

SAVVY SHOPPERS

Thank the web for price transparency: social networking and experience help consumers share information on deals and figure out pricing patterns.

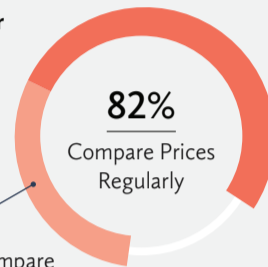
Discount Discovery: Delight or Cynicism?

When I come across a product that's been discounted or is on sale, I think:

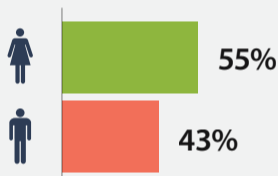


Comparing prices for day-to-day items:

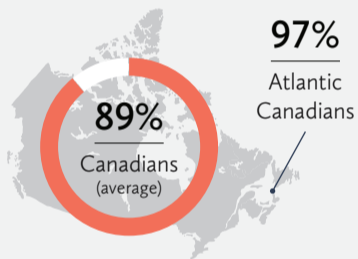
37% of those who compare prices regularly, consider themselves hard-core comparison shoppers.



I think I got a good deal:



Sharing the sale news with others

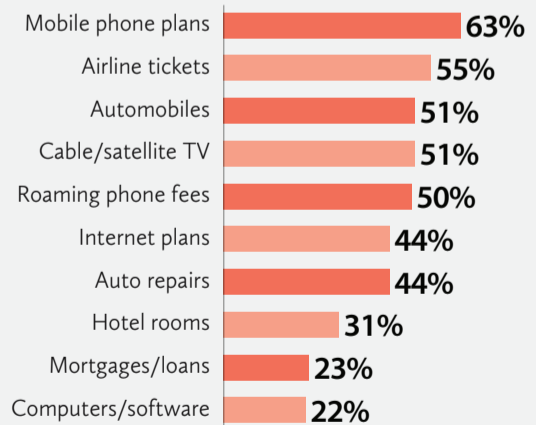


« Transparency of pricing is perhaps the most immediate impact of the internet and social networking. Customers are jumping the “fences” that companies have carefully set up between market segments. »

Yuri Levin
Professor & Distinguished Chair
of Operations Management
Smith School of Business

Deceptive Advertising

Goods or services that I find cost more than advertised due to confusing pricing or hidden charges:



Bested by a Neighbour: Anger or Embarrassment?

When discovering others paid less than I did for the same product:



Likely to be Embarrassed: **32%** Adults aged 55+
45% Adults aged 18-54

Likely to be Angry: **39%** Adults aged 65+
58% Adults aged 18-64