The set up allowed the labels and notices to be shown in the context of a customer journey/shopping experience in a physical store, within an online experiment. Figure 72 shows the 'virtual shelf' with the four washing machines on display, for the treatment where label 1 was shown on the product. Figure 75 (below) shows the store entrance and checkout of the virtual store environment (with the notice on display).

Consumers were told which type of product they should buy then proceeded through the customer journey (entrance, choice of aisle, viewing products, checkout). While inspecting the products they were able to switch back and forth between viewing all four products on a shelf and viewing individual products close-up, as they might in an actual store (see Figure 72 and Figure 73 below).

Figure 72 Labels shown on the product in the virtual store environment

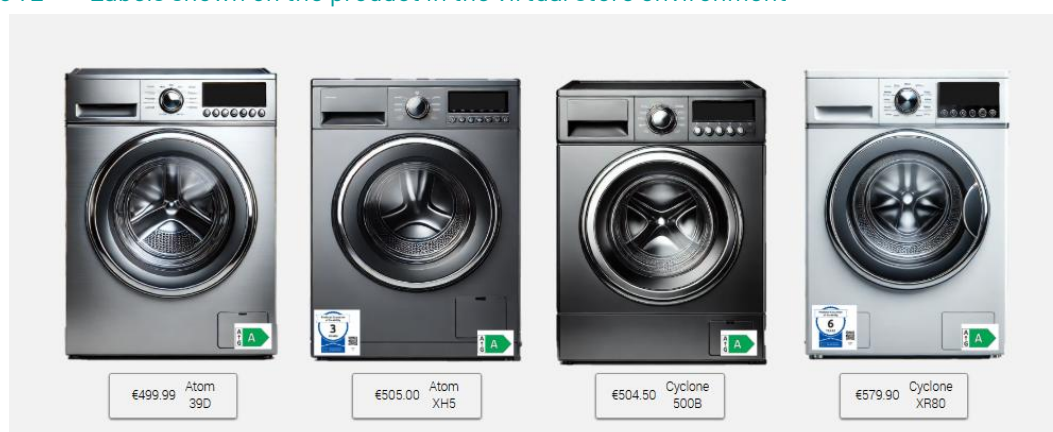


Figure 73 Product shown close-up in the virtual store environment



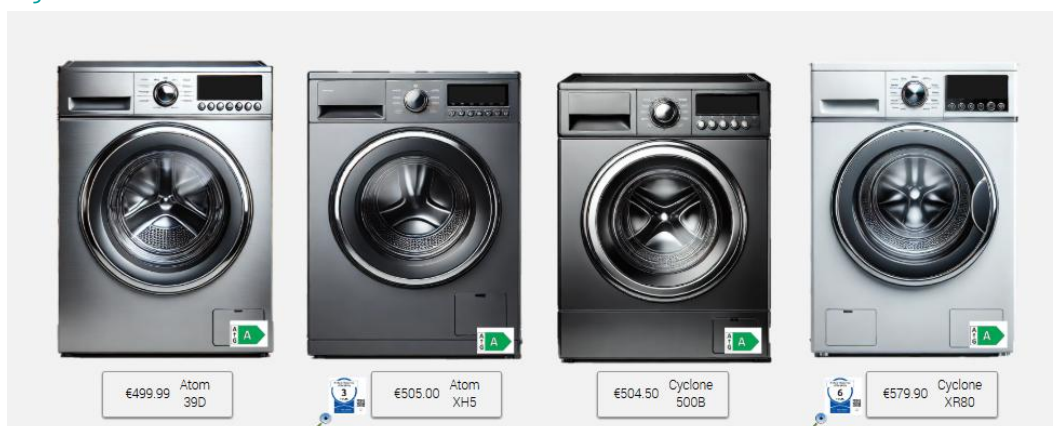
Label & notice design treatments in the virtual store:

The same four label and notice designs (presented in Chapter 6) were tested in the virtual store as the other environments. The set-up was also the same as in the other environments in that two of the four products of each type on offer carried the label (under relevant treatments), including the higher priced product with the longer guarantee.

Label placement treatments in the virtual store:

In the virtual store, the label was either placed on the product itself, as per Figure 72 above, or on the shelf in front of the product, as per Figure 74 below. When the label was on the product, respondents would see it close-up when they clicked to view the product close-up. When the label was on the shelf, they could see it close-up by clicking on the label itself.

Figure 74 Labels shown on the shelf in the virtual store environment



Notice placement treatments in the virtual store:

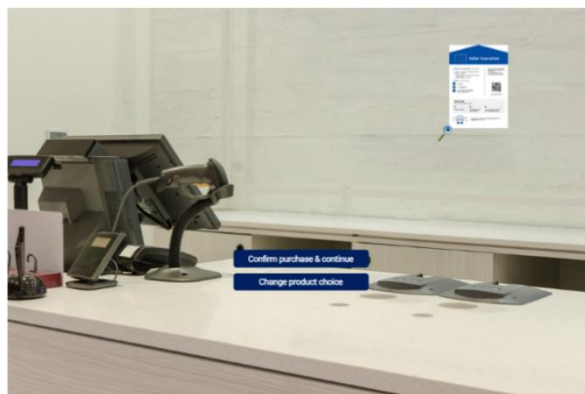
In the virtual store setting, the notice was either shown at the store entrance, when the respondent chose an aisle, or at the checkout – see Figure 75 below. Respondents could click to see the notice close-up.

Figure 75 Notice shown at the entrance and at the checkout in the virtual store environment

Notice shown at the entrance:



Notice shown at the checkout:



Information campaign treatments in the virtual store:

Just as in the e-commerce environment, half of the respondents in the virtual store setting were shown an information campaign at the start of the experiment. The text of the information campaign, as seen by respondents, is shown in Figure 70 and Figure 71 above.

7.1.5 Physical store environment

The physical store shopping task took place in an electronics store in Łódź, Poland. Participants were instructed to shop for three products (a washing machine, a TV and a printer) in turn. Just as in the e-commerce and virtual store environments, four specific products of each type were included in the experiment.

The products used for the purpose of the experiment in the physical store were actual products sold by an electronics store, and participants saw these products in their actual display positions in the store. The four products of each type were always located physically side-by-side. The only factors what were changed for the experiment were the labels and notices and the prices of the products displayed to the participants. The prices displayed to participants were set for the purposes of the research so that the overall set-up corresponded to the scenario explained in section 7.1.2 (i.e., four product options with one higher priced product with a longer guarantee, which carried the label under any 'with label' treatments).

Participants in the physical store were accompanied by researchers to ensure they made their way to the right sets of products, and to record their choices and ask relevant follow-up questions. The researchers only gave guidance to facilitate the research and did not lead the participants (e.g., the researchers gave directions to the relevant products but then allowed participants to make their own way there, only stepping in to correct them if they took a wrong turn).

Label & notice design treatments in the physical store:

The same label and notice designs (see Chapter 6) were tested in the physical store as in the other environments. Likewise, the same set-up was followed as in the other environments, in that among the four products of each type included in the experiment two of these carried the label (under relevant treatments), including the higher priced product with the longer guarantee.

Figure 76 Labels in place for printers in the physical store



Notice placement treatments in the physical store:

In the physical store, the placement of the notice was varied between two locations, on the aisles or at the checkout. When it was placed 'on the aisles', this meant the notice was displayed prominently on the aisles of the relevant products, on the route that consumers would take to get to the products. When the notice was placed 'at the checkout', this meant it was placed beside the checkout that participants were directed to go to in order to finalise their purchases.

Figure 77 Notice in place in the physical store



Notice size treatments in the physical store:

In the physical store, the size of the notice was varied between three sizes, A2, A3 and A4.

QR code content treatments in the physical store:

Participants were able to scan the QR codes on the labels and notices in the physical store. If they did so, the QR code on the label either gave them a short explanation of the commercial guarantee, or the producer's commercial guarantee statement. These two variants of the label QR code content are presented in section 6.2 above.

7.1.6 Outcome measures

As explained above, a key outcome measure from the experiment is the proportion of consumers who chose the higher priced product with a longer guarantee, as well as whether they chose their selected product *due to the length of the guarantee*.

In addition, many further outcome measures are also available from the experiment and the survey questions that followed the shopping task. Table 13 below summarises these outcome measures and the survey questions on which these measures are based are provided in Annex C.4 – Observation sheet and post-survey offline experiment and Annex C.5 – Environments and post-survey online experiment (the question numbers are noted in square brackets, “[]”). Note that ‘scores’ are created for outcome measures that are based on questions with multiple correct and incorrect response options (e.g. related to recall and understanding). A respondent's score is equal to the share of answer options that they *correctly* identified as either true or false. For example, a score of 0.8 would indicate that they correctly identified whether 80% of statements were true or false.

Table 13 Outcome measures of the behavioural experiment

Measure	Definition
Product choice:	
Purchased higher priced product with longer guarantee [n/a]	Consumer bought the higher priced product with a longer guarantee (product 4) which carried the label under ‘with label’ treatment conditions (Yes/No) (Share among all consumers)
Purchased higher priced product with longer guarantee due to guarantee length [n/a]	Consumer bought the higher priced product with a longer guarantee (product 4) and cited the length of the guarantee as a reason for their choice (Yes/No) (Share among all consumers)
Understanding of guarantee:	
Understanding of legal guarantee duration [EFU1]	Consumer correctly answered that legal guarantee lasts for at least two years on all products (Correct/Incorrect)
Understanding of legal guarantee responsibility [EFU2]	Consumer correctly answered that they should contact the seller to get their product replaced or repaired under the legal guarantee (Correct/Incorrect)
Understanding of producer guarantee [EFU3]	Extent consumer correctly identified various statements about the producer guarantee (incl. e.g. that it is free and applies to the whole product) as correct or incorrect (Score from 0 to 1 – see note on next slide)
Recall of the label/notice:	
Recall of label/notice [RL1, RN1]	Consumer recalled they had seen the label/notice (Yes/No)
Recall of label/notice features [RL2, RN2]	Extent consumer correctly recalled features of the label/notice from a set of correct and incorrect options (incl. e.g. the words “producer guarantee” or “GARANT”, a circle of stars symbolising the EU) (Score from 0 to 1).
Perceptions & rankings in terms of clarity & appearance:	
Clarity rating of label/notice [SPL1, SPN1]	Consumer rating of the clarity of the label/notice (Rating 1 to 5)

Measure	Definition
Appearance rating of label/notice [SPL2, SPN2]	Consumer rating of the overall appearance of the label/notice (Rating 1 to 5)
Clarity ranking of label/notice [AT1B, AT2]	Consumer ranking of clarity of the label/notice relative to all other labels/notices (Ranking 1-8 or 1-4, higher is better)
Appearance ranking of label/notice [AT1, AT2B]	Consumer ranking of overall appearance of the label/notice relative to all other labels/notices (Ranking 1-8 or 1-4, higher is better)
Understanding of the label & notice:	
Understanding that the guarantees run in parallel [ULN1]	Consumer correctly answered that the commercial guarantee period runs in parallel to the legal guarantee period (Correct/Incorrect)
Understanding of label and notice relationship [ULN2]	Extent consumer correctly identified whether various statements about the relationship between the label and the notice* were correct or incorrect (Score from 0 to 1)
Understanding of the label & notice:	
Inspected the notice [n/a]	Consumer inspected the notice while browsing (Yes/No)
Scanned the QR code [n/a]	Consumer scanned the QR code on the label or notice while browsing (Yes/No)
Understanding of the label & notice:	
Notice should be larger/smaller [SPN4]	How strongly consumer agrees that "size of the notice should have been [larger/smaller]" (Rating 1 to 5)
Notice size made it easier to read [SPN4]	How strongly consumer agrees that "size of the notice helped me to read it" (Rating 1 to 5)

Note: Survey question numbers are noted in square brackets, "[]". The survey questions can be found in [Annex C.4](#) and [C.5](#). "n/a" signifies that a measure is an observation from the shopping task, as opposed to a survey question.

* Namely that (i) the label shows the product is covered by an additional guarantee, while the notice explains my legal rights if a product is faulty; and (ii) the label shows the period that a product is covered by a producer guarantee, while the notice explains that for at least 2 years the seller must ensure I have a product that works.

7.1.7 Approach to testing the statistical significance of treatment effects

The subsection outlines the general approach taken to test the statistical significance of treatment effects. This approach provides a clear strategy and avoids 'blanket' testing of all treatment effects, which would increase the risk of identifying false positives. The approach was as follows:

- First, the magnitudes of all treatment effects were calculated. These are either percentage point differences for binary outcome measures, or differences in means for continuous outcome measures.
- Second, for each experimental factor and outcome measure, a joint hypothesis test was conducted to assess the presence (or absence) of any overall differences across the treatment variants. The type of joint test conducted depended on the nature of the outcome variable: for continuous outcomes an ANOVA test was used; for binary outcomes a Chi-squared test was used.
- Third, a stepwise testing strategy was then implemented as follows:
 1. **Joint test:**
 - If the joint test was statistically significant at the 10% level ($p < 0.1$) we proceeded to step 2 (Pairwise testing).
 - If the joint test was not statistically significant at the 10% level ($p < 0.1$) we proceeded to step 3 (Secondary testing).
 2. **Pairwise testing:**
 - If the joint test was significant, we tested all pairwise comparisons between treatment variants with an absolute difference of at least 7.5 percentage points or, in the case of continuous rating variables, an absolute difference of 0.075 between

means. If no pairwise comparison had an absolute difference of this size, we tested only the largest treatment effect.

- z-tests were used for proportions and t-tests for differences in means of continuous outcomes, and applied
- A False Discovery Rate (FDR) correction was applied to adjust for the fact that the analysis is testing multiple comparisons.

3. Secondary testing:

- If the joint test was not significant or there was no absolute difference exceeding the threshold specified above, a test was conducted (a z-test or t-test, as appropriate) on the largest observed absolute difference only, to ensure no meaningful effects were missed due to limited power.

Regarding the threshold of 7.5 percentage points, this was set at the beginning of the analysis given the shares of consumers who chose Product 4 in the shopping task (a key outcome measure), especially in the physical store as the overall sample size for this environment is smaller than the samples for the other two environments. The threshold had to be decided at the outset, before most data had been analysed or running any tests, so that the approach could then be consistently applied throughout the analysis.

The aim was to avoid testing many relatively small treatments effects, which seem unlikely to be statistically significant and often uninteresting in magnitude, as doing so would increase the total number of tests conducted and hence the likelihood of false positives being found. In turn, this would necessitate greater (upward) adjustments to p-values via the FDR correction.

This threshold served the objective well (it meant that, for the share of consumers who chose Product 4 in the physical store, larger effects would be tested, while avoiding testing smaller effects). Thresholds of either 5 or 10 percentage points could have been used instead and would also have served the objective⁵⁵, but rather than select one of these it was decided that the midpoint of 7.5 would be more appropriate.

Ex-post, we can see from the results that a lower threshold of 5pp would be very unlikely to yield any further statistically significant results in terms of the share of consumers who chose Product 4 in the physical store (since three of the four effects that were tested were not statistically significant, including two treatment effects greater 10pp).

A robustness check was conducted using an alternative threshold of zero (0pp) in order to assess whether this would lead to any changes to the conclusions, which was not the case. This alternative threshold (0pp) was chosen for the robustness check since it meant that all pairwise comparisons were tested, subject to passing step 1 above. The findings of this robustness check are noted where relevant in the results sections below.

⁵⁵ In terms of the share of consumers who chose Product 4 in the physical store, a 5pp threshold would have meant that 6 out of 10 treatment effects were tested, whereas with a 10pp threshold 3 out of 10 effects would have been tested.

7.2 Results: Label design

It was anticipated that the label design may affect consumers' product choice (and reasons for it), recall of the label, perception of the clarity and appearance of the label, and understanding of the label.

Table 14 below shows the rankings of different label designs with respect to relevant outcome measures. It is important to note that this table, like other similar tables in this report, is not intended to show the sizes of the treatment effects or provide information on the statistical significance of particular treatment effects. More detailed information on the treatment effect sizes and statistical significance is provided below. The colour coding is only intended to illustrate the overall patterns in the rankings.

Label 1 performed most consistently well, measured by the number of outcomes for which it ranked first or in the top two. Label 2 also performed well on some measures, particularly in terms of product choice due to the guarantee length in the e-commerce and virtual store environments. However, label 2 ranked last in terms of perceived clarity of the label, understanding that the guarantees run in parallel, and, in the physical store, product choice and recall of the label. Further detail on the treatment effect sizes and statistical significance is provided in the subsections below.

Table 14 Ranking of label designs for outcomes

	Design 1	Design 2	Design 3	Design 4
Purchased higher priced product with longer guarantee, in the...				
(i) E-commerce setting	1	2	4	3
(ii) Virtual store setting	1	2	4	3
(iii) Physical store setting	1	4	2	3
Purchased higher priced product with longer guarantee <i>due to guarantee length</i> , in the...				
(i) Ecommerce setting	2	1	4	3
(ii) Virtual store setting	2	1	4	3
(iii) Physical store setting	1	4	3	2
Recall of label, in the...				
(i) Ecommerce setting	2	1	4	3
(ii) Virtual store setting	1	2	4	3
(iii) Physical store setting	3	4	1	2
Clarity of the label	1	4	3	2
Understanding that the guarantees run in parallel	1	4	3	2

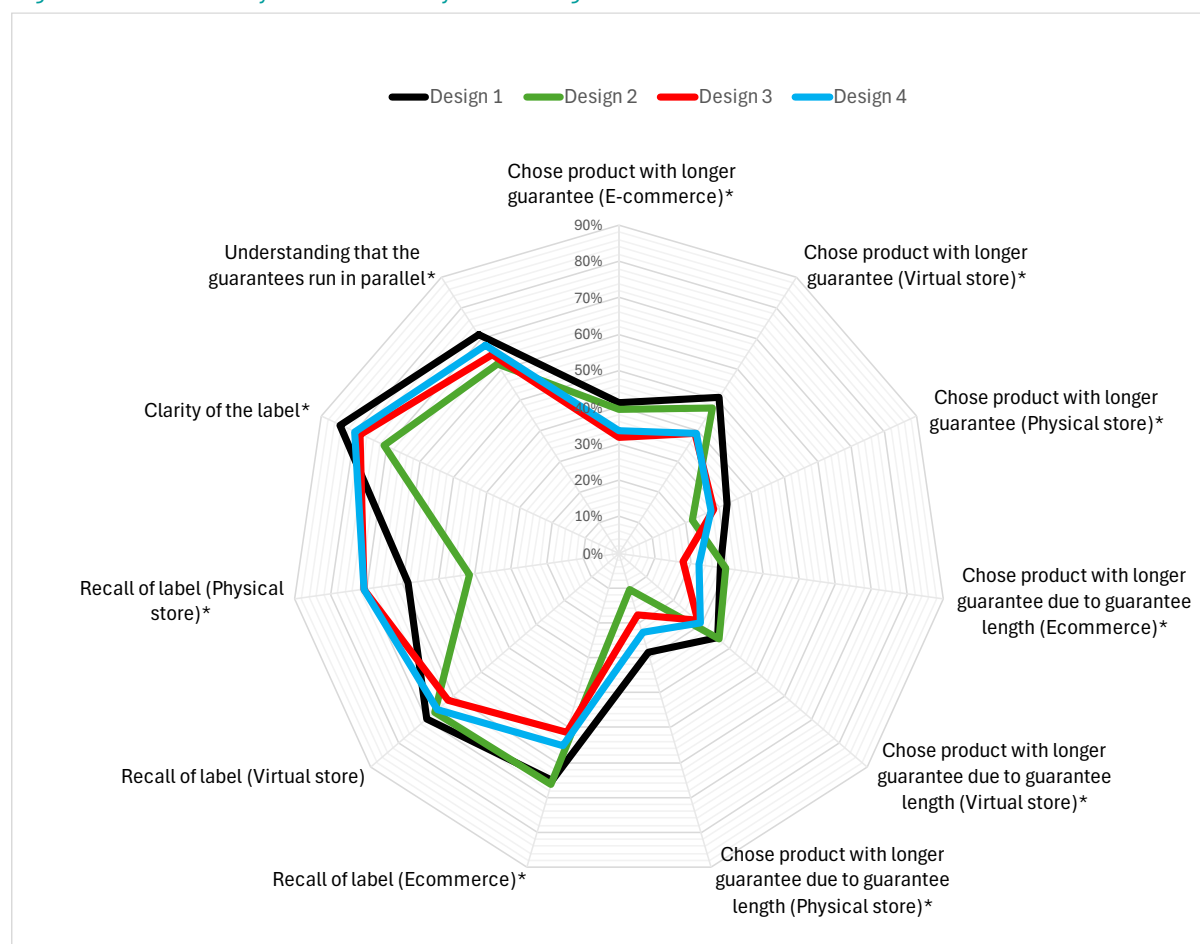
Bold row headings indicate that statistically significant differences are found for that row (based on 1 or more pairwise tests at the two-tailed 5% significance level).

Rankings for 'Clarity of label' and 'Understanding that the guarantees run in parallel' are based on the combined online sample.

Source: LE Europe analysis of experiment data

Figure 78 gives a visual representation of the results for different label designs for relevant outcome measures. For example, it shows that there was a relatively wide gap between label 4 and label 2 on 'Recall of label (Physical store)', whereas the gap between label 1 and label 2 on 'Chose product with longer guarantee (E-commerce)' was relatively narrow. This figure does not, however, give any indication of the statistical significance of particular treatment effects. Information on the statistical significance of particular treatment effects is provided in the subsections below.

Figure 78 Summary of outcomes by label design



* next to an outcome label indicates that statistically significant differences are found for that outcome (based on 1 or more pairwise tests at the two-tailed 5% significance level).

Values for 'Clarity of the label' and 'Understanding that the guarantees run in parallel' are based on the combined online sample. Outcomes which are not reported on a % scale elsewhere in this report have been scaled for the purposes of this figure. This was done by expressing the outcome as a % of its highest possible value.

Source: LE Europe analysis of experiment data

7.2.1 Product choice

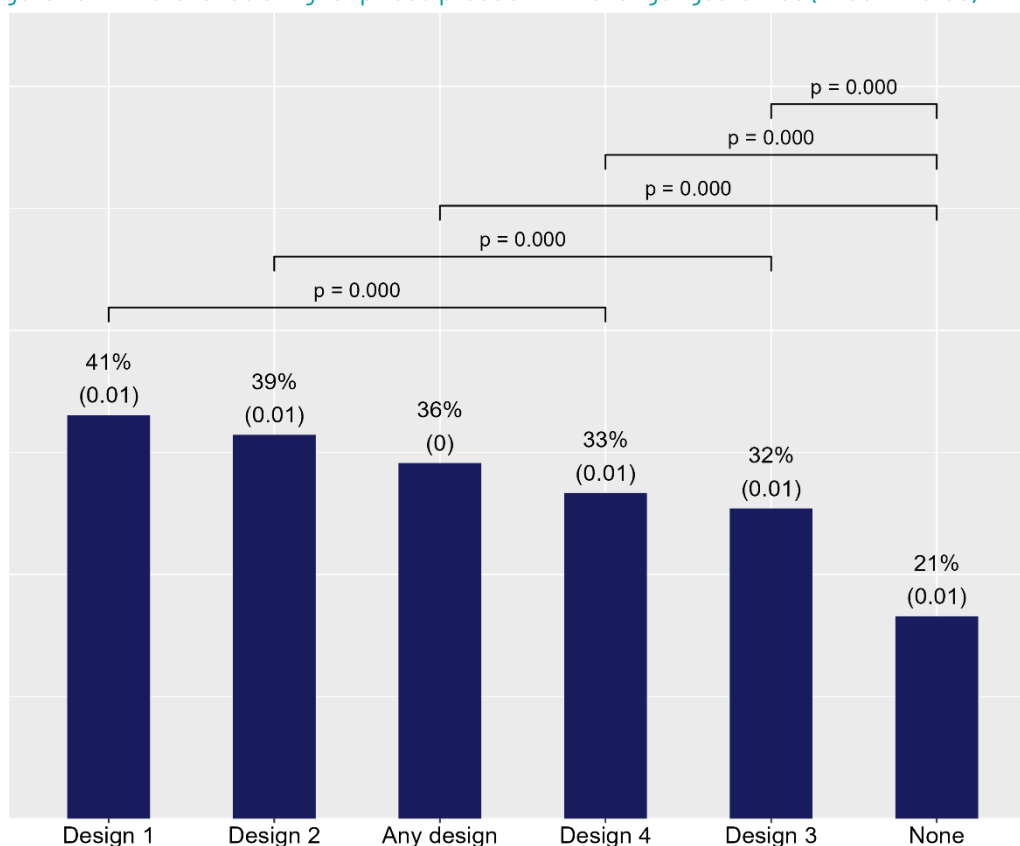
In the e-commerce and virtual store environments, each of the four label designs resulted in a significantly higher percentage of consumers choosing the higher priced product with a longer guarantee (Product 4) compared to when no label was shown (see Figure 79 and Figure 80). In both environments, the share of respondents purchasing Product 4 was 21% when no label was shown, compared to 32% and 39% in the e-commerce and virtual store environments respectively when the worst-performing label was shown. The fact that labels underwent a process of refinement and improvement prior to the experiment may explain why all four designs appear to have been effective.

In both environments, label 1 performed best, with a significantly higher percentage of consumers purchasing Product 4 with this design than for labels 3 and 4. Label 2 was second-best, performing

significantly better than labels 3 and 4 in the virtual store and than label 3 in the e-commerce environment.⁵⁶

These findings were generally consistent across countries. In every country, in both environments, the share of consumers choosing Product 4 was lowest when no label was shown. Labels 1 and 2 were the top two performers in both environments in every country, except Finland. In Finland, label 2 was the third best performing label in the e-commerce setting and the fourth best performing label in the virtual store environment, although consumers still chose Product 4 more often when label 2 was shown than when no label was displayed. The poorer performance of label 2 versus other designs in Finland may be related to how consumers in that country perceive the Word “GARANT”. The consumer survey found that consumers in Finland were least likely (relative to consumers in other countries included in the experiment) to say that they would prefer “GARANT” as the label title.

Figure 79 Purchased a higher priced product with a longer guarantee (E-commerce)



Outcome measure tested whether consumers purchased the higher priced product with a longer guarantee (Product 4).

N = ~2,400 per bar (9,669 for “Any design”)

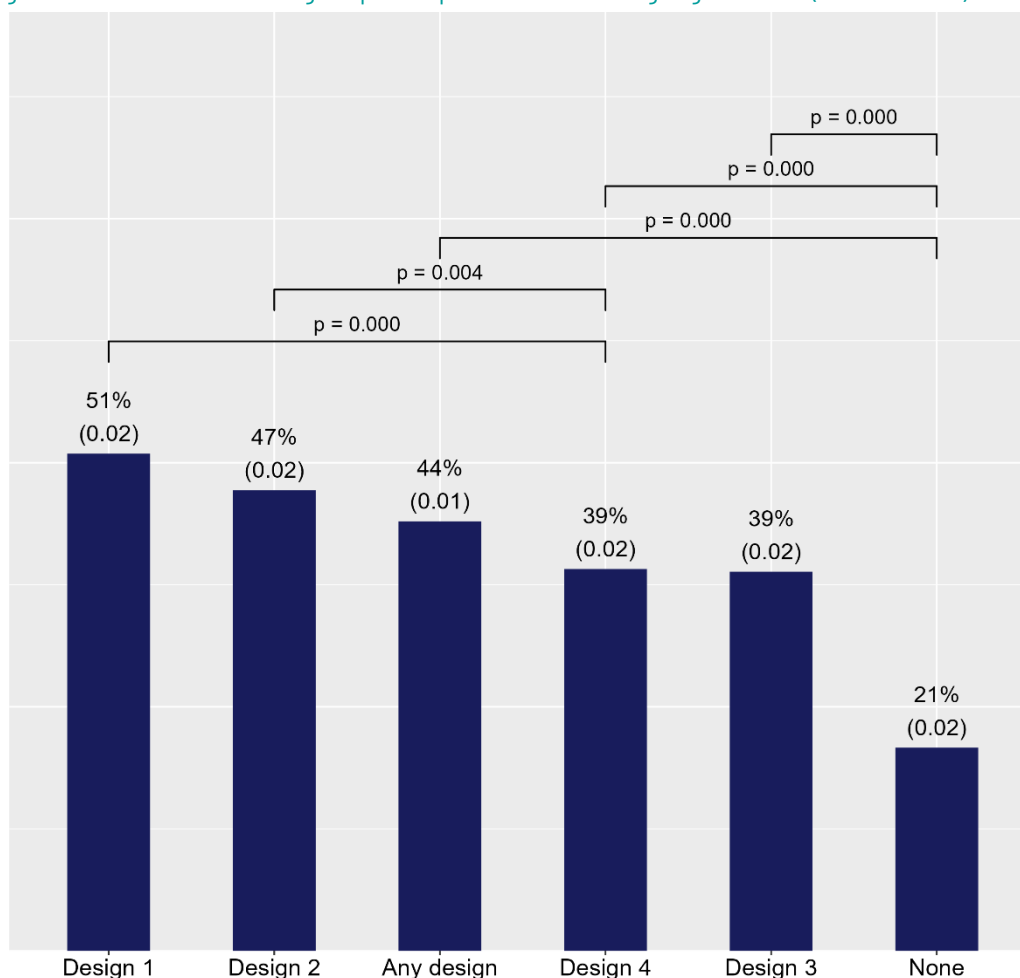
p-value: Design 1 vs Design 3: p < 0.001 | Design 1 vs Design 4: p < 0.001 | Design 1 vs None: p < 0.001 | Design 2 vs Design 3: p < 0.001 | Design 2 vs None: p < 0.001 | Design 3 vs None: p < 0.001 | Design 4 vs None: p < 0.001 | Any design vs None: p < 0.001

In this graph and all subsequent graphs in this chapter, bars are labelled with the value of the estimated outcome (first line) and the standard error of the estimate (second line). The bracket extending rightwards from the top of one bar (say, Bar A) ends at the next highest bar (say, Bar B) that Bar A is statistically significantly higher than (at the two-tailed 5% significance level).

Source: LE Europe analysis of experiment data

⁵⁶ The robustness check referred to in section 7.1.7 confirmed that label 2 performed better than label 4 in the e-commerce environment.

Figure 80 Purchased a higher priced product with a longer guarantee (Virtual store)



Outcome measure tested whether consumers purchased the higher priced product with a longer guarantee (Product 4).

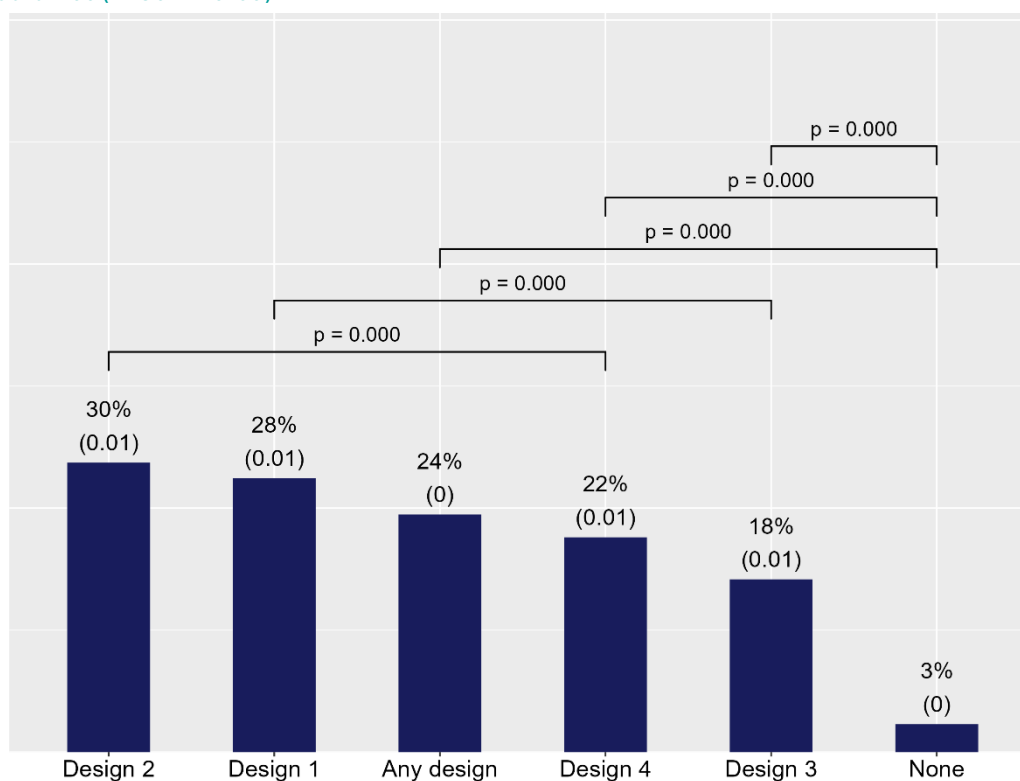
N = ~600 per bar (2,478 for "Any design")

p-value: Design 1 vs Design 3: p < 0.001 | Design 1 vs Design 4: p < 0.001 | Design 1 vs None: p < 0.001 | Design 2 vs Design 3: p = 0.005 | Design 2 vs Design 4: p = 0.004 | Design 2 vs None: p < 0.001 | Design 3 vs None: p < 0.001 | Design 4 vs None: p < 0.001 | Any design vs None: p < 0.001

Source: LE Europe analysis of experiment data

Similar findings emerge when considering the share of consumers who chose Product 4 and cited the length of the guarantee as the reason for their choice (see Figure 81 and Figure 82). When no label was shown, this share was close to zero. The percentage significantly increased when any label was shown – to 18% and 28% for the worst-performing labels in the e-commerce and virtual store environments respectively. Again, in both environments, the top two performers were labels 1 and 2.

Figure 81 Purchased a higher priced product with a longer guarantee *due to the length of the guarantee* (E-Commerce)



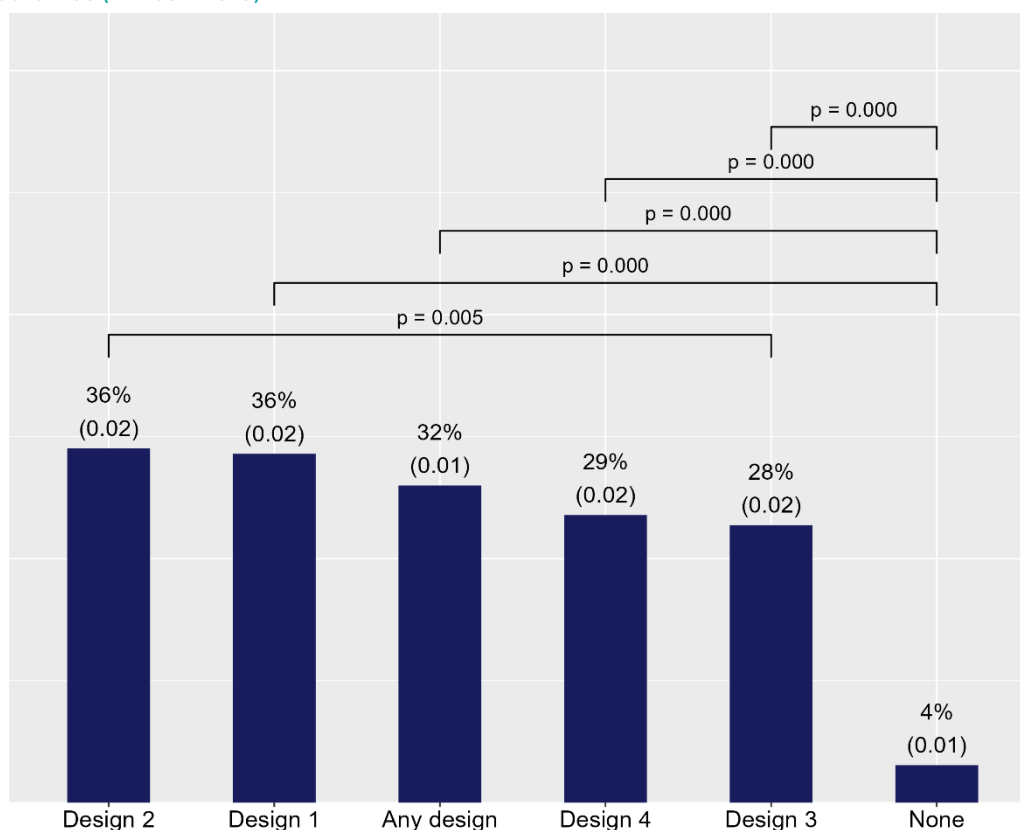
Outcome measure shows the proportion of respondents who purchased the higher priced product with a longer guarantee (Product 4) specifically due to the length of the guarantee.

N = ~2,400 per bar (9,669 for "Any design")

p-value: Design 1 vs Design 3: p < 0.001 | Design 1 vs None: p < 0.001 | Design 2 vs Design 3: p < 0.001 | Design 2 vs Design 4: p < 0.001 | Design 2 vs None: p < 0.001 | Design 3 vs None: p < 0.001 | Design 4 vs None: p < 0.001 (The robustness check referred to in section 7.1.7 confirmed that Design 1 also performed better than Design 4)

Source: LE Europe analysis of experiment data

Figure 82 Purchased a higher priced product with a longer guarantee *due to the length of the guarantee* (Virtual store)



Outcome measure shows the proportion of respondents who purchased the higher priced product with a longer guarantee (Product 4) specifically due to the length of the guarantee.

N = ~600 per bar (2,478 for "Any design")

p-value: Design 1 vs None: $p < 0.001$ | Design 2 vs Design 3: $p = 0.005$ | Design 2 vs None: $p < 0.001$ | Design 3 vs None: $p < 0.001$ | Design 4 vs None: $p < 0.001$ | Any design vs None: $p < 0.001$ (The robustness check referred to in section 7.1.7 confirmed that Design 1 also performed better than Designs 3 and 4, and that Design 2 also performed better than Design 4)

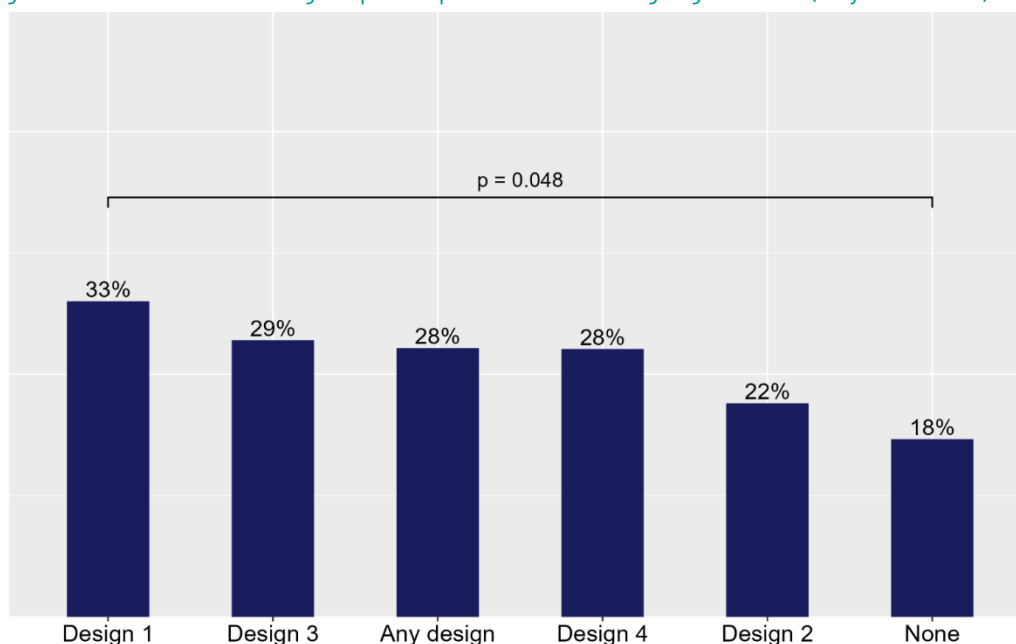
Source: LE Europe analysis of experiment data

The strong performance of labels 1 and 2 with regard to product choice may be explained by the higher salience of the number of years of the producer guarantee on these two labels. In label 1, the number of years is in large print, and the rosette image draws the eye to the number. In label 2, the number of years is printed larger than in any other design, and the design has less additional material to distract from this number.

In the physical store environment, the percentage of consumers who chose Product 4 was higher when any of the four label designs was shown compared to when no label was shown (see Figure 83). However, this difference was only statistically significant for label 1 (the best-performing label) versus no label.⁵⁷

⁵⁷ Under the alternative testing strategy of the robustness check referred to in section 7.1.7, this result (label vs no label) was not statistically significant due to the larger adjustment to the p-value from the FDR correction (due to conducting more tests). However, this simply illustrates the rationale the main (original) testing strategy.

