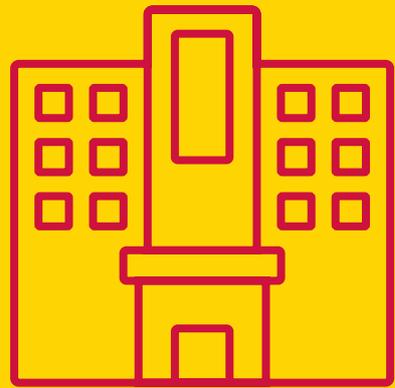
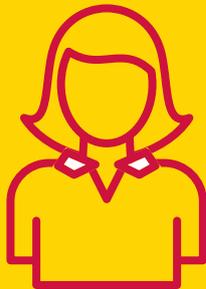
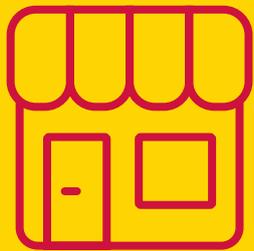


# Consumer sentiment towards small and large businesses:

a study by CouriersPlease | July 2021



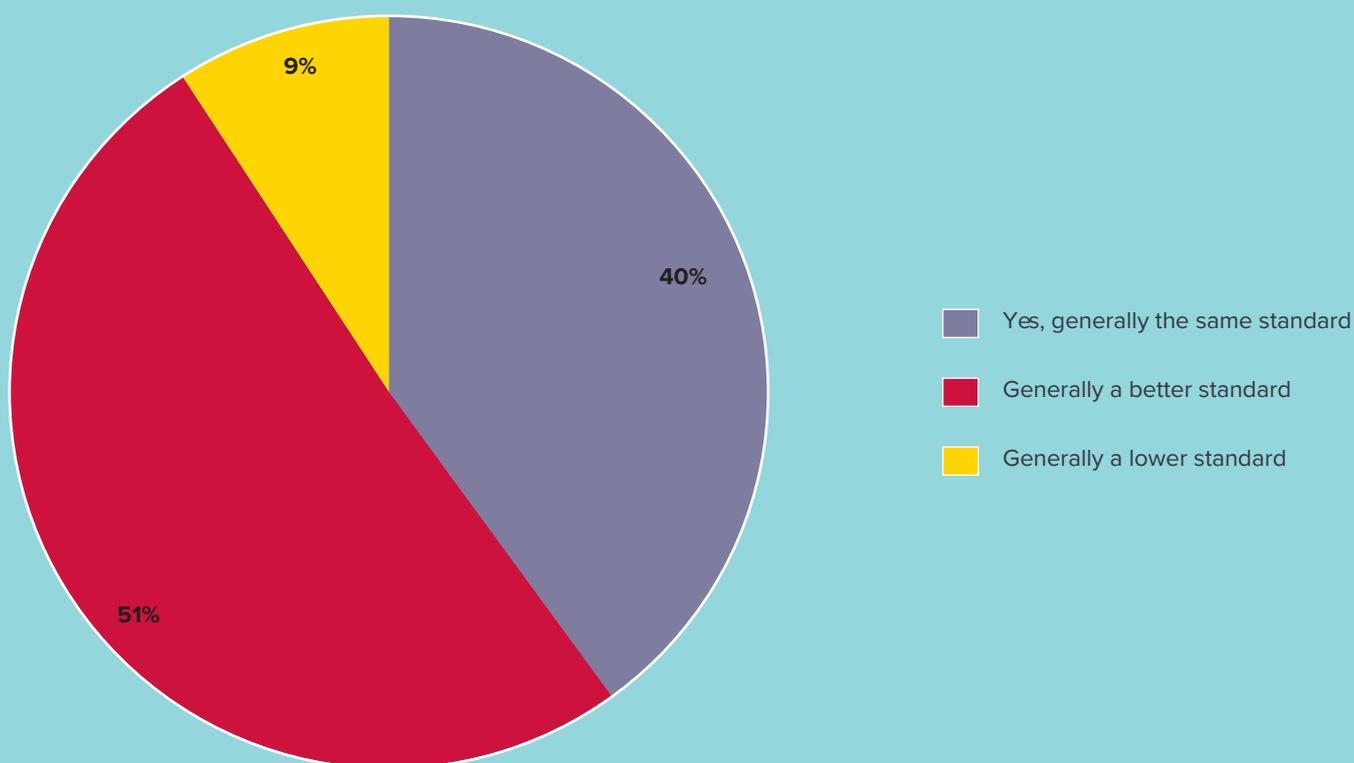
## About the study

CouriersPlease (CP) commissioned an independent survey of 1010 Australians to examine consumer sentiment towards the products and services of small businesses, in comparison with big business. The purpose was to understand what Australian consumers value in their customer experience. The survey respondents cover a geographical spread that is reflective of the Australian population.

