

# THE ART OF DISCOUNT- HUNTING





## PRICE: THE ULTIMATE DECISION-MAKER

For UK shoppers, price is not just a number; it's the ultimate decision-maker. The quest for value dictates supermarket choices, with many shoppers willing to switch loyalties for a better deal.

"It always depends on price and quality for price. They help me show what is the best for my pound and allows me to get that quicker."  
(Male, 35)

"The cheaper, the better."  
(Female, 40)



## SMART SHOPPING WITH DIGITAL ALLIES

In the digital age, technology is the savvy shopper's best friend. Consumers leverage these digital allies to stay informed and make strategic decisions. Despite occasional frustrations, the convenience and insights provided by these platforms are invaluable.

Many rely on the websites and apps of supermarkets like Tesco, Sainsbury's, and Asda to check prices and available deals. The Trolley, Compare.com and Money Supermarket apps are particularly popular among some for finding the cheapest prices across different supermarkets.



"I use the Tesco and Sainsbury's shopping apps to check prices and quantities to make sure I'm getting the best value for money."  
(Male, 41)

"I use their own websites. They can sometimes show the wrong price."  
(Male, 36)

"I use Compare.com and I feel it's great."  
(Male, 38)



## THE SPONTANEITY DILEMMA

Shopping is as much about planning as it is about spontaneity. Promotions and discounts often tip the scales, nudging consumers towards unplanned purchases. However, with tightening budgets, many shoppers strive to stick to their lists, reserving impulsive buys for truly irresistible deals.

"I try to stick to my list but will sometimes buy something else if there is a particularly good offer."  
(Female, 30)

"Online promotions do influence the purchases because it helps me remember stuff on the fly."  
(Female, 35)

"If there is anything I need and it's on discount I buy immediately and I also buy in excess instead of waiting for a pre-planned purchase."  
(Male, 29)



## TRUST ISSUES: NAVIGATING ONLINE PRICE ACCURACY

In the realm of online shopping, trust is paramount. While digital platforms offer a wealth of information, concerns about price accuracy linger in the minds of consumers. Shoppers weigh the reliability of online prices against their in-store experiences, often grappling with skepticism.

"I trust them, I have never come across a price error."  
(Female, 39)

"Prices are falsely hiked just to show on offer later on, so you know the bigger price is not the real one. It's annoying."  
(Female, 48)



## THE EVOLUTION OF SHOPPING HABITS: ADAPTING TO CHANGE

In response to economic shifts and technological advancements, UK consumers are adapting their shopping habits. This evolution is marked by an increased focus on discounts and a more strategic approach to spending. Digital trends offer new avenues for convenience and efficiency, while inflation prompts a reevaluation of priorities.

In the world of discount-hunting and price comparison, UK shoppers remain savvy, selective, and ever-resourceful. As they navigate the aisles of savings, their stories offer valuable lessons for retailers aiming to foster loyalty and cater to a discerning customer base.

"I now do most of my shopping online because it's more convenient."  
(Female, 37)

"They have just evolved in the way of enjoyment and where I go for cheaper stuff." (Male, 34)

"It gives me a sense of being organised and efficient."  
(Male, 47)





## PLANNED SPONTANEITY

Having the consumer walk through our door is no longer enough, because now they're not just comparing us with ourselves; as they walk through store aisles, they see the prices and promotions of our competitors and countless others.

How can we create loyalty in customers who are willing to endure the fatigue of so much comparison? Most likely, the solution lies in consistent and personalized communication. Those who can better understand each customer's needs and the timing of those needs, and approach them with tailored recommendations, will win.

For this, more than just the customer's shopping data is needed. Understanding the parts of their lives outside of shopping and advertising communication—especially the factors that lead them to shop and how they use the products—becomes increasingly valuable.



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SALE



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