Figure 83 Purchased a higher priced product with a longer guarantee (Physical store)



Outcome measure tested whether more consumers purchased the higher priced product with a longer guarantee (Product 4) when the label is shown than under the no label condition.

N = ~120 per bar (480 for "Any design")

p-value: Design 1 vs None: p = 0.048

Source: LE Europe analysis of experiment data

Label 2 performed least well in the physical store both in terms of the percentage of consumers who chose Product 4 and the percentage who chose Product 4 due to the length of guarantee. This contrasts with the e-commerce and virtual store environments, where label 2 was the second-best and best performer on these two outcome measures. With regard to the latter outcome, there is a statistically significant difference in the physical store between label 2 and (best-performing) label 1.

The weaker performance of label 2 in the physical store might be explained by the extent that the design of this label was able to attract attention in the physical store. During the shopping task in the store, the researchers accompanying participants recorded whether or not they inspected the labels, and the data shows that share of consumers who did so was lowest for label 2, at 67%. In comparison, the share who inspected label 1 was 82%. Therefore, label 1 was more likely to attract attention and it seems likely that this would explain some of the difference in performance between label 1 and label 2 in terms of inducing consumers to choose Product 4. The extent to which a label can attract attention is likely to be an especially important factor in a physical store, due to the large amounts of competing stimuli present in that setting. As the researchers who accompanied the participants in the store explained, there was a lot of other information and stimuli in the store, such as information on manufacturers and products, price promotions, music and other customers.

Another possible explanation could be that it is due to confusion over the word "GARANT" or the "365" calendar symbol (representing years). The replies to the open-ended questions at the end of the survey suggest that these elements may not have been well understood. However, it is not clear why this would explain the difference in performance of label 2 between the e-commerce and physical store settings. The consumer survey did not suggest that consumers in Poland were particularly averse to using the word GARANT as the label heading compared to consumers in other countries included in the experiment.

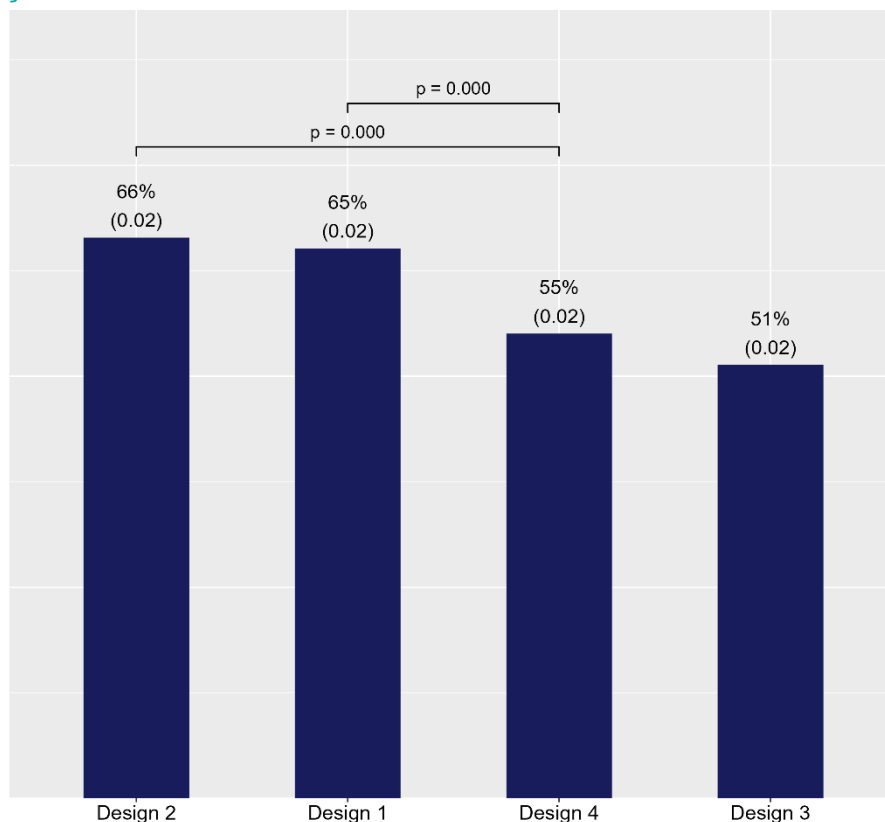
7.2.2 Recall of label

Recall of seeing the label:

In both the e-commerce and virtual store environments, labels 1 and 2 resulted in the highest shares of consumers who recalled seeing the label (question RL1) while shopping. In the e-commerce environment, 66% of consumers who were shown label 2 and 65% of consumers who were shown label 1 recalled seeing the label (Figure 84). Each of these figures was significantly higher than the corresponding figures for label 4 (55%) and 3 (51%). In every country, labels 1 and 2 were the top two performers in the e-commerce environment. In the virtual store, recall ranged from 70% for label 1 to 62% for label 3 but with no statistically significant differences between designs, either based on the full sample or by country.

The strong performance of labels 1 and 2 in terms of recall in the e-commerce and virtual store environments may be explained by the relatively uncluttered layout of these designs. Labels 3 and 4 feature a larger amount of small text than labels 1 and 2 due to the presence of local language translations.

Figure 84 Recall of label (E-commerce)



Outcome measure tested whether consumer recalled they had seen the label (Yes/No)

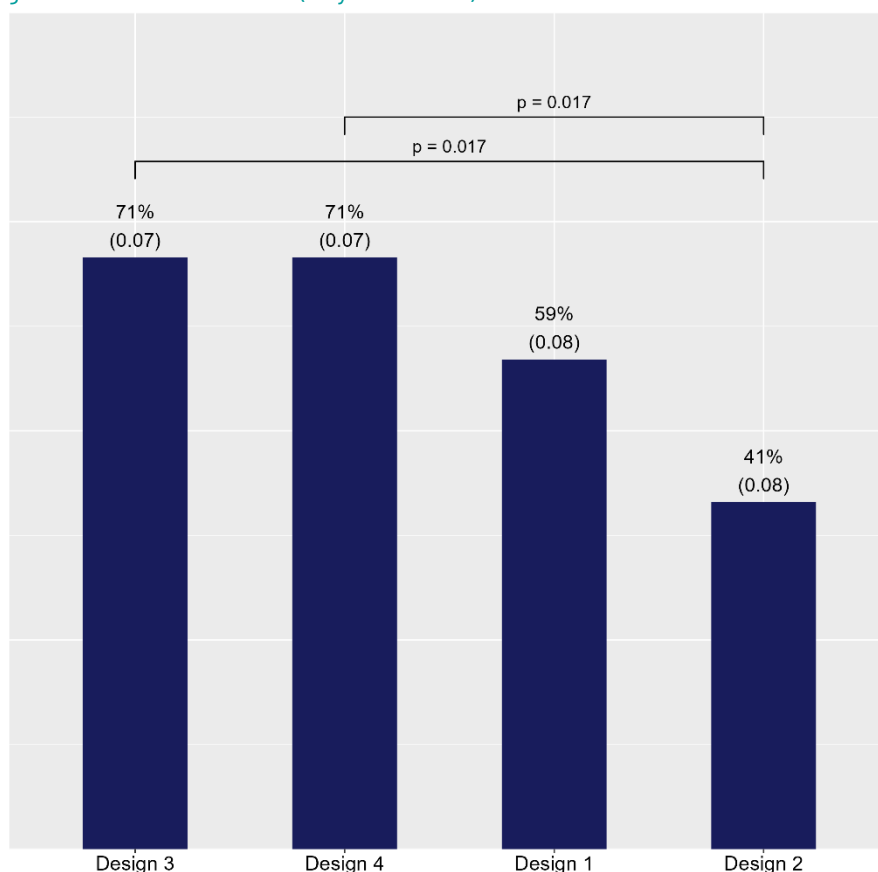
N = ~800 per bar

p-value: Design 1 vs Design 3: p < 0.001 | Design 1 vs Design 4: p < 0.001 | Design 2 vs Design 3: p < 0.001 | Design 2 vs Design 4: p < 0.001

Source: LE Europe analysis of experiment data

In the physical store, the order of the labels in terms of their performance was the opposite of that in the other two environments. Recall was best under labels 3 and 4 (71% in each case), and significantly higher than recall under label 2 (Figure 85). This is consistent with the results in terms of consumers' product choice that label 2 performed poorly relative to other labels in the physical store.

Figure 85 Recall of label (Physical store)



Outcome measure tested whether consumer recalled they had seen the label (Yes/No)

N = 41 per bar

p-value: Design 1 vs Design 2: $p = 0.20$ | Design 1 vs Design 3: $p = 0.25$ | Design 2 vs Design 4: $p = 0.25$ | Design 2 vs Design 3: $p = 0.02$ | Design 2 vs Design 4: $p = 0.02$

Source: LE Europe analysis of experiment data

Recall of label features:

Consumers who recalled seeing the label were then briefly shown the label again before proceeding to the next question. They were then asked (not while seeing the label) to identify various features that appeared on the label from a list of correct and incorrect options (question RL2). There were no significant differences between the labels in terms of the number of features that consumers were able to correctly recall had appeared or not on the label. This was the case for the 'combined online data'⁵⁸, referring to the data from respondents in either the e-commerce or virtual store environments, and in the physical store. There were also no statistically significant differences between labels when considering the combined online data for each country.

However, there were significant differences between designs in terms of recall of some specific features. Notably, in the combined online data, consumers who saw labels 1 and 2 were significantly more likely to recall having seen "A figure indicating a number of years" than those who saw label 4 (and label 3, although versus label 3 the difference is not significant). These results support the idea that displaying the number of years in larger text (as was the case in labels 1 and 2) improves recall.

Overall, consumers showed good recall of which features appear on the label. On average, those in the combined online data correctly identified 72% of the listed features as present or not (62% in the

⁵⁸ Some outcome measures – specifically those based on questions RL2, RN2 and subsequent questions – have been analysed for respondents in both the e-commerce and virtual store environments combined, referred to as the 'combined online data'. This data was combined for these questions since respondents were reshown the label or notice for these questions, so the earlier environment for the shopping task was no longer relevant at the point of answering.

physical store). Consumers were similarly likely to recall seeing the local language term for “producer guarantee” as the Word “garant”, with recall of each term between 65% and 70% in both the combined online data and the physical store. Of the features that consumers *should* have identified as appearing on the label, consumers in the combined online data were most likely to miss “The brand of the product”, with only 15% correctly identifying that this appears on the label. Consumers in the physical store were most likely to miss “A QR code” and “Symbol of the EU with circle of stars” (selected by only 26% each).

7.2.3 Perception of label

Clarity rating of the label:

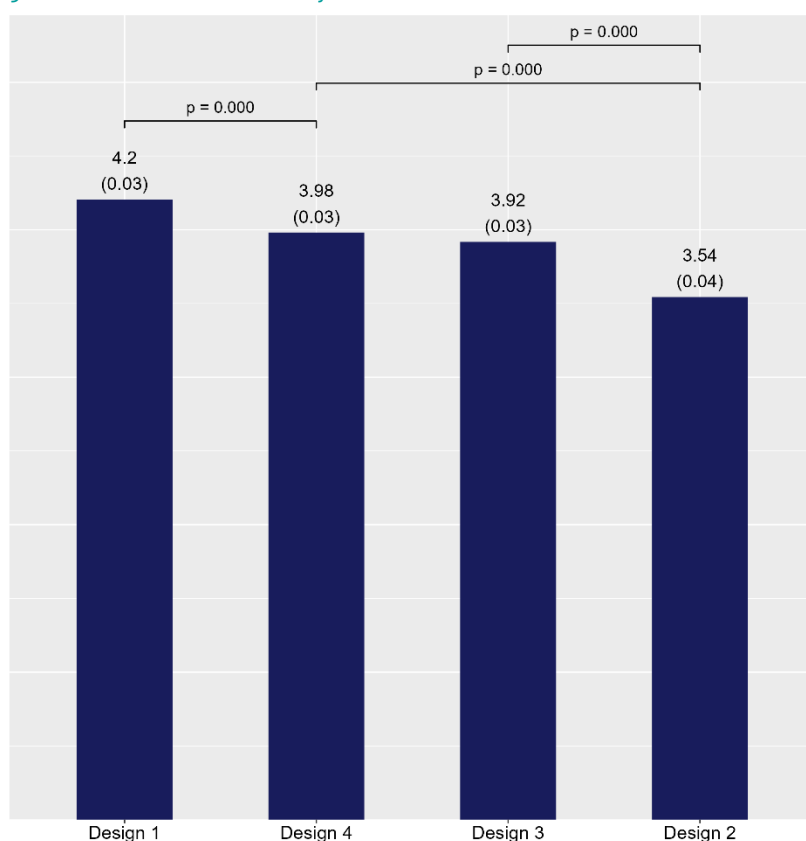
When asked to rate the clarity of the label (question SPL1), having been shown the label again, consumers who were shown label 1 gave the best average ratings in all three environments (e-commerce, virtual store, physical store). For example, Figure 86 below shows the share of average clarity rating per label based on the combined online data. In each of the three environments, clarity ratings for label 1 were significantly better than for any other label. This is consistent with the strong performance of label 1 in terms of product choice and recall.

That said, none of the labels were rated as being unclear, overall. The lowest average rating – which was given to label 2 – was 3.5 out of 5, implying that this label was rated, on average, between “neutral” (meaning neither clear nor unclear) and “somewhat clear”.

In all three environments, label 2 received significantly worse clarity ratings than any other label (although, as noted above, this label was not considered unclear overall in absolute terms). Unlike the other designs, label 2 shows a “365” calendar symbol instead of the word “years” (in English or a local language) following the digit displaying the number of years of the producer guarantee, it also uses the Word “GARANT”. These elements may leave some consumers unclear about the meaning of the label and, indeed, the replies to the open-ended questions suggest that these elements may not have been well understood. For instance, some respondents who saw label 2 expressed that the “GARANT” is unclear and does not serve well to express the idea of warranty. Some questioned what language this word is and whether it should have been written in their own language. Some replies similarly showed confusion over the calendar icon, particularly that this indicated that the number shown represented the number of years of the guarantee, and the icon does not easily connect to the number.

These findings were consistent across countries. Considering the combined online data, in each country, label 1 received the highest average clarity rating, with a statistically significant difference against all other labels (except label 3 in France and label 4 in Romania). In each country, label 2 received a significantly lower average clarity rating than every other label.

Figure 86 Perceived clarity of the label (E-commerce and virtual store combined)



Outcome measure is the rating for "How clear is the information on this label?" from 1 (unclear) to 5 (Very clear)

N = ~1,000 per bar

p-value: Design 1 vs Design 2: $p < 0.001$ | Design 1 vs Design 3: $p < 0.001$ | Design 1 vs Design 4: $p < 0.001$ | Design 2 vs Design 3: $p < 0.001$ | Design 2 vs Design 4: $p < 0.001$

Source: LE Europe analysis of experiment data

Clarity ranking of the label:

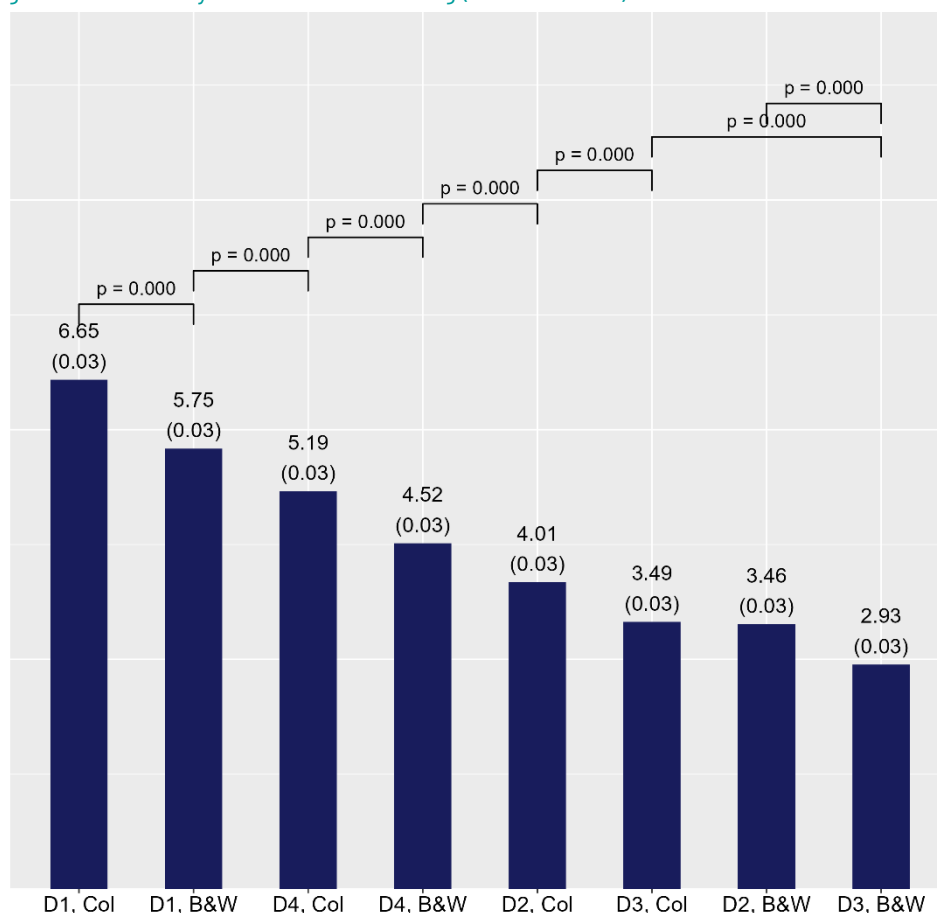
Consumers in the e-commerce and virtual store environments were asked to rank labels from best (8 or 4, as explained below) to worst (1) in terms of clarity (question AT1B).

In the e-commerce environment, each consumer was shown eight labels to rank, specifically a colour and a black and white version of each of the four designs. Consistent with the results presented above (regarding clarity ratings), consumers gave the best clarity rankings to label 1. Even the black and white version of label 1 performed significantly better than the colour or black and white version of any other label. Clarity rankings for label 2 were poor compared with labels 1 and 4, but similar to label 3. These results are shown in Figure 87.

In the virtual store environment, each consumer was shown four labels: a colour version of each design. Similarly to in the e-commerce environment, label 1 received a significantly higher average ranking than any other label, followed by label 4, and then labels 2 and 3.

Consumers in different countries ranked labels similarly. For example, considering data from the e-commerce environment, the order of average rankings was the same in each individual country as in the full sample (Figure 87), give or take one pair of labels in adjacent ranks. For instance, in Ireland, the design 2 colour label and design 3 colour label were in each other's ranks compared to the full sample.

Figure 87 Clarity of the label - Ranking (E-commerce)



Outcome measure is the mean ranking (1 to 8, where 8 is best) given to each label by respondents in terms of overall clarity, when the labels were presented together to respondents.

N = 4,024 per bar

p-value: All comparisons (except D2, B&W vs D3, Col): $p < 0.001$

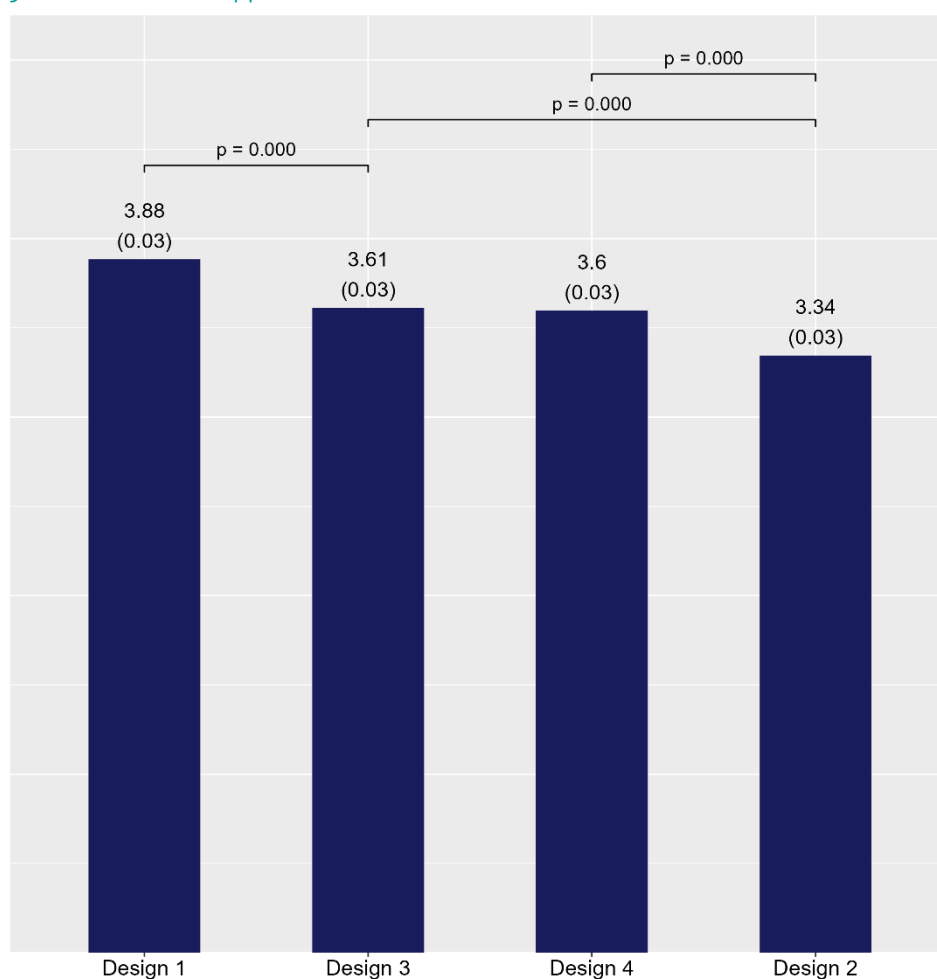
Source: LE Europe analysis of experiment data

The strong performance of label 1 in terms of clarity might be explained by various unique aspects of the design compared to the other designs. Firstly, label 1 specifies that the producer guarantee *relates to durability*, while for other labels this is not explicitly specified. Secondly, the rosette used in label 1 may make the organisation of elements in the label clearer. Thirdly, the text of label 1 is entirely in the local language.

Appearance rating of the label:

Consumers were also asked to rate the overall appearance of the label (question SPL2), having been shown the label again. Consumers in the e-commerce and virtual store environments gave label 1 a significantly higher average rating than any other label. For example, see Figure 88, which presents average ratings for different labels in the combined online data. Consumers in the physical store also gave the highest average rating to label 1, but this was only significantly higher against label 2 (not 3 and 4). In all three environments, consumers rated label 2 significantly lower on appearance than any other label. Consumers' ratings of labels based on appearance align closely with their ratings based on clarity, discussed above.

Figure 88 Overall appearance of the label (E-commerce and virtual store combined)



Outcome measure is the rating for "How would you rate the overall appearance of this label?" from 1 ('Very unappealing') to 5 ('Very appealing')

N = ~1,000 per bar

p-value: Design 1 vs Design 2: $p < 0.001$ | Design 1 vs Design 3: $p < 0.001$ | Design 1 vs Design 4: $p < 0.001$ | Design 2 vs Design 3: $p < 0.001$ | Design 2 vs Design 4: $p < 0.001$

Source: LE Europe analysis of experiment data

The poor performance of label 2 in terms of perceived clarity and appearance is not necessarily inconsistent with the design's relatively strong performance in terms of product choice and recall (in the e-commerce and virtual store environments). It is possible that the simplicity of label 2 and the size of the number of years made consumers relatively responsive to the label in terms of product choice and recall, even if these features of the label made it less clear and visually appealing.

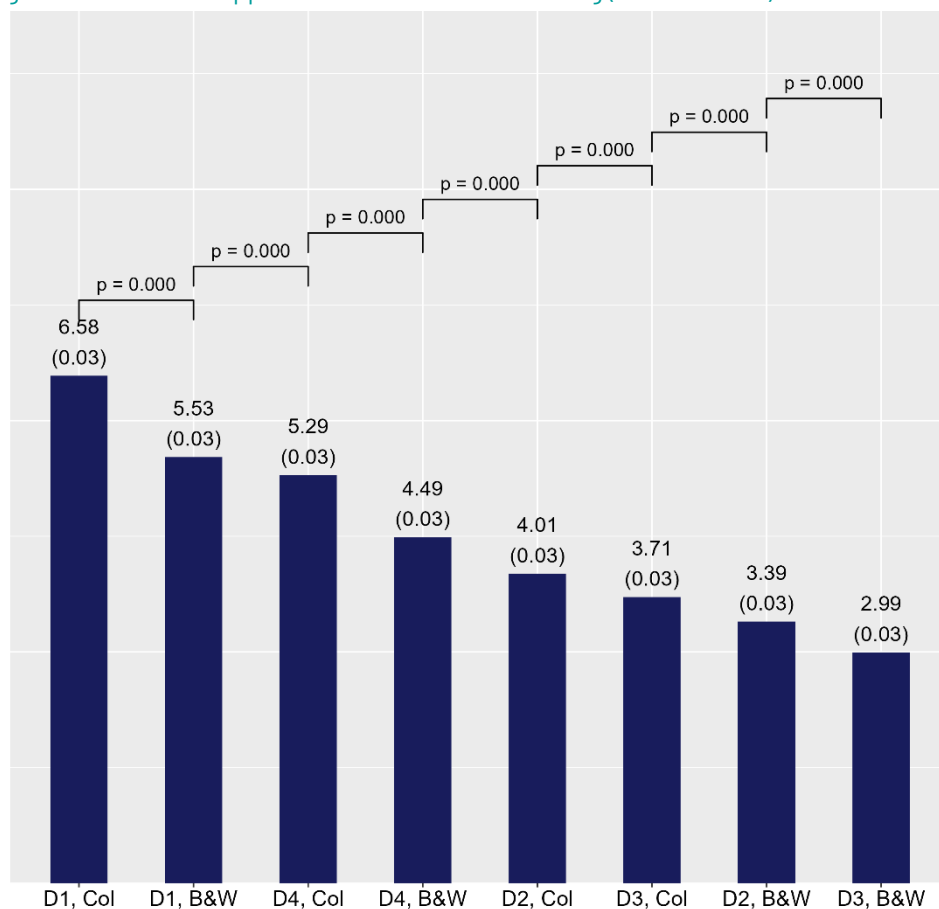
Consumers in different countries gave similar ratings to the labels with regard to appearance. Considering the combined online data, label 1 received the highest average rating in each country, always performing significantly better than at least label 2. In every country, label 2 was the lowest rated label on average.

Appearance ranking of the label:

Consumers in the e-commerce and virtual store environments were asked to rank labels from best to worst in terms of overall appearance (question AT1) as well as in terms of clarity (discussed above). Again, consumers in the in the e-commerce environment were shown eight labels to rank (a colour and a black and white version of each of the four designs). Consumers in the virtual store were shown four labels to rank (a colour version of each design).

On average, consumers in the e-commerce environment ranked labels in the same order with regard to overall appearance (Figure 89) as with regard to clarity. The same was true in the virtual store.

Figure 89 Overall appearance of the label - Ranking (E-commerce)



Outcome measure is the mean ranking (1 to 8, where 8 is best) given to each label by respondents in terms of overall appearance, when the labels were presented together to respondents.

N = 4,024 per bar

p-value: All comparisons: $p < 0.001$

Source: LE Europe analysis of experiment data

As with regard to clarity, consumers in different countries ranked labels similarly with regard to overall appearance. Considering data from the e-commerce environment, the order of average rankings was the same in each individual country as in the full sample, except in Romania where the ranks of the Design 1 black and white label and Design 4 colour label were swapped.

Some features of label 1 which were hypothesised above to improve clarity, such as the rosette, may also have helped to improve the overall appearance of the label.

7.2.4 Understanding of label

Consumers were asked several questions to assess their understanding of information presented on the label.

Understanding that the guarantees run in parallel:

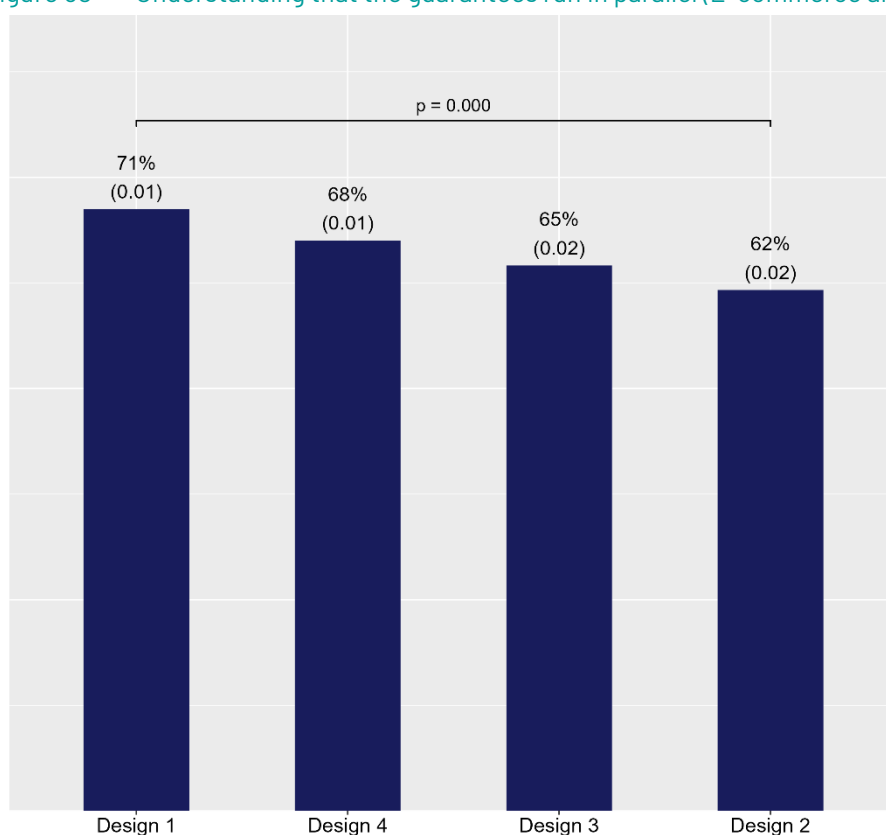
Consumers who saw label 1 were most likely, and significantly more likely than those who saw label 2, to correctly realise that the commercial and legal guarantee periods run in parallel based on the

combined online data (question ULN1, see Figure 90).⁵⁹ There were no significant differences between the designs in terms of this outcome in the offline environment. These results support the finding that label 1 is clearer than label 2. The low perceived clarity of label 2 (discussed above) is matched by evidence of low understanding under label 2.

The findings from the combined online data are relatively consistent across countries. Label 1 was the best performing label in every country except France, where label 4 performed best (significantly better than label 2, but not others). Label 2 was the worst performing label in every country except Finland. There were no statistically significant differences between labels in Finland or Romania.

Among the four label and notice designs, label 1 is the only label which indicates that the commercial and legal guarantee periods run in parallel (for all other designs this information is on the notice). Thus, the results suggest that this information is more likely to be understood when displayed on the label rather than the notice.

Figure 90 Understanding that the guarantees run in parallel (E-commerce and virtual store combined)



Outcome measured whether consumer correctly answered that the commercial guarantee period runs in parallel to the legal guarantee period (Correct/Incorrect)

N = ~1,000 per bar

p-value: Design 1 vs Design 2: $p < 0.001$

Source: LE Europe analysis of experiment data

Understanding of label and notice relationship:

Consumers were also asked to select true statements about the relationship between the label and notice from a list of correct and incorrect options (question ULN2). On average, consumers who saw label and notice 1, 3 or 4 answered correctly for 66–67% of the listed options, whereas those who saw label and notice 2 answered that correctly for 63% of the listed options. There were no statistically significant differences between the designs on this outcome measure under the main testing.

⁵⁹ The robustness check referred to in section 7.1.7 confirmed that those who saw label 1 were also significantly more likely than those who saw label 3 to correctly realise that the periods run in parallel.

strategy. Under the alternative approach of the robustness check referred to in section 7.1.7, the differences between label 2 and the other three label designs were found to be statistically significant for the combined online data. This is in line with the conclusion identified above that those who saw label and notice 2 had poorer understanding than those who saw the other designs.

Considering the combined online data, there were no statistically significant differences with regard to this question in France, Romania or Spain. However, in Finland label 4 performed significantly better than label 2; consumers who saw label 4 correctly identified 70% of the four listed statements about the relationship between the label and notice as true or false, compared to 62% for label 2. In Ireland, both labels 3 and 4 performed significantly better (69% for each) than label 2 (61%). These results provide further indicative evidence that label 2 is relatively less well understood than others.

Overall, consumers showed reasonable understanding of the relationship between the label and notice. The average consumer in the combined online data correctly identified 66% of the four listed statements about the relationship between the label and notice as true or false (58% among those assigned to the physical store).

However, consumers were less likely to (correctly) select true statements than they were to (also correctly) reject false statements. For example, in the combined online data, only 37% and 52% respectively selected the true statements “The label shows the product is covered by an additional guarantee, while the notice explains my legal rights if a product is faulty” and “The label shows the period that a product is covered by a producer guarantee, while the notice explains that for at least 2 years the seller must ensure I have a product that works”.

Understanding of the producer guarantee:

Furthermore, consumers were asked to select, from a list of correct and incorrect options, true statements about the producer guarantee (question EFU3). There were no significant differences between designs, in any of the three environments, regarding to how many of the nine statements the average consumer was able to correctly assign as true or false. The same was true in each individual country for the e-commerce environment and in almost every country for the virtual store, with one exception. In Spain, label 2 performed significantly better than label 4 in the virtual store.

Overall, consumers showed good understanding of the producer guarantee. On average, those in the e-commerce, physical store and virtual store environments correctly identified 64%, 65% and 64% of the listed statements as true or false, respectively. However, as with the relationship between the label and notice, consumers were less likely to select true statements than they were to reject false statements. For example, in the e-commerce environment, each true statement (“The guarantee lasts for more than 2 years”, “The guarantee is free”, “The guarantee applies to the entire product” and “The guarantee is offered by the producer”) was selected by under 50% of consumers.

7.2.5 Interaction between the labels

The results generally show that the harmonised label remained effective in the presence of other labels, including the energy label, repair score and durability index in France. For all harmonised label designs, consumers more often chose Product 4 (with the longer guarantee) when the harmonised label was present compared to no label, on average across all products *and for products carrying the energy label or the repair score*, as can be seen from Table 15 and Table 16 below for the e-commerce and virtual store environments. While we did not control which labels were presented on products in the physical store, it can be expected that two thirds of the products involved (i.e. televisions and washing machines, but not printers) would have carried the energy label (by law), and the results show that overall the labels were effective in that setting (see Figure 83 in Section 7.2.1 above).

Moreover, when the French durability index was shown (which was the case for televisions in France), again consumers more often chose Product 4 when the harmonised label was present (with the exception of label design 4), implying that the harmonised label was effective in the presence of the

durability index. In the virtual store, when the French durability index was shown, consumers more often chose Product 4 when the harmonised label was present, with the exception of label design 3.

Table 15 Consumers' propensity to buy product with longer guarantee – E-commerce environment

Label design	All products	Products with the energy label ^[1]	Products with the repair score ^[2]	Products with the durability index ^[3]
Design 1	41%	43%	40%	56%
Design 2	39%	40%	38%	47%
Design 3	32%	34%	29%	50%
Design 4	33%	33%	37%	38%
No label	21%	20%	20%	38%

Outcome measure: whether consumers purchased the higher priced product with a longer guarantee (Product 4).

[1] Televisions and washing machines in all countries. [2] Printers in all countries. [3] Televisions in France (only).

Source: LE Europe analysis of experiment data

Table 16 Consumers' propensity to buy product with longer guarantee – Virtual store environment

Label design	All products	Products with the energy label ^[1]	Products with the repair score ^[2]	Products with the durability index ^[3]
Design 1	51%	54%	57%	68%
Design 2	47%	52%	55%	68%
Design 3	39%	43%	43%	43%
Design 4	39%	40%	47%	49%
No label	21%	21%	24%	48%

Outcome measure: whether consumers purchased the higher priced product with a longer guarantee (Product 4).

[1] Televisions and washing machines in all countries. [2] Printers in all countries. [3] Televisions in France (only).

Source: LE Europe analysis of experiment data

Furthermore, consumers' understanding of the producer guarantee⁶⁰ varied very little depending on whether the product in question carried the energy label or repair score (or neither), as can be seen from Table 17 below, based on the e-commerce environment (similar findings were observed in the virtual store).

Table 17 Average score in terms of understanding of the producer guarantee (0 to 1) – E-commerce environment

Label design	All products	Products with the energy label	Products with the repair score	Products with the durability index
Design 1	0.63	0.63	0.63	0.61
Design 2	0.65	0.66	0.64	0.67
Design 3	0.63	0.63	0.62	0.60
Design 4	0.64	0.64	0.65	0.60

Outcome measure: whether consumers purchased the higher priced product with a longer guarantee (Product 4).

[1] Televisions and washing machines in all countries. [2] Printers in all countries. [3] Televisions in France (only).

Source: LE Europe analysis of experiment data

Moreover, when consumers were asked to identify which labels had certain meanings, they answered this question very well.⁶¹ Specifically, when asked which labels told them "for how long the producer guarantees the consumer will have a product that works", "the energy efficiency of the product" and "how easy it is to repair the product", 86%, 93% and 83% of consumers correctly identified the

⁶⁰ Based in question EUF3 of the survey following the experiment shopping task.

⁶¹ To assess whether consumers might confuse the harmonised label with other labels that may be displayed on products, consumers were shown a set of labels (including the harmonised label, EU energy label, repair score and, in France only, the French durability index) and were asked to identify what each label tells them. This was question CBL1 of the behavioural experiment post-survey.

harmonised label, energy label and repair score, respectively. In France, 74% of all respondents in the combined online data correctly identified that the durability index told them “How ‘robust’ and durable the product is”, whereas only 9% thought (incorrectly) that this applied to the harmonised label. Therefore, overall, the results suggest it is unlikely that there will be significant issues regarding confusion between the harmonised label and other labels.

7.3 Results: Notice design

It was anticipated that the notice design may affect consumers' recall of the notice, perception of the clarity and appearance of the notice, and understanding of the notice. Table 18 shows the rankings of different notice designs with respect to relevant outcome measures. It is important to note that this table, like other similar tables in this report, is not intended to show the sizes of the treatment effects or provide information on the statistical significance of particular treatment effects. More detailed information on the treatment effect sizes and statistical significance is provided below. The colour coding is only intended to illustrate the overall patterns in the rankings.

There is no clear "best" notice design. Notices 1, 2, and 4 are each the strongest performer for some outcomes, but the weakest for others. Notice 3 is not the strongest performer for any outcome and is the weakest for several. There are few outcomes for which significant differences are found between notice designs. The lack of clear evidence in favour of a particular notice is unsurprising given the differences in content and appearance between the four notice designs are relatively small compared with the differences between the four label designs.

As discussed below, consumers generally showed good understanding of the information presented on the notice. Most consumers correctly answered most questions on understanding.