## Do small businesses offer the same standard of products and services as big businesses?

CP found that one in two (51 per cent) Aussies think small businesses offer a better standard of both products and services than big businesses, while 40 per cent said the standard was the same.

### In your experience, do small businesses offer the same standard of services and products as big businesses?



**51%**

of Aussies think small businesses offer a better standard of both products and services than big businesses

**40%**

of Aussies think small businesses offer the same standard of both products and services as big businesses

A larger proportion of older Australians think that small businesses offer a better standard than big businesses, at 56 per cent. This compares with 48 per cent of 18-50-year-olds.

### In your experience, do small businesses offer the same standard of services and products as big businesses?

Response	All (%)	State (%)						Age (%)		
		NSW	VIC	QLD	SA	WA	ACT	18-30	31-50	50+
Yes, generally the same standard	40	40	40	40	42	36	29	41	41	38
Generally a better standard	51	50	51	50	54	57	53	49	48	56
Generally a lower standard	9	10	9	10	4	7	18	10	12	6

### What do Australians believe small retailers do better than large retailers?

Respondents were asked to choose the areas where they thought small businesses do better than larger businesses, from a list of six options. Respondents could select more than one area. Nearly three quarters (73 per cent) said small businesses offer a more personalised service that is more human-centred and makes them feel like a valued and important customer. Half (54 per

cent) said small businesses go further to resolve customer issues, while a third (39 per cent) said that small businesses communicate with customers more.

Conversely, consumers appear to appreciate the scale large retailers can bring, with 84 per cent of respondents stating big retailers tend to offer lower prices and better sales. A further 77 per cent of consumers believe larger retailers offer a faster service.

### What do small businesses do better than large businesses? Select all that apply.

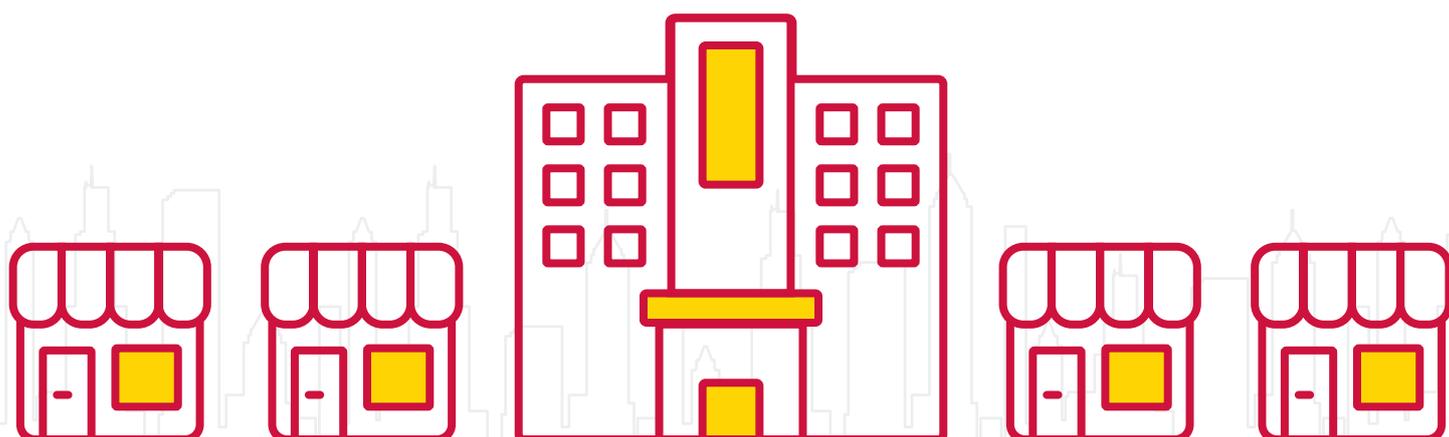
The offer a more personalised service	73%
The go further in resolving issues for customers	54%
They offer faster service	23%
The offer lower prices and/or better sales	16%
The communicate more often	39%

Across the States, consumers similarly regarded personalised service as the area small businesses do best. More respondents in Queensland (81 per cent) than any other State said small businesses offer a more personalised service that made them feel like an important customer. This is compared with 74 per cent of South Australians and 69 per cent of those in NSW.