Table 18 Ranking of notice designs for outcomes

	Design 1	Design 2	Design 3	Design 4
Clarity of the notice	4	1	3	2
Recall of notice in...				
(i) E-commerce setting	4	1	3	2
(ii) Virtual store setting	2	4	3	1
(iii) Physical store setting	2	4	3	1
Understanding of legal guarantee duration, in the...				
(i) E-commerce setting	3	1	2	4
(ii) Virtual store setting	2	1	3	4
(iii) Physical store setting	1	4	2	3
Understanding of legal guarantee responsibility, in the...				
(i) E-commerce setting	2	1	4	3
(ii) Virtual store setting	1	2	4	3
(iii) Physical store setting	1	3	2	4
Understanding the guarantees run in parallel	1	4	3	2
Appearance of the notice	1	4	2	3
Clarity of notice (ranking)	2	3	4	1
Appearance of notice (ranking)	2	3	4	1

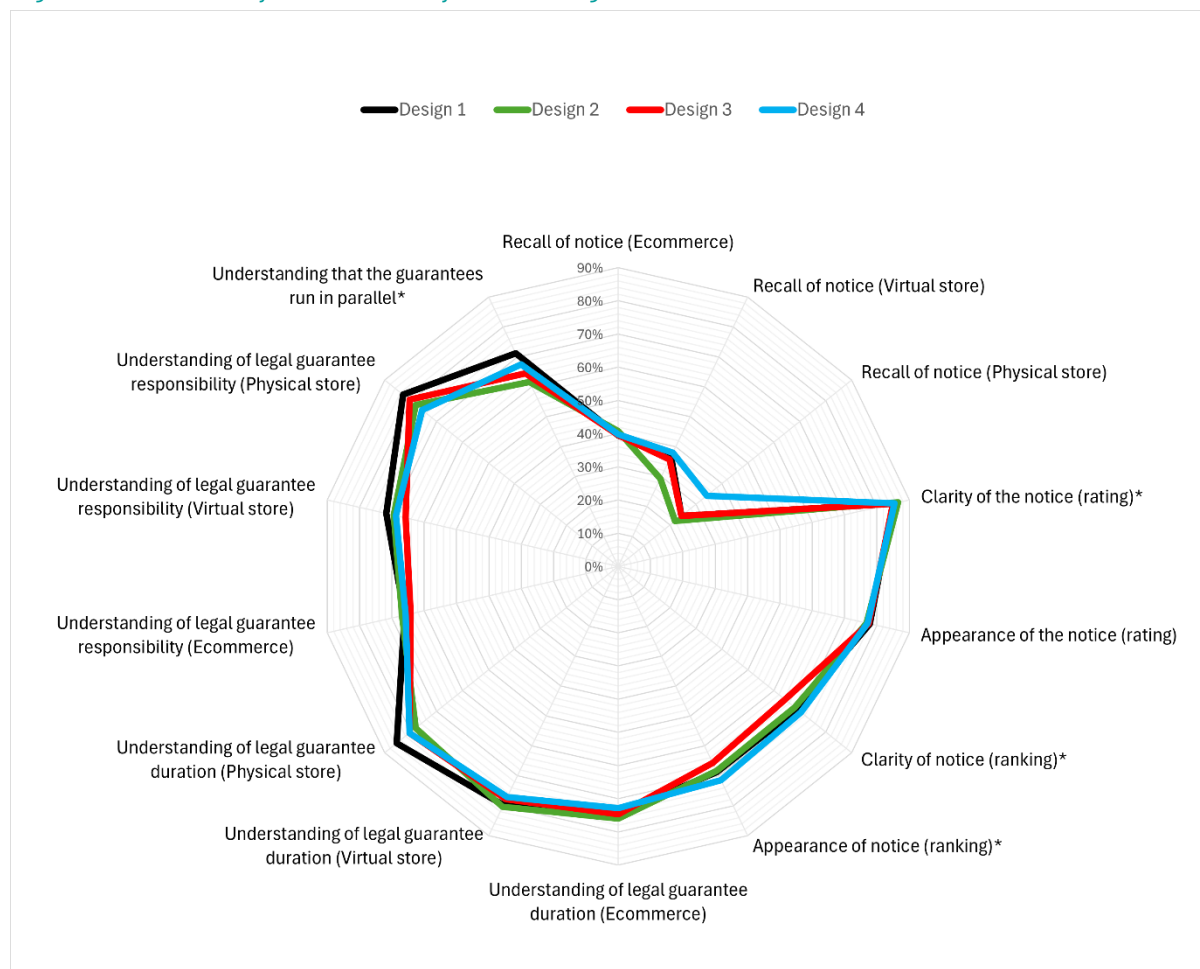
Bold row headings indicate that statistically significant differences are found for that row (based on 1 or more pairwise tests at the two-tailed 5% significance level).

'Clarity of notice', 'Appearance of notice', and 'Understanding the guarantees run in parallel' are based on the combined online sample. 'Clarity of notice (ranking)' and 'Appearance of notice (ranking)' are based on the ranking of colour notices in the e-commerce environment.

Source: LE Europe analysis of experiment data

Figure 91 below gives a visual representation of the results for different notice designs for relevant outcome measures. For example, it shows that there was a relatively wide gap between notice 1 and notice 2 on 'Understanding that the guarantees run in parallel', whereas the gap between all notices on 'Clarity of notice (rating)' was relatively narrow. This figure does not, however, give any indication of the statistical significance of particular treatment effects. Information on the statistical significance of particular treatment effects is provided in the subsections below.

Figure 91 Summary of outcomes by notice design



* next to an outcome label indicates that statistically significant differences are found for that outcome (based on 1 or more pairwise tests at the two-tailed 5% significance level).

Outcomes which are not reported on a % scale elsewhere in this report have been scaled for the purposes of this figure. This was done by expressing the outcome as a % of its highest possible value.

'Clarity of notice', 'Appearance of notice', and 'Understanding the guarantees run in parallel' are based on the combined online sample. 'Clarity of notice (ranking)' and 'Appearance of notice (ranking)' are based on the ranking of colour notices in the e-commerce environment.

Source: LE Europe analysis of experiment data

7.3.1 Recall of notice

Recall of seeing the notice:

There were no significant differences between notice designs, in any environment, in terms of the percentage of consumers who recalled having seen the notice during the shopping exercise (question RN1). In each environment, a minority of all consumers recalled having seen the notice: 40% in the e-commerce environment, 26% in the physical store, and 35% in the virtual store.

The fact that the four tested notices were visually quite similar – e.g., in terms of layout, content, and text size – means it may be somewhat unsurprising that the notices were similarly likely to be recalled by consumers.

Considering country-level results from the e-commerce and virtual store environments, there were generally no significant differences between notices with regard to recall of seeing the notice. The only exception to this was Ireland, where, in the virtual store, consumers who saw notice 2 had significantly lower recall of seeing the notice (22%) compared to consumers who saw each other notice (45% next lowest).

Recall of notice features:

Consumers who recalled seeing the notice were then briefly shown it again, before proceeding to the next question, which asked them (not while seeing the notice) to identify features that appeared on the notice from a list of correct and incorrect options (question RN2). There were no significant differences between notices, either in the combined online data (i.e., data from the e-commerce and virtual store environments combined) or in the physical store, regarding how many of the listed features consumers were able to correctly identify as appearing or not appearing, on average.

In four out of five countries, there were no significant differences between notices with regard to recall of notice features (considering the combined online data). However, in Ireland, consumers who saw notice 1 correctly identified a significantly higher share of features as appearing or not appearing (67%) compared to consumers who saw notice 4 (59%).

However, in the combined online data there were significant differences between notices in terms of recall of some specific features. Notably, consumers were significantly more likely to recall seeing the words “seller guarantee” or “producer guarantee” when these were part of the notice header. For notice 1, the only notice where “seller guarantee” (rather than “producer guarantee”) was printed in the header, 63% recalled these words compared to 42% for the next highest notice. Conversely, notice 1 resulted in the worst recall of the words “producer guarantee” (60% versus 70% for the next lowest notice).

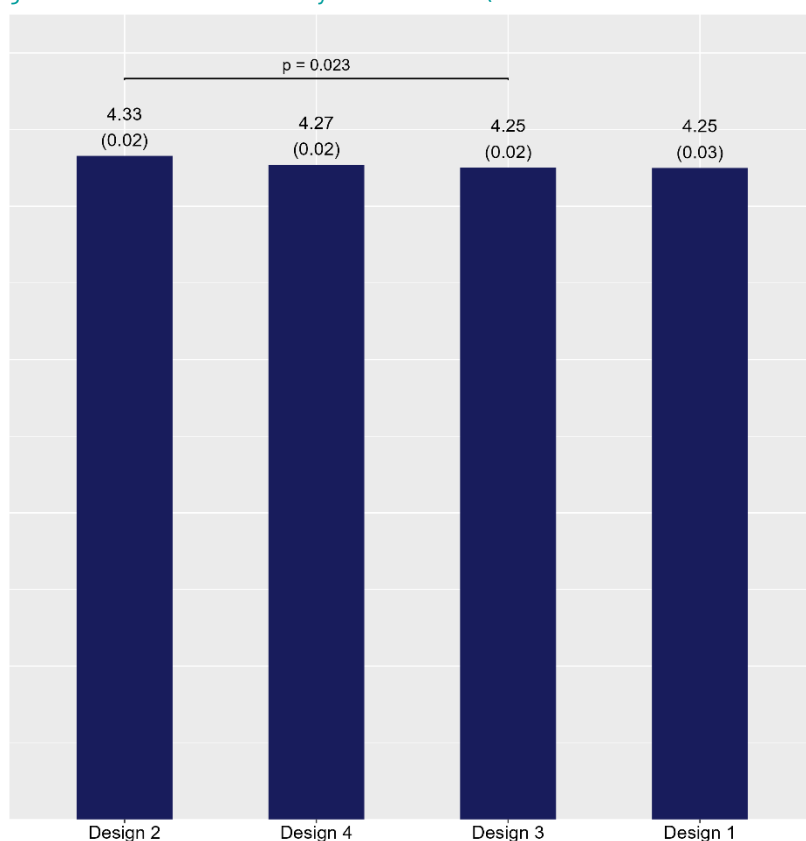
Overall, consumers in the combined online data showed good recall of which features did and did not appear on the notice, answering correctly for 63% of features on average. However, those in the physical store only answered correctly for 46% of features on average. In the combined online data, under 50% of consumers correctly identified that “Information on how to remedy a defective product”, “Information that the producer may offer a commercial guarantee” and “The words ‘seller guarantee’ appeared on the notice. In the physical store, a maximum of 50% answered correctly for any given feature, whereas for most features less than 50% answered correctly.

7.3.2 Perception of notice

Clarity rating of the notice:

When asked to rate the clarity of the notice (question SPN1), after being reshown the notice, consumers generally rated the notice well (at least 4 out of 5 on average). Consumers who were shown notice 2 gave the best average ratings, based on the combined online data (see Figure 92). The average rating for notice 2 was significantly better than that for notice 3 and notice 1. Although these differences were significant, they were very small in magnitude (4.33 versus 4.25 on a scale of 1 to 5). These findings were generally consistent across countries, although significant differences between notices were recorded only in Finland, where notice 2 performed significantly better than notices 4 and 1. There were no significant differences between notice designs in consumers' ratings of clarity of the notice in the offline environment.

Figure 92 Perceived clarity of the notice (E-commerce and virtual store combined)



Outcome measure is the rating for "How clear is the information on this notice?" from 1 (unclear) to 5 (Very clear)

N = ~1,000 per bar

p-value: Design 1 vs Design 2: $p = 0.02$ | Design 2 vs Design 3: $p = 0.02$

Source: LE Europe analysis of experiment data

Clarity ranking of the notice:

Consumers in the e-commerce and virtual store environments were asked to rank notices from best (8 or 4) to worst (1) in terms of clarity (question AT2). Like for labels, in the e-commerce environment, each consumer was shown eight notices to rank, specifically a colour and a black and white version of each of the four designs. In the virtual store environment, each consumer was shown four notices: a colour version of each design.

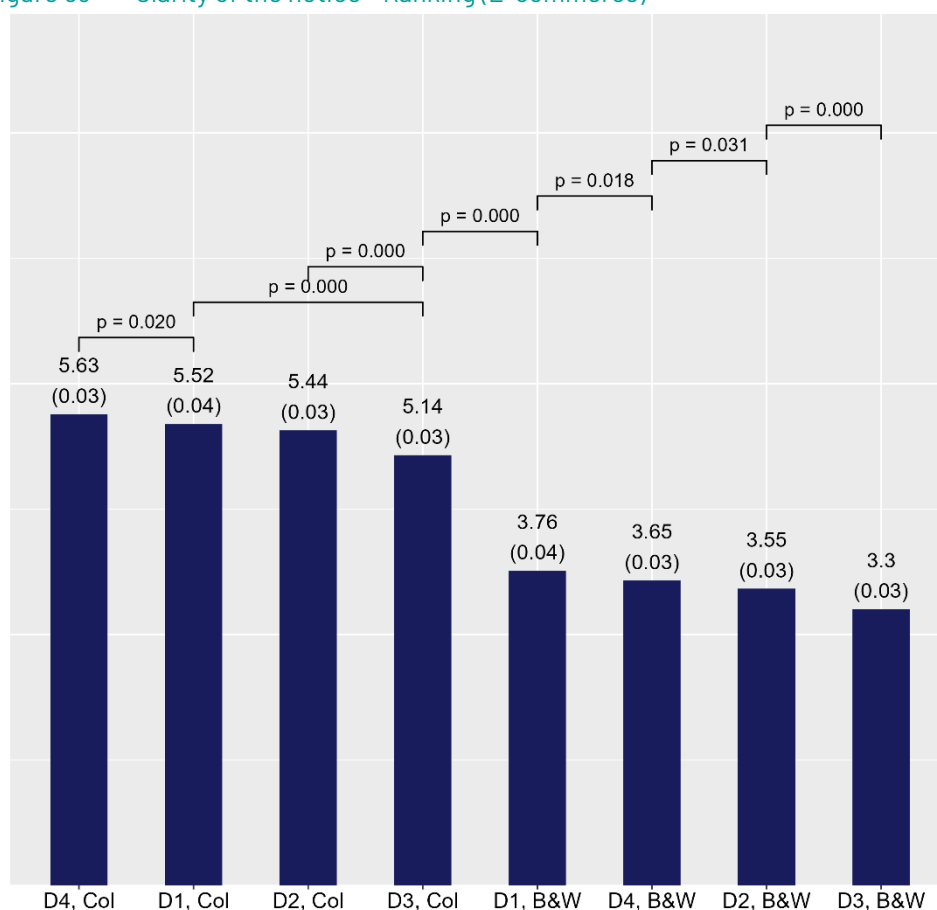
In the e-commerce environment, the colour versions of notices 4, 1 and 2 received similar average rankings (although given the large sample size, there were still statistically significant differences between these notices). These were trailed by the colour version of notice 3. The black and white versions of notices 4, 1 and 2 also received similar average rankings, trailed by the black and white

version of notice 3. These results are shown in Figure 93. Similarly, in the virtual store the average rankings of notices 4, 1 and 2 were close together (in the range 2.59 to 2.63), trailed by notice 3 (2.16), which had a significantly lower average ranking than every other notice.

The results suggest that consumers do not perceive any particular notice design as being much more or less clear than others (except possibly notice 3 less clear). This is consistent with the above finding that average clarity ratings do not differ substantially between notices (even if statistically significant differences exist). It is also notable that, in the e-commerce environment every black and white notice was ranked significantly lower than every colour notice. The effect of colour is discussed in section 7.5 Results: Colour scheme.

These findings were generally consistent across countries. Considering the e-commerce environment, in each country every colour notice performed better than every black and white notice. In each country, notice 3 had the lowest or second lowest average ranking among both colour and black and white notices, while notice 4 almost always had the highest or second highest.

Figure 93 Clarity of the notice - Ranking (E-commerce)



Outcome measure is the mean ranking (1 to 8, where 8 is best) given to each notice by respondents in terms of overall clarity, when the notices were presented together to respondents.

N = 4,024 per bar

p-value: D1, B&W vs D4, B&W: $p = 0.02$ | D1, Col vs D4, Col: $p = 0.02$ | D2, B&W vs D4, B&W: $p = 0.03$ | All other comparisons (except D1, Col vs D2, Col and D2, B&W vs D2, Col): $p < 0.001$

Source: LE Europe analysis of experiment data

Appearance rating of the notice:

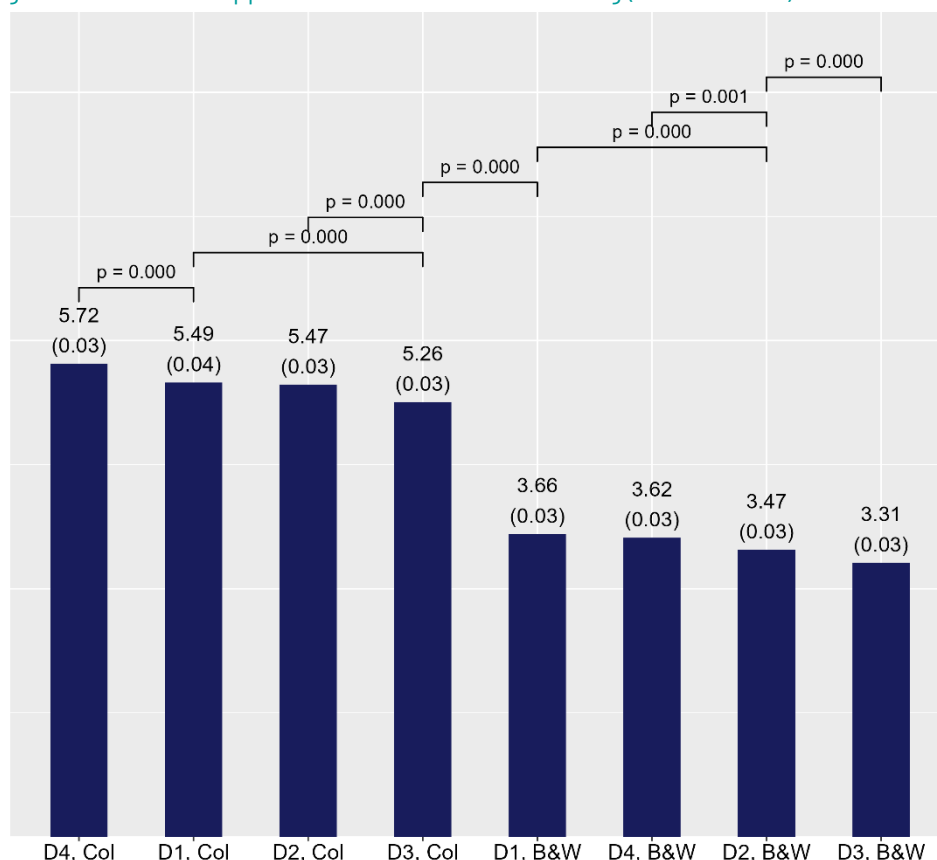
There were no significant differences between the notices in terms of ratings of *overall appearance* (question SPL2), in any environment (or within any country). As with clarity, the overall appearance of the notice was rated favourable for each design in both the physical store and the combined online data. All notices received an average rating of at least 3.8 (on a scale where 4 indicated "Rather appealing" and 5 indicated "Very appealing").

Appearance ranking of the notice:

Consumers in the e-commerce and virtual store environments were also asked to rank notices from best (8 or 4) to worst (1) in terms of overall appearance (question AT2B).

On average, consumers in the e-commerce environment ranked notices in the same order with regard to overall appearance (Figure 94) as with regard to clarity. In the virtual store, consumers ranked notices slightly differently with regard to overall appearance compared to clarity. However, again notices 4, 1 and 2 were close together (with average rankings between 2.6 and 2.63), with notice 3 (2.16) trailing every other notice significantly. These results are generally consistent across countries.

Figure 94 Overall appearance of the notice – Ranking (E-commerce)



Outcome measure is the mean ranking (1 to 8, where 8 is best) given to each notice by respondents in terms of overall appearance, when the notices were presented together to respondents.

N = 4,024 per bar

p-value: D2, B&W vs D4, B&W: $p = 0.001$ | All other comparisons (except D1, B&W vs D4, B&W and D1, Col vs D2, Col): $p < 0.001$

Source: LE Europe analysis of experiment data

7.3.3 Understanding of notice

Consumers were asked several questions to assess their understanding of information presented on the notice. As discussed in more detail below, consumers showed reasonably good understanding across these questions, generally scoring at least 60% on average for each notice design for each measure of understanding.

These included questions about the duration of the legal guarantee (question EFU1), the party to contact to remedy an issue with a product under the legal guarantee (EFU2), whether the commercial and legal guarantee periods run in parallel or sequentially (ULN1), and the geographic coverage of the producer guarantee (ULN3). Consumers were also asked to select, from lists of correct and incorrect options, true statements about the relationship between the label and notice (ULN2) and about the producer guarantee (EFU3).

Understanding of the legal guarantee duration and party to contact:

Overall, consumers generally understood the 2-year duration of the legal guarantee (question EFU1): 75% of those in the e-commerce environment, 79% in the virtual store, and 81% in the physical store, answered this correctly. Consumers also generally understood the party to contact to remedy an issue with a product under the legal guarantee (question EFU2): this was answered correctly by 76%, 69% and 79% of those in the e-commerce, virtual store, physical store environments, respectively.

There were no significant differences between the notice designs, in any environment, in terms of these outcome measures, consistent with other findings which suggest limited differences between the notice designs in terms of how consumers respond. Considering the e-commerce and virtual store environments, these findings were generally consistent across countries. However, in Romania, in the e-commerce environment, consumers who saw notice 1 were significantly less likely to understand the party to contact (77%) than consumers who saw notices 4 (87%) and 3 (86%).

Understanding that the guarantees run in parallel:

As discussed in relation to the label design, consumers who were shown notice 1 and label 1 were significantly more likely than those who were shown notice 2 and label 2 to correctly identify that the commercial and legal guarantee periods run in parallel (question ULN1), based on the combined online data. One explanation for the weaker performance of notice 2 on this measure could be that the text "This producer guarantee runs in parallel with the legal guarantee" is displayed in a smaller font in that notice design than in others.

Understanding of label and notice relationship and producer guarantee:

As discussed in relation to the label design, there were no significant differences, in any environment, between consumers who saw different pairs of label and notice in terms of understanding of the relationship between the label and notice (question ULN2) or regarding the producer guarantee (question EFU3).

Understanding of where the protection applies:

It appears from the differences between the results for the different notice designs, that consumers drew their understanding of the geographic coverage of the producer guarantee (question ULN3) from the text of the notice, as can be seen from Table 19 below. When the notice did not mention either the EU or the EEA (i.e. notice 1), consumers tended to say the protection applies to products bought in EU countries specifically (74% of those who saw notice 1 gave this reply). This suggests that, if no specific set of countries is mentioned, consumers' natural assumption is that protection applies in the EU. Unsurprisingly, when the notice mentioned the EU (but not the EEA, i.e. notice 2), consumers were more likely than for any other notice design to say that the protection applies to products bought in EU countries specifically (with 80% giving this answer).

When the notice mentioned the EEA (i.e. notices 3 and 4), although the proportion of consumers who said the protection applies to products bought in the EEA increased substantially, from around 1 in 10

to around 4 in 10, consumers were still more likely to say that the protection applies to products bought in EU countries specifically (around 6 in 10). In other words, most of these respondents did not correctly identify where the protection applies according to the information given. This suggests that some of these respondents may not have noticed or understood the difference between the EU and EEA in the relevant statements on the notice. It may also be the case that some answered making the assumption that the correct answer was EU countries specifically (which as noted previously this seems to be consumers' natural assumption based on the results for notice 1), without identifying the relevant information on the notice.

Table 19 Where consumers understood the minimum of two years protection would apply (E-commerce and virtual store combined)

Design	All EU countries	All EEA countries, incl. the EU	All EEA countries, but not the EU	All EFTA countries	Don't know	What the notice said
Notice 1	74%	15%	5%	4%	14%	"Some countries have a longer legal guarantee period under national law."
Notice 2	80%	13%	2%	3%	9%	"Minimum 2-years legal guarantee protection [...] in the European Union (EU). [...] Some EU countries have a longer legal guarantee period under national law."
Notice 3	61%	36%	4%	3%	8%	"Minimum 2-years legal guarantee protection [...] in the European Economic Area (EEA). [...] Some EEA countries have introduced a longer guarantee period."
Notice 4	55%	40%	4%	4%	10%	"Minimum 2-years legal guarantee protection [...] in the European Economic Area (EEA). [...] Some EEA countries have introduced a longer guarantee period."

Question ULN3 ("Based on the notice you saw previously, products bought by consumers in which of the following countries would have a minimum of two years protection?")

N = ~1,000 per notice

Source: LE Europe analysis of experiment data

7.4 Results: Information campaign

The information campaign was shown to half of respondents in the e-commerce and virtual store environments. It was anticipated that the information campaign may affect consumers' product choices, recall of the label and notice, perceived clarity of the label and notice, and understanding of the label and notice.

Table 20 below summarises the performance of the information campaign with regard to relevant outcome measures. It is important to note that this table, like other similar tables in this report, is not intended to show the sizes of the treatment effects or provide information on the statistical significance of particular treatment effects. More detailed information on the treatment effect sizes and statistical significance is provided below. The colour coding is only intended to illustrate the overall patterns in the rankings.

Almost all outcomes were better when the information campaign was shown than when it was not shown, in both environments in which the information campaign was tested (e-commerce and virtual store). There is statistically significant evidence that the information campaign positively affected outcomes relating to product choice, recall, perceptions and understanding, and these effects were often of meaningful magnitude (as explained below).

Table 20 Ranking of information campaign (shown or not) for each outcome (E-commerce)

	Campaign	No campaign
Purchased higher priced product with longer guarantee*	1	2
Purchased higher priced product with longer guarantee due to guarantee length	1	2
Clarity of the label	1	2
Clarity of the notice	1	2
Understanding that the guarantees run in parallel	1	2
Understanding of label and notice relationship	1	2
Understanding of legal guarantee duration	1	2
Understanding of legal guarantee responsibility	1	2
Understanding of producer guarantee	1	2
Recall of label	1	2
Recall of label features	1	2
Recall of notice	1	2
Recall of notice features	2	1

Bold row headings indicate that statistically significant differences are found for that row (based on 1 or more pairwise tests at the two-tailed 5% significance level).

For the following measures, data was combined across the e-commerce and virtual store environments: 'Clarity of the label'; 'Clarity of the notice'; 'Understanding that the guarantees run in parallel'; 'Understanding of label and notice relationship'; 'Recall of label features'; 'Recall of notice features'. For all other measures, rank and significance were the same in both environments unless stated otherwise.

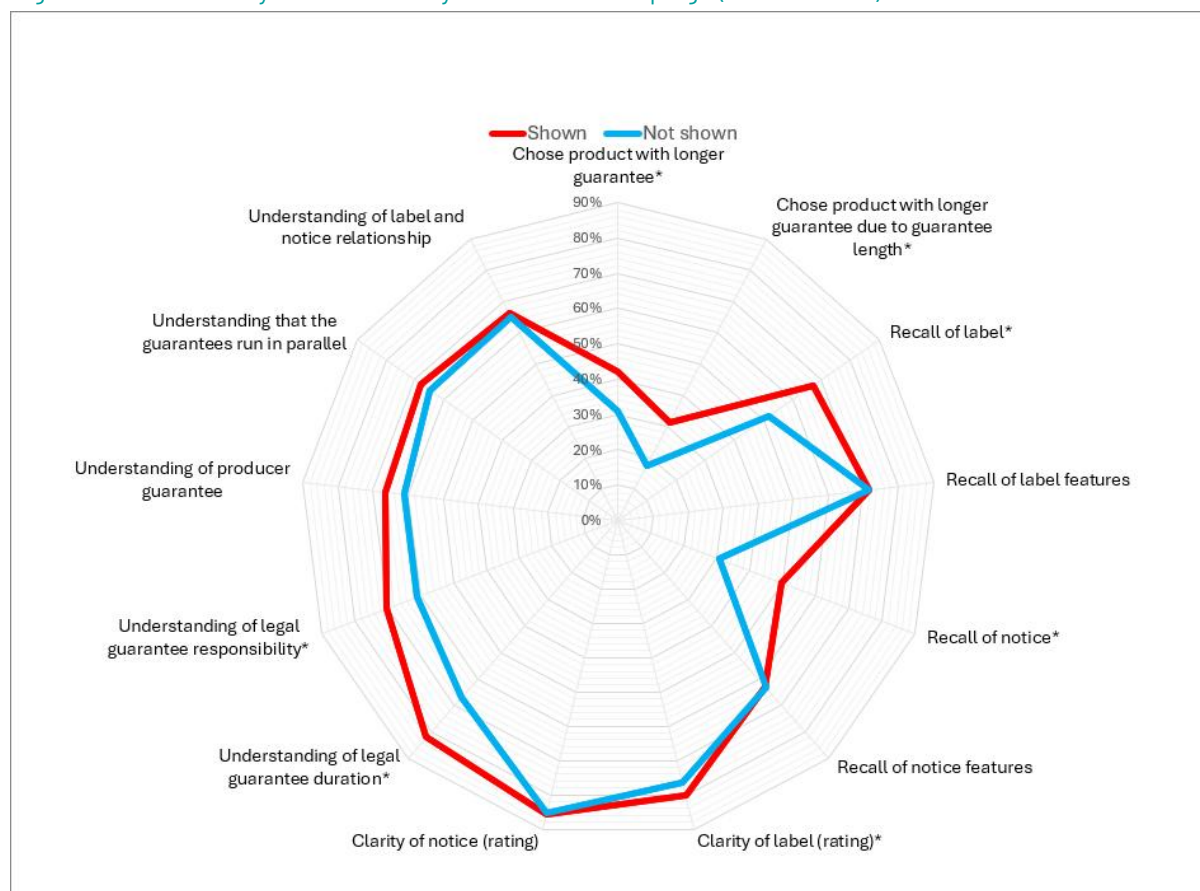
*Significant in e-commerce but not virtual store.

Source: LE Europe analysis of experiment data

Figure 95 gives a visual representation of the results for when the information campaign was versus was not shown for relevant outcome measures. For example, it shows that there was a relatively wide gap in 'Recall of notice' when the information campaign was versus was not shown, whereas the gap

for 'Recall of notice features' was relatively narrow. Information on the statistical significance of particular treatment effects is provided in the subsections below.

Figure 95 Summary of outcomes by information campaign (shown or not) - E-commerce



* next to an outcome label indicates that statistically significant differences are found for that outcome (based on 1 or more pairwise tests at the two-tailed 5% significance level).

For the following measures, data was combined across the e-commerce and virtual store environments: 'Clarity of the label'; 'Clarity of the notice'; 'Understanding that the guarantees run in parallel'; 'Understanding of label and notice relationship'; 'Recall of label features'; 'Recall of notice features'.

Outcomes which are not reported on a % scale elsewhere in this report have been scaled for the purposes of this figure. This was done by expressing the outcome as a % of its highest possible value.

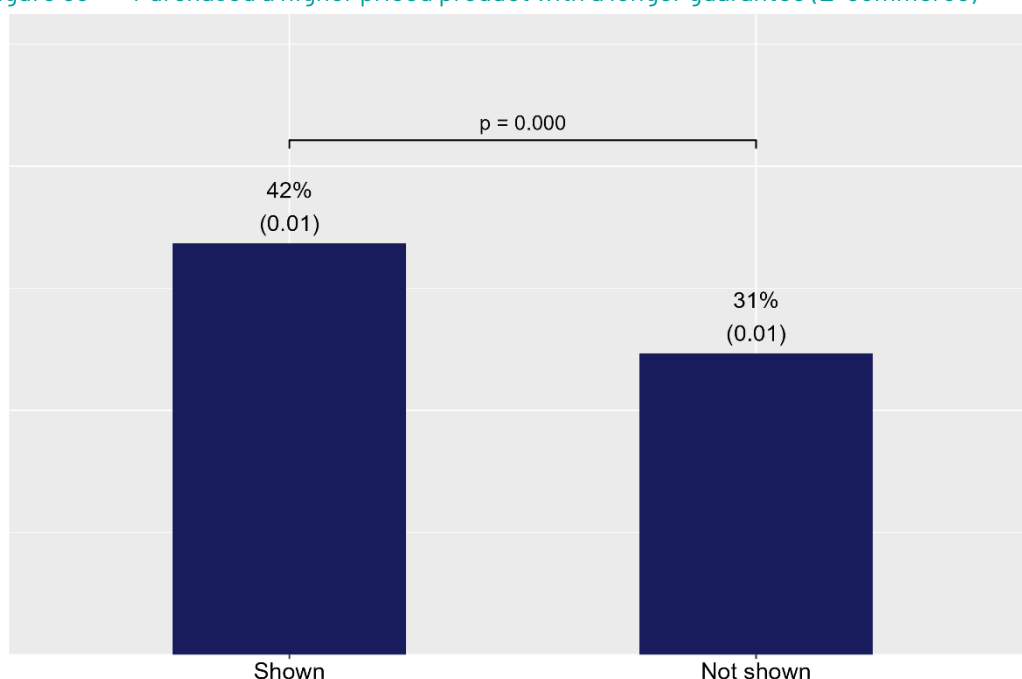
7.4.1 Product choice

In the e-commerce environment, a significantly higher share of consumers chose the higher priced product with a longer guarantee (Product 4) when the information campaign was shown compared to when it was not shown (42% versus 31%, see Figure 96). A significant difference was found with regard to this outcome in the e-commerce environment in every country.

The percentage of respondents purchasing Product 4 in the virtual store was also higher when the information campaign was shown (47% versus 41%), although this difference was not significant in the full sample under the main testing strategy.⁶² Nonetheless, in certain countries (Ireland and Spain), a significantly higher percentage of consumers in the virtual store purchased Product 4 when the information campaign was shown.

⁶² The alternative testing strategy of the robustness check referred to in section 7.1.7 found this difference was statistically significant.

Figure 96 Purchased a higher priced product with a longer guarantee (E-commerce)



Outcome measure tested whether consumers purchased the higher priced product with a longer guarantee (Product 4).

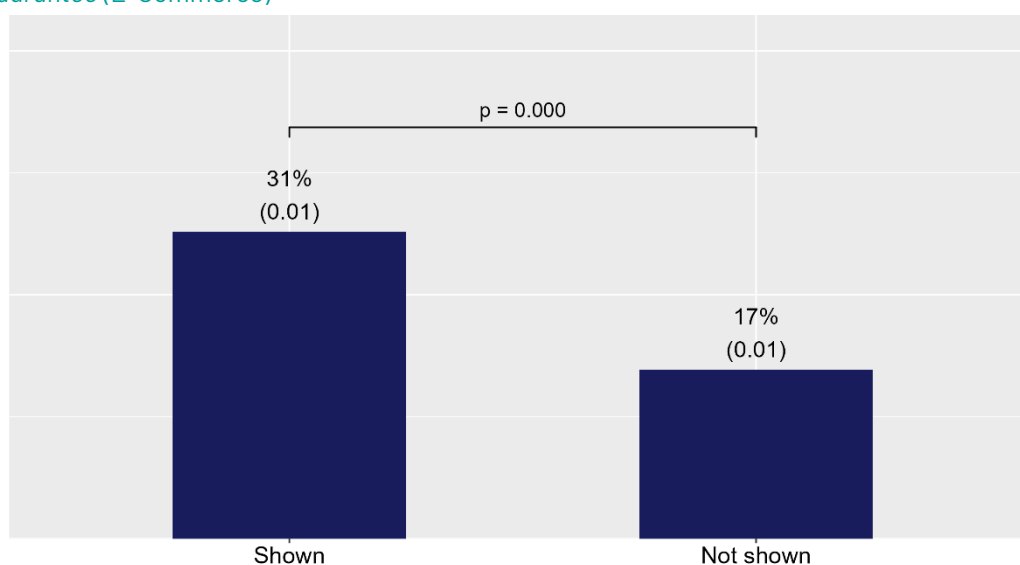
N = ~4,800 per bar

p-value: Shown vs Not shown: $p < 0.001$

Source: LE Europe analysis of experiment data

In both the e-commerce and virtual store environments, a significantly higher share of consumers chose Product 4 and cited the length of the guarantee as the reason for their choice when the information campaign was shown. In the e-commerce environment the percentage was 31% when the information campaign was shown versus 17% when it was not shown (Figure 97). A significant difference (in the same direction) was found within every country. In the virtual store the difference was 37% versus 28%. A significant different (in the same direction) was found within Finland, Ireland and Spain.

Figure 97 Purchased a higher priced product with a longer guarantee *due to the length of the guarantee* (E-Commerce)



Outcome measure shows the proportion of respondents who purchased the higher priced product with a longer guarantee (Product 4) *specifically due to the length of the guarantee*.

N = ~4,800 per bar

p-value: Shown vs Not shown: $p < 0.001$

Source: LE Europe analysis of experiment data

The following results shed light on how the information campaign may have affected product choice. For example, consumers who saw the information campaign may have been more likely to spot the label and notice, understand them correctly and, ultimately, factor them into their product choice.

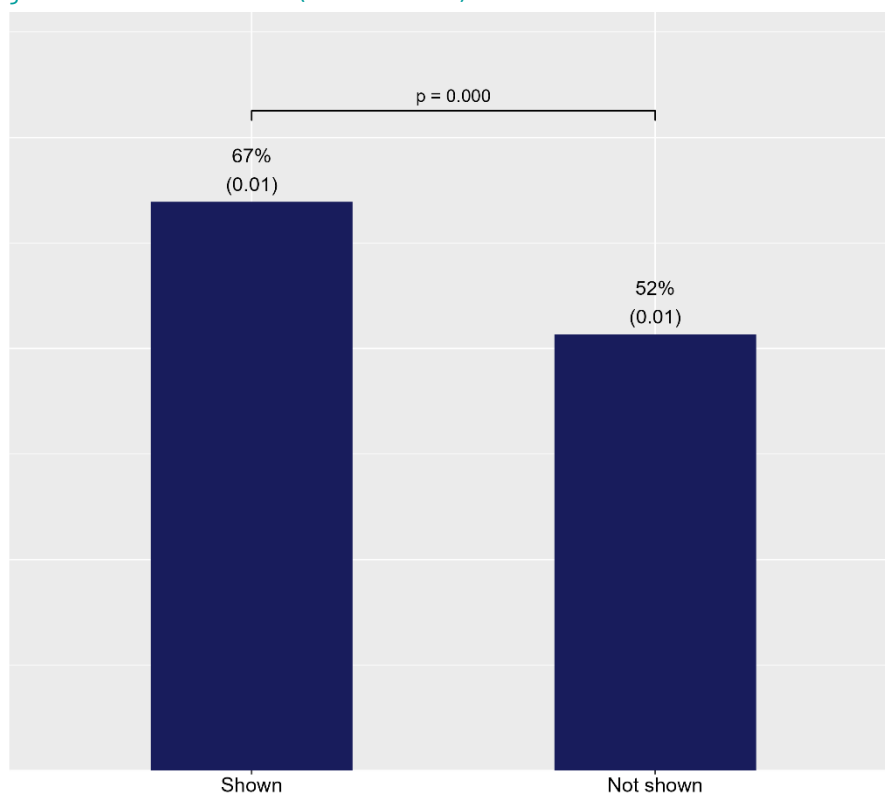
7.4.2 Recall of label and notice

Recall of seeing the label and notice:

In both the e-commerce and virtual store environments, the percentage of consumers who recalled seeing the label during the shopping task (question RL1) was significantly higher when the information campaign was shown. For the e-commerce environment, there was a significant difference within every country except Romania, although for the virtual store there were no significant differences within countries except for France (where recall was higher when the information campaign was shown).

In the e-commerce environment, 67% of consumers recalled having seen the label when the information campaign was shown, compared to 52% when it was not shown (Figure 98). In the virtual store, the difference was 71% versus 62%. Seeing the information campaign may have triggered consumers to spot and remember the label.

Figure 98 Recall of label (E-commerce)



Outcome measure tested whether consumer recalled they had seen the label (Yes/No)

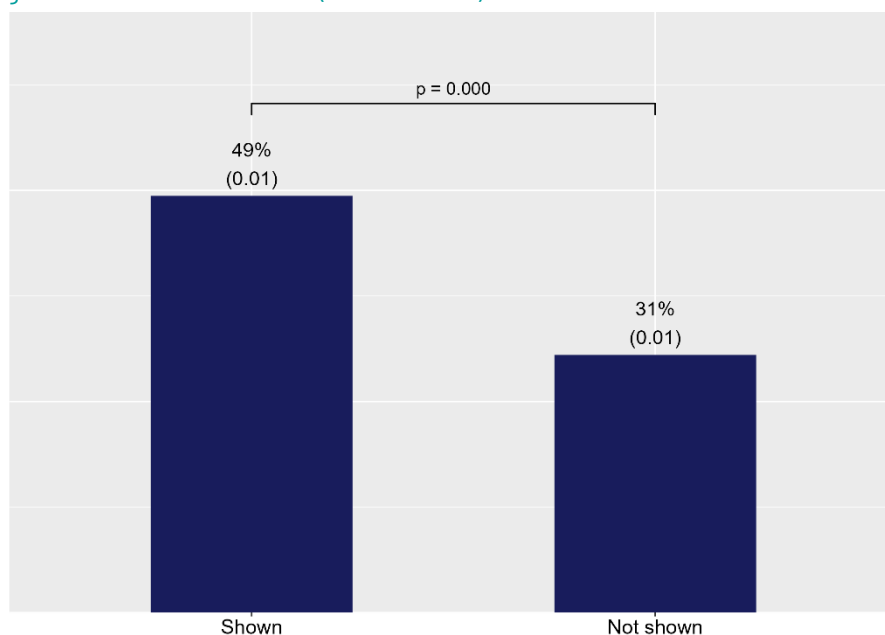
N = ~1,600 per bar

p-value: Shown vs Not shown: $p < 0.001$

Source: LE Europe analysis of experiment data

Similarly, significant differences were seen in the share of consumers who recalled having seen the notice during the shopping exercise (question RN1). In the e-commerce environment, the percentage was 49% when the information campaign was shown versus 31% (see Figure 99) when it was not shown, while in the virtual store setting the difference was 43% versus 27%. A significant difference was found for both environments in every country, except in the virtual store in Spain.