Across the states, consumers closely regarded going further in resolving customer issues as one of the areas small businesses do best. More respondents in South Australia (71 per cent) said small businesses go further in resolving customer issues than any other state. This is compared to 51 per cent of Queenslanders and 49 per cent of those in NSW.

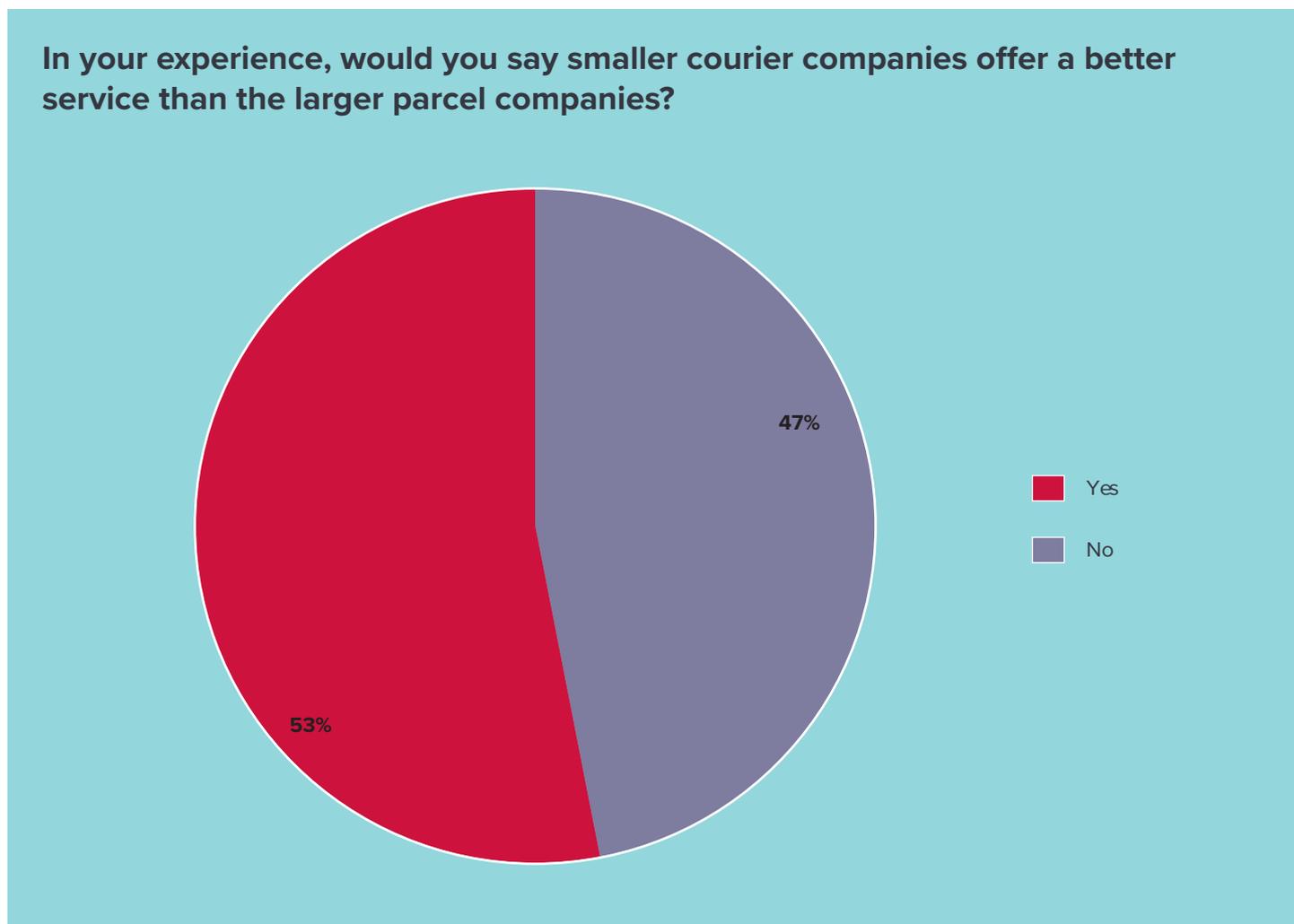
**What do small businesses do better than large businesses? Select all that apply.**

Response	All (%)	State (%)						Age (%)		
		NSW	VIC	QLD	SA	WA	ACT	18-30	31-50	50+
They offer a more personalised service	73	69	70	81	74	75	82	69	70	77
They go further in resolving issues for customers	54	49	53	51	71	57	59	56	50	55
They offer faster service	23	23	23	23	26	15	41	21	22	24
They tend to offer lower prices and/or better sales	16	17	18	13	18	17	12	16	14	18
They communicate more often	39	34	40	37	46	49	41	41	38	37
None of the above	7	8	7	6	1	8	0	6	7	8



## What proportion of Australians believe smaller courier companies offer a better service than larger parcel companies?

Respondents were also asked for their opinion on smaller courier services versus larger parcel delivery companies – an industry that is an important extension of the online retail industry. Half (53 per cent) of Australians believe smaller courier companies offer a better service than larger parcel companies.