Figure 99 Recall of notice (E-commerce)



Outcome measure tested whether consumer recalled they had seen the notice (Yes/No)

N = ~1,600 per bar

p-value: Shown vs Not shown: $p < 0.001$

Source: LE Europe analysis of experiment data

Recall of label and notice features:

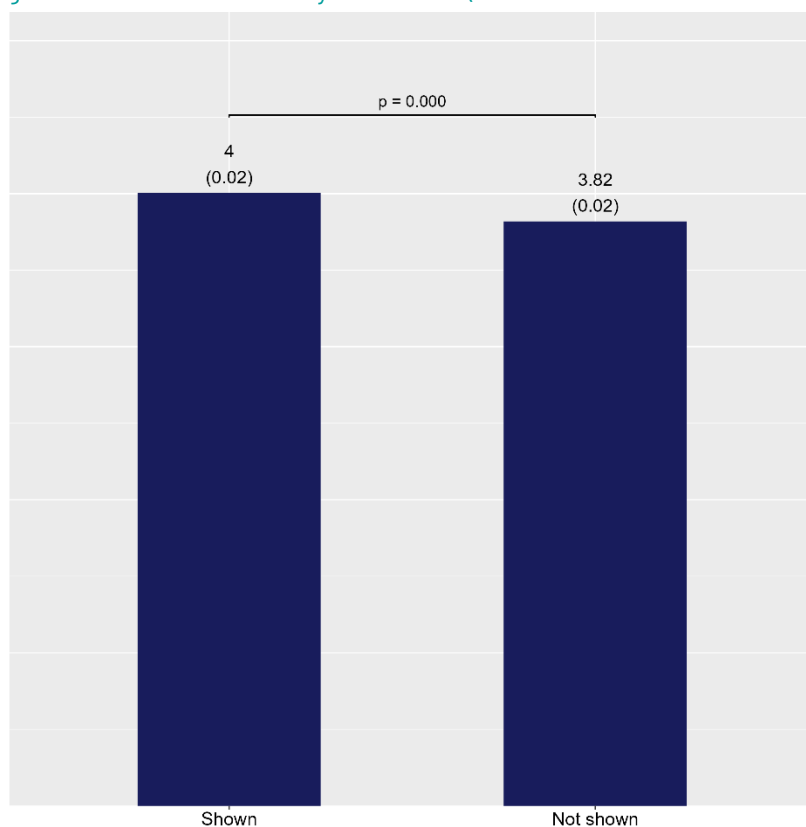
Consumers who recalled having seen the label or notice were then briefly shown the label or notice again and, subsequently, asked to select, from a list of correct and incorrect options, various features that appear on the label or notice. Consumers who were shown the information campaign did not perform significantly better or worse at judging whether or not different features appeared on the label and notice, based on the combined online data (i.e., data from the e-commerce and virtual store environments combined). This was true both for the full sample and within each country individually.

7.4.3 Perception of label and notice

Clarity rating of the label and notice:

When asked to rate the clarity of the label (question SPL1), considering the combined online data, consumers who saw the information campaign gave a significantly better average rating (see Figure 100). Those who were shown the information campaign also gave a better average rating to the clarity of the notice, but differences were not significant. There were no statistically significant differences within individual countries with regard to the average clarity rating of the label or notice when the information campaign was versus was not shown.

Figure 100 Perceived clarity of the label (E-commerce and virtual store combined)



Outcome measure is the rating for "How clear is the information on this label?" from 1 (unclear) to 5 (Very clear)

N = ~2,000 per bar

p-value: Shown vs Not shown: $p < 0.001$

Source: LE Europe analysis of experiment data

One possible explanation regarding why the information campaign affected consumers' perceived clarity of the label, but not the notice, is that the label is mainly comprised of symbols and short text, which consumers may need prior information to understand. The notice, on the other hand, has more information and is more explanatory, and so can be understood as a 'standalone' piece (i.e., without prior information being provided to consumers on how to interpret it).

7.4.4 Understanding of label and notice

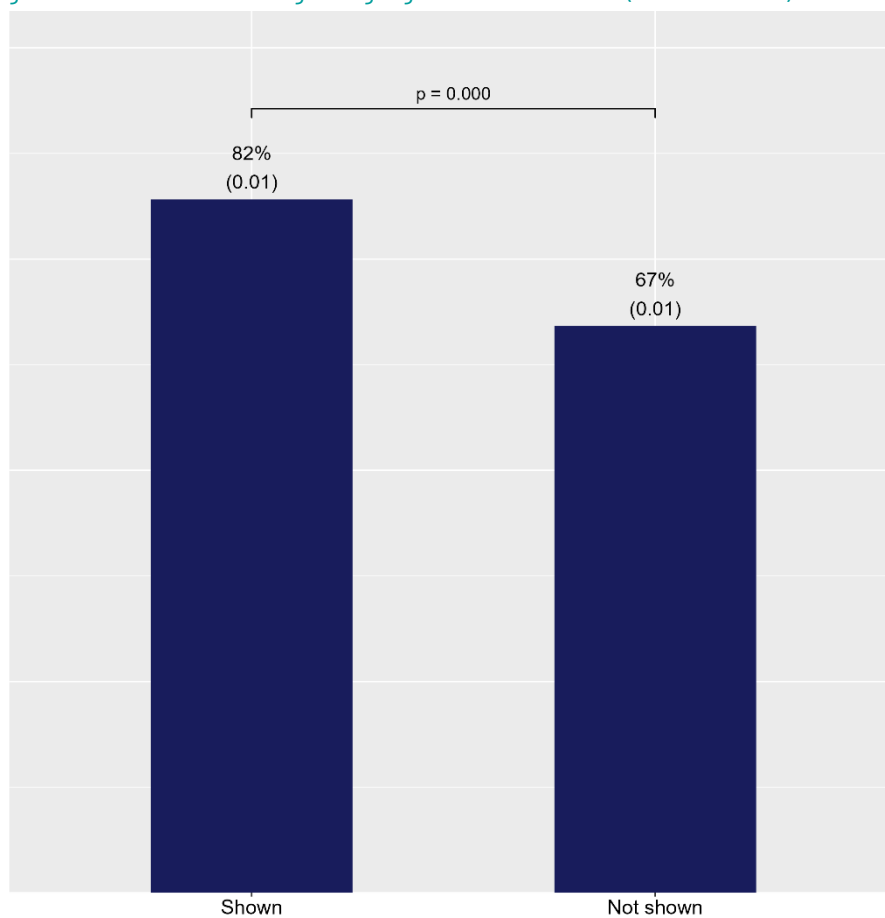
Consumers were asked several questions to assess their understanding of information presented on the label and notice. These included questions on the duration of the legal guarantee (question EFU1), the party to contact to remedy an issue with a product under the legal guarantee (EFU2), whether the commercial and legal guarantee periods run in parallel or sequentially (ULN1), and the geographic coverage of the producer guarantee (ULN3). Consumers were also asked to select, from lists of correct and incorrect options, true statements about the relationship between the label and notice (ULN2) and about the producer guarantee (EFU3).

Understanding of the legal guarantee duration and party to contact:

In both the e-commerce and virtual store environments, consumers who were shown the information campaign were significantly more likely than others to correctly identify that the duration of the legal guarantee is two years (question EFU1; 82% versus 67% in the e-commerce environment; 84% versus 74% in the virtual store; see Figure 101). They were also significantly more likely than others to correctly identify that the party responsible for upholding the legal guarantee is the seller (question EFU2; 70% versus 61% in the e-commerce environment; 76% versus 62% in the virtual store; see Figure 102). These effects are unsurprising given that the information campaign reiterated information about the legal guarantee duration and responsible party: "If a product does not work

properly within two years of purchase ... *sellers must repair or replace the product for free*" (emphasis added).

Figure 101 Understanding of legal guarantee duration (E-commerce)



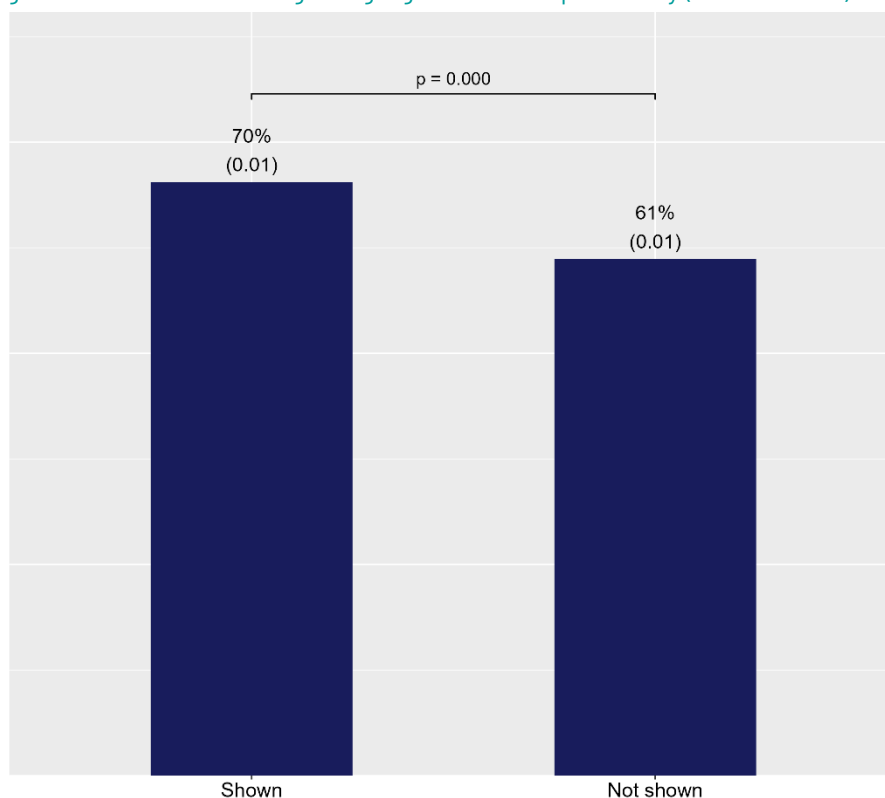
Outcome measure is the proportion of respondents who correctly identified that the duration of the legal guarantee is at least two years.

N = ~1,600 per bar

p-value: Shown vs Not shown: $p < 0.001$

Source: LE Europe analysis of experiment data

Figure 102 Understanding of legal guarantee responsibility (E-commerce)



Outcome measure is the proportion of respondents who correctly identified that they should contact the seller to get their product replaced or repaired under the legal guarantee.

N = ~1,600 per bar

p-value: Shown vs Not shown: $p < 0.001$

Source: LE Europe analysis of experiment data

These findings were generally consistent across countries. In the e-commerce environment, for all countries except France, consumers were significantly more likely to correctly identify that the duration of the legal guarantee is two years when the information campaign was shown. In the virtual store, there were significant results for this outcome (in the same direction) in Ireland. Similarly, for all countries except Finland, consumers were significantly more likely to correctly identify that the party responsible for upholding the legal guarantee is the seller when the information campaign was shown. In the virtual store, there were significant results for this outcome (in the same direction) in Finland, Romania and Spain.

Understanding that the guarantees run in parallel:

Showing the information campaign did not result in a significant difference in the share of consumers who correctly understood whether the commercial and legal guarantee periods run in parallel or sequentially (question ULN1) based on the combined online data.⁶³ This was true both for the full sample and for each individual country.

⁶³ Although, the effect of the information campaign on this outcome measure was found to be statistically significant under the alternative testing strategy of the robustness check referred to in section 7.1.7. When the information campaign was shown 68% of consumers answered this correctly, compared to 65% when the information campaign was not shown.

Understanding of label and notice relationship and producer guarantee:

Similarly, there was no significant difference when the information campaign was shown in terms of how many of the statements about the relationship between the label and notice (question ULN2) consumers were able to correctly identify as true or false on average. This was true both for the full sample and for each individual country.

Moreover, there was also no significant difference when the information campaign was shown in terms of how many of the statements about the producer guarantee (question EFU3) consumers were able to correctly identify as true or false on average (in either the e-commerce environment or the virtual store environment).⁶⁴ This was true both for the full sample and for each individual country.

⁶⁴ Although, under the alternative testing strategy of the robustness check referred to in section 7.1.7 the effect of the information campaign on this outcome measure was found to be statistically significant. In the e-commerce environment, when the information campaign was shown consumers answered correctly for 66% of statements, compared to 61% of statements when the information campaign was not shown. In the virtual store environment these percentages were 66% and 62%.

7.5 Results: Colour scheme

Colour and black and white versions of the labels and notices were tested in the e-commerce setting. Participants assigned to a particular label and notice design were randomly shown either the colour or the black and white versions.

Table 21 below shows the rankings of the two colour schemes with respect to relevant outcome measures. It is important to note that this table, like other similar tables in this report, is not intended to show the sizes of the treatment effects or provide information on the statistical significance of particular treatment effects. More detailed information on the treatment effect sizes and statistical significance is provided below. The colour coding is only intended to illustrate the overall patterns in the rankings.

Across the outcome measures, the colour versions of the labels and notices generally performed better than the black and white versions (Table 21). However, statistically significant differences were only found for measures related to appearance and clarity, specifically the rating and ranking of appearance and the ranking of clarity. The colour scheme had no statistically significant effect on other outcome measures including purchase decisions, recall or understanding. Further detail on the treatment effect sizes and statistical significance is provided in the subsections below.

Table 21 Ranking of colour scheme for each outcome (E-commerce)

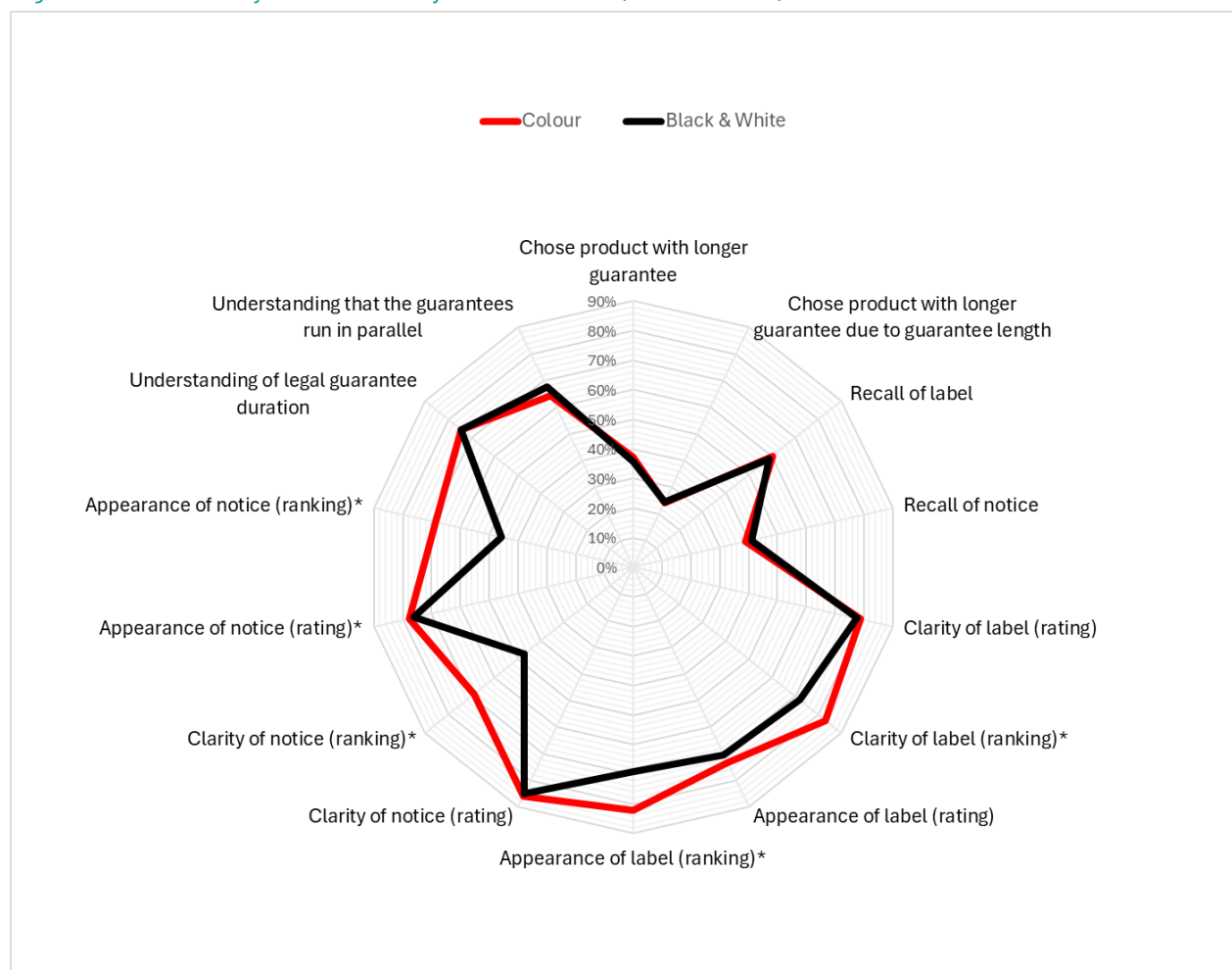
	Colour	Black & white
Appearance rating of the label/notice	1	2
Clarity ranking of label/notice	1	2
Appearance ranking of label/notice	1	2
Purchased higher priced product with longer guarantee	1	2
Purchased higher priced product with longer guarantee due to guarantee length	2	1
Clarity rating of the label/notice	1	2
Understanding that the guarantees run in parallel	1	2
Understanding of legal guarantee duration	1	2
Recall of label	1	2
Recall of notice	2	1

Bold row headings indicate that statistically significant differences are found for that row (based on 1 or more pairwise tests at the two-tailed 5% significance level).

Source: LE Europe analysis of experiment data

Figure 103 gives a visual illustration of the results for the two colour schemes for relevant outcome measures. It shows that there was only a narrow gap between colour schemes for most outcome measures (more detailed discuss is provided below), although a large gap for the clarity and appearance ranking measures. Information on the statistical significance of particular treatment effects is provided in the subsections below.

Figure 103 Summary of outcomes by colour scheme (E-commerce)



* next to an outcome label indicates that statistically significant differences are found for that outcome (based on 1 or more pairwise tests at the two-tailed 5% significance level).
 Values for '...(ranking)' variables refer to the ranks of the colour version of design 1 and the black and white version of design 1. Outcomes which are not reported on a % scale elsewhere in this report have been scaled for the purposes of this figure. This was done by expressing the outcome as a % of its highest possible value.

Source: LE Europe analysis of experiment data

7.5.1 Perception of label and notice

Clarity and appearance ratings of the label and notice:

Respondents were asked to rate, on a 1–5 scale, the label and notice they were assigned to for the experiment in terms of its clarity (questions SPL1 and SPN1) and overall appearance (questions SPL2 and SPN2).⁶⁵

In terms of appearance, both the colour label and colour notice received significantly higher average ratings (3.67 and 3.89 respectively) than the equivalent black and white versions (3.51 and 3.81 respectively).⁶⁶ Directionally, these results were the same for all countries, but differences between the colour schemes were only statistically significant for Finland, Romania and Spain for the label and Finland for the notice.

The results indicate that colour increases the visual appeal of the labels and notices. Colour may help to distinguish different design elements or may make the label and notice more engaging. In contrast, black and white versions may be less noticeable, reducing their appeal, even if the content remains the same.

⁶⁵ Respondents answered these questions while being shown the label or notice.

⁶⁶ These differences were statistically significant, with $p < 0.001$ for the label and $p = 0.01$ for the notice.

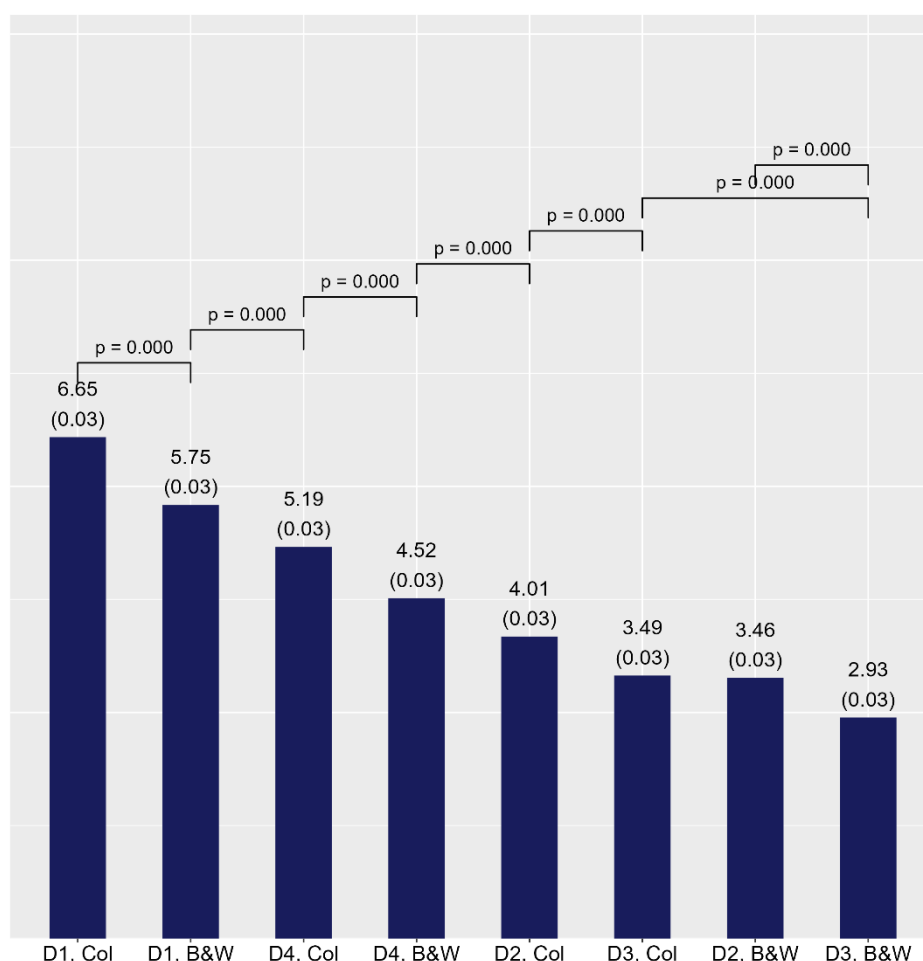
The differences in terms of clarity ratings were not statistically significant for the full sample and most individual countries. The colour labels received a significantly higher average rating in Spain (3.91 vs 3.73, p-value 0.01), while the colour notices received a significantly higher average rating than the black and white versions in Finland (4.24 vs 4.12, p-value 0.04).

Clarity and appearance rankings for the label:

When participants were asked to rank the labels from best to worst in terms of clarity (question AT1B) and appearance (question AT1), the colour versions consistently outperformed the equivalent black and white versions. For every label design, the colour version received a significantly higher mean ranking for both clarity and appearance (Figure 104 and Figure 105). This was the case for the full sample and at individual country-level.

While colour clearly improved perceptions for any given design, some black and white versions still outperformed colour versions of other designs, suggesting that label design plays a more important role in how the labels are evaluated.

Figure 104 Average ranking of the label in terms of clarity



Question: AT1B

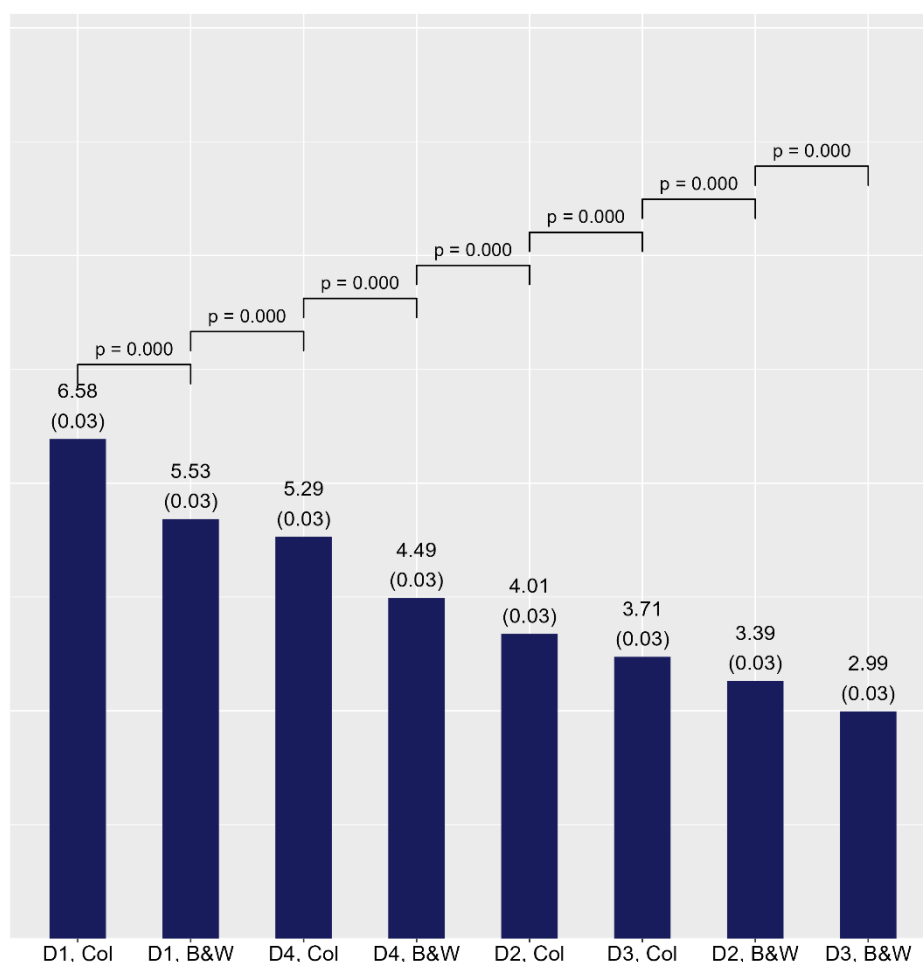
Mean ranking 1 to 8, where 8 is the best and 1 is the worst. 'D1, Col' refers to Design 1 in colour, 'D1, B&W' refers to design 1 in black and white, etc.

N = 4,024 per bar

p-value: D1, Col vs any other bar: $p < 0.001$

Source: LE Europe analysis of experiment data

Figure 105 Average ranking of the label in terms of appearance



Question: AT1

Mean ranking 1 to 8, where 8 is the best and 1 is the worst. 'D1, Col' refers to Design 1 in colour, 'D1, B&W' refers to design 1 in black and white, etc.

N = 4,024 per bar

p-value: D1, Col vs any other bar: $p < 0.001$

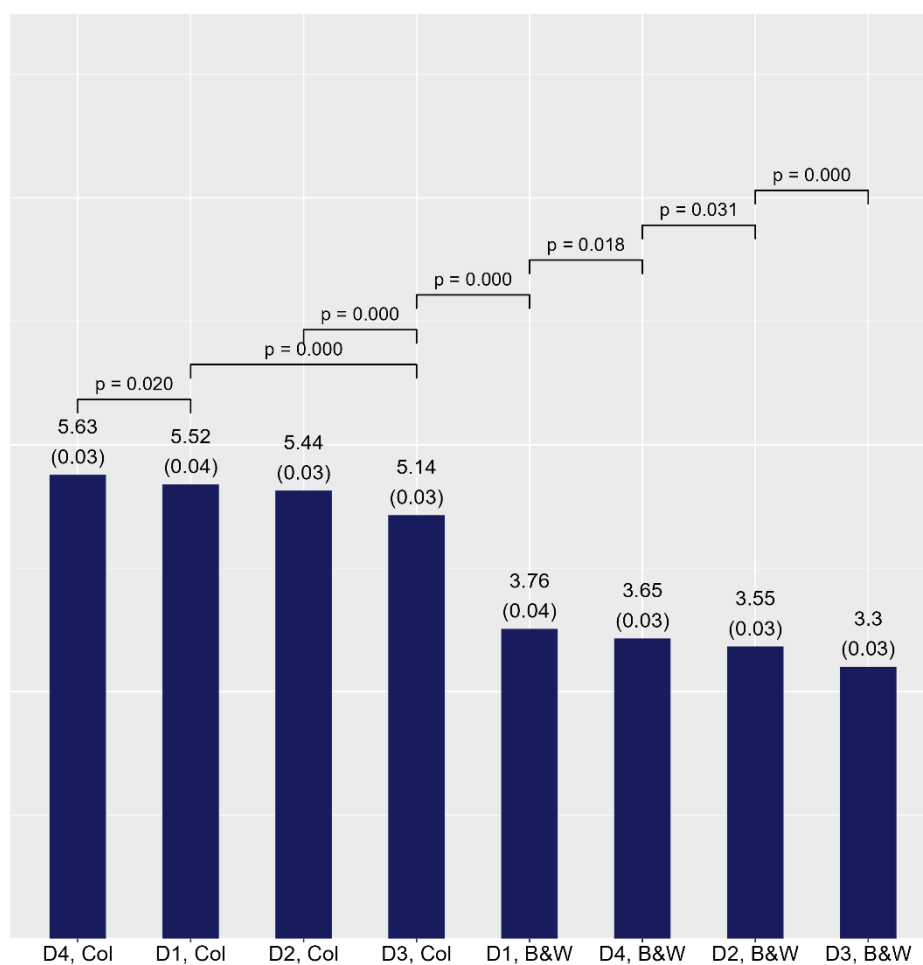
Source: LE Europe analysis of experiment data

Clarity and appearance rankings for the notice:

All four colour notices received higher average rankings than every black and white notice, for both clarity (question AT2) and appearance (question AT2B; Figure 106 and Figure 107). The same also applied at the individual country-level.

The contrast in rankings in terms of clarity and appearance between the colour and black and white versions was even more pronounced for the notices than for the labels (Figure 106 and Figure 107). The stronger effect of colour on the notice rankings may reflect the larger size and more detailed content of notices, where visual appearance could play a greater role in supporting clarity. Colour may help structure information, draw attention to key elements, and reduce the effort required to interpret complex content.

Figure 106 Average ranking for clarity of the notice



Question: AT2

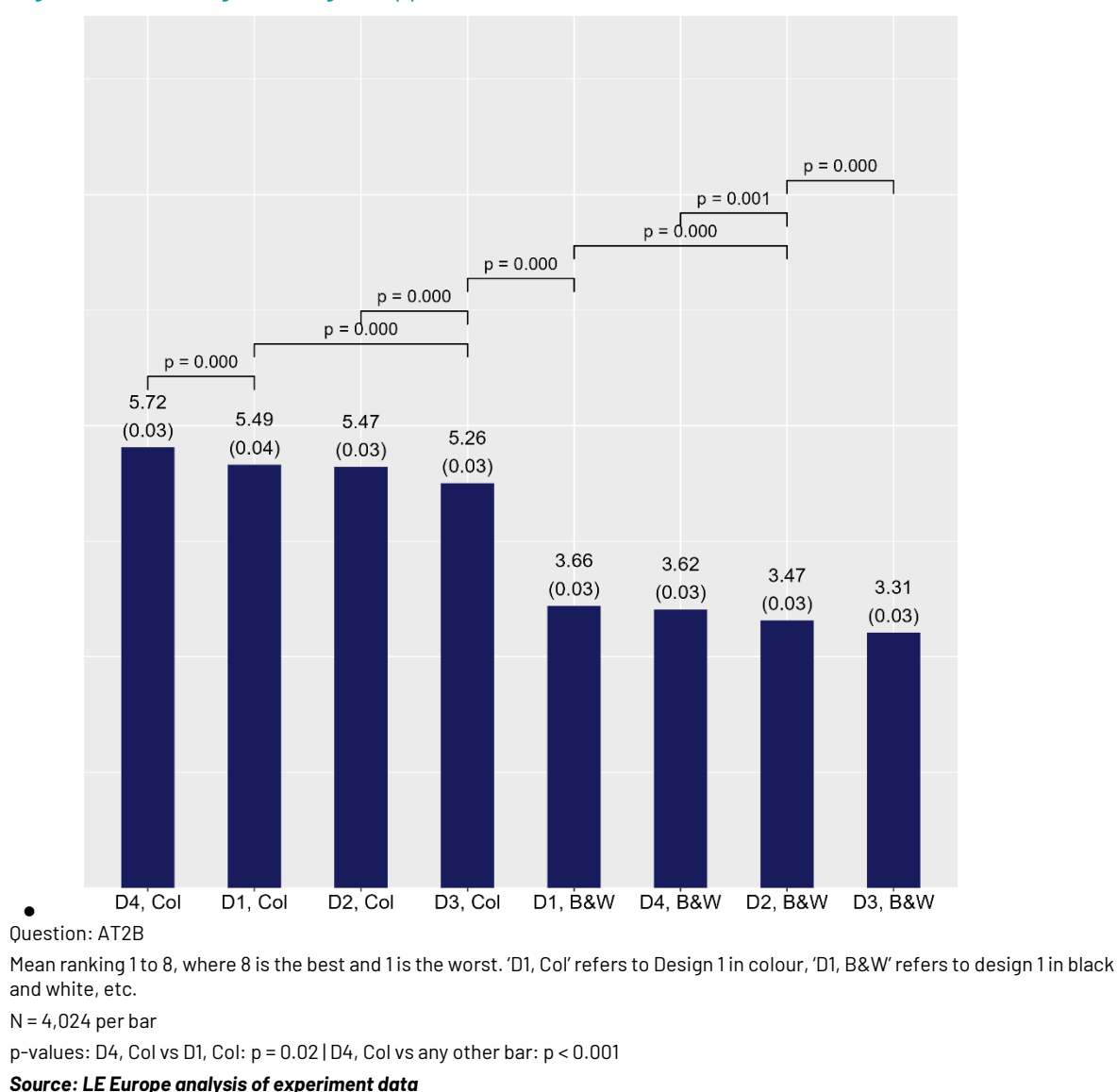
Mean ranking 1 to 8, where 8 is the best and 1 is the worst. 'D1, Col' refers to Design 1 in colour, 'D1, B&W' refers to design 1 in black and white, etc.

N = 4,024 per bar

p-value: D4, Col vs any other bar, Col: $p < 0.001$

Source: LE Europe analysis of experiment data

Figure 107 Average ranking for appearance of the notice



7.5.2 Product choice

No statistically significant differences were found for the full sample or at individual country-level between the colour and black and white versions of the labels and notices in terms of purchasing the higher priced product with the longer guarantee or choosing this product due to guarantee length.

7.5.3 Understanding of the guarantees

No statistically significant differences were found for the full sample between the colour and black and white versions of the labels and notices in terms of understanding that the guarantees run in parallel (question ULN1) or understanding of the legal guarantee duration (question EFU1).

At the individual country-level, no statistically significant results for the understanding of the legal guarantee duration were found (question EFU1). In one country, Finland, the black and white versions resulted in a significantly higher proportion of correct answers in terms of understanding that the guarantees run in parallel (question ULN1; 77% vs 69%, p -value of 0.02).

7.5.4 Recall of the label and notice

No statistically significant differences were found for the full sample or at individual country-level between the colour and the black and white versions of the labels and notices in terms of recall of the label (question RL1) or notice (question RN1).

7.6 Results: Label placement

Label placement was varied in the virtual store environment only, where the label was either placed on the shelf in front of the product, or on the product itself.

Table 22 below presents the rankings of the two label placements for relevant outcome measures. Note that this table, like other similar tables in this report, is not intended to show the sizes of the treatment effects or provide information on the statistical significance of particular treatment effects. More detailed information on the treatment effect sizes and statistical significance is provided below. The colour coding is only intended to illustrate the overall patterns in the rankings.

Overall, better outcomes in terms of purchasing decisions and recall were observed when the label was placed on the product (Table 22). For example, 45% of respondents who saw the label on the product chose the higher-priced product with the longer guarantee compared to 42% when the label was placed on the shelf. Although these differences appear to suggest a slight advantage for on-product placement, none of the differences were statistically significant across the outcome measures tested. Further detail on the treatment effect sizes and statistical significance is provided in the subsections below.

This pattern of marginally better outcomes for on-product placement could be explained by the tendency of consumers to focus more on the product they are evaluating rather than on its surrounding environment. When the label is placed directly on the product, may be more likely to fall within the consumer's field of attention at the point of decision-making. Additionally, on-product placement may increase the label's salience and perceived relevance, making it easier for consumers to associate the information with the specific product being considered.

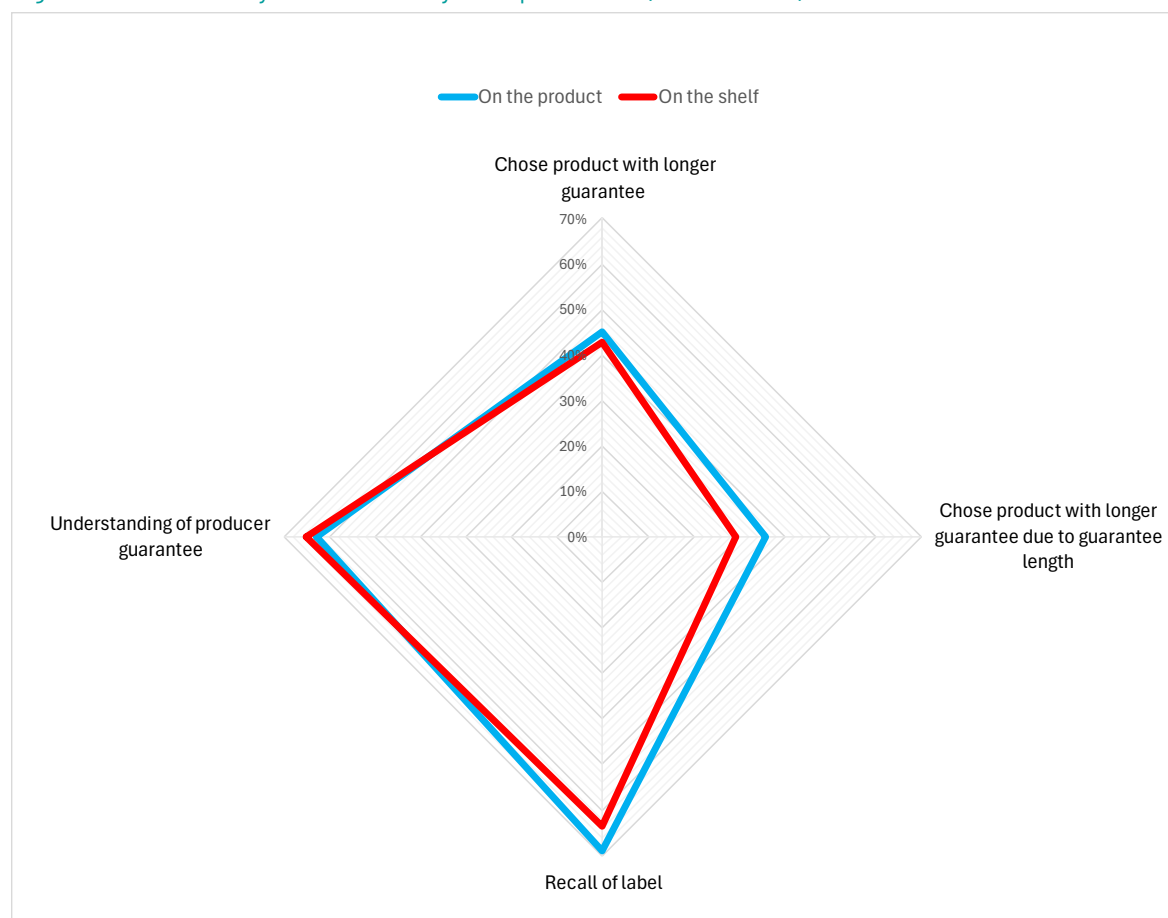
Table 22 Rankings of the label placements by outcome (Virtual store)

	On the product	On the shelf
Purchased higher priced product with longer guarantee	1	2
Purchased higher priced product with longer guarantee due to length of guarantee	1	2
Understanding of producer guarantee	2	1
Recall of label	1	2

Source: LE Europe analysis of experiment data

Figure 108 below gives a visual representation of the results for label placement for relevant outcome measures. For example, it shows that there was little to no difference between placing the label on the shelf or on the product in terms of understanding of the producer guarantee and purchasing of the product with the longer guarantee, whereas the gap between the label placement conditions was wider for recall of the label. Information on the statistical significance of particular treatment effects is provided in the subsections below.

Figure 108 Summary of outcomes by label placement (Virtual store)



* next to an outcome label indicates that statistically significant differences are found for that outcome (based on 1 or more pairwise tests at the two-tailed 5% significance level). Outcomes which are not reported on a % scale elsewhere in this report have been scaled for the purposes of this figure. This was done by expressing the outcome as a % of its highest possible value.

7.6.1 Perception of label placement

All respondents (in all environments) were asked (question SPL4) where they thought it would be most useful to display the label. Most consumers (72.9%) replied that it would be most useful to display the label on the front of the product, as opposed to on the bottom of the product (11.6%) or on the shelf next to the product (12.9%; note 2.5% of consumers stated they did not know where was most useful to place the label). This preference was consistent across all countries for the combined online sample, ranging from 68% in Romania to 78% in Ireland.

This preference aligns with the experimental findings, where on-product label placement was associated with slightly better outcomes. This alignment between perception and behaviour suggests that consumers may more instinctively associate a label with a product when the label is placed on the product.

7.6.2 Product choice

No statistically significant differences were found for the full sample between placing the label on the shelf in front of the product or on the product itself in terms of purchasing the higher priced product with the longer guarantee or choosing this product due to guarantee length.⁶⁷

⁶⁷ Although, the effect of the label placement on the share of consumers who chose a higher price product with a longer guarantee and cited the guarantee length as a reason for this was found to be statistically significant under the alternative testing strategy of the robustness check mentioned in section 7.1.7. This share was 6.6 percentage points higher when the label was shown on the product.

At country-level some statistically significant results were found. In Finland, placing the label on the shelf resulted in a significantly higher percentage of consumers choosing the higher priced product with a longer guarantee (Product 4) compared to placing the label on the product (44% vs 34%, p-value 0.02). In Ireland the opposite was true, placing the label on the product resulted in a significantly higher share of consumers choosing Product 4 (46% vs 32%, p-value 0.001). In both Ireland (36% vs 22%, p-value 0.0006) and Romania (51% vs 37%, p-value 0.001), placing the label on the product resulted in a significantly higher percentage of consumers choosing Product 4 due to the guarantee length, compared to placing the label on the shelf.

7.6.3 Understanding of the guarantee

No statistically significant difference was found between placing the label on the shelf in front of the product or on the product in terms of understanding of the producer guarantee (question EFU3). At the country-level, the only statistically significant result found for this outcome was for Ireland, where placing the label on the shelf resulted in a higher average score (64% vs 58%, p-value 0.06).

7.6.4 Recall of the label

No statistically significant difference was found between placing the label on the shelf in front of the product or on the product in terms of recall of the label (question RL1). At the country-level, the only statistically significant result found was for Ireland. In Ireland, placing the label on the product resulted in a significantly higher overall score for recall of the label (81% vs 68%, p-value 0.05).

7.7 Results: Label size

When respondents were asked (question SPL3) what the minimum size of the label should be, in order to help them to see and read it if it were used to give them information about products in shops, most respondents said the label should be A5 (36.4%), followed by A6 (25.4%) or A7 (15.2%). A smaller share indicated the label should be larger than A5 (11.3%), while very few considered a size smaller than A7 (2.5%) to be adequate.

For the combined online sample, at country-level A5 was the most popular choice in France, Ireland and Spain (ranging between 34.2% and 35.2%), while A6 was the most popular choice for Romania (37.3%) and Finland (29.6%).

The preference for A5 was consistent across all label designs (Table 23). While this size was most frequently chosen regardless of design, it was especially preferred for label design 2 (42.4%). For label designs 3 and 4, however, A6 was almost as popular as A5. This suggests that the design of these two labels may allow slightly smaller sizes to be sufficient.

Table 23 What the minimum size of the label should be split by label/notice design (All environments)

Design	Larger than A5	A5	A6	A7	Smaller than A7	Don't know
Design 1	12.2%	31.0%	18.8%	23.6%	5.3%	9.1%
Design 2	12.0%	42.4%	17.2%	15.0%	2.7%	10.8%
Design 3	11.2%	36.8%	32.4%	9.9%	2.0%	7.7%
Design 4	9.9%	36.3%	32.8%	11.5%	0.0%	9.5%

Source: LE Europe analysis of experiment data

7.8 Results: Notice placement

The placement of the notice was varied in all environments.

Table 24 and Table 25 show the rankings of the notice placements with respect to relevant outcome measures for the e-commerce environment and the physical store environment. It is important to note that these tables, like other similar tables in this report, are not intended to show the sizes of the treatment effects or provide information on the statistical significance of particular treatment effects. More detailed information on the treatment effect sizes and statistical significance is provided below. The colour coding is only intended to illustrate the overall patterns in the rankings.

In the e-commerce setting, the notice was displayed in one of three locations: the product selection page, the product selection page as a link, or the product information page. The overall impression from Table 24 is that via a link resulted in worse outcomes, although for all but one measure no stat sig results were found. This could be because linked content requires an additional step from the consumer, which many may overlook or choose not to take, particularly when browsing multiple products quickly. As a result, fewer participants may have been exposed to the notice at all when it was accessed via a link, thereby reducing its effectiveness.

While none of the differences across these placements were statistically significant for product choice or understanding, notice placement did have a statistically significant effect on recall. Consumers were significantly more likely to remember seeing the notice when it was displayed on the product information page (46% for the product information page, 38% for the product selection page, and 35% via a link).⁶⁸ This difference in recall may be because the product information page is typically where consumers are more focused on examining specific product details. Respondents who encountered the notice while actively reviewing detailed product information may have been more cognitively engaged at that point. As a result, they were more likely to notice and retain the information presented in the notice. In contrast, on the product selection page, respondents were scanning multiple products, therefore, their attention may have been more divided, reducing the likelihood that the notice captured attention and was remembered.

Table 24 Rankings of the notice placements by outcome (E-commerce)

	Product selection page	Product selection page via link	Product information page
Purchased higher priced product with longer guarantee	1	3	2
Purchased higher priced product with longer guarantee due to guarantee length	1	3	2
Understanding of legal guarantee duration	3	2	1
Understanding of legal guarantee responsibility	2	3	1
Recall of notice	2	3	1

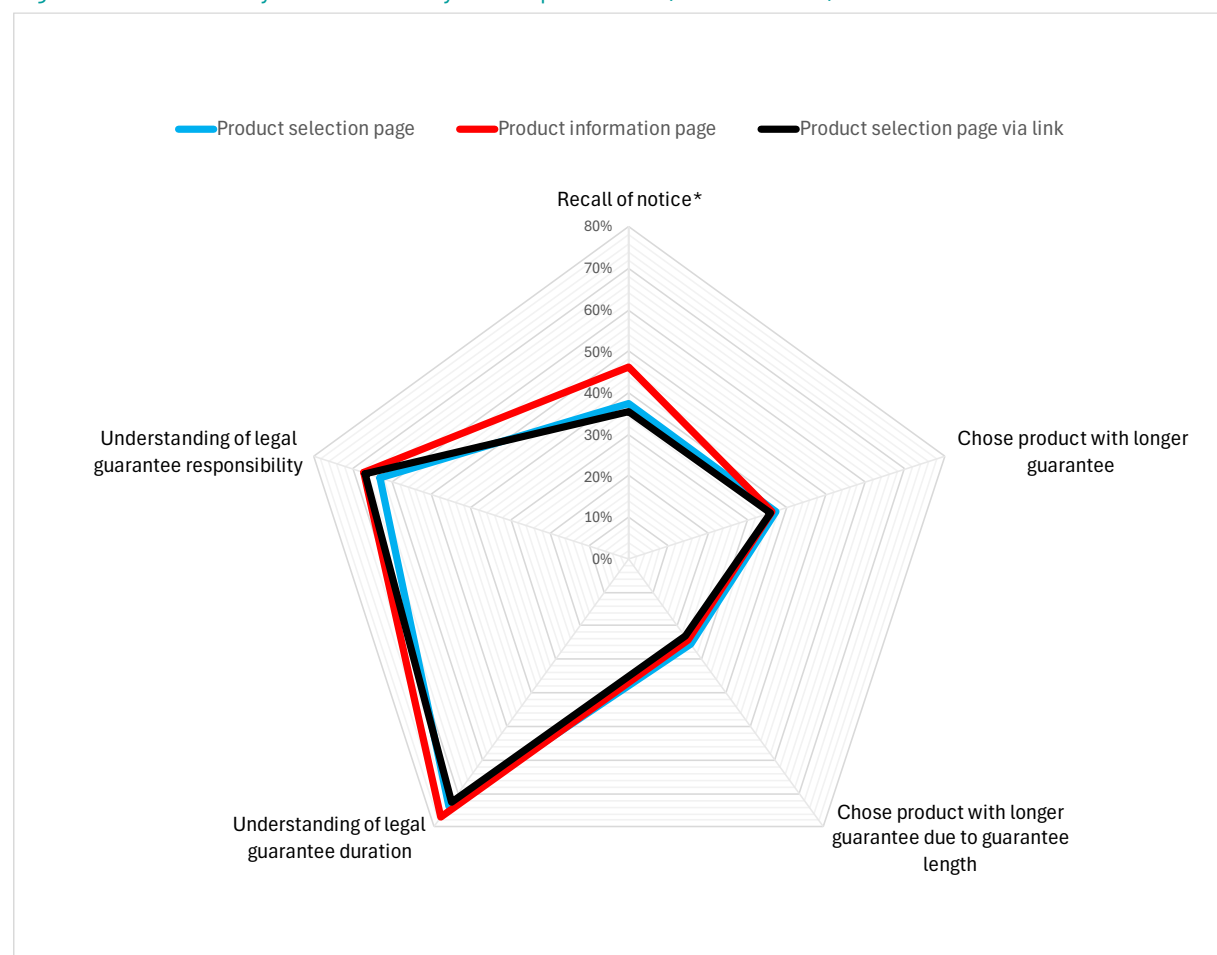
Bold row headings indicate that statistically significant differences are found for that row (based on 1 or more pairwise tests at the two-tailed 5% significance level).

Source: LE Europe analysis of experiment data

⁶⁸ These differences were statistically significant, with $p < 0.001$ for Product information page vs Product selection page and $p < 0.001$ for Product information page vs Link.

Figure 109 below gives a visual representation of the results for the three notice placements in the e-commerce environment for relevant outcome measures. It shows that there was only a narrow gap between label placements for most outcome measures (more detailed discuss is provided below). This figure does not, however, give any indication of the statistical significance of particular treatment effects. Information on the statistical significance of particular treatment effects is provided in the subsections below.

Figure 109 Summary of outcomes by notice placement (E-commerce)



* next to an outcome label indicates that statistically significant differences are found for that outcome (based on 1 or more pairwise tests at the two-tailed 5% significance level). Outcomes which are not reported on a % scale elsewhere in this report have been scaled for the purposes of this figure. This was done by expressing the outcome as a % of its highest possible value.

In the physical store, better outcomes tended to be seen when the notice was placed on the aisles compared to when it was placed at the checkout (Table 25). Although most differences were not statistically significant, the likelihood of consumers inspecting the notice was significantly higher when it was placed in the aisles compared to the checkout (1-in-20 vs 0). This could suggest that placing the notice in areas where consumers spend more time browsing, rather than where they are focused on completing their purchase, may increase engagement. Further detail on the treatment effect sizes and statistical significance is provided in the subsections below.

Table 25 Rankings of the notice placements by outcome (Physical store)

	Aisles	Checkout
Purchased higher priced product with longer guarantee	1	2
Purchased higher priced product with longer guarantee due to guarantee length	1	2
Understanding of legal guarantee duration	2	1
Understanding of legal guarantee responsibility	1	2
Recall of notice	1	2
Inspected the notice	1	2

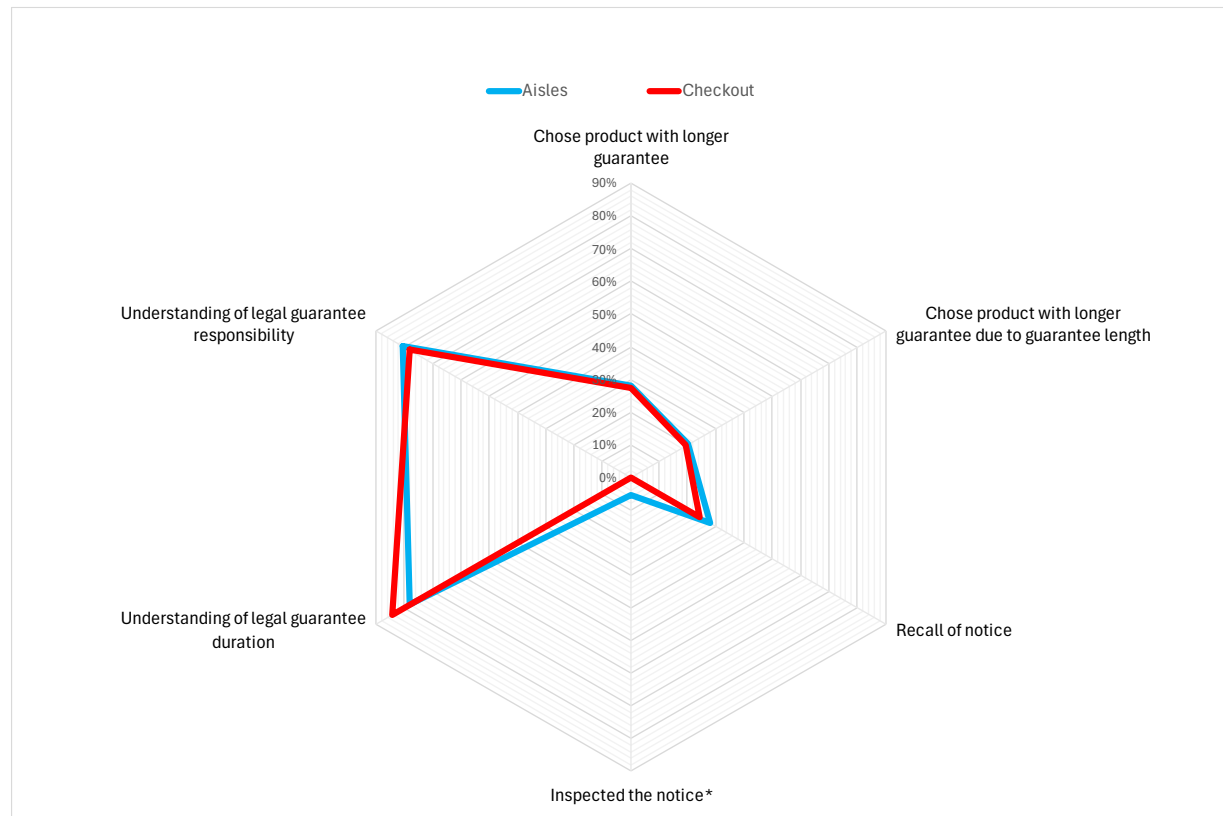
Bold row headings indicate that statistically significant differences are found for that row (based on 1 or more pairwise tests at the two-tailed 5% significance level).

Source: LE Europe analysis of experiment data

The following figure gives a visual representation of the results for notice placement in the physical store environment for relevant outcome measures.

Figure 110 below gives a visual representation of the results for the two notice placements in the physical store for relevant outcome measures. It shows that there was a narrow gap between label placements for most outcome measures (more detailed discuss is provided below), apart from understanding of legal guarantee duration which was relatively wider. Information on the statistical significance of particular treatment effects is provided in the subsections below.

Figure 110 Summary of outcomes by notice placement (Physical store)



* next to an outcome label indicates that statistically significant differences are found for that outcome (based on 1 or more pairwise tests at the two-tailed 5% significance level).

Outcomes which are not reported on a % scale elsewhere in this report have been scaled for the purposes of this figure. This was done by expressing the outcome as a % of its highest possible value.

In the virtual store, better outcomes tended to be seen when the notice was placed at the entrance or at the checkout compared to when it was placed on the aisles. However, none of the observed differences were statistically significant.

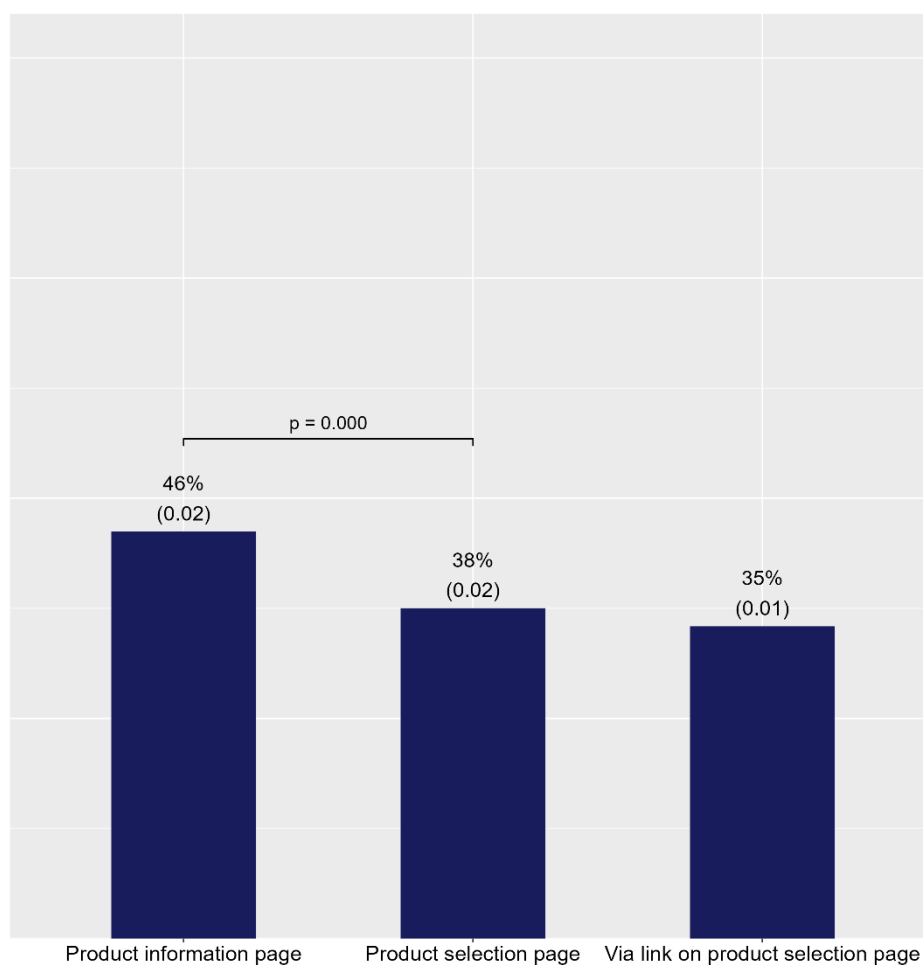
7.8.1 Recall of the notice

Recall of the notice – E-commerce environment:

Consumers in the e-commerce environment who were shown the notice on the product information page were significantly more likely to recall having seen it than those shown it in other locations (Figure 111; question RN1). This could be because consumers are typically more focused and engaged when reviewing the product information page, making them more likely to notice and remember the notice on this page compared to the product selection page.

At the country-level, no statistically significant results were found for France or Spain. For Romania (44% vs 35%, p-value 0.05) and Finland (44% vs 33%, p-value 0.05), showing the notice on the product information page resulted in significantly better recall compared to showing the notice via a link. For Ireland, placing the notice on the product information page (58%) resulted in significantly better recall than placing it on the product selection page (47%, p-value 0.02) or showing it via a link (38%, p-value 0.0005); placing the notice on a product selection page was also significantly better for recall compared to the link (p-value 0.05).

Figure 111 Recall of the notice (E-commerce)



Question: RN1

N = 1117 for product information page; 1042 for product selection page; and 1064 for link.

p-values: Product information page vs Product selection page: $p < 0.001$ | Product information page vs Link: $p < 0.001$

Source: LE Europe analysis of experiment data

Recall of the notice – Physical store:

In the physical store, no statistically significant difference was found between placing the notice on the aisles or at checkout with regard to recall of the label (question RL1).

Recall of the notice – Virtual store:

In the virtual store, no statistically significant difference was found between placing the notice at the entrance, on the aisles or at checkout with regard to recall of the label (question RL1). Placing the notice at the entrance of the shop compared to on the aisles resulted in significantly better recall only for Spain (37% vs 18%, p-value 0.05).

7.8.2 Inspect the notice

In the physical store environment, the notice was inspected 5.3% of the time when it was displayed on the aisles, compared to 0% when placed at the checkout. This difference was statistically significant ($p < 0.001$), suggesting that shoppers are more likely to engage with signage when it is presented during the browsing phase rather than at the point of purchase.

7.8.3 Product choice

No statistically significant differences were found between notice placements for any of the three environments in terms of consumers' propensity to choose the higher priced product with the longer guarantee or choose this product due to guarantee length.⁶⁹

At country-level some statistically significant results were found. In the e-commerce environment, in Ireland showing the notice on the product selection page (37%) resulted in a significantly higher proportion of consumers purchasing the higher priced product with the longer guarantee (Product 4) compared to both the product information page (26%, p-value 0.004) and showing the notice via a link (25%, p-value 0.004). Additionally, in Ireland, showing the notice on the product selection page (24%) resulted in a significantly higher share of consumers purchasing Product 4 due to the guarantee length compared to both the product information page (18%) and showing the notice via a link (18%) (p-value for both 0.015). In Spain, showing the notice on the product selection page (24%) resulted in a significantly higher share of consumers purchasing Product 4 due to the guarantee length compared to showing the notice via a link (26% vs 20%, p-value 0.02).

In the virtual store environment, in France, showing the notice on the entrance (37%) resulted in a significantly higher share of consumers purchasing Product 4 due to the guarantee length compared to showing the notice on the aisles (26%, p-value 0.04) or at checkout (25%, p-value 0.04). In Spain, showing the notice at checkout (41%) resulted in a significantly higher share of consumers purchasing Product 4 due to the guarantee length compared to showing the notice on the aisles (26%, p-value 0.01) or at the entrance (27%, p-value 0.01).

7.8.4 Understanding of the legal guarantee

No statistically significant differences were found between notice placements for any of the three environments with regard to understanding of the legal guarantee duration (question EFU1) or understanding of the legal guarantee responsibility (question EFU2). In the virtual store, the only statistically significant result found for this outcome was for Ireland, where placing the notice on the aisles resulted in a higher average score compared to at checkout (69% vs 45%, p-value 0.04).

⁶⁹ Although, the effect of the notice placement in the virtual store on the share of consumers who chose a higher price product with a longer guarantee and cited the guarantee length as a reason for this was found to be statistically significant under the alternative testing strategy of the robustness check mentioned in section 7.1.7. This share was lower when the notice was placed on the aisle, as opposed to when it was placed at the entrance or check out (by 5.4 and 5.9 percentage points respectively).

7.9 Results: Notice size

Notice size was only varied in the physical store setting. Table 26 below presents the rankings of the three different notice sizes (A2, A3, and A4) in terms of relevant outcome measures. Like other similar tables in this report, this is not intended to show the sizes of the treatment effects or the statistical significance of particular treatment effects. More detailed information on the treatment effect sizes and statistical significance is provided below. The colour coding is only intended to illustrate the overall patterns in the rankings.

While consumers rarely stopped to inspect the notice during the shopping exercise (13 instances out of 492), inspection rates were higher when the notice was larger – 5% for A2, compared to 1% for A3 and 2% for A4. Aside from this, no clear patterns emerged across other outcome measures in terms of which notice size performed best, and no statistically significant results were found in most comparisons (Table 26).

While respondents generally opposed changing the notice size, there was a consistent directional preference for making it larger rather than smaller, especially for the smaller sizes (A3 and A4). This could be because larger notices are generally more visible and easier to spot. Even if smaller notices were technically legible, participants may have felt that a larger size would make the information more noticeable and easier to process at a glance. Further detail on the treatment effect sizes and statistical significance is provided in the subsections below.

Table 26 Rankings of the notice placements by outcome (Physical store)

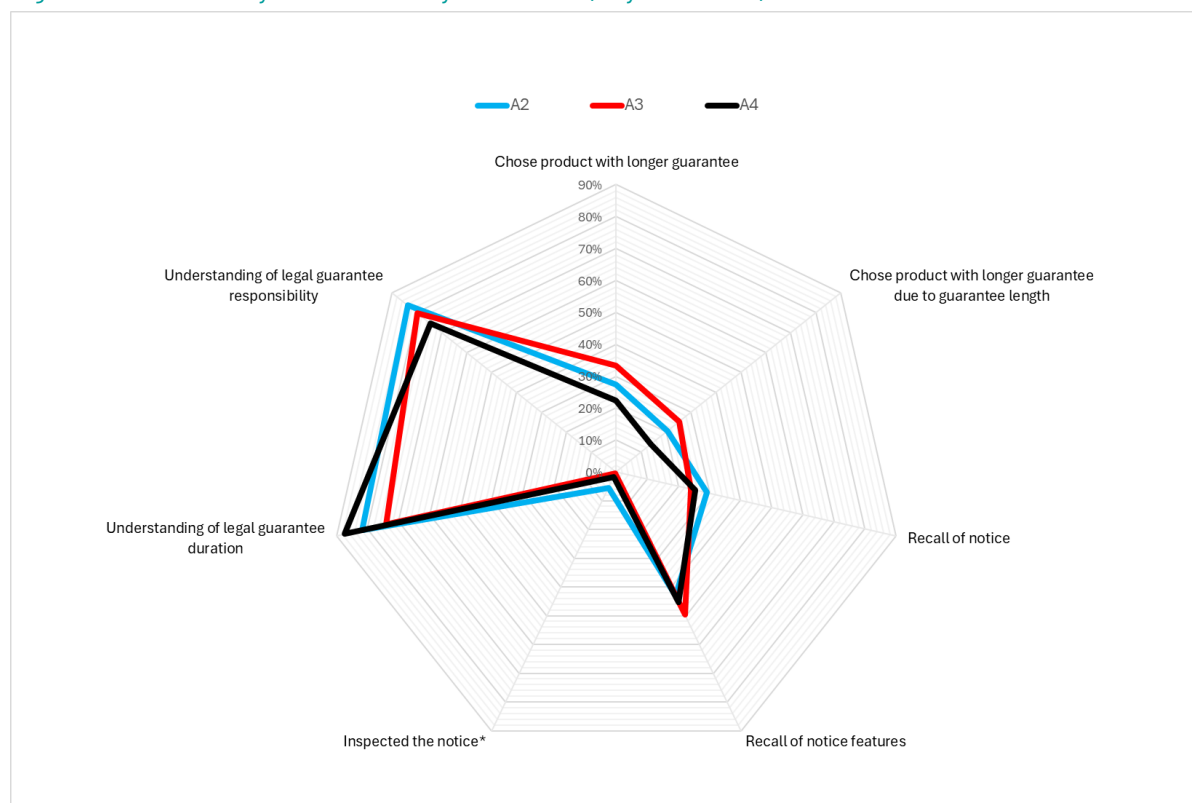
	A2	A3	A4
Inspected the notice	1	3	2
Recall of the notice	1	3	2
Recall of notice features	3	1	2
Understanding of legal guarantee duration	2	3	1
Understanding of legal guarantee responsibility	1	2	3
Notice size made it easier to read	3	1	2

Bold row headings indicate that statistically significant differences are found for that row (based on 1 or more pairwise tests at the two-tailed 5% significance level).

Source: LE Europe analysis of experiment data

Figure 112 gives a visual representation of the results for notice size for relevant outcome measures. For example, it shows that there was a relatively wide gap between A4 and A3 on understanding of the legal duration. Whereas the gap between A4 and A2 on recall of notice features was relatively narrow. This figure does not, however, give any indication of the statistical significance of particular treatment effects. Information on the statistical significance of particular treatment effects is provided in the subsections below.

Figure 112 Summary of outcomes by notice size (Physical store)



* next to an outcome label indicates that statistically significant differences are found for that outcome (based on 1 or more pairwise tests at the two-tailed 5% significance level). Outcomes which are not reported on a % scale elsewhere in this report have been scaled for the purposes of this figure. This was done by expressing the outcome as a % of its highest possible value.

7.9.1 Inspect the notice

In the physical store, participants inspected the notice on only 13 occasions out of 492 in total. However, consumers were more likely to inspect the notice when it was A2 size. When the notice was A2, 5.5% of consumers inspected it, compared to 0.6% when it was A3 and 1.8% when it was A4. The difference between A2 and A3 was statistically significant (with a p-value 0.03; the FDR adjusted p-value for A2 vs A4 was 0.12). This suggests the notice was more noticeable and better able to attract consumer attention when it was larger.

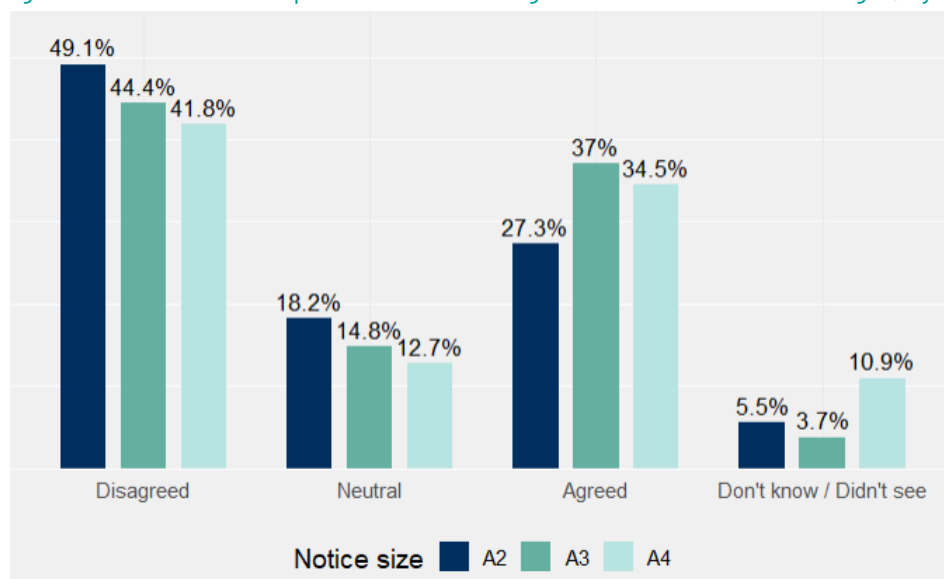
7.9.2 Consumers' views on the notice size

Notice size should be larger/smaller:

For all notice sizes, consumers generally opposed changing the size, in particular making it smaller (question SPN4). When the notice was A2, A3 or A4, the share who disagreed that it should be smaller was 69.1%, 70.4% or 65.5%, respectively (Figure 114). For all tested sizes, respondents were more likely to say the notice should be made larger than smaller (see that the bars for 'Agreed' are greater in Figure 113 than in Figure 114). When the notice was smaller (i.e. A3 or A4) more people agreed it should be larger (see that in Figure 113, 37% and 34.5% agreed that the notice should be larger for A3 and A4, compared to 23.7% for A2). This implies a perceived trade-off between size and effectiveness – larger notices may be associated with better visibility and legibility.

However, the differences in consumers' views about whether the notice should be larger or smaller depending on the size of notice they were exposed to were not statistically significant. Therefore, while there is some evidence of a general preference for larger sizes, it is not strong enough to draw firm conclusions.

Figure 113 Share of respondents who thought the notice should be larger, by notice size



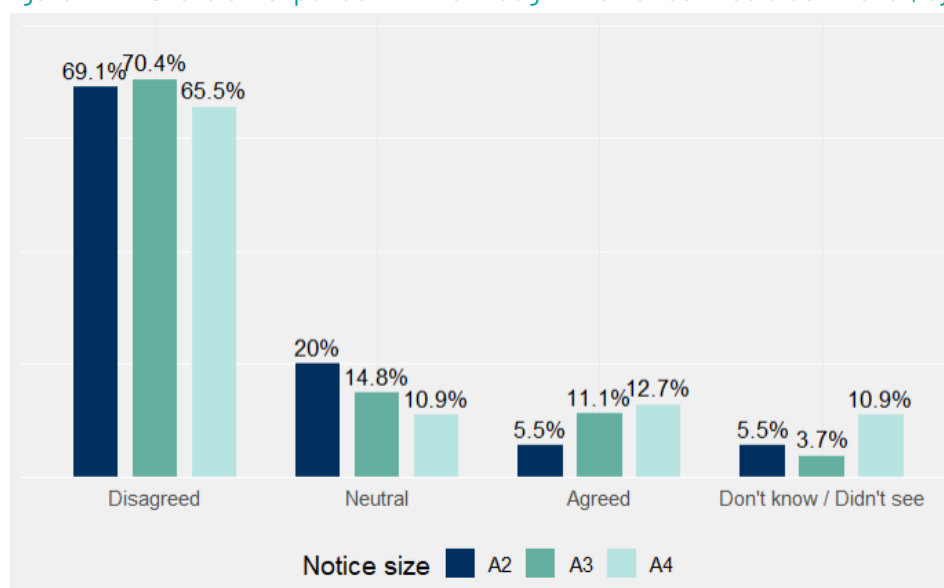
Question: SPN4a

N = 49 for A4; and N = 52 for both A3 and A2.

p-values: A2 vs A3: p = 0.24 | A2 vs A4: p = 0.24. (NB pairwise tests on the average rating)

Source: LE Europe analysis of experiment data

Figure 114 Share of respondents who thought the notice should be smaller, by notice size



Question: SPN4b

N = 49 for A4; and N = 52 for both A3 and A2.

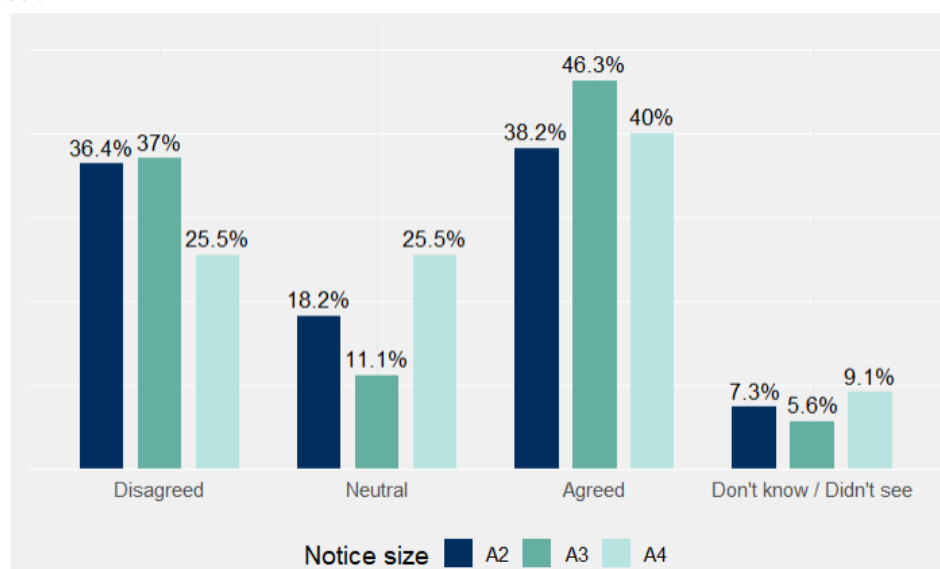
p-value: A2 vs A4: p = 0.71. (NB pairwise tests on the average rating)

Source: LE Europe analysis of experiment data

Notice size made the notice easier to read:

Across all notice sizes, respondents generally agreed that the notice size made the notice easier to read, especially so for the A3 size (A3 = 46.3%; A4 = 40%; and A2 = 38.2%; Figure 115). None of the differences in average ratings between any of the notice sizes were statistically significant.

Figure 115 Percentage of respondents who think the notice size made the notice easier to read



Question: SPN4c

N = 49 for A4; and N = 52 for both A3 and A2.

p-value: A2 vs A4: $p = 0.57$ | A3 vs A4: $p = 0.57$. (NB pairwise tests on the average rating)

Source: LE Europe analysis of experiment data

7.9.3 Recall of the notice

No statistically significant differences were found between notice sizes with regard to recall of the notice (question RN1) or recall of the notice features (question RN2).

7.9.4 Understanding of the legal guarantee

No statistically significant differences were found between notice sizes in terms of understanding of the legal guarantee duration (question EFU1) or the understanding of the party to contact to remedy an issue with a product under the legal guarantee (EFU2).

7.10 Results: QR code

QR codes were only included on labels and notices in the physical store setting. The QR codes on the notice and label were infrequently scanned during the experiment. The label QR code was scanned on just 6 out of 492 possible occasions, while the notice QR code was scanned just once. Although these figures seem to represent a low overall scan rate (1.2% for the label QR code), such a rate *per shopping trip* could still have meaningful impact in practice. If even a small proportion of consumers scan the code once, it may help them become better informed and understand what the label represents.

The label QR code was scanned most frequently for label design 2 (four times out of 123 possible instances), once each for label designs 3 and 4, and never for label design 1. The only instance the notice QR code was scanned occurred when it was displayed on an A2-sized notice, suggesting that larger formats may slightly improve visibility or encourage engagement, although the numbers are too low to draw firm conclusions. This low engagement with QR codes could be due to a range of factors, such as not noticing the QR codes, limited desire to scan the QR codes, or that consumers generally do not usually scan such codes in a physical store setting.

Consumer behaviour, understanding, and perceived clarity did not differ based on the label QR code content. However, when asked about preferences, most consumers indicated they would prefer the label QR code to link to a brief explanation of the commercial guarantee (64% among the combined online sample and 62% of the offline sample) rather than the full producer's commercial guarantee statement (question QRC3). This preference for a brief explanation of the commercial guarantee was consistent across all countries for the combined online sample, ranging from 57% in Finland to 69% in Spain (and 64-66% in other countries). The preference was also consistent across label designs, ranging from 63% (label 1) to 67% (label 2) for the combined online sample and from 51% (label 3) to 73% (label 4) for the offline sample.

8 Annexes

8.1 Annex C.1 – Questionnaire consumer survey

Introduction

Dear Participant,

Thank you for taking the time to participate in this survey.

The **European Commission (DG JUST)** and **European Innovation Council and SMEs Executive Agency (EISMEA)** have mandated Ipsos NV to carry out this survey about **guarantees for products**. This survey is especially focused on products that do not wear out quickly, for example, a bike, laptop, printer, smartphone, household appliances, sofa, sport watch, coat etc. The Commission is currently designing a notice and a label that will inform consumers about their guarantee rights for such products. Your participation in the survey will help the Commission to choose the best designs.

This survey will take approximately **20 minutes** to complete. You can take the survey on a desktop, laptop, tablet or smartphone. You can read the Privacy Notice here (Scripter: insert hyperlink to https://survey.ipsos.be/privacynotice_Consumers.pdf).

Screeners questions

PROG: create hidden variable 'Country':

- 9 Finland (Finnish and Swedish)
- 10 France
- 11 Germany
- 12 Greece
- 14 Ireland
- 21 Poland
- 22 Portugal
- 25 Slovenia
- 26 Spain
- 27 Sweden

Base: IF Country=9

QLANG. [S]

Please select in which language you want to fill in the survey:

- 1. Finnish **[PROG: IF COUNTRY=9]**
- 2. Swedish **[PROG: IF COUNTRY=9]**

Base: all respondents

[Standard Screener: DO NOT MODIFY OR TRANSLATE]

D1. YEAR/MONTH. What is your date of birth?

- YEAR
- _1910 1910
- ...
- _2015 2015
- MONTH
- _1 January
- _2 February
- _3 March
- _4 April
- _5 May
- _6 June
- _7 July
- _8 August
- _9 September
- _10 October
- _11 November
- _12 December

[Standard Screener: DO NOT MODIFY OR TRANSLATE]

QUOTAGERANGE [Hidden]. Hidden Question - QUOTAGERANGE "this is a dummy question that will hold age breaks" for the quotas that should be defined by the PM; it CAN be edited and lines can be added to meet survey objectives.

- _18_24 "18-24",
- _25_34 "25-34",
- _35_44 "35-44"
- _45_54 "45-54"
- _55_64 "55-64"
- _65_99 "65 and older"

[TERMINATE IF LESS THAN 18]

[Standard Screener: DO NOT MODIFY OR TRANSLATE]

RESP_AGE [Hidden]. Hidden Question - RESP_AGE "this is a dummy question that will hold age"

USE RESP_AGE [Hidden] response list
[Standard Screener: DO NOT MODIFY OR TRANSLATE]

Base: all respondents

D2. [S] GENDER_NONBINARY .. Are you...?