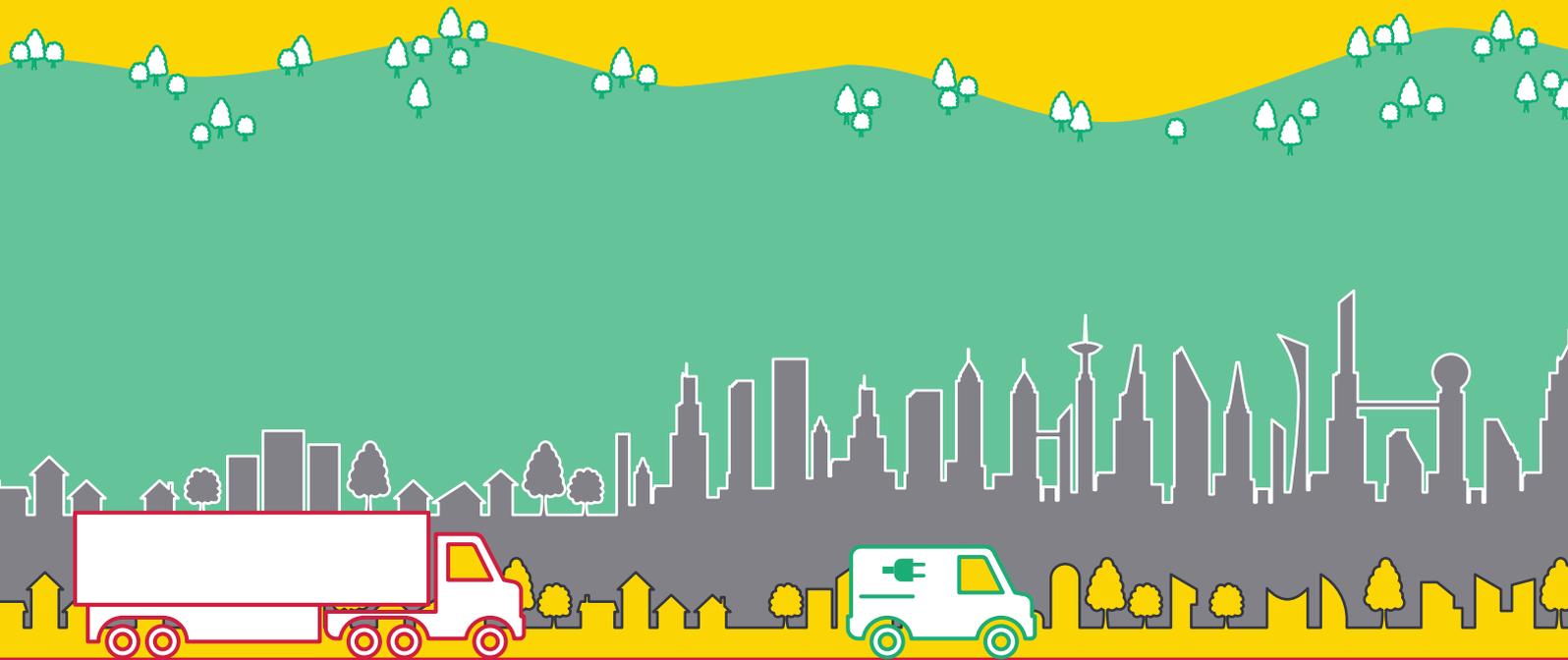


Across the States, a larger proportion of WA residents (59 per cent) said smaller couriers offer a better service than large companies, compared with 53 per cent of NSW residents, 51 per cent of Queenslanders and 47 per cent of ACT residents.

## In your experience, do small businesses offer the same standard of services and products as big businesses?

Response	All (%)	State (%)						Age (%)		
		NSW	VIC	QLD	SA	WA	ACT	18-30	31-50	50+
Yes	53	53	52	51	56	59	47	56	54	50
No	47	47	48	49	44	41	53	44	46	50

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