- _1 Male
- _2 Female
- _3 Other
- _4 Prefer not to answer

Scripter: if GENDER_NONBINARY = 3 or 4, allocate to least filled category 1 or 2 for quota setting

Base: all respondents

D3. [S]

In which region do you live?

Nr	Country	Region	Quota variable
9	Finland	IIS standard screener - FIREGION1	NUTS2
10	France	IIS standard screener - FRREGION5	NUTS2
11	Germany	IIS standard screener - GERREGION1	NUTS1
12	Greece	IIS standard screener - GRREGION1	NUTS2
14	Ireland	See excel Region	NUTS2
21	Poland	IIS standard screener - PLREGION1	NUTS2
22	Portugal	IIS standard screener - PTREGION1	NUTS2
25	Slovenia	See excel Region	NUTS2
26	Spain	IIS standard screener - ESREGION2	NUTS2
27	Sweden	IIS standard screener - SEREGION2	NUTS2

999. Prefer not to say [hidden]

Scripter: if D3=999: screenout

Base: all respondents

D4. [S]

Which of the following best describes your current employment status?

1. Employed full time
2. Employed part time
3. Self employed
4. Unemployed but looking for a job
5. Unemployed and not looking for a job / long-term sick/ disabled
6. Homemaker/looking after the home
7. Student/pupil (full-time)
8. Retired
9. Other

99. Prefer not to say

Scripter: recode D4 into Occupation:

1. Employed IF D4 = 1, 2 OR 3
2. Unemployed IF D4 = 4
3. Inactive IF D4 = 5, 6, 7 or 8 or 9
4. Unknown IF D4 = 99

Base: all respondents

D5. [S]

What is the highest level of education you have successfully completed (usually by obtaining a certificate or diploma)?

SCRIPTER: insert country-specific list Excel 'D5_Education'

Scripter: add recode into ISCED (1 'Low', 2 'Mid', 3 'High', 99 'Unknown') and ISCED2 (1 'Low+Mid', 2 'High', 99 'Unknown')

999. Don't know/prefer not to say

Base: all respondents

D6. [S]

Would you say that you live in a...?

1. Rural area or village
2. Small or medium size town
3. Large town or city
98. Don't know
99. Prefer not to answer

Base: all respondents

D7. [S]

Scripter: if Country= 9, 10, 12, 21, 25 show: Could you please indicate your household's monthly income (that is, after income taxes have been paid)?

Scripter: if Country= 11, 22, 26, 27 show: Could you please indicate your household's annual income (that is, after income taxes have been paid)?

Scripter: if Country= 14, show: Could you please indicate your household's weekly income (that is, after income taxes have been paid)?

Your total household income includes your own income plus the incomes of all household members who live together with you. The total income includes income from jobs, pensions, social security, interest, dividends, capital gains claimed, profits from businesses, unemployment payments, and all other money you received.

SCRIPTER: insert values from country-specific list Excel 'D7_Income'

1. Less than [insert value1][insert currency]
2. Between [insert value1][insert currency] and [insert value2 minus 1][insert currency]
3. Between [insert value2][insert currency] and [insert value3 minus 1][insert currency]
4. Between [insert value3][insert currency] and [insert value4 minus 1][insert currency]
5. Between [insert value4][insert currency] and [insert value5 minus 1][insert currency]
6. Between [insert value5][insert currency] and [insert value6 minus 1][insert currency]
7. Between [insert value6][insert currency] and [insert value7 minus 1][insert currency]
8. Between [insert value7][insert currency] and [insert value8 minus 1][insert currency]
9. Between [insert value8][insert currency] and [insert value9][insert currency]
10. Higher than [insert value9][insert currency]
98. Don't know
99. Prefer not to answer

Scripter: recode D7 into D7_quota:

1. 'Low' IF D7=1,2
2. 'Mid' IF D7= 3, 4, 5, 6, 7, 8
3. 'High' IF D7=9, 10
4. 'Missing' IF D7=98 or 99

Background questions

Base: all respondents

Intro 1. This is the first part of the questionnaire. In this part, we would like to ask you a few more general questions.

Base: all respondents

QA1. [SGRID, progressive] [importance of durability of product]

Imagine that you intend to buy a household appliance (for example, washing machine, vacuum cleaner, electric kettle etc.). Please indicate how important each of the following aspects would be to you when making your choice.

Rows (randomise)

1. Price
2. Brand
3. Level of customer service offered
4. Performance
5. Look of the product
6. Durability (product will last a long time)
7. Reparability (product can be easily repaired)

Columns:

1. 1 – Not important at all
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 – Very important

Base: all respondents

QA2. [S] (randomise) [awareness of guarantee]

When such a household appliance breaks within the guarantee period, what do you usually do?
Please select the answer that fits you best.

1. I buy a new one myself
2. I ask the seller/manufacturer to replace it for free with a new one, making use of my guarantee rights
3. I ask the seller or manufacturer to repair it for free, making use of my guarantee rights
4. I ask an independent repair shop to repair it
5. I repair it myself or ask a friend or relative to repair it for me
6. I am not replacing or repairing the defective product
7. Other, namely **[OE] (fixed)**
98. I don't know **(fixed)**

Base: IF QA2 = 1, 4, 5 or 6

QA3. [M] (randomise) [reason not to use guarantee]

Why do you not make use of your guarantee rights (e.g. free repair or replacement)?
You can select multiple answers.

1. It did not occur to me that this was an option
2. I did not know that the product was under guarantee
3. I preferred to get a more recent model with new technologies
4. I did not know how make use of my guarantee rights

5. It would have been too much effort/time-consuming
6. I tried but the seller/manufacturer was not able to offer a solution
7. Other, namely **[OE]** (fixed)
98. I don't know (fixed)

Base: all respondents

QA4. [S] [shopping location for durable products]

When you are shopping for products that do not wear out quickly (for example a bike, laptop, printer, household appliances, sofa, watch, coat etc.), where do you generally buy these products?

1. I usually buy them in an offline brick-and-mortar shop
2. I usually buy them in an online webshop
3. I buy them both in an offline and online shop
98. I don't know

Main questionnaire

NOTICE

Base: split sample - show to only half 1 of the respondents

Intro 2.1 Now we will ask you some questions about the **new notice** that the Commission is developing. Please read the information about this new notice below.

Scripter: Insert image "Intro 2.1" below.

NEW NOTICE
THE EUROPEAN COMMISSION IS DEVELOPING A NEW NOTICE

GOAL OF THE NOTICE	LEGAL GUARANTEE	IN SHOPS
Informing consumers about their legal guarantee rights.	The legal guarantee protects consumers against defective products. If a product does not work properly within two years of purchase (in some EU countries this is longer), sellers must repair or replace the product for free, or in some cases refund or partially reimburse you. This goes for all types of products.	All stores in the European Union will be required to show this notice in the future. • In a brick-and-mortar shop, the notice can for example be displayed as a poster on the aisle or a flyer near the check-out. • In a webshop, the notice can for example be displayed next to the product's description or on a website banner.

Base: split sample - show to only half 2 of the respondents

Intro 2.2 Now we will ask you some questions about the **new notice** that the Commission is developing. The goal of the new notice is to inform consumers about their legal guarantee rights. All stores in the European Union will be required to show this notice in the future. The content of the notice will become clearer in the next questions.

Base: all respondents

Below, you see five possible versions of the new notice. Please take a good look at each one of these designs.

You can click on the images to enlarge them. [\[understandability notice\]](#)

Scripter: Show screen with all five notice designs. Use images "Notice 1A/1B/2/3/4". Randomise order in which notices are shown. Provide click to enlarge function.

Notice 1A

Notice 1B

Notice 2

Notice 3

Notice 4

QB1. [S] (randomise but keep 'yes' and 'no' options together)

Imagine you bought a suitcase 1,5 year ago. After one vacation, the zipper broke down. Based on the information in the notices, would you still be covered by the legal guarantee?

1. Yes, because the legal guarantee lasts for at least 2 years on all products
2. Yes, but only if you pay extra
3. No, because the legal guarantee only lasts for 1 year
4. No, because the legal guarantee is only applicable to electronic products
98. I don't know (fixed)

Base: IF QB1 = 1 or 2

QB13. [S](randomise)

Based on the information in the notices, who would you need to contact to get your suitcase replaced or repaired under the legal guarantee?

You can click on the images to enlarge them.

Scripter: Show screen with all five notice designs. Use images "Notice 1A/1B/2/3/4". Randomise order in which notices are shown but keep same order as in QB1. Provide click to enlarge function.

1. The seller or store where you bought the suitcase
2. The manufacturer or brand of the suitcase
98. I don't know (fixed)

Base: all respondents

QB2. [M](randomise)

Which of these designs helps you in understanding your legal rights as a consumer? You can select multiple answers.

You can click on the images to enlarge them. [\[understandability notice - explanation\]](#)

Scripter: Include notice images in answering options. Use images "Notice 1A/1B/2/3/4". Provide click to enlarge function.

1. Notice 1A
2. Notice 1B
3. Notice 2
4. Notice 3
5. Notice 4
6. None [S](fixed)
98. I don't know [S](fixed)

Base: all respondents

QB3. [M](randomise)

Which of these designs uses simple and clear language? You can select multiple answers.

You can click on the images to enlarge them. [\[understandability notice - language\]](#)

Scripter: Include notice images in answering options. Use images "Notice 1A/1B/2/3/4". Provide click to enlarge function.

1. Notice 1A
2. Notice 1B
3. Notice 2
4. Notice 3
5. Notice 4
6. None [S](fixed)
98. I don't know [S](fixed)

Base: all respondents

QB4. [M](randomise)

Which of these designs has a structure that is easy to follow? You can select multiple answers.

You can click on the images to enlarge them. [\[understandability notice - structure\]](#)

Scripter: Include notice images in answering options. Use images "Notice 1A/1B/2/3/4". Provide click to enlarge function.

1. Notice 1A
2. Notice 1B
3. Notice 2
4. Notice 3
5. Notice 4
6. None [S](fixed)
98. I don't know [S](fixed)

Base: all respondents

QB5. [M](randomise)

Which of these designs looks like an official communication from the European Union? You can select multiple answers.

You can click on the images to enlarge them. [\[trustworthiness notice\]](#)

Scripter: Include notice images in answering options. Use images "Notice 1A/1B/2/3/4". Provide click to enlarge function.

1. Notice 1A
2. Notice 1B
3. Notice 2
4. Notice 3
5. Notice 4
6. None [S](fixed)
98. I don't know [S](fixed)

Base: all respondents

QB6. [M](randomise)

If you were shopping in a **brick-and-mortar store**, which of these designs would catch your attention enough to read it? You can select multiple answers.

You can click on the images to enlarge them. [\[recognisability offline notice\]](#)

Scripter: Include notice images in answering options. Use images "Notice 1A/1B/2/3/4". Provide click to enlarge function.

1. Notice 1A
2. Notice 1B
3. Notice 2
4. Notice 3
5. Notice 4
6. None [S](fixed)
98. I don't know [S](fixed)

Base: all respondents

QB7. [M](randomise)

If you were browsing through a **webshop**, which of these designs would catch your attention enough to read it? You can select multiple answers.

You can click on the images to enlarge them. [\[recognisability offline notice\]](#)

Scripter: Include notice images in answering options. Use images "Notice 1A/1B/2/3/4". Provide click to enlarge function.

1. Notice 1A
2. Notice 1B

3. Notice 2
4. Notice 3
5. Notice 4
6. None [S](fixed)
98. I don't know [S](fixed)

Base: all respondents

Intro 3. Next, we will take a closer look at the various symbols and layouts used in each of the five designs you have just evaluated.

Base: all respondents

QB8. [S](randomise) [title name notice]

As you saw in the designs shown before, the notice will receive an official title. We are currently considering two options. Which of the following two options do you prefer?

1. Legal guarantee
2. GARANT, this is a Word that combines elements of the word "guarantee" in many European languages and can be understood by consumers across the European Union
3. None of the above (fixed)
98. I don't know (fixed)

Base: all respondents

QB9. [SGRID, progressive] [title design notice – meaning symbols before]

The design of the title will include a symbol and the EU stars. Below, you are given a close-up of the title designs within each notice. The symbols are each time circled in green. Please indicate how well you understand the meaning of each of the symbols.

You can click on the images to enlarge them.

Scripter: Include symbol images in answering options. Use images "Symbol Notice 1/2/3/4". Provide click to enlarge function.

Rows (randomise):



Columns:

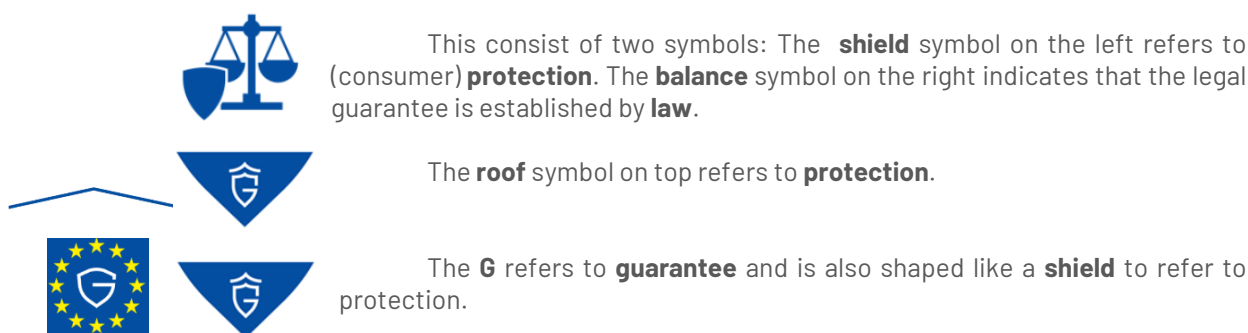
1. I fully understand this symbol
2. I somewhat understand this symbol
3. I am not sure I understand this symbol
4. I do not understand this symbol at all

Base: all respondents

QB10. [M] [title design notice – meaning symbols after]

The goal of the symbol and EU stars is to communicate that the legal guarantee protects consumers in the EU from defective products:

Scripter: Show screen with symbols and explanation as outlined below. Use images “Symbol expl 1/2/3 notice”



Now you know the meaning of the symbols, which symbols properly communicate the message that the legal guarantee protects consumers in the EU from defective products? You can select multiple answers. You can click on the images to enlarge them. (randomise but reuse order of QB9)

Scripter: Include symbol images in answering options. Use images “Symbol Notice 1/2/3/4”. Provide click to enlarge function.



5. None of the above [S](fixed)

98. I don't know [S](fixed)

Base: all respondents

QB11. [M](randomise) [confusion notice]

In which type of store would you find it helpful to see a notice about your legal guarantee rights for faulty products? You can select multiple answers.

1. Supermarkets
2. Bakeries and butchers
3. Night shops
4. Electronics and home appliances stores
5. Home and garden stores
6. Sporting goods stores
7. Toy and game stores

8. Clothing and accessories (incl. footwear, jewellery, bags) stores
9. Automotive stores (cars, motorcycles, parts and accessories)
10. Bookstores and newsstands
11. All of the above [S](fixed)
12. None of the above [S](fixed)
98. I don't know [S](fixed)

Base: all respondents

QB12. [M](randomise) [usage of QR code]

As you can see, the notice designs include a QR code. When you scan this code with your smartphone, you will get more details about your legal guarantee rights as a consumer. This also includes the specific rules for your country, as the legal guarantee period can be longer than two years in some countries. For which of these designs would you scan the QR code? You can select multiple answers. You can click on the images to enlarge them.

Scripter: Include notice images in answering options. Use images "Notice 1A/1B/2/3/4". Provide click to enlarge function.

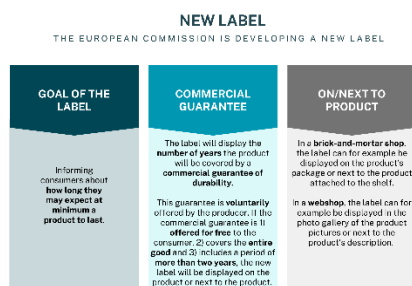
1. Notice 1A
2. Notice 1B
3. Notice 2
4. Notice 3
5. Notice 4
6. I would scan the QR code for all of them [S](fixed)
7. None, I would not scan the QR code [S](fixed)
98. I don't know [S](fixed)

LABEL

Base: split sample – show to only half 1 of the respondents

Intro 4.1 Thank you for answering the questions about the new notice. Now we will move on to the questions about the **new label** that the Commission is developing. Please read the information about this new label below.

Scripter: Insert image “Intro 4.1” below.



Base: split sample – show to only half 2 of the respondents

Intro 4.2 Thank you for answering the questions about the new notice. Now we will move on to the questions about the **new label** that the Commission is developing. The goal of the new label is to inform consumers about how long they may expect at minimum a product to last. The content of the label will become clearer in the next questions.

Base: all respondents

Below, you see six possible versions of the new label. The label will be displayed across the European Union. Therefore, one version uses only symbols and no words, so everyone could understand it no matter what language you speak. Other versions have text, along with translations. These translations might be included right away in the label itself or made available by scanning a QR code with your phone..

Please take a good look at each one of these designs.

You can click on the images to enlarge them. [\[understandability label\]](#)

Scripter: Show screen with all six label designs, incl. QR code info. Use images “Label QR1/QR2/QR3/QR4/QR5/QR6”. Randomise order in which labels are shown (but keep same randomisation per respondent). Provide click to enlarge function.

QC1. [M] (randomise, keep 1-2/3-4/5-6/7-8 together) Imagine you want to buy a washing machine with one of the labels above. Based on the information in the labels, which of the following statements about the guarantee is correct? There might be more than one correct answer.

1. The guarantee lasts for 10 years
2. The guarantee lasts for 10 months
3. The guarantee is free
4. You have to pay extra to receive the guarantee
5. The guarantee applies to the entire washing machine
6. The guarantee is only applicable when certain parts of the washing machine break down
7. The guarantee is offered by the producer
8. The guarantee is offered by the seller
9. None of these statements is correct (fixed)
98. I don't know (fixed)

Base: all respondents

QC2. [M](randomise)

Which of these designs arranges the information in a clear way? You can select multiple answers.
You can click on the images to enlarge them. [\[understandability label - structure\]](#)

Scripter: Include label images in answering options. Use images "Label 1A/1B/2/3A/3B/4". Provide click to enlarge function.



1. Label 1A
2. Label 1B
3. Label 2
4. Label 3A
5. Label 3B
6. Label 4
7. None [S](fixed)
98. I don't know [S](fixed)

Base: all respondents

QC3. [M](randomise)

Which of these designs look trustworthy to you? You can select multiple answers.
You can click on the images to enlarge them. [\[trustworthiness label\]](#)

Scripter: Include label images in answering options. Use images "Label 1A/1B/2/3A/3B/4". Provide click to enlarge function.

1. Label 1A
2. Label 1B
3. Label 2
4. Label 3A
5. Label 3B
6. Label 4
7. None [S](fixed)
98. I don't know [S](fixed)

Base: all respondents

QC4. [M](randomise)

If you were shopping in a **brick-and-mortar store**, which of these designs would catch your attention enough to have a closer look at it? You can select multiple answers.

You can click on the images to enlarge them. [\[recognisability offline label\]](#)

Scripter: Include label images in answering options. Use images "Label 1A/1B/2/3A/3B/4". Provide click to enlarge function.

1. Label 1A
2. Label 1B
3. Label 2
4. Label 3A
5. Label 3B
6. Label 4
7. None [S](fixed)
98. I don't know [S](fixed)

Base: all respondents

QC5. [M](randomise)

If you were browsing through a **webshop**, which of these designs would catch your attention enough to have a closer look at it? You can select multiple answers.

You can click on the images to enlarge them. [\[recognisability offline label\]](#)

Scripter: Include label images in answering options. Use images "Label 1A/1B/2/3A/3B/4". Provide click to enlarge function.

1. Label 1A
2. Label 1B
3. Label 2
4. Label 3A
5. Label 3B
6. Label 4
7. None [S](fixed)
98. I don't know [S](fixed)

Base: all respondents

QC6. [S]

Imagine that you want to buy a refrigerator. While looking for a refrigerator, you noticed that some now come with one of the labels you have just seen in the previous question. After looking up some information, you have found two refrigerators that meet your requirements. They are similar in price, volume, look, performance and energy efficiency, but one has this new label while the other does not. How likely are you to choose the refrigerator with the label over the one without the label, assuming all other factors are similar? [\[purchase decision\]](#)

1. Very likely
2. Likely
3. Unlikely
4. Very unlikely
98. I don't know

Base: IF QC6 = 1 or 2

QC7. [M](randomise)

Still considering the scenario of buying a new refrigerator, which of the label designs below would be most likely to influence your purchase decision?

You can click on the images to enlarge them. [\[purchase decision per label\]](#)

Scripter: Include label images in answering options. Use images "Label 1A/1B/2/3A/3B/4". Provide click to enlarge function.

1. Label 1A
2. Label 1B
3. Label 2
4. Label 3A
5. Label 3B
6. Label 4
7. None [S](fixed)
98. I don't know [S](fixed)

Base: all respondents

Intro 5. Next, we will take a closer look at the various symbols and layouts used in each of the six designs you have just evaluated.

Base: all respondents

QC8. [S](randomise) [title name label]

As you saw in the designs shown before, the label will receive an official title. We are currently considering the following options. Which do you prefer?

1. Producer guarantee
2. Producer guarantee of durability
3. GARANT, this is a Word that combines elements of the word "guarantee" in many European languages and can be understood by consumers across the European Union
4. Commercial guarantee of durability
5. None of the above (fixed)
98. I don't know (fixed)



Base: all respondents

QC9. [SGRID progressive] [label - meaning symbols before]

The labels, like the notices you saw earlier, include various symbols. Most of these symbols are the same as those displayed in the notices, with two exceptions. Below, you are given a close-up of these symbols. Please indicate how well you understand their meaning.

Scripter: Show screen with symbol as outlined below. Use images "Symbol Label 1/2"

Rows (randomise):

1. 
2. 

Columns:

1. I fully understand this symbol
2. I somewhat understand this symbol
3. I am not sure I understand this symbol
4. I do not understand this symbol at all

Base: all respondents

QC10. [M] [label - meaning symbols after]

The goal of the symbol is to communicate that the commercial guarantee of durability is offered by producers and protects consumers in the EU from defective products:

Scripter: Show screen with symbol and explanation as outlined below. Use images "Symbol Label 1" - "Symbol Label 2".



The **shield** symbol on the left refers to **protection**. The **factory** symbol on the right to the **producer** and that the guarantee is offered by the producer.

The **shield** symbol on the left refers to **protection**. The **hourglass** symbol on the right to **durability and the idea of something that lasts for a long time**.

Now you know the meaning of the symbols, which symbol properly communicates the message that the commercial guarantee of durability is offered by producers and protects consumers in the EU from defective products? You can select multiple answers.

You can click on the images to enlarge them. (randomise but reuse order of QC9)

Scripter: Include symbol images in answering options. Use images "Symbol Label 1/2". Provide click to enlarge function.



3. None of the above [S](fixed)

98. I don't know [S](fixed)

Base: all respondents

QC11. [M] (randomise) [expression of duration]

The label includes information about the duration of the commercial guarantee. In the example designs you saw earlier, this duration was 10 years. However, since the label will be used across the European Union, it needs to be as language-neutral as possible to ensure understanding by consumers in all EU countries. To achieve this, various language-neutral expressions for "10 years" were explored. Below, you'll find these expressions presented in more detail. Please indicate which expressions you find clear. You can choose multiple answers.

Scripter: Include images in answering options. Use images "Duration 1" – "Duration 5".

- | | | |
|---|---|--|
| 1. Calendar icon mentioning 365 days | 10  | |
| 2. Calendar icon | 10  | |
| 3. Latin word for years, 'anni' | 10
ANNI | |
| 4. English word for years, 'years' with translations in each EU language | 10
years | <small> BG Години. Гаранция на производителя CS Let. Záruka výrobce DA År. Producentens garanti DE Jahre. Gewährleistung EL Έτη. Εγγύηση του κατασκευαστή ES Años. Garantía del productor ET Aastad. Tootja garantii FI Vuodet. Valmistajan takuu FR Ans. Garantie du producteur GA Bláanta. Rátháilocht an Tairgeora HR Godine. Jamstvo proizvođača HU Évek. Gyártói garancia IT Anni. Garanzia del produttore LT Metai. Gamintojo garantija LV Gadi. Ražotāja garantija MT Snin. Garanzija tal-produttur NL Jaar. Producentgarantie PL Lata. Gwarancja producenta PT Anos. Garantia ao produtor RO Ani. Garanția producătorului SK Rokov. Záruka výrobcu SL Leta. Garancija proizvajalca SV År. Tillverkargaranti </small> |
| 5. English word for years, 'years' without translations directly on the label | 10
years | |
| 6. None of the above (fixed) | | |
| 98. I don't know (fixed) | | |

Base: all respondents

QC12. [M] (randomise) [confusion label]

Which of these labels might be misleading because they look too much like other labels that you have seen on products in your country? You can select multiple answers. You can click on the images to enlarge them.

Scripter: Include label images in answering options. Use images "Label 1A/1B/2/3A/3B/4". Provide click to enlarge function.

1. Label 1A
2. Label 1B
3. Label 2
4. Label 3A
5. Label 3B
6. Label 4
7. None [S](fixed)
98. I don't know [S](fixed)

Base: all respondents

QC13. [M](randomise)[usage of QR code]

As you can see, also the label designs include a QR code. When you scan this code with your smartphone, you will either get more explanation about the label or alternatively you will get the exact conditions of the commercial guarantee offered. For which of these designs would you scan the QR code? You can select multiple answers.

You can click on the images to enlarge them.

Scripter: Include label images, incl QR code info, in answering options. Use images "Label QR1A/1B/2/3A/3B/4". Provide click to enlarge function.

1. Label 1A
2. Label 1B
3. Label 2
4. Label 3A
5. Label 3B
6. Label 4
7. I would scan the QR code for all of them [S](fixed)
8. None, I would not scan the QR code [S](fixed)
98. I don't know [S](fixed)

LINK BETWEEN LABEL AND NOTICE

Base: all respondents

QD1. [M](randomise)[ref to legal guarantee]

The label will also include a reference to the legal guarantee of conformity, to make consumers aware that apart from the commercial guarantee of durability, they are entitled to their legal guarantee rights. Please indicate which references you find clear. You can select multiple answers.

You can click on the images to enlarge them.

Scripter: Include images in answering options. Use images "Link 1" – "Link 5". Provide click to enlarge function.

1. Repeating symbol that was used for the notice + two arrows placed at the same starting point to indicate that the legal guarantee (represented by the first arrow) and commercial guarantee (represented by the second arrow) run in parallel, the arrow referring to the legal guarantee is also shorter to represent the two years of the legal guarantee



2. Repeating symbol that was used for the notice + linkage symbol



3. Repeating symbol that was used for the notice + sentence "runs in parallel with legal guarantee"



4. Repeating symbol that was used for the notice + puzzle piece symbol



5. Repeating symbol that was used for the notice



6. None of the above (fixed)
98. I don't know (fixed)

Base: all respondents

QD2. [S](randomise)[understanding link guarantees]

Imagine you are buying a vacuum cleaner at an electronics store. You have picked one out, and it has the label below saying the manufacturer offers a 10-year commercial guarantee of durability. As you are about to pay, you notice the poster below that says you are legally entitled to a 2-year guarantee on all products. Now, thinking about both of these guarantees: If your vacuum cleaner breaks down, for how many years in total would you be covered by a guarantee?
You can click on the images to enlarge them.

Scripter: Show one of the six sets. Use images "Set 1" – "Set 6". Randomise so not every participant sees the same set. Provide click to enlarge function.

- The commercial and legal guarantee add up, so 10 years + 2 years is a total of 12 years of guarantee
 - The commercial and legal guarantee run in parallel, so in the first 2 years the product is covered by both the legal and commercial guarantee and after that the product is covered for 8 more years by the commercial guarantee only
98. I don't know

ONLINE ELEMENTS

Base: IF QA4 = 2 or 3

QE1. [S][mouseover]

We are considering implementing a mouseover feature for the online versions of the label and notice, as illustrated in the images below. When users hover their cursor over the image, the full label or notice would be displayed. How clear do you find this mouseover option?
You can click on the images to enlarge them.

Scripter: Include images below. Include images "Mouseover 1" – "Mouseover 2". Provide click to enlarge function.

Initial notice



Full notice appearing after mouseover



Initial label



1. Very clear
2. Fairly clear
3. Not very clear
4. Not at all clear
98. I don't know

OPEN ENDED QUESTION

Base: all respondents

QF1. [OE, no forced response] [additional comments]

Scripter: Show five images of notice and six images of label. Provide click to enlarge function. Foresee one large OE text box.

Thank you for your valuable input on the various versions of the label and notice we have shown you. We would like to gather any additional thoughts you may have. Please take a moment to review all the versions once more. You can click on the images to enlarge them.

Could you share your suggestions for improvement for:

1. The label
2. The notice
3. How the label and notice work together

Closing

[OUTRO. All] Thank you for participating in this survey. Your feedback is very valuable for us. If you have any further questions or would like to provide more detailed feedback through a dedicated interview, please contact us at EULabelStudy@ipsos-online.com

[END OF SURVEY]

8.2 Annex C.2 – Questionnaire traders and producers survey

Introduction & Screener

INTRODUCTION

Base: all respondents

Intro1. Good [morning / afternoon]. My name is [name] and I'm calling from [national fieldwork agency], a research company located in [country].

We are conducting a survey on behalf of the European Commission about the new EU label for commercial guarantees of durability and the new EU notice for the legal guarantee of conformity. Both the label and notice are currently being designed. Your workplace has been selected at random to represent its sector.

Your participation in the survey will help the Commission implementing the best possible design for the label and the notice.

Interviewer instruction: If needed clarify:

CLIENT: The survey is conducted on behalf of EISMEA. EISMEA is an agency of the European Commission that manages EU programmes in the fields of SME support, innovation and the single market. They are currently developing a label and notice for the EU that will inform consumers about their guarantee rights

MORE INFO SURVEY: The questions are about the design of this label and notice.

The main goal of the new label is to make it easier for consumers to understand how long a product is expected to last. The label will be displayed when producers are offering voluntarily a free commercial guarantee of durability of more than 2 years to consumers. By making this clearer, consumers can more easily choose products that will last longer.

The new notice is meant to inform consumers about their legal rights. It tells them what they can expect in terms of the product working properly when they buy it. Stores will be required to show this information.

The Directive (EU) 2024/825 on empowering consumers for the green transition, which is the legal mandate for the development of this label and notice, can be accessed via the following link: <https://eur-lex.europa.eu/eli/dir/2024/825/oj>

DATA PROTECTION: All data we gather will be completely anonymised. Responses will solely be used for research purposes and to produce anonymous, statistical research findings and insights. If you would like to read the Privacy Notice beforehand you can access it online at https://survey.ipsos.be/privacynotice_Traders_Producers.pdf

WHERE PHONE NUMBER FROM: We have your telephone number from the Dun and Bradstreet company register.

CLIENT INTRO LETTER: If you prefer, we can send an introductory letter from the Commission with further explanation about the survey via email to your company.

Base: all respondents

SCR1. [S]

We are looking for someone with decision making power within the company, such as a general manager, product manager, shop manager, president, vice-president, head of unit, C-suites etc.

Would you be willing to answer a few questions about this topic?

The survey will take around 20-25 minutes of your time.

The survey interview will be conducted via an online video conferencing platform such as Zoom, Microsoft Teams, Google Meet, Skype or any other preferred platform. The reason for conducting the interview via an online video conferencing platform is that I would like to show you some images of the designs of the label and notice during the interview. You will thus need to have a device with Internet access (e.g. a PC, tablet, smartphone) and which also has a web camera, microphone and stable internet connection.

Participation is voluntary and you can change your mind anytime. The survey will be carried out under all the confidentiality and data protection regulations. You will NOT be identifiable, directly or indirectly, in any published results.

Interviewer instruction: If needed read: If you would like to read the Privacy Notice beforehand you can access it online at https://survey.ipsos.be/privacynotice_Traders_Producers.pdf

1. Yes, I will participate.
2. I myself cannot participate, but I can provide you with the details of a colleague who could participate.
3. I am not willing to participate or provide you with additional information.

IF SCR1=3: screenout

A. SCREENER

Base: all respondents

Intro 1. I will first ask you a few questions about your company.

Base: IF SAMPLE = PRODUCERS

QA1. [M]

Is your company manufacturing one or more of the following consumer goods?
Multiple answers possible.

1. Consumer electronics such as laptops, printers, screen monitors, keyboards, beamers, smartphones, smart watches, televisions, headphones, video game consoles etc.
2. Household appliances used for home and garden activities such as washing machines, refrigerators, vacuum cleaners, toasters, lawn mowers etc.
3. Household equipment for home and garden (including for pets) such as furniture, lighting, carpets, tableware, mattresses etc.
4. Sports goods: tools, equipment, gear and clothing used to practice sports
5. Games and toys
6. Fashion and accessories, this includes clothing, jewellery, shoes, handbags, sun glasses etc.
7. Motor vehicles and/or motorcycles
8. None of the above [S]
998. Don't know [Do not read][S]
999. No answer [Do not read][S]

SCRIPTER: IF QA1= 8, 998 or 999: SCREENOUT

SCRIPTER: CREATE QUOTA_SECTOR_PRODUCERS BASED ON QA1(7 categories)

Base: IF SAMPLE = TRADERS

QA2. [M]

Is your shop or company selling one or more of the following consumer goods?

Multiple answers possible.

1. Only food, beverages and/or tobacco [S]
2. Predominantly food, beverages along other products in a supermarket [S]
3. Consumer electronics such as laptops, printers, screen monitors, keyboards, beamers, smartphones, smart watches, televisions, headphones, video game consoles etc.
4. Household appliances used for home and garden activities such as washing machines, refrigerators, vacuum cleaners, toasters, lawn mowers etc.
5. Household equipment for home and garden (including for pets): furniture, lighting, tableware, carpets and/or mattresses
6. Sports goods: tools, equipment, gear and clothing used to practice sports and/or games and toys
8. Clothing, footwear, jewellery, bags, sunglasses etc.
9. Motor vehicles, motorcycles and related parts and accessories
10. Cultural and recreation goods such as books, stationary, newspapers, magazines
11. None of the above [S]
998. Don't know [Do not read] [S]
999. No answer [Do not read] [S]

SCRIPTER: IF QA2= 11, 998 or 999: SCREENOUT

SCRIPTER: CREATE QUOTA_SECTOR_TRADERS BASED ON QA2 (9 categories)

SCRIPTER: CREATE HIDDEN VARIABLE "RETAILER TYPE":

1 'TRADER DURABLE GOODS' IF QA2 = 2 - 9 or IF QA2= 3-9 AND QA2=10

2 'NON-DURABLE GOODS' IF QA2 = 1 or 10 AND QA2<>3-9

Base: all respondents

QA5. [S]

Including yourself, how many employees does your company approximately have where you work?

1. 1 - 4
2. 5 - 19
3. 20 - 49
4. 50 - 249
5. 250 - 499
6. 500 or more
998. Don't know [Do not read]
999. No answer [Do not read]

SCRIPTER: IF QA5= 998 or 999: SCREENOUT

Base: IF SAMPLE = PRODUCERS

QA3. [S]

Do you also sell these goods to consumers?

1. Yes
2. No, I only sell wholesale
998. Don't know [Do not read]
999. No answer [Do not read]

Base: IF SAMPLE = TRADERS OR IF QA3 = 1

QA4. [S]

Do you sell these goods...?

1. Only offline
2. Only online
3. Both offline and online equally
4. Both offline and online, but predominantly offline
5. Both offline and online, but predominantly online
998. Don't know [Do not read]
999. No answer [Do not read]

SCRIPTER: CREATE HIDDEN VARIABLE "SALES CHANNEL":

1 'OFFLINE' IF QA4 = 1 or 4

2 'ONLINE' IF QA4 = 2 or 5

3 'OFFLINE&ONLINE' IF QA4 = 3

4 'UNKNOWN' if QA4= 998 or 999

Base: IF SAMPLE = TRADERS OR IF QA3 = 1

QA6. [S]

Where in the EU do you sell your goods to consumers?

1. Only in one country, namely [show EU country list]
2. In several countries, but not the entire EU
3. In all EU countries
998. Don't know [Do not read]
999. No answer [Do not read]

Main questionnaire

B. BACKGROUND

Base: All respondents

Intro 2. The next couple of questions ask about commercial guarantees and how you communicate this guarantee information.

Base: IF SAMPLE = PRODUCERS

QB1.1 [S]

Does your company offer commercial guarantees of durability for their products?

Interviewer instruction: If needed clarify:

A commercial guarantee of durability is a producer's promise that their product will work well for a set time, for example 4 years. This covers the whole product and no extra cost must be charged. If the product breaks during this time, the company should replace or repair it for free.

1. Yes
2. No, but my company offers other types of commercial guarantees
3. No, my company does not offer commercial guarantees
998. Don't know [Do not read]
999. No answer [Do not read]

Base: IF RETAILER TYPE = TRADER DURABLE GOODS

QB1.2 [S]

Do you sell goods for which a commercial guarantee of durability is offered?

Interviewer instruction: If needed clarify:

A commercial guarantee of durability is a producer's promise that their product will work well for a set time, for example 4 years. This covers the whole product and no extra cost must be charged. If the product breaks during this time, the company should replace or repair it for free.

1. Yes
2. No, but I sell goods that have other types of commercial guarantees
3. No, I don't sell goods that have a commercial guarantee
998. Don't know [Do not read]
999. No answer [Do not read]

Base: IF QB1.1 < 3

QB2. [M]

Which tools do you currently use to communicate information about commercial guarantees or commercial guarantees of durability to consumers?

Multiple answers possible.

1. Info on the packaging itself
2. Product manuals provided in the packaging
3. Info on the product itself
4. Displays, brochures or posters for the trader to provide in-store
5. Instructions for sales staff to provide verbal explanation in-store
6. Webpage of the product
7. Webpage with information about guarantees
10. Email
8. Other (please specify) OE:
9. None of the above [S]

998. Don't know [Do not read][S]
 999. No answer [Do not read][S]

Base: IF QB1.2 < 3

QB3. [M]

Which tools do you currently use to communicate information about commercial guarantees or commercial guarantees of durability to consumers?

Multiple answers possible.

1. In-store displays, brochures or posters
2. Verbal explanation by sales staff
3. Webpage of the product
4. Webpage with information about guarantees
7. Email
5. Other (please specify) OE:
6. None of the above [S]

998. Don't know [Do not read][S]
 999. No answer [Do not read][S]

Base: IF SAMPLE = TRADERS

QB4. [M]

Which tools do you currently use to communicate information about the legal guarantee of conformity to consumers?

Multiple answers possible.

Interviewer instruction: If needed clarify:

The legal guarantee of conformity is a legal right that protects your consumers. It means that you as a seller must help consumers if products do not work properly within two years of purchase (in some countries, the legal guarantee period is longer than two years). You might need to repair or replace the product for free, or in some case (fully or partially) reimburse your consumer. This law applies to all shops.

1. In-store displays, brochures or posters
2. Verbal explanation by sales staff
3. Webpage of the product
4. Webpage with information about guarantees
7. Email
5. Other (please specify) OE:
6. None of the above [S]

998. Don't know [Do not read][S]
 999. No answer [Do not read][S]

C. EVALUATING THE LABEL DESIGNS

Base: IF SAMPLE = PRODUCERS OR IF B1.2 < 3

Intro 3.

The European Commission is working on a new label for products that come with a free, commercial guarantee of durability lasting more than two years. This label will be the same in all EU countries. If a producer offers this kind of guarantee, they will use this label, which will be easily recognisable by consumers and can give an important competitive advantage. It will be displayed where consumers can easily see it, for example on the product package or next to the product in stores or online shops. Companies do not have to offer this guarantee, this is a choice made by the producer.

Scripter: show separate screen with text: 'Start Screensharing'

Interviewer instruction: read out:

On the screen, you can now see six possible designs for this new label to be used in all EU countries.

Base: IF SAMPLE = PRODUCERS OR IF B1.2 < 3

QC2. [M] (randomize 1-6)

Which of these designs are in your view easy to understand for your consumers?

Multiple answers possible.

Scripter: show screen with six prototype designs, incl QR code, for harmonised label. Use images "Label QR1-Label QR6".

1. Label 1A
2. Label 1B
3. Label 2
4. Label 3A
5. Label 3B
6. Label 4
7. None [S]
998. Don't know [Do not read][S]
999. No answer [Do not read][S]

Base: SAMPLE = PRODUCERS

QC3. [M] (randomize 1-6)

Which of these designs do you find suitable to add on or attach to your product ?

Multiple answers possible.

Scripter: show screen with six prototype designs for harmonised label. Use images "Label 1A/1B/2/3A/3B/4".

1. Label 1A
2. Label 1B
3. Label 2
4. Label 3A
5. Label 3B
6. Label 4
7. None [S]
998. Don't know [Do not read][S]
999. No answer [Do not read][S]

Base: IF B1.2 < 3 AND QA4 = 1, 3 or 4

QC4. [M](randomize 1-6)

Which of these designs would work for you to display next to the product in a **brick-and-mortar store**, for example via a shelf talker?

Multiple answers possible.

Scripter: show screen with six prototype designs for harmonised label. Use images "Label 1A/1B/2/3A/3B/4".

1. Label 1A
 2. Label 1B
 3. Label 2
 4. Label 3A
 5. Label 3B
 6. Label 4
 7. None [S]
998. Don't know [Do not read][S]
999. No answer [Do not read][S]

Base: IF B1.2 < 3 AND QA4 = 2, 3 or 5

QC5. [M](randomize 1-6)

Which of these designs would work for you to display in an **online webshop**, for example by displaying it next to the picture of the good or integrating it in photo gallery?

Multiple answers possible.

Scripter: show screen with six prototype designs for harmonised label. Use images "Label 1A/1B/2/3A/3B/4".

1. Label 1A
 2. Label 1B
 3. Label 2
 4. Label 3A
 5. Label 3B
 6. Label 4
 7. None [S]
998. Don't know [Do not read][S]
999. No answer [Do not read][S]

Base: IF SAMPLE = PRODUCERS OR IF B1.2 < 3

QC6. [M](randomize 1-6)

Thinking about reproduction costs of the new label (e.g., printing, restructuring of packaging information, producing shelf displays), which of these designs are cost-efficient?

Scripter: show screen with six prototype designs for harmonised label. Use images "Label 1A/1B/2/3A/3B/4".

1. Label 1A
2. Label 1B
3. Label 2
4. Label 3A
5. Label 3B
6. Label 4
7. None [S]

998. Don't know [Do not read][S]
 999. No answer [Do not read][S]

Base: IF SAMPLE = PRODUCERS

QC7. [SLIDER]

On a scale from 1 to 10, how likely is it that you will use the new label?

- 1 – Not at all likely
 10 – Very likely

Base: IF QC7 < 5

QC7b. [OE]

Can you explain why you are not likely to use the new label?

Base: SAMPLE = PRODUCERS

QC7c. [S] (randomize 1-3)

As you can see, the label designs include a QR code. When consumers scan this code, they will either get a brief explanation about the label, a more extensive explanation about the label or they are referred to the commercial guarantee statement on the website of the producer. Which option would you prefer?

Scripter: Insert 3 images next to answering options

1. Commercial guarantee statement on website of producer 'Label QR1'
2. Extensive explanation about the label 'Label QR2'
3. Short explanation about the label 'Label QR5'

998. Don't know [Do not read]
 999. No answer [Do not read]

[End screensharing]

Base: IF SAMPLE = PRODUCERS OR IF B1.2 < 3

QC8. [S]

The label contains several elements that will be completed by the producer itself, such as the brand name, product identifier, QR code and the duration (number of years) covered by the commercial guarantee of durability.

Note that mentioning the years is mandatory, while the brand name, product identifier and QR code linked to the producers website will be optional. There will be always the possibility to print this information in black. Would you print this information inhouse or via an external printing service?

1. Print both the label itself and the information to be added by the producer **inhouse**
2. Print both the label itself and the information to be added by the producer **external**
3. Print the label **external**, but the information to be added by the producer **inhouse**

998. Don't know [Do not read]
 999. No answer [Do not read]

Base: IF SAMPLE = PRODUCERS OR IF B1.2 < 3

QC9. [M]

In which size(s) are you the most likely to use the label?
 Multiple answers possible.

1. A5 (210 x 148 mm or 8.3 x 5.8")
2. A6 (148 x 105 mm or 5.8 x 4.1")
3. A7 (105 x 74 mm or 4.1 x 2.9")

4. A8 (74 x 52 mm or 2.9 x 2.0")
5. A9 (52 x 37 mm or 2.0 x 1.5")
6. Other: (please specify) OE:
998. Don't know [Do not read][S]
999. No answer [Do not read][S]

Base: IF SAMPLE = PRODUCERS OR IF B1.2 < 3

QC10. [S]

At what size does the label become too large to be practical for your product?

1. A3 (420 x 297 mm or 16.5 x 11.7")
2. A4 (297 x 210 mm or 11.7 x 8.3")
3. A5 (210 x 148 mm or 8.3 x 5.8")
4. A6 (148 x 105 mm or 5.8 x 4.1")
5. A7 (105 x 74 mm or 4.1 x 2.9")
6. A8 (74 x 52 mm or 2.9 x 2.0")
7. A9 (52 x 37 mm or 2.0 x 1.5")
8. Other: (please specify) OE:
998. Don't know [Do not read][S]
999. No answer [Do not read][S]

Base: IF SAMPLE = PRODUCERS OR IF B1.2 < 3

QC11. [M]

When it comes to language in the label, which of the following options would you prefer for the label?
Multiple answers possible.

1. A "language-neutral" label , with only pictograms, symbols and a QR code (where further information online is available in all official EU languages).
2. A "multiple-language" label , with text elements available in all official EU languages.
3. A "multiple-language" label , with text elements in English and translations available in all official EU languages.
4. A "multiple-language" label with text elements in English and where producers can adjust the translations depending on the EU countries where they are active.
5. A label available in each EU official language, in addition to a multiple-language label.
6. Other: (please specify) OE:
998. Don't know [Do not read][S]
999. No answer [Do not read][S]

Base: IF SAMPLE = PRODUCERS OR IF B1.2 < 3

QC12. [M]

When it comes to colour use in the label, which of the following options would you find acceptable for the label?

Multiple answers possible.

1. A label that is monochromatic, it can be reproduced in any colour.
2. A label that contains one other colour than black for the fixed elements but black only for the variable elements (duration, brand name, model identifier, QR code).
3. A label that contains two other colours than black for the fixed elements but black only for the variable elements (duration, brand name, model identifier, QR code).

998. Don't know [Do not read] [S]
 999. No answer [Do not read] [S]

Base: IF SAMPLE = PRODUCERS OR IF B1.2 < 3

QC13. [M] (randomize 1-4, keep 1-2 together)

What other elements in the label would be of importance to you?

Multiple answers possible.

1. The font type
2. The font size
3. Border or frame to define the label area
5. Display of an EU symbol
4. Other: (please specify) OE:

998. Don't know [Do not read] [S]
 999. No answer [Do not read] [S]

Base: IF SAMPLE = PRODUCERS

QC14. [M] (randomize 1-5)

How would you propose to attach the label to small products or products with a curved surface, such as vacuum cleaners?

Multiple answers possible.

1. Use a strong adhesive sticker label
2. Attach the label via a hang tag using a string or plastic fastener
3. Emboss or laser etch the label directly on the product's surface
4. Use a band with the label on it that wraps around the product
5. Place the label in the box of the product, and the retailer can make it visible in the showroom
6. Other: (please specify) OE:

998. Don't know [Do not read] [S]
 999. No answer [Do not read] [S]

Base: IF SAMPLE = PRODUCERS OR IF B1.2 < 3

QC15. [M] (randomize 1-3)

How can it be avoided that a wrong label is placed on the wrong product or shelf?

Multiple answers possible.

1. Model identifier on the label refers to the model name of the product
2. Mandatory double-check protocol for employees handling the labelling
3. Standardised placement guidelines
4. Other: (please specify) OE:

998. Don't know [Do not read] [S]
 999. No answer [Do not read] [S]

D. EVALUATING THE NOTICE DESIGNS

Base: SAMPLE = TRADERS

Intro 4. We now move on to the questions about the harmonised notice.

Shops in the EU will have to show a special notice about consumer's legal guarantee rights. This notice will tell consumers about their legal guarantee protection when buying goods. It will be the same in all EU countries, but translated in the country's language. Stores must put this notice where consumers can easily see it, for example on a poster in the shop or a banner on their website. This rule is to help consumers understand their rights better when they buy things.

Scripter: show separate screen with text: 'Start Screensharing'

Interviewer instruction: read out:

On the screen, you can now see five prototype designs for the harmonised notice.

Base: IF SAMPLE = TRADERS

QD1. [M] (randomize 1-5)

Which of these notices are easy to understand for your consumers?

Multiple answers possible.

Scripter: show screen with five prototype designs for harmonised notice. Use images 'Notice 1A/1B/2/3A/3B/4'.

1. Notice 1A
2. Notice 1B
3. Notice 2
4. Notice 3
5. Notice 4
6. None [S]
998. Don't know [Do not read][S]
999. No answer [Do not read][S]

Base: IF SAMPLE = TRADERS AND QA4 = 1, 3 or 4

QD2. [M] (randomize 1-5)

Which of these notices would work for you to display in a **brick-and-mortar store**, for example by displaying the notice on brochures or posters in the aisles, near the entrance or near the check-out counter?

Multiple answers possible.

Scripter: show screen with five prototype designs for harmonised notice. Use images 'Notice 1A/1B/2/3A/3B/4'.

1. Notice 1A
2. Notice 1B
3. Notice 2
4. Notice 3
5. Notice 4
6. None [S]
998. Don't know [Do not read][S]
999. No answer [Do not read][S]

Base: IF SAMPLE = TRADERS AND QA4 = 2, 3 or 5

QD3. [M] (randomize 1-5)

Which of these notices would work for you to display in an **online webshop**, for example by displaying the

notice on a website banner, in the product description or on a dedicated webpage?
Multiple answers possible.

Scripter: show screen with five prototype designs for harmonised notice. Use images 'Notice 1A/1B/2/3A/3B/4'.

1. Notice 1A
 2. Notice 1B
 3. Notice 2
 4. Notice 3
 5. Notice 4
 6. None [S]
998. Don't know [Do not read][S]
999. No answer [Do not read][S]

Base: IF SAMPLE = TRADERS

QD4. [M](randomize 1-5)

Thinking about reproduction costs of the notice (e.g., printing, integrating notice in store environment), which of these designs are cost-efficient?
Multiple answers possible.

Scripter: show screen with five prototype designs for harmonised notice. Use images 'Notice 1A/1B/2/3A/3B/4'.

1. Notice 1A
 2. Notice 1B
 3. Notice 2
 4. Notice 3
 5. Notice 4
 6. None [S]
998. Don't know [Do not read][S]
999. No answer [Do not read][S]

[End screensharing]

Base: IF SAMPLE = TRADERS

QD5. [M]

In which size(s) would you need the notice to be available?
Multiple answers possible.

1. A0 (1189 x 841 mm or 46.8 x 33.1")
 2. A1 (841 x 594 mm or 33.1 x 23.4")
 3. A2 (594 x 420 mm or 23.4 x 16.5")
 4. A3 (420 x 297 mm or 16.5 x 11.7")
 5. A4 (297 x 210 mm or 11.7 x 8.3")
 6. A5 (210 x 148 mm or 8.3 x 5.8")
 7. A6 (148 x 105 mm or 5.8 x 4.1")
 8. A7 (105 x 74 mm or 4.1 x 2.9")
 9. Other: (please specify) OE:
998. Don't know [Do not read][S]
999. No answer [Do not read][S]

Base: IF SAMPLE = TRADERS

QD7. [SLIDER]

On a scale from 1 to 10, how likely is it that the display of the harmonised notice in your store will cause confusion among your consumers ?

1 – Not at all likely

10 – Very likely

998. Don't know [Do not read]

999. No answer [Do not read]

Base: IF QD7 > 5

QD7b. [OE]

Can you explain why you think the display of the harmonised notice in your store will cause confusion among your customers?

E. LINK BETWEEN LABEL AND NOTICE

Base: RETAILER TYPE = TRADER NON-DURABLE GOODS OR IF B1.2 =>3

Intro 4.1.

The European Commission is working on a new label for products that come with a free, commercial guarantee of durability lasting more than two years. This label will be the same in all EU countries. If a producer offers this kind of guarantee, they will use this label, which will be easily recognisable by consumers and can give an important competitive advantage. It will be displayed where consumers can easily see it, for example on the product package or next to the product in stores or online shops. Companies do not have to offer this guarantee, this is a choice made by the producer.

Base: SAMPLE=PRODUCERS

Intro 4.2.

Shops in the EU will have to show a special notice about consumer's legal guarantee rights. This notice will tell consumers about their legal guarantee protection when buying goods. It will be the same in all EU countries, but translated in the country's language. Stores must put this notice where consumers can easily see it, for example on a poster in the shop or a banner on their website. This rule is to help consumers understand their rights better when they buy things.

Base: all respondents

Intro 5. The new label and notice are linked to each other. To make this clear to consumers, a similar design will be used for both the label and notice.

Scripter: show separate screen with text: 'Start Screensharing'

Interviewer instruction: read out:

On the screen, you can now see six sets of the notice and a corresponding label.

Base: All respondents

QE1. [M] (randomize 1-6)

On the screen you can see each notice with its corresponding label. In your opinion, which set has the best design to help consumers understand how the two guarantees work together?

Multiple answers possible.

Show all sets of labels and notices on one page. Use images "Set 1" – "Set 6".

1. Set 1

2. Set 2

- 3. Set 3
- 4. Set 4
- 5. Set 5
- 6. Set 6
- 7. None [S]
- 998. Don't know [Do not read][S]
- 999. No answer [Do not read][S]

Outro

Base: All respondents

Q01. [OE]

Please provide any additional comments or suggestions regarding the new label and notice designs.

99. No comment or suggestions

Base: All respondents

End page

Thank you very much for your participation.

You can consult, correct, or delete the information you give at any time. At any moment, you can stop the processing of your information, have your information transferred to you, and withdraw your consent.

Interviewer instruction: if the respondent has questions, refer them to the privacy notice online at https://survey.ipsos.be/privacynotice_Traders_Producers.pdf

This explains the purposes for processing their personal data as well as their rights under data protection regulations to access their personal data, withdraw consent, object to processing of your personal data and other required information.

[END OF SURVEY]

8.3 Annex C.3 – Interview guide traders and producers

Background for interviewer

SAMPLE

- Collect approximately a total of five participants.
- Respondents are collected
 - Via umbrella organisations Eurocommerce and APPLiA.
 - By reaching out to our established professional network within various companies.

FORMAT

- Interviews via Teams.
- Maximum 30 minutes.
- Scheduled mid to end April.
- Targeted conversation on costs.
- Open, more qualitative, format.

Discussion guide

INTRODUCTION

[Info below to be read out loud to participant before starting actual interview.]

- I am (researcher name) and I am a member of Ipsos' European Public Affairs Team. As you might know from the background document we've sent you, the European Commission is launching a harmonised label on commercial guarantees of durability and a harmonised notice on the legal guarantee of conformity.
- This is an interview to better understand the costs that the implementation of this new label and notice will bring.
- The interview will last up to 30 minutes max.
- Can I confirm that I have your permission to record the interview? This is for analysis purposes only. In case you prefer to not have a video recording, please turn your camera off or we can record via the transcript option.
- Before I switch on the recorder, can I just ask you to
 1. Confirm your organisation and your role in the organisation
 2. Confirm whether you are a manufacturer (or organisation representing manufacturers), retailer (or organisation representing retailers) or both
 3. Confirm the sector in which you are manufacturing or selling goods
 4. [Only if 2 = retailer or both] Confirm whether you sell goods online, offline, or both
 5. [Only if 2 = retailer or both] Confirm where in the EU you sell goods
- If you are not comfortable with a video recording, you can turn off your camera or we can just work with the transcript option. Can I ask what you prefer?
- [Switch on recorder and/or transcript.]
- GDPR consent (once the recorder is on): Ipsos' legal basis for processing your data and continuing with this interview is your consent to take part in the research. Your participation in this research is voluntary. You can withdraw your consent for your data to be used at any point before, during or after the interview. Can I check that you are happy to proceed?

QUESTIONS LABEL (for producers)

[It would be beneficial for respondents to have the label and notice designs readily available during the interview. If a respondent does not have the background document with them during the interview, the interviewer can offer to share their screen. This will allow the interviewer to show the respondent the labels and notices from the background document.]

QLP1: Taking into account that offering such commercial guarantees of durability remains entirely voluntary, which **type of potential costs** do you foresee as a producer if you would make use of this new label?

- **Follow-up prompt** [if not already answered in QLP1]: Which specific costs would be necessary to effectively provide this label? Think of cost categories such as potential redesign of packaging, printing, compliance checks, etc.
- **Follow-up prompt** [if not already answered in QLP1]: What do you anticipate would be the biggest cost category to use this label?

QLP2: How much would the cost be for you as a producer to use this new label? You can give an overall cost for the company as a whole or the cost per product.

QLP3: What would be the **possible difference in costs** between:

- Smaller size label (like A7) versus larger size label (like A5)?
- Black and white versus coloured label?
- Language neutral (like Label 2) or multi language label (like Label 3 and 4) versus language specific label (like Label 1)? A language neutral or multi language label is a label of which one version can be applied to the entire EU. A language specific label is a label for which a different version for each EU country is used.
 - [Show the different labels while giving this explanation via screensharing if participant does not have the background doc with them]
- A label adapted to citizens with visual impairments by adding for example braille, tactile cues or voice narration accessible via the QR code versus a label without these adaptations
- Online versus offline usage of the label ?

QLP4: What guidance/support would be helpful from the public authorities to address possible challenges linked to using the label?

QUESTIONS LABEL (for sellers)

QLT1: Taking into account that it is the producer who will make the label available to you, which **type of potential setup costs** do you foresee as a seller if you would need to display the label to the consumer?

- **Follow-up prompt** [if not already answered in QLT1]: What specific changes to your current store processes would be necessary to effectively show this label? Think of cost categories such as training of staff, shelftalkers to display the label, compliance checks etc.
- **Follow-up prompt** [if not already answered in QLT1]: What do you anticipate would be the biggest cost category to show this label?

QLT2: How much would the cost be for you as a trader to display this new label in your store?

QLT3: What would be the **possible difference in costs** between [use images in Annex via screensharing]:

- Displaying a label in your store that is already attached to the package or product itself
- Displaying a label in your store that you still have to display yourself, but can be applied to a range of products that are all covered by the same commercial guarantee of durability (situation A – see Annex)
- Displaying a label in your store that you still have to display yourself, but needs to be applied to each product (situation B – see Annex)

QLT4: What would be the **possible difference in costs** between:

- Smaller size label (like A7) versus larger size label (like A5)?
- Black and white versus coloured label?

- Language neutral (like Label 2) or multi language label (like Label 3 and 4) versus language specific label (like Label 1)? A language neutral or multi language label is a label of which one version can be applied to the entire EU. A language specific label is a label for which a different version for each EU country is used.
 - [Show the different labels while giving this explanation via screensharing if participant does not have the background doc with them]
- A label adapted to citizens with visual impairments by adding for example braille, tactile cues or voice narration accessible via the QR code versus a label without these adaptations.
- Online versus offline usage of the label ?

QLT5: What guidance/support would be helpful from the public authorities to address possible challenges linked to displaying the label in your store?

QUESTIONS LABEL (for businesses who are both producer and trader)

QLB1: Taking into account that offering such commercial guarantees of durability remains entirely voluntary, which **type of potential costs** do you foresee if you would make use of this new label?

- **Follow-up prompt** [if not already answered in QLP1]: Which specific costs would be necessary to effectively provide this label? Think of cost categories such as potential redesign of packaging, printing, compliance checks, training of staff, sheltalkers to display the label, etc.
- **Follow-up prompt** [if not already answered in QLP1]: What do you anticipate would be the biggest cost category to use this label?

QLB2: **How much** would the cost be for you as a business to use this new label? You can give an overall cost for the company as a whole or the cost per product.

QLB3: What would be the **possible difference in costs** between [use images in Annex via screensharing]:

- Attaching the label directly to the package or product itself
- Displaying the label in the store, placing it next to a range of products that are all covered by the same commercial guarantee of durability (situation A – see Annex)
- Displaying a label in the store, placing it next to each product (situation B – see Annex)

QLB4: What would be the **possible difference in costs** between:

- Smaller size label (like A7) versus larger size label (like A5)?
- Black and white versus coloured label?
- Language neutral (like Label 2) or multi language label (like Label 3 and 4) versus language specific label (like Label 1)? A language neutral or multi language label is a label of which one version can be applied to the entire EU. A language specific label is a label for which a different version for each EU country is used.
 - [Show the different labels while giving this explanation via screensharing if participant does not have the background doc with them]
- A label adapted to citizens with visual impairments by adding for example braille, tactile cues or voice narration accessible via the QR code versus a label without these adaptations
- Online versus offline usage of the label ?

QLB5: What guidance/support would be helpful from the public authorities to address possible challenges linked to using the label?

QUESTIONS NOTICE (for traders only OR businesses who are both producer and trader)

QNT1: Which **type of setup costs** do you foresee as a trader to display this new notice in your store?

- **Follow-up prompt** [if not already answered in QNT1]: What specific practical steps to your current store processes would be necessary to effectively show this notice? Think of cost categories such as printing, training of staff, posterframes to display the notice, compliance checks etc.
- **Follow-up prompt** [if not already answered in QNT1]: What do you anticipate would be the biggest cost category to use this notice?

QNT2: **How much** would the cost be for you as a trader to display this new notice in your store?

QNT3: What would be the **possible difference in costs** between:

- Smaller size notice (like A4), more of a leaflet, versus larger size notice, more of a poster (like A2)?
- Black and white versus coloured notice?
- Online versus offline usage of the notice?

QNT4: What guidance/support would be helpful from the public authorities to address possible challenges linked to displaying the notice in your store?

END & THANK YOU

QE1: We have come to the end of the interview. Is there anything else you would like to add?

Thank you very much for taking part.

ANNEX

Situation A: Label still needs to be placed next to product by the seller. Label is not model dependent, so can be applied to a range of products at once. In the example below, the top four printers are of higher quality, so they get 6 years of guarantee, while the bottom 4 printers are of lower quality, so they get three years of guarantee. You only need to display the label once for the printers with 6 years of guarantee and once for the printers with 3 years of guarantee.



Situation B: Label still needs to be placed next to product by the seller. Label is model dependent, as the label mentions the model ID number. This means that the label has to be attached to each product. In the example below, both the two lower quality printers need to receive the label, even though they are both covered by 3 years of guarantee, it are different models. Same for the higher quality printers.



8.4 Annex C.4 – Observation sheet and post-survey offline experiment

Observation sheet

STORE ENTRANCE AND INTRODUCTION

Greet and thank the participant and provide any relevant disclosures (regarding confidentiality, etc.) as necessary.

Before starting it is **essential** to record the participant's **ID number** and **rotation number**. There are questions in the survey (see section **Error! Reference source not found.**) for this purpose, which researcher should complete. These questions (which are repeated in section **Error! Reference source not found.**) are:

! ID [OPEN FIELD QUESTION TO BE COMPLETED BY THE RESEARCHER:] Researcher to complete: Enter the respondent's **ID number**: _____

! RN [OPEN FIELD QUESTION TO BE COMPLETED BY THE RESEARCHER:] Researcher to complete: Enter the respondent's **Rotation Number**: _____

Then say:

"Today we would like you to imagine that you have visited this store to buy three different types of products – a television, a washing machine, and a printer."

"I will give you some directions to help you find these items and will accompany you around the store. I am not here to influence you or help you make decisions – we want to know what you would do and what you would choose, if you were shopping naturally."

"Although you will NOT be buying these products in reality, please look at and consider these goods as if you were actually intending to purchase them."

"Although these purchases are hypothetical, the choices you make in this study should reflect how you would behave in a real-world shopping scenario. Your decisions will influence research findings and may impact real-world consumer policy in your country. Please consider your choices carefully."

"At the end we will ask you to complete a short survey. The whole process should take around 20-30 minutes."

Shall we begin?

WALKING TO THE TELEVISIONS

Prompt the participant to go to the televisions.

*"Firstly, I would like you to suppose you have come into this store with the intention of buying a **television**. The televisions are located [give indication], please could you make your way there."*

Do not lead the participant, let them navigate for themselves. However, if the participant goes the wrong way or is struggling, provide assistance.

Ensure the participant passes any **notices** located on route to the televisions.

Ensure the participant arrives in front of the four televisions included in the experiment.

Observation sheet TV1: [Record for all. Do not read out.] Did the participant take any of the following actions on route to the televisions? **(Record one answer per row)**

Grid down:

- a) Inspect any harmonised notice
- b) Scan the QR code on any harmonised notice

Grid across:

- 1) Yes
- 2) No
- 3) Not relevant **[This answer should be ticked for a) and b) if the harmonised notice is not present on route to the televisions]**

INSPECTING THE TELEVISIONS

When the participant is in front of the four televisions included in the experiment, say:

"Please suppose that you are considering buying one of these four televisions specifically [give indication – point to the four televisions]."

"Please take a look at these four televisions as if you were considering buying one of them"

Allow the participant to take time to inspect the televisions.

Observation sheet TV2: [Record for all. Do not read out.] Which actions did the participant take as they inspected the televisions? **(Record one answer per row)**

Grid down:

- a) Inspect the harmonised label on the product
- b) Inspect the product price
- c) Inspect any other feature(s) of the product
- d) Scan the QR code on the harmonised label on the product

Grid across:

- 2) Yes, for Television 1
- 3) Yes, for Television 2
- 4) Yes, for Television 3
- 5) Yes, for Television 4
- 6) No for all products
- 7) Not relevant **(This answer should be ticked for a) and d) if the harmonised label is not present on the product)**

Info table : Remember, the arrangement of the televisions in the store is:

Top left Television 2 LG OLED55B46LA.AUE	Top right Television 3 SONY KD55X85LAEP
Bottom left Television 1 SAMSUNG QE55QN85DBTXXH	Bottom right Television 4 PHILLIPS 550LED707/12

Then ask: "Which of these four would you choose to buy?"

Observation sheet TV3: [Record for all. Do not read out.] Which television did they indicate they would buy? (Record single answer)

- 1) Television 1
- 2) Television 2
- 3) Television 3
- 4) Television 4

Info table : Remember, the arrangement of the televisions in the store is:

Top left Television 2 LG OLED55B46LA.AUE	Top right Television 3 SONY KD55X85LAEP
Bottom left Television 1 SAMSUNG QE55QN85DBTXXH	Bottom right Television 4 PHILLIPS 550LED707/12

When they answer, say: "Thank you, and why is it that you would choose that one in particular? Please just tell me the aspects or features of this television that affected your choice."

Observation sheet TV4: [Record for all. Do not read out.] Which of the following does the respondent say are reasons why they selected their chosen television? (Record all mentioned)

- 1) The price
- 2) The brand
- 3) The appearance
- 4) The lifespan, durability, or similar
- 5) The commercial guarantee
- 6) The energy efficiency
- 7) Other characteristics
- 8) None of the above (exclusive answer option)

WALKING TO THE WASHING MACHINES

Prompt the participant to go to the washing machines:

*"Thank you very much. Now I would like you to suppose you have come to this store to buy a **washing machine**. The washing machines are located [give indication], please could you make your way there."*

Do not lead the participant, let them navigate for themselves. However, if the participant goes the wrong way or is struggling, provide assistance.

Ensure the participant passes any **notices** located on route to the washing machines.
Ensure the participant arrives in front of the four washing machines included in the experiment.

Observation sheet WM1: [Record for all. Do not read out.] Did the participant take any of the following actions on route to the washing machines? **(Record one answer per row)**

Grid down:

- a) Inspect any harmonised notice
- b) Scan the QR code on any harmonised notice

Grid across:

- 1) Yes
- 2) No
- 3) Not relevant **(This answer should be ticked for a) and b) if the harmonised notice is not present on route to the washing machines)**

INSPECTING THE WASHING MACHINES

When the participant is in front of the four washing machines included in the experiment, say:

"Please suppose that you are considering buying one of these four washing machines specifically [give indication – point to the four washing machines]."

"Please take a look at these four washing machines as if you were considering buying one of them"

Allow the participant to take time to inspect the washing machines.

Observation sheet WM2: [Record for all. Do not read out.] Which actions did the participant take as they inspected the washing machines? **(Record one answer per row)**

Grid down:

- a) Inspect the harmonised label on the product
- b) Inspect the product price
- c) Inspect any other feature(s) of the product
- d) Scan the QR code on the harmonised label on the product

Grid across:

- 1) Yes, for Washing machine 1
- 2) Yes, for Washing machine 2
- 3) Yes, for Washing machine 3
- 4) Yes, for Washing machine 4
- 5) No for all products
- 6) Not relevant **(This answer should be ticked for a) and d) if the harmonised label is not present on the product)**

Info table : Remember, the arrangement of the washing machines in the store is:

Left Washing machine 2 BOSCH WAN2425FPL	Middle left Washing machine 3 ELECTROLUX EW6F2492P	Middle right Washing machine 4 BOSCH WAN2827FPL	Right Washing machine 1 BEKO B5WFU58408WBDC
---	---	---	--

Then ask: “Which of these four would you choose to buy?”

Observation sheet WM3: [Record for all. Do not read out.] Which washing machine did they indicate they would buy? **(Record single answer)**

- 1) Washing machine 1
- 2) Washing machine 2
- 3) Washing machine 3
- 4) Washing machine 4

Info table : Remember, the arrangement of the washing machines in the store is:

Left Washing machine 2 BOSCH WAN2425FPL	Middle left Washing machine 3 ELECTROLUX EW6F2492P	Middle right Washing machine 4 BOSCH WAN2827FPL	Right Washing machine 1 BEKO B5WFU58408WBDC
---	---	---	--

When they answer, say: “Thank you, and why is it that you would choose that one in particular? Please just tell me the aspects or features of this washing machine that affected your choice.”

Observation sheet WM4: [Record for all. Do not read out.] Which of the following does the respondent say are reasons why they selected their chosen washing machine? **(Record all mentioned)**

- 1) The price
- 2) The brand
- 3) The appearance
- 4) The lifespan, durability, or similar
- 5) The commercial guarantee
- 6) The energy efficiency
- 7) Other characteristics
- 8) None of the above **(exclusive answer option)**

WALKING TO THE PRINTERS

Prompt the participant to go to the printers:

*“Thank you. Now please suppose you came into this store to buy a **printer**. The printers are located **[give indication]**, please could you make your way there.”*

Do not lead the participant, let them navigate for themselves. However, if the participant goes the wrong way or is struggling, provide assistance.

Ensure the participant passes any **notices** located on route to the printers.

Ensure the participant arrives in front of the four printers included in the experiment.

Observation sheet PR1: [Record for all. Do not read out.] Did the participant take any of the following actions on route to the printers? **(Record one answer per row)**

Grid down:

- a) Inspect any harmonised notice
- b) Scan the QR code on any harmonised notice

Grid across:

- 1) Yes

- 2) No
- 3) Not relevant (This answer should be ticked for a) and b) if the harmonised notice is not present on route to the printers)

INSPECTING THE PRINTERS

When the participant is in front of the four printers included in the experiment, say:

"Please suppose that you are considering buying one of these four printers specifically [give indication – point to the four printers]."

"Please take a look at these four printers as if you were considering buying one of them"

Allow the participant to take time to inspect the printers.

Observation sheet PR2: [Record for all. Do not read out.] Which actions did the participant take as they inspected the printers? (Record one answer per row)

Grid down:

- a) Inspect the harmonised label on the product
- b) Inspect the product price
- c) Inspect any other feature(s) of the product
- d) Scan the QR code on the harmonised label on the product

Grid across:

- 1) Yes, for Printer 1
- 2) Yes, for Printer 2
- 3) Yes, for Printer 3
- 4) Yes, for Printer 4
- 5) No for all products
- 6) Not relevant (This answer should be ticked for a) and d) if the harmonised label is not present on the product)

Remember, the arrangement of the printers in the store is:

Top left Printer 2 CANON Pixma MG3650S	Top right Printer 4 HP ENVY INSPIRE 7220e
Bottom left Printer 1 CANON Pixma TS5350A	Bottom right Printer 3 HP ENVY 6120e

Then ask: "Which of these four would you choose to buy?"

Observation sheet PR3: [Record for all. Do not read out.] Which printer did they indicate they would buy? (Record single answer)

- 1) Printer 1
- 2) Printer 2
- 3) Printer 3
- 4) Printer 4

Remember, the arrangement of the printers in the store is:

Top left Printer 2 CANON Pixma MG3650S	Top right Printer 4 HP ENVY INSPIRE 7220e
Bottom left Printer 1 CANON Pixma TS5350A	Bottom right Printer 3 HP ENVY 6120e

When they answer, say: *"Thank you, and why is it that you would choose that one in particular? Please just tell me the aspects or features of this printer that affected your choice."*

Observation sheet PR4: [Record for all. Do not read out.] Which of the following does the respondent say are reasons why they selected their chosen printer? (Record all mentioned)

- 1) The price
- 2) The brand
- 3) The appearance
- 4) The lifespan, durability, or similar
- 5) The commercial guarantee
- 6) The energy efficiency
- 7) Other characteristics
- 8) None of the above (exclusive answer option)

VISITING THE CHECKOUT

Prompt the participant to go to the checkout:

"Thank you. Now that you have chosen those three products, I would just like you to come with me to the checkout, where I would like to confirm your choices. The checkout is over there [indicate the way], please could you make your way there."

Do not lead the participant, let them navigate for themselves. However, if the participant goes the wrong way or is struggling, provide assistance. Guide the participant to **the checkout counter being used for the experiment** (where a **notice** may be located, e.g. on the wall).

At the counter, **show the participant the images of the 12 products they have just chosen between** (the images could be printed on a sheet of that remains at the checkout, or on a tablet), and ask:

Show the respondent the **Televisions Showcard**, then say:

"These are the televisions you just chose between. Recall, you chose [IF TV3 = Television 1: "Television 1"; IF TV3 = Television 2: "Television 2"; IF TV3 = Television 3: "Television 3"; IF TV3 = Television 4: "Television 4"].

"Based on everything you've seen around the store, would you stick with this choice?"

"If you would like to change your choice, what would you change it to?"

Observation sheet TV5: [Record for all. Do not read out.] Would the respondent change their choice of television. If so, what would they change to? (Record one response)

- 1) No, would not change
- 2) Would change to Television 1
- 3) Would change to Television 2
- 4) Would change to Television 3
- 5) Would change to Television 4

Info table : Remember, the arrangement of the televisions in the store is:

Top left Television 2 LG OLED55B46LA.AUE	Top right Television 3 SONY KD55X85LAEP
Bottom left Television 1 SAMSUNG QE55QN85DBTXXH	Bottom right Television 4 PHILLIPS 550LED707/12

Show the respondent the **Washing Machines Showcard**, then say:

"These are the washing machines you just chose between. Recall, you chose [IF WM3 = Washing Machine 1: "Washing Machine 1"; IF WM3 = Washing Machine 2: "Washing Machine 2"; IF WM3 = Washing Machine 3: "Washing Machine 3"; IF WM3 = Washing Machine 4: "Washing Machine 4"].
"Based on everything you've seen around the store, would you stick with this choice?"
"If you would like to change your choice, what would you change it to?"

Observation sheet WM5: [Record for all. Do not read out.] Would the respondent change their choice of washing machine. If so, what would they change to? **(Record one response)**

- 1) No, would not change
- 2) Would change to Washing machine 1
- 3) Would change to Washing machine 2
- 4) Would change to Washing machine 3
- 5) Would change to Washing machine 4

Info table: Remember, the arrangement of the washing machines in the store is:

Left Washing machine 2 BOSCH WAN2425FPL	Middle left Washing machine 3 ELECTROLUX EW6F2492P	Middle right Washing machine 4 BOSCH WAN2827FPL	Right Washing machine 1 BEKO B5WFU58408WBDC
---	---	---	--

Show the respondent the **Printers Showcard**, then say:

"These are the printers you just chose between. Recall, you chose [IF PR3 = Printer 1: "Printer 1"; IF PR3 = Printer 2: "Printer 2"; IF PR3 = Printer 3: "Printer 3"; IF PR3 = Printer 4: "Printer 4"].
"Based on everything you've seen around the store, would you stick with this choice?"
"If you would like to change your choice, what would you change it to?"

Observation sheet PR5: [Record for all. Do not read out.] Would the respondent change their choice of printer. If so, what would they change to? **(Record one response)**

- 1) No, would not change
- 2) Would change to Printer 1
- 3) Would change to Printer 2
- 4) Would change to Printer 3
- 5) Would change to Printer 4

Info table: Remember, the arrangement of the printers in the store is:

Top left Printer 2 CANON Pixma MG3650S	Top right Printer 4 HP ENVY INSPIRE 7220e
Bottom left Printer 1 CANON Pixma TS5350A	Bottom right Printer 3 HP ENVY 6120e

If the respondent said they would change any product – i.e. IF TV5 = 2, 3, 4 or 5; OR WM5 = 2, 3, 4 or 5; OR PR5 = 2, 3, 4 or 5 – ask: “And why is it that you would change your choice/choices? Please just tell me what prompted you to change your mind.”

Observation sheet C01: [Record for all. Do not read out.] Which of the following reasons does the participant mention regarding why they changed their choice: (Record all mentioned)

- 1) The product lifespan, durability, or equivalent of the TVs
- 2) The product lifespan, durability, or equivalent of the washing machines
- 3) The product lifespan, durability, or equivalent of the printers
- 4) Seeing the notice at the checkout
- 5) None of the above (Exclusive answer option)
- 6) Not relevant (This answer should be ticked if the respondent did NOT say they would change any product)

Post-survey

Red here are instructions for the Ipsos' scripter

Hidden variables for routing

! Researcher to complete: Enter the respondent's **ID number**: _____

! Researcher to complete: Enter the respondent's **Rotation Number**: _____

Create hidden variable: DESIGN_PS = 0, 1, 2, 3, 4, 5, 6, 7 or 8 depending on the respondent's Rotation Number as per the table below:

Table 1 Rotation number and DESIGN_PS

Rotation number	DESIGN_PS
1	2
2	1
3	0
4	8
5	3
6	5
7	5
8	6
9	0
10	4
11	7
12	5
13	6
14	7
15	4
16	2
17	7
18	0
19	4

20	6
21	1
22	1
23	3
24	8
25	8
26	3
27	2

Note that hereafter the “**relevant label**” and “**relevant notice**” for each respondent is determined by their assignment to DESIGN_PS as follows:

Table 2 Relevant label and relevant notice depending on DESIGN_PS

DESIGN_PS	Label	Notice
0	N/A	N/A
1	Label_1_1_offline_TV4	Notice_1_offline
2	Label_2_1_offline_TV4	Notice_2_offline
3	Label_3_1_offline_TV4	Notice_3_offline
4	Label_4_1_offline_TV4	Notice_4_offline
5	Label_1_2_offline_TV4	Notice_1_offline
6	Label_2_2_offline_TV4	Notice_2_offline
7	Label_3_2_offline_TV4	Notice_3_offline
8	Label_3_2_offline_TV4	Notice_4_offline

Images to be used are this survey can be found in the following files:

- Label images - Offline.zip
- Notice images - Offline.zip
- Confusion question images.zip

EXPERIMENT FOLLOW UP (UNDERSTANDING AND AWARENESS)

EFU1 [ASK IF DESIGN_PS ≠ 0]: Thinking about the last product you just chose to purchase, imagine that after 1.5 years, some aspect of this product broke down. Based on the information that was available to you about this product, would you still be covered by a **legal guarantee**? (Single response question)

- 1) Yes, because the legal guarantee lasts for at least 2 years on all products
- 2) Yes, but only if you pay extra
- 3) No, because the legal guarantee only lasts for 1 year
- 4) I don't know (fixed)

EFU2 [ASK IF DESIGN_PS ≠ 0]: And based on the information that was available to you about this product, who would you need to contact to get your product replaced or repaired under the **legal guarantee**? (Single response question)

- 1) The seller or store where you bought the product
- 2) The manufacturer or brand of the product
- 3) I don't know (fixed)

EFU3 [ASK IF DESIGN_PS ≠ 0]: And still thinking about the last product you just chose to purchase, based on the information that was available to you about this product, which of the following statements about the **producer guarantee** for this product are correct? There may be more than one correct answer. (Multiple choice question; randomise order)

- 1) The guarantee lasts for 5 years
- 2) The guarantee lasts for more than 2 years
- 3) The guarantee is free
- 4) You have to pay extra to receive the guarantee
- 5) The guarantee applies to the entire product
- 6) The guarantee is only applicable when certain parts of the product break down
- 7) The guarantee is offered by the producer

- 8) The guarantee is offered by the seller
- 9) None of these statements is correct (fixed)
- 10) I don't know (fixed)

RECALL OF THE GUARANTEE LABEL

RL1 [ASK IF DESIGN_PS ≠ 0]: In the tasks you just completed, while browsing for products to buy, did you see a **label** informing you **how long you would be guaranteed to have a product that works?** (Single response question)

- 1) Yes
- 2) No
- 3) Don't know

RL2 [ASK IF RL1 = 1]: What features did this label have? (Please select all that apply) (Multiple choice question; randomise order)

- 1) A QR code
- 2) A figure indicating a number of years
- 3) The brand of the product
- 4) [Include option if: DESIGN_PS = 1, 3, 4, 5, 7 or 8] The words "producer guarantee"
- 5) [Include option if: DESIGN_PS = 2 or 6] The word "garant"
- 6) Symbol of the EU with circle of stars
- 7) A website address
- 8) The name of the seller
- 9) The name of an authority to complain to
- 10) I do not recall [exclusive, hold as last option]

RECALL OF THE NOTICE

RN1 [ASK IF DESIGN_PS ≠ 0]: And in the tasks you completed earlier, while browsing for the products did you see a **notice, poster or statement** informing you about **your legal guarantee rights?** (Single response question)

- 1) Yes
- 2) No
- 3) Don't know

RN2 [ASK IF RN1 = 1]: What features did this statement/notice/poster have? (Please select all that apply) (Multiple choice question; randomise order)

- 1) The words "seller guarantee"
- 2) The words "legal guarantee"
- 3) Symbol of the EU with circle of stars
- 4) A QR code
- 5) [Include option if: DESIGN_PS = 1] The words "minimum 2-years protection"
- 6) [Include option if: DESIGN_PS = 2, 3, 4] The words "minimum 2-years legal guarantee protection"
- 7) Information on how to remedy a defective product
- 8) Information that the producer may offer a commercial guarantee
- 9) The name of the seller
- 10) The name of an authority to complain to
- 11) The names of countries where the rights apply
- 12) I do not recall [exclusive, hold as last option]

SUBJECTIVE PERCEPTION OF THE LABEL

Next, we would like to ask you about some labels and notices you may or may not have seen while browsing the products in the shop. Please look at the label below, which you might have seen on or next to a product.

If DESIGN_PS ≠ 0, show the respondent's **relevant label** according to Table 2.

DESIGN_PS = 0, show any label at random.

Allow the respondent to enlarge the label by clicking on it.

SPL1 [ASK ALL]: How clear is the information on this label? (Single response question)

- 1) Very clear
- 2) Somewhat clear
- 3) Neutral
- 4) Somewhat unclear
- 5) Unclear

Continue to show the **relevant label** as instructed above at SPL1. Allow the respondent to enlarge the label by clicking on it.

SPL2 [ASK ALL]: How would you rate the overall appearance of this label? (Single response question)

- 1) Very appealing
- 2) Somewhat appealing
- 3) Neutral
- 4) Somewhat unappealing
- 5) Very unappealing

Create hidden variable EXTRA_QUESTION = 1, 2 or 3 [Assign at random in equal proportions]

Continue to show the **relevant label** as instructed above at SPL1. Allow the respondent to enlarge the label by clicking on it.

SPL3 [ASK IF EXTRA_QUESTION = 1]: Supposing that this label was going to be used to give you information about products in shops, what is the **minimum** size you think this label should be in order to help you to see and read it? (Single response question)

- 1) Larger than A5
- 2) A5 (14.8 x 21 cm)
- 3) A6 (10.5 x 14.8 cm)
- 4) A7 (7.5 x 10.5 cm)
- 5) Smaller than A7
- 6) Don't know

Continue to show the **relevant label** as instructed above at SPL1. Allow the respondent to enlarge the label by clicking on it.

SPL4 [ASK ALL IF EXTRA_QUESTION = 2]: Supposing this label was going to be displayed in shops to provide information to consumers, **where** do you think it would be most useful to display this label? (Single response question)

- 1) On the front of the relevant product/packaging
- 2) On the bottom of the relevant product/packaging
- 3) On the shelf next to the relevant product
- 4) Don't know

SUBJECTIVE PERCEPTION OF THE NOTICE

Next, we would like to ask you about some labels and notices you may or may not have seen while browsing the products in the shop. Please look at the label below, which you might have seen on or next to a product.

If DESIGN_PS ≠ 0, show the respondent's **relevant notice** according to Table 2.

DESIGN_PS = 0, show any notice at random.

Allow the respondent to enlarge the label by clicking on it.

SPN1 [ASK ALL]: How clear is the information on this notice? (Single response question)

- 1) Very clear
- 2) Somewhat clear
- 3) Neutral
- 4) Somewhat unclear
- 5) Unclear

Continue to show the **relevant notice** as instructed above at SPN1. Allow the respondent to enlarge the notice by clicking on it.

SPN2 [ASK ALL]: How would you rate the overall appearance of this notice? (Single response question)

- 1) Very appealing
- 2) Somewhat appealing

- 3) Neutral
- 4) Somewhat unappealing
- 5) Very unappealing

Continue to show the **relevant notice** as instructed above at SPN1. Allow the respondent to enlarge the notice by clicking on it.

SPN3 [ASK ALL IF EXTRA_QUESTION = 3]: Supposing this notice was going to be displayed in shops to provide information to consumers, **where** do you think it would be most useful to display this notice? (Single response question)

- 1) At the entrance to the shop
- 2) On the aisles of the shop (by the products)
- 3) At the checkout
- 4) Don't know

Continue to show the **relevant notice** as instructed above at SPN1. Allow the respondent to enlarge the notice by clicking on it.

SPN4 [ASK IF DESIGN_PS ≠ 0]: If you saw this notice while browsing the products in the store, then thinking specifically about the **size** of the notice, to what extent do you agree with the following statements?"

Grid down:

- a) The size of the notice should have been larger
- b) The size of the notice should have been smaller
- c) The size of the notice helped me to read it

Grid across:

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree
- 6) Don't know/I did not see the notice while browsing the products

UNDERSTANDING OF LABEL AND NOTICE

Show both the **relevant notice** and **relevant label** as instructed above at SPL1 and SPN1. Show these side-by-side. Allow the respondent to enlarge each image by clicking on it.

ULN1[ASK ALL]: Thinking about the label and notice shown here, which of the following do you understand to be correct (if you don't know or are unsure, please say so)? (Single response question)

- 1) The commercial guarantee period runs consecutively to the legal guarantee period
- 2) The commercial guarantee periods run in parallel to the legal guarantee period
- 3) Don't know

Continue to show both the **relevant notice** and **relevant label** as instructed above at SPL1 and SPN1. Allow the respondent to enlarge each image by clicking on it.

ULN2[ASK ALL]: Which of the following statements do you think are true about the label and notice shown here? Please select all that you think are correct, if any. (Multiple choice question)

- 1) There is no link between the notice and the label [exclusive]
- 2) The notice explains my legal rights if a product is faulty, while the label shows the product is covered by an additional guarantee
- 3) The notice explains that I have at least 2 years protection from the seller if a product is faulty, while the label shows the period that a product is covered by a producer guarantee
- 4) The notice explains that I have at least 2 years protection from the producer if a product is faulty, while the label shows the period that a product is covered by a seller guarantee
- 5) Don't know [exclusive]

Stop showing the relevant notice and relevant label.

ULN3[ASK ALL]: Based on the notice you saw previously, products bought by consumers in which of the following countries would have a minimum of two years protection? Please select all that apply (more than one answer may be correct). (Multiple choice question)

- 1) All European Union (EU) countries
- 2) All European Economic Area (EEA) countries, including the EU countries
- 3) All European Economic Area (EEA) countries, but not the EU countries
- 4) All European Free Trade Association (EFTA) countries
- 5) It is not clear/I don't know [exclusive]

CONFUSION BETWEEN LABELS

CBL1[ASK ALL]: Please look at the various labels shown below. You might see these on electrical goods sold in a store or online. Which of the labels shown here do you think would tell you the following things?

Grid down: (randomise order)

- a) The energy efficiency of the product
- b) For how long the producer guarantees the consumer will have a product that works
- c) How easy it is to repair the product

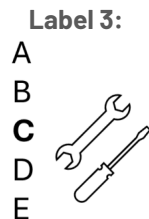
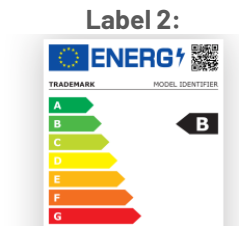
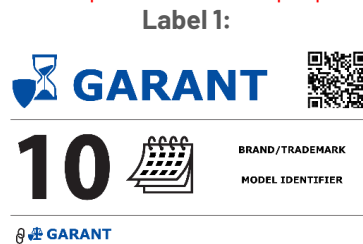
Grid across:

- 1) Label 1
- 2) Label 2
- 3) Label 3
- 4) Don't know

Under heading 'Label 1' show the **relevant label** as instructed above at SPL1.

Under headings 'Label 2' and 'Label 3' show the images 'Energy label' and 'Repair score' from the file 'Confusion question images.zip'.

Below is a mock-up for illustrative purposes:



QR CODE

QRC1[ASK ALL]: If you scanned the QR code on a **product label** while taking part today, **what did you think of the content** you saw behind that QR code? Please select all that apply.

- 1) I did not scan a QR code on a label (**exclusive**)
- 2) It was useful
- 3) It helped me to make a decision
- 4) There was too much information
- 5) It was confusing or unclear
- 6) It did not contain what I expected
- 7) I did not trust the information
- 8) None of the above (**exclusive**)

QRC2[ASK ALL]: If you scanned the QR code on a **notice** while taking part today, **what did you think of the content** you saw behind that QR code? Please select all that apply?

- 1) I did not scan a QR code on a notice" (**exclusive**)
- 2) It was useful
- 3) It helped me to make a decision
- 4) There was too much information
- 5) It was confusing or unclear
- 6) It did not contain what I expected
- 7) I did not trust the information
- 8) None of the above (**exclusive**)

QRC3 [ASK ALL]: Suppose you saw this label on a product in a store and you scanned the QR code on it. Which of the below types of information would you find most useful, if this was accessed via the QR code?

Show the **relevant label** as instructed above at SPL1.

- 1) An explanation saying: "This commercial guarantee of durability is expressed in years. It is offered by the producer at no additional cost and covers the entire product. The producer has to describe the exact terms in the commercial guarantee statement. You also benefit as a consumer in the European Union from legal guarantee rights against the seller."
- 2) A commercial guarantee statement from the producer, which is specific to the product on sale. This would be a detailed statement regarding the terms and conditions under which the producer will guarantee the durability of the product, or will repair or replace it if necessary.

DEMOGRAPHICS & THANK RESPONDENT

8.5 Annex C.5 – Environments and post-survey online experiment

Background

PROG: create hidden variable 'Country':

- 9 Finland (Finnish and Swedish)
- 10 France
- 14 Ireland
- 23 Romania
- 26 Spain

START TIMER_INTRO

Base: IF Country= 9

QLANG. [S]

Please select in which language you want to fill in the survey:

- 10. Finnish [PROG: IF COUNTRY=9]
- 11. Swedish [PROG: IF COUNTRY=9]

Survey introduction

Base: All

Thank you very much for taking part in our survey.

The survey will take on average around 20 minutes to complete.

As part of this survey, we will ask some personal information about you (such as name, date of birth, age, gender). This information will be processed by Ipsos for research purposes only, and we will not share this information in a way that would allow you to be identified by the sponsor. Ipsos will anonymise or delete any personal information collected at the end of the project (generally within six months after the data collection).

Participation in this survey is voluntary, and you can leave it at any time by closing your browser. You can always withdraw your consent by contacting support. You can read the Privacy Notice here (Scripter: insert hyperlink to https://survey.ipsos.be/privacynotice_online_experiment.pdf).

Screening questions

Base: All

[Standard Screener: DO NOT MODIFY OR TRANSLATE]

D1. YEAR/MONTH. What is your date of birth?

- YEAR
- _1910 1910
- ...
- _2022 2022
- MONTH
- _1 January
- _2 February
- _3 March
- _4 April
- _5 May
- _6 June
- _7 July

- _8 August
- _9 September
- _10 October
- _11 November
- _12 December

[Standard Screener: DO NOT MODIFY OR TRANSLATE]

QUOTAGERANGE [Hidden]. Hidden Question - QUOTAGERANGE "this is a dummy question that will hold age breaks" for the quotas that should be defined by the PM; it CAN be edited and lines can be added to meet survey objectives.

- _18_24 "18-24",
- _25_34 "25-34",
- _35_44 "35-44"
- _45_54 "45-54"
- _55_64 "55-64"
- _65_99 "65 and older"

[TERMINATE IF LESS THAN 18]

[Standard Screener: DO NOT MODIFY OR TRANSLATE]

RESP_AGE [Hidden]. Hidden Question - RESP_AGE "this is a dummy question that will hold age"
USE RESP_AGE [Hidden] response list

[Standard Screener: DO NOT MODIFY OR TRANSLATE]

Base: All

GENDER_NONBINARY_. Are you...?

- _1 Male
- _2 Female
- _3 Other
- _4 Prefer not to answer

Scripter: if GENDER_NONBINARY = 3 or 4, allocate to least filled category 1 or 2 for quota setting

Base: All

D3. [S]

In which region do you live?

Nr	Country	Region	Quota variable
9	Finland	IIS standard screener - FIREGION1	NUTS2
10	France	IIS standard screener - FRREGION5	NUTS2
14	Ireland	See excel Region	NUTS2
23	Romania	IIS standard screener - ROREGION2	NUTS2
26	Spain	IIS standard screener - ESREGION2	NUTS2

999. Prefer not to say [hidden]

Scripter: if D3=999: screenout

Base: all respondents

D4. [S]

Which of the following best describes your current employment status?

1. Employed full time
2. Employed part time
3. Self employed
4. Unemployed but looking for a job
5. Unemployed and not looking for a job / long-term sick/ disabled
6. Homemaker/looking after the home
7. Student/pupil (full-time)
8. Retired
9. Other
99. Prefer not to say

Scripter: recode D4 into Occupation:

1. Employed IF D4 = 1, 2 OR 3
2. Unemployed IF D4 = 4
3. Inactive IF D4 = 5, 6, 7 or 8 or 9
4. Unknown IF D4 = 99

Scripter: recode D4 into Employment:

1. Employed IF D4 = 1, 2 OR 3
2. Not employed IF D4 = 4,5,6,7,8,9 OR 99

Base: all respondents

D5. [S]

What is the highest level of education you have successfully completed (usually by obtaining a certificate or diploma)?

Scripter: insert country-specific list Excel 'Education'

Scripter: add recode into ISCED and ISCED2

999. Don't know/prefer not to say

END TIMER_INTRO

START TIMER_EXPERIMENT

Randomisations

Respondents entered either an **e-commerce environment** or a **virtual store** environment. Respondents in the e-commerce environment were randomly assigned to **one of nine label and notice design treatment groups (colour and black and white designs)**. Respondents in the virtual store environment were randomly assigned to **one of five label and notice design treatment groups (only colour designs)**.

In both environments, respondents were asked to **browse for and purchase a particular type of product**. They repeated this task **three times**, i.e. purchasing three products in total.

There are **four product types** – **televisions, washing machines, printers and suitcases** – that each respondent may be asked to purchase. Respondents were **randomly assigned to three of these four product types**, by being randomly assigned a '**product set**'. The products they were asked to purchase, and the subsequent questions thereafter varied depending on which 'product set' they were allocated to.

The **order** in which respondents were asked to purchase the three products in their assigned product set was also randomised.

Information campaign

Before reaching the e-commerce environment or virtual store environment, 50% of respondents who were allocated to see any of the notice and label designs were randomly assigned to see an 'information campaign'.

Before continuing, please take a look at the information below about a new notice being developed by the European Commission.

Scripter: Show information campaign notice.

Now please take a look at the information below about a new label being developed by the European Commission.

Scripter: Show information campaign label.

E-commerce environment

BROWSING AND CHOOSING PRODUCT 1

This survey is a bit different to a usual survey. You will now be directed to a simulated e-commerce website where you can browse and shop products. Your task is to search for and purchase three products in total.

Please first imagine you are shopping for a ["television" if FIRST_PRODUCT = TV ; "washing machine" if FIRST_PRODUCT = WM; "printer" if FIRST_PRODUCT = P; "suitcase" if FIRST_PRODUCT = S].

When you are ready, you will enter an ecommerce website where you can browse for and purchase this product by clicking on different buttons. You will also see various other types of products. Please first browse around the website as if you were looking to buy a [Ditto as per above], then select the [Ditto as per above] that you would like to purchase based on which one you prefer given the information available.

It is important to note:

- In order to continue with the survey, you will need to purchase a [Ditto as per above].
- Although these purchases are hypothetical, the choices you make in this study should reflect how you would behave in a real-world shopping scenario. Your decisions will influence research findings and may impact real-world consumer policy in your country. Please consider your choices carefully. When you are ready, please click 'Continue'.

Before you begin, **please take note of the following actions that are possible in the mock e-commerce site:**

You will see **page number buttons** at the bottom of the screen. You can **use these to see more products**.

Page: ① ②

For each product you will see a **"View" button**. You can click this to **see more information about the product**.

View

For each product you will see a **"Purchase" button**. You can click this to **choose a product to purchase**.

Purchase

Some **images can be enlarged** by clicking on them. This is indicated by a **magnifying glass icon** (Click on the image, not the magnifying glass).



Following the introduction, respondents reached the '**product selection page**'. Here they were able to view **16 products**, of **4 types**, spread over **2 subpages**, with **8 products per subpage**, arranged in **2 rows of 4**, where each row comprises of **1 type**.

On the product selection screen, respondents could choose to purchase a product using the 'Purchase' button, located under the 'View' button.

If the 'Purchase' button was clicked, then a pop-up appeared asking the respondent to confirm that this was the product that they would like to purchase. It said: "Are you sure you would like to select this product?" with a Yes and No response buttons.

If the respondent clicked 'Yes', they proceed to 'Reason for choice 1'.

If the respondent clicked 'No', the pop-up closed (returning them to the original page).

If a respondent clicked the 'View' button for any product, they went to the 'product information page' for that product. On each product information page, respondents were also (as an alternative to clicking the 'Purchase' button) able to return to the previous product selection page by clicking the 'Return to products' button. This returned them to the product selection page that they left.

After confirming their first purchase either via the product selection page or the product information page, respondents reached a page to complete a single survey question about the reason for their product choice.

RC1[ASK ALL]: Why did you choose this product? Which of the following influenced your choice? (Please select all that apply)

(Multiple choice question; randomise order)

- 1) The price of the product
- 2) The characteristics of the product
- 3) The appearance of the product
- 4) How long I would expect the product to last
- 5) The length of the producer guarantee
- 6) Customer reviews of the product (show only if virtual_store=0 (so for the e-commerce conditions))
- 7) The brand of the product
- 8) Other (fixed)

BROWSING AND CHOOSING PRODUCT 2

After completing the 'reason for choice' question, respondents were sent to a page with the following message to transition them to their next purchase.

Thank you for making your last purchase.

Now, please imagine that you are shopping for a [**“television”** if SECOND_PRODUCT = TV ; **“washing machine”** if SECOND_PRODUCT = WM; **“printer”** if SECOND_PRODUCT = P; **“suitcase”** if SECOND_PRODUCT = S]. As before, please browse the website as if you were looking to purchase this product, then select the [**Ditto as per above**] that you would like to purchase.

When you are ready, please click ‘Continue’.

Respondents then repeated the browsing and product choice exercise, this time for the second product, on the simulated ecommerce website, starting again at subpage 1 of the product selection page.

After confirming their second purchase respondents reached a page to complete a single survey question about the reason for their product choice.

RC2 [ASK ALL]: Precisely same question as RC1

BROWSING AND CHOOSING PRODUCT 3

After completing the ‘reason for choice’ question, respondents were sent to a page with the following message to transition them to their next purchase.

“Thank you for making your last purchase.

Now, please imagine that you are shopping for a [**“television”** if THIRD_PRODUCT = TV ; **“washing machine”** if THIRD_PRODUCT = WM; **“printer”** if THIRD_PRODUCT = P; **“suitcase”** if THIRD_PRODUCT = S]. As before, please browse the website as if you were looking to purchase this product, then select the [**Ditto as per above**] that you would like to purchase.

When you are ready, please click ‘Continue’.

Respondents repeated the browsing and product choice exercise, this time for the third product, on the simulated ecommerce website, starting again at subpage 1 of the product selection page.

After confirming their third purchase respondents reached a page to complete a single survey question about the reason for their product choice.

RC3 [ASK ALL]: Precisely same question as RC1

Virtual store

SHOPPING FOR PRODUCT 1

This survey is a bit different to a usual survey. You will now be directed to a simulated virtual shop where you can browse and shop for products. Your task is to search for and purchase three products in total.

Please first imagine you are shopping for a [**“television”** if FIRST_PRODUCT = TV ; **“washing machine”** if FIRST_PRODUCT = WM; **“printer”** if FIRST_PRODUCT = P; **“suitcase”** if FIRST_PRODUCT = S].

When you are ready, you will enter a virtual shop where you can browse for and purchase this product by clicking on different buttons and product images. You will also see various other types of products.

Please first browse around the virtual shop as if you were looking to buy a [**Ditto as per above**], then select the [**Ditto as per above**] that you would like to purchase based on which one you prefer given the information available.

It is important to note:

- In order to continue with the task, you will need to purchase one [**Ditto as per above**].

• Although these purchases are hypothetical, the choices you make in this study should reflect how you would behave in a real-world shopping scenario. Your decisions will influence research findings and may impact real-world consumer policy in your country. Please consider your choices carefully. When you are ready, please click 'proceed'.

Before you begin, **please take note of the following actions that are possible in the virtual shop:**

You will see virtual shelves with products on them. You can click on these products to **see them close-up**.

You can return to the virtual shelf by clicking the **"Return to shelf"** button.

You can choose a product to purchase by clicking the **"Purchase"** button.



Return to shelf

Purchase

Some **images can be enlarged** by clicking on them. This is indicated by a **magnifying glass icon** (Click on the image, not the magnifying glass).



Similar to the e-commerce environment, each respondent was asked to browse for and purchase three products.

Following the introduction, respondents were shown the entrance to a store from the outside. Following the shop entrance, respondents saw an image of shopping aisles and were required to select an 'aisle' by clicking one of the four buttons corresponding to the four products that they may be asked to shop for: televisions, washing machines, printers and suitcases.

Please choose an aisle using the buttons below according to the type of product you are shopping for

If the respondent clicked the button that corresponds to the product type, they have been instructed to shop for in the introduction screen (e.g. they have been asked to search for televisions and they clicked the "Televisions" button), they proceeded to the shelf for that product. If they clicked one of the other three buttons by mistake, they saw a pop-up saying "Suppose you did not find the type of product you were looking for in that aisle. Which aisle would you visit instead?" and then be allowed to choose again. Note that since respondents were instructed to search for three products in total, the choice of aisle was repeated three times.

After clicking on the relevant button on the choice of aisle screen which corresponds to the product type that the respondent has been instructed to shop for, the respondents proceeded to the virtual 'product shelf'. Each shelf displayed the relevant four products (i.e. 4 x televisions, OR 4 x washing machines, etc.) arranged side-by-side. If the respondents clicked on the image of a product, they viewed that product 'close up'.

Once respondents made their choice of a product by clicking "Purchase", the respondent reached a screen showing a checkout counter.

After confirming their first purchase, respondents reached a page to complete a single survey question about the reason for their product choice.

RC1[ASK ALL]: Why did you choose this product? Which of the following influenced your choice? (Please select all that apply)

(Multiple choice question; randomise order)

- 1) The price of the product
- 2) The characteristics of the product
- 3) The appearance of the product
- 4) How long I would expect the product to last
- 5) The length of the producer guarantee
- 6) Customer reviews of the product (show only if virtual_store = 0 (so for the e-commerce conditions))
- 7) The brand of the product
- 8) Other (fixed)

SHOPPING FOR PRODUCT 2

After completing the 'reason for choice' question, respondents were sent to a page with the following message to transition them to their next purchase.

Thank you for making your last purchase.
Now, please imagine that you are shopping for a ["television" if SECOND_PRODUCT = TV ; "washing machine" if SECOND_PRODUCT = WM; "printer" if SECOND_PRODUCT = P; "suitcase" if SECOND_PRODUCT = S]. As before, please browse the virtual shop as if you were looking to purchase this product, then select the [Ditto as per above] that you would like to purchase.
When you are ready, please click 'Continue'.

Respondents then repeated the browsing and product choice exercise, this time for the second product, on the virtual shelf.

After confirming their second purchase respondents reached a page to complete a single survey question about the reason for their product choice.

RC2 [ASK ALL]: Precisely same question as RC1

SHOPPING FOR PRODUCT 3

After completing the 'reason for choice' question, respondents were sent to a page with the following message to transition them to their next purchase.

"Thank you for making your last purchase.
Now, please imagine that you are shopping for a ["television" if THIRD_PRODUCT = TV ; "washing machine" if THIRD_PRODUCT = WM; "printer" if THIRD_PRODUCT = P; "suitcase" if THIRD_PRODUCT = S]. As before, please browse the virtual shop as if you were looking to purchase this product, then select the [Ditto as per above] that you would like to purchase.
When you are ready, please click 'Continue'.

Respondents repeated the browsing and product choice exercise, this time for the third product, on the virtual shelf.

After confirming their third purchase respondents reached a page to complete a single survey question about the reason for their product choice.

RC3 [ASK ALL]: Precisely same question as RC1

Survey (common across environments)

EFU1 [ASK IF: ENVIRONMENT = 1 and DESIGN_EC = 1, 2, 3, 4, 5, 6, 7 or 8; or ENVIRONMENT = 2 and DESIGN_VS = 1, 2, 3 or 4]: Thinking about the last product you just chose to purchase, imagine that after 1.5 years, some aspect of this product broke down. Based on the information that was available to you about this product, would you still be covered by a **legal guarantee**? (Single response question)

- 1) Yes, because the legal guarantee lasts for at least 2 years on all products
- 2) Yes, but only if you pay extra
- 3) No, because the legal guarantee only lasts for 1 year
- 4) I don't know (fixed)

EFU2 [ASK IF: ENVIRONMENT = 1 and DESIGN_EC = 1, 2, 3, 4, 5, 6, 7 or 8; or ENVIRONMENT = 2 and DESIGN_VS = 1, 2, 3 or 4]: And based on the information that was available to you about this product, who would you need to contact to get your product replaced or repaired under the **legal guarantee**? (Single response question)

- 1) The seller or store where you bought the product
- 2) The manufacturer or brand of the product
- 3) I don't know (fixed)

EFU3 [ASK IF: ENVIRONMENT = 1 and DESIGN_EC = 1, 2, 3, 4, 5, 6, 7 or 8; or ENVIRONMENT = 2 and DESIGN_VS = 1, 2, 3 or 4]: And still thinking about the last product you just chose to purchase, based on the information that was available to you about this product, which of the following statements about the **producer guarantee** for this product are correct? There may be more than one correct answer. (Multiple choice question; randomise order 1-8)

- 1) The guarantee lasts for 5 years
- 2) The guarantee lasts for more than 2 years
- 3) The guarantee is free
- 4) You have to pay extra to receive the guarantee
- 5) The guarantee applies to the entire product
- 6) The guarantee is only applicable when certain parts of the product break down
- 7) The guarantee is offered by the producer
- 8) The guarantee is offered by the seller
- 9) My product did not have a producer guarantee (fixed)(exclusive)
- 10) None of these statements is correct (fixed)(exclusive)
- 11) I don't know (fixed)(exclusive)

RECALL OF THE LABEL

RL1[ASK IF: ENVIRONMENT = 1 and DESIGN_EC = 1, 2, 3, 4, 5, 6, 7 or 8; or ENVIRONMENT = 2 and DESIGN_VS = 1, 2, 3 or 4]: In the tasks you just completed, while browsing for products to buy did you see a **label** informing you **how long you would be guaranteed to have a product that works**? (Single response question)

- 1) Yes
- 2) No
- 3) Don't know

Intro_new_RL2[ASK IF RL1 = 1]:

NEW SCREEN: Now please look at the label below, which you may have seen while browsing through the [if ENVIRONMENT = 1: "mock website"; if ENVIRONMENT = 2: "virtual store"]. We will ask you some questions about it.

Show the label.

RL2 [ASK IF RL1 = 1]:

What features did this label have? (Please select all that apply) (Multiple choice question; randomise order)

- 1) A QR code
- 2) A figure indicating a number of years
- 3) The brand of the product
- 4) [Include option if: ENVIRONMENT = 1 and DESIGN_EC = 1, 3, 4, 5, 7 or 8; or ENVIRONMENT = 2 and DESIGN_VS = 1, 3 or 4] The words "producer guarantee"
- 5) [Include option if: ENVIRONMENT = 1 and DESIGN_EC = 2 or 6; or ENVIRONMENT = 2 and DESIGN_VS = 2] The word "garant"
- 6) Symbol of the EU with circle of stars
- 7) A website address
- 8) The name of the seller
- 9) The name of an authority to complain to
- 10) I do not recall [exclusive, hold as last option]

RECALL OF THE NOTICE

RN1 [ASK IF: ENVIRONMENT = 1 and DESIGN_EC = 1, 2, 3, 4, 5, 6, 7 or 8; or ENVIRONMENT = 2 and DESIGN_VS = 1, 2, 3 or 4]: And in the tasks you completed earlier, while browsing for the products did you see a **notice, poster or statement** informing you about **your legal guarantee rights**? (Single response question)

- 1) Yes
- 2) No
- 3) Don't know

Intro_new_RN2 [ASK IF RN1 = 1]:

NEW SCREEN: Now please look at the notice below, which you may have seen while browsing through the [if ENVIRONMENT = 1: "mock website"; if ENVIRONMENT = 2: "virtual store"]. We will ask you some questions about it.

Show the notice.

Then, on the next screen, do not continue to show the label, and ask RN2.

RN2 [ASK IF RN1 = 1]: What features did this statement/notice/poster have? (Please select all that apply) (Multiple choice question; randomise order)

- 1) The words "seller guarantee"
- 2) The words "legal guarantee"
- 3) Symbol of the EU with circle of stars
- 4) A QR code
- 5) [Include option if: ENVIRONMENT = 1 and DESIGN_EC = 1 or 5; or ENVIRONMENT = 2 and DESIGN_VS = 1] The words "minimum 2-years protection"
- 6) [Include option if: ENVIRONMENT = 1 and DESIGN_EC = 2, 3, 4, 6, 7 or 8; or ENVIRONMENT = 2 and DESIGN_VS = 2, 3 or 4] The words "minimum 2-years legal guarantee protection"
- 7) Information on how to remedy a defective product
- 8) Information that the producer may offer a commercial guarantee
- 9) The name of the seller
- 10) The name of an authority to complain to
- 11) The names of countries where the rights apply
- 12) I do not recall [exclusive, hold as last option]

SUBJECTIVE PERCEPTION OF THE LABEL

Next, we would like to ask you about some **labels** you may have seen while browsing through the [if ENVIRONMENT = 1: "mock website"; if ENVIRONMENT = 2; "virtual store"]. Please look at the label below (show relevant label).

SPL1[ASK ALL]: How clear is the information on this label? (Single response question)

- 1) Very clear
- 2) Rather clear
- 3) Neutral
- 4) Rather unclear
- 5) Unclear

SPL2[ASK ALL]: How would you rate the overall appearance of this label? (Single response question)

- 1) Very appealing
- 2) Rather appealing
- 3) Neutral
- 4) Rather unappealing
- 5) Very unappealing

SPL3 [ASK IF EXTRA_QUESTION = 1]: Supposing that this label was going to be used to give you information about products in shops, what is the **minimum** size you think this label should be in order to help you to see and read it? (Single response question)

- 1) Larger than A5
- 2) A5 (14.8 x 21 cm)
- 3) A6 (10.5 x 14.8 cm)
- 4) A7 (7.5 x 10.5 cm)
- 5) Smaller than A7
- 6) Don't know

SPL4 [ASK ALL IF EXTRA_QUESTION = 2]: Supposing this label was going to be displayed in shops to provide information to consumers, **where** do you think it would be most useful to display this label? (Single response question)

- 1) On the front of the relevant product/packaging
- 2) On the bottom of the relevant product/packaging
- 3) On the shelf next to the relevant product
- 4) Don't know

SUBJECTIVE PERCEPTION OF THE NOTICE

Next, we would like to ask you about some **notices** you may have seen while browsing through the [if ENVIRONMENT = 1: "mock website"; if ENVIRONMENT = 2; "virtual store"]. Please look at the notice below (show relevant notice).

SPN1[ASK ALL]: How clear is the information on this notice? (Single response question)

- 1) Very clear
- 2) Rather clear
- 3) Neutral
- 4) Rather unclear
- 5) Unclear

SPN2[ASK ALL]: How would you rate the overall appearance of this notice? (Single response question)

- 1) Very appealing
- 2) Rather appealing
- 3) Neutral
- 4) Rather unappealing
- 5) Very unappealing

SPN3 [ASK ALL IF EXTRA_QUESTION = 3]: Supposing this notice was going to be displayed in shops to provide information to consumers, **where** do you think it would be most useful to display this notice? (Single response question)

- 1) At the entrance to the shop
- 2) On the aisles of the shop (by the products)
- 3) At the checkout
- 4) Don't know

UNDERSTANDING OF LABEL AND NOTICE

Show both the **relevant label (at the left)** and **relevant notice (at the right)** and as instructed above at SPL1 and SPN1.

ULN1[ASK ALL]: Thinking about the label and notice shown here, which of the following do you understand to be correct (if you don't know or are unsure, please say so)? (Single response question)(randomize items 1-2)

- 1) The commercial guarantee period runs **after** the legal guarantee period
- 2) The commercial guarantee period runs **in parallel** to the legal guarantee period
- 3) Don't know

ULN2[ASK ALL]: Which of the following statements do you think are true about the label and notice shown here? Please select all that you think are correct, if any. (Multiple choice question)

- 1) There is no link between the label and the notice [exclusive]
- 2) The label shows the product is covered by an additional guarantee, while the notice explains my legal rights if a product is faulty
- 3) The label shows the period that a product is covered by a **producer** guarantee, while the notice explains that for at least 2 years the **seller** must ensure I have a product that works
- 4) The label shows the period that a product is covered by a **seller** guarantee, while the notice explains that for at least 2 years the **producer** must ensure I have a product that works
- 5) Don't know [exclusive]

ULN3[ASK ALL]: Based on the notice you saw previously, products bought by consumers **in which of the following countries** would have a minimum of two years protection? Please select all that apply (more than one answer may be correct). (Multiple choice question)

- 1) All European Union (EU) countries
- 2) All European Economic Area (EEA) countries, including the EU countries
- 3) All European Economic Area (EEA) countries, but not the EU countries
- 4) All European Free Trade Association (EFTA) countries
- 5) It is not clear/I don't know [exclusive]

CONFUSION BETWEEN LABELS

CBL1 [ASK ALL, progressive single grid]: Please look at the various labels shown below. You might see these on electrical goods sold in a store or online. Which of the labels shown here do you think would tell you the following things?

Grid down: (randomise order)

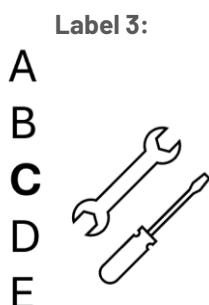
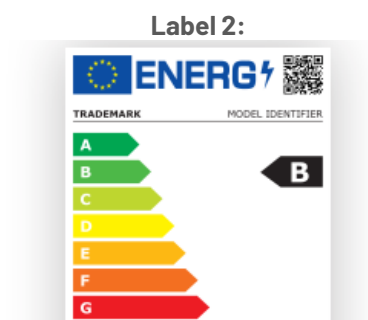
- a) The energy efficiency of the product

- b) For how long the producer guarantees the consumer will have a product that works
- c) How 'robust' and durable the product is [FR only]
- d) How easy it is to repair the product

Grid across:

- 6) Label 1
- 7) Label 2
- 8) Label 3
- 9) Label 4 [FR only]
- 10) Don't know

Below is a mock-up for illustrative purposes:



QR CODE

QRC3 [ASK ALL]: Suppose you saw this label on a product in a store and you scanned the QR code on it. Which of the below types of information would you find most useful, if this was accessed via the QR code? Show the **relevant label** as instructed above at SPL1.

- 1) An explanation saying: "This commercial guarantee of durability is expressed in years. It is offered by the producer at no additional cost and covers the entire product. The producer has to describe the exact terms in the commercial guarantee statement. You also benefit as a consumer in the European Union from legal guarantee rights against the seller."
- 2) A commercial guarantee statement from the producer, which is specific to the product on sale. This would be a detailed statement regarding the terms and conditions under which the producer will guarantee the durability of the product, or will repair or replace it if necessary.

ADDITIONAL THOUGHTS

AT1 [ASK ALL]: Please look at the various versions of the **label** below. Please rank these labels in terms of their **overall appearance**. You can rank the options by clicking on them. The most appealing label will be marked as "1", the least appealing label will be marked as [if ENVIRONEMENT = 1 "8", if ENVIRONEMENT = 2 "4"]. You can reset your ranking by clicking an item again. [Randomise order of eight options and insert relevant images]

You can click on the images to enlarge them.

- 1) Label 1
- 2) Label 2
- 3) Label 3
- 4) Label 4
- 5) [Show only if ENVIRONEMENT = 1] Label 5
- 6) [Show only if ENVIRONEMENT = 1] Label 6
- 7) [Show only if ENVIRONEMENT = 1] Label 7
- 8) [Show only if ENVIRONEMENT = 1] Label 8

AT1B [ASK ALL]: Please look at the various versions of the **label** below. Please rank these labels in terms of their **overall clarity**. You can rank the options by clicking on them. The clearest label will be marked as "1", the least clear label will be marked as [if ENVIRONEMENT = 1 "8", if ENVIRONEMENT = 2 "4"]. You can reset your ranking by clicking an item again. [Randomise order of eight options and insert relevant images]

You can click on the images to enlarge them.

- 1) Label 1
- 2) Label 2
- 3) Label 3
- 4) Label 4
- 5) [Show only if ENVIRONEMENT = 1] Label 5
- 6) [Show only if ENVIRONEMENT = 1] Label 6
- 7) [Show only if ENVIRONEMENT = 1] Label 7
- 8) [Show only if ENVIRONEMENT = 1] Label 8

AT2B [ASK ALL]: Now please look at the various versions of the **notice** below. Please rank these notices in terms of their **overall appearance**. You can rank the options by clicking on them. The most appealing notice will be marked as "1", the least appealing notice will be marked as [if ENVIRONEMENT = 1 "8", if ENVIRONEMENT = 2 "4"]. You can reset your ranking by clicking an item again.

You can click on the images to enlarge them.

[Randomise order of eight options and insert relevant images]

- 1) Notice 1
- 2) Notice 2
- 3) Notice 3
- 4) Notice 4
- 5) [Show only if ENVIRONEMENT = 1] Notice 5
- 6) [Show only if ENVIRONEMENT = 1] Notice 6
- 7) [Show only if ENVIRONEMENT = 1] Notice 7
- 8) [Show only if ENVIRONEMENT = 1] Notice 8

AT2 [ASK ALL]: Now please look at the various versions of the **notice** below. Please rank these notices in terms of their **overall clarity**. You can rank the options by clicking on them. The clearest notice will be

marked as "1", the least clear notice will be marked as [if ENVIRONEMENT = 1 "8", if ENVIRONEMENT = 2 "4"]. You can reset your ranking by clicking an item again.

You can click on the images to enlarge them.

[Randomise order of eight options and insert relevant images]

- 1) Notice 1
- 2) Notice 2
- 3) Notice 3
- 4) Notice 4
- 5) [Show only if ENVIRONEMENT = 1] Notice 5
- 6) [Show only if ENVIRONEMENT = 1] Notice 6
- 7) [Show only if ENVIRONEMENT = 1] Notice 7
- 8) [Show only if ENVIRONEMENT = 1] Notice 8

Show both the **relevant notice** and **relevant label** as instructed above at SPL1 and SPN1. Show these side-by-side. Allow the respondent to click to enlarge each image. Please note, the following is an open answer question.

AT3 [ASK ALL]: Thank you for your valuable input on the label and notice we have shown you. We would like to gather any additional thoughts you may have. Please take a moment to look at the label and notice once more. You can click on the images to enlarge them.

Could you share your suggestions for improvement for:

1. The label
2. The notice
3. How the label and notice work together

[Provide open answer box]:

