

THE GREAT COUPON HUNT SEEK & SAVE IN DIGITAL WORLD

It seems like we've got a whole spectrum of coupon/discount code users here, from those who are practically married to their coupon stash to those who flirt with discounts every once in a while. Whether it's the thrill of the chase or the satisfaction of getting a "steal," these savvy shoppers know how to work the system to save a few quid.

"I use them about once a month when I have one that gives me money off a product that I would already buy." (Male, 37)

"I use these often as I usually try to avoid paying full price if possible, so I will use these for discounts on clothing, cosmetics, books, food, etc." (Female, 33)

The digital age has transformed bargain hunting into a strategic endeavor, with some participants even equipping their browsers with extensions to sniff out a deal.

But not everyone wants to be Sherlock Holmes when it comes to coupons. Some prefer to let the discounts find them naturally, almost like a friendly surprise waiting in your inbox or loyalty app. Regardless of their method, these savvy savers are determined to keep their wallets happy.

"I actively seek out coupons and discount codes before making a purchase, especially for big ticket items or online shopping."
(Male, 45)

"I actively seek them out as I hate ordering for full prices if possible." (Female, 33)

"If I've not got a coupon I'll search for one and have an extension installed that searches for codes for me." (Female, 35)

Grocery shopping seems to be the reigning champ when it comes to coupon usage. With the cost of living on the rise, it's no wonder folks are turning to coupons to stretch their money further.

Online shopping also takes a big slice of the discount pie, especially for bigger purchases like electronics and clothing. With the ease of applying digital codes at checkout, it's no surprise that online shopping is a hotspot for coupon action.

"I'm mostly likely to use a coupon or discount code when making online purchases, especially for clothing, electronics or home goods." (Male, 45)

"The main way I use them is definitely on grocery shopping, both in-store and online." (Female, 56)

THE THRILL OF OUTSMARTING THE SYSTEM

The sweet feeling of victory! For many of our participants, using a coupon is like striking gold. They relish the sense of being savvy and outsmarting the world of retail. It's like getting a high score on a game you didn't even know you were playing. These smart shoppers see couponing as a badge of honor, a testament to their financial prowess.

"Using them gives me a sense of accomplishment because I feel like I've outsmarted the system and saved money through my own effort." (Male, 45)

"I feel accomplished and like I've saved money." (Male, 38)

THE COUPON BUZZ

For some, coupons are like a shot of adrenaline. There's an undeniable thrill in seeing the price drop at the checkout, akin to finding out your favorite band is releasing a surprise album. It's a burst of joy, a little victory dance-worthy moment that makes shopping feel as exhilarating as a roller coaster ride. This excitement can make even the most mundane items feel like a treasure trove.

"I feel super proud." (Female, 44)

"I feel thrilled and satisfied using coupons. It gives me a sense of accomplishment and smart shopping."
(Male, 45)

THE ZEN MASTERS OF COUPONING

Not everyone is on the roller coaster of emotions when it comes to coupons. Meet those who treat them with a cool, calm demeanor, like a Zen master holding a rake in a perfectly organized sand garden. For these folks, a coupon is just another tool in the shopping toolbox.

"Not really. A nice to have, nothing more." (Male, 55)

"No, not really just hoping for a bargain." (Female, 41)

"Indifferent unless it's something that I plan to buy anyway." (Male, 49)

SWIPE RIGHT FOR SAVINGS

In a world where smartphones are practically an extension of our limbs, it's no surprise that mobile discount codes are winning hearts and shopping carts. Convenience is king in the realm of bargain hunting, and mobile codes offer just that.

With a quick flick of the wrist, these codes are ready for action, eliminating the need to fumble through bags for a crumpled paper coupon.

Our eco-conscious participants also appreciate the environmental benefits of ditching paper. After all, saving trees while saving money sounds like a win-win situation.

"I prefer mobile discount codes because they are more convenient and easier to use. I can simply show the code on my phone at checkout rather than having to carry around paper coupons and risk losing them."
(Male, 45)

"Mobile because it's better for the environment."
(Female, 56)

"I prefer mobile discount codes because you can have them at your fingertips, and it's far easier." (Female, 44)

OLD SCHOOL COOL

For those who cherish the classic charm of paper, their reasons are as solid as the coupons themselves. Reliability is a big factor here – after all, tech can be as unpredictable as British weather. No internet? No battery? No problem – paper coupons have your back.

"Paper coupons because they're more reliable. If your phone battery dies then it's game over." (Female, 55)

"I prefer paper coupons. I just find it quicker to cut out the coupon and put it in my wallet." (Male, 53)

"Paper, although I do use mobile ones. I worry I won't have Internet access or can't find them so prefer a paper code if shopping in-store." (Female, 35)

COUPON-INDUCED BRAND HOPPING

For some shoppers, loyalty is simply a question of value. When presented with a compelling discount, they're ready to pack their bags and head to greener (and cheaper) pastures. The decision to switch often hinges on the savings potential and the overall value proposition. Our participants are not afraid to explore new brands or supermarkets if it means getting more bang for their buck.

"Yes, cheaper items for example packed lunches foods." (Female, 19)

"Yea, I usually shop between different stores when others have better deals or prices as I am budgeting my money and trying to spend less, so lower prices work out as a lot over time." (Female, 33)

"I often try new things as a result." (Male, 33)

TESCO TRIUMPHS – THE CLUBCARD CONQUERORS

When it comes to coupons, Tesco reigns supreme. Tesco's Clubcard program stands out as a beacon of savings in the world of grocery shopping. With its seamless integration into the checkout process, customers can tap their way to discounts with ease. The Clubcard rewards loyalty, offering points that translate into tangible savings, making it a favorite among our participants.

What sets Tesco apart is its ability to deliver consistent value through clubcard prices and rewards. The program's simplicity and effectiveness make it a staple in the wallets of savvy shoppers, cementing Tesco's status as a leader in the coupon arena.

"I prefer the Tesco Clubcard—just tap and get a discount." (Male, 47)

"Tesco has clubcard prices, useful on a weekly basis." (Male, 49)

"Tesco, I think, as you build your points then change for vouchers." (Female, 41)



LIDL'S LOWDOWN – THE SAVVY SAVER'S SANCTUARY

Lidl's reputation as a discount dynamo is well-deserved, and our participants have plenty to say about why this brand is a cut above the rest. Lidl's appeal lies in its ability to offer substantial savings without compromising on quality.

The Lidl Plus app has become a favorite tool for our participants, providing a stream of discounts that cater to everyday needs. The occasional freebies, like a freshly baked treat, add an element of surprise and delight to the shopping experience. Lidl's commitment to providing high-quality products at competitive prices makes it a standout brand in the discount department.

"Lidl plus because once in a while I get free bakery from them." (Female, 29)

"The best rewards I have gained so far have been from Asda and Lidl. They seem to have more relevant and significant benefits." (Female, 56)

"I shop more now at Lidl using their saver app." (Female, 35)



NECTAR AND BEYOND – THE POINTS PIONEERS

The Nectar loyalty program has garnered a loyal following. The Nectar card stands out as a versatile and effective loyalty program, offering customers the chance to earn points that translate into real savings. Participants appreciate the flexibility of the points system, which allows them to save on a wide range of products.

"I use my Nectar card all the time. It's to get the points to spend in-store." (Female, 55)

"Nectar prices and bonus points are good." (Female, 56)

"Sainsbury used to with the Nectar card but it is not what it used to be." (Female, 60)



THE GREAT BARRIER REEF OF DISCOUNTS

It appears coupon usage isn't all sunshine and savings. The barriers range from the abundance of codes to the legwork required to find that perfect deal. For some, it's the dreaded expiration date that looms like a ticking time bomb, threatening to render their savings obsolete.

Another obstacle is trust—specifically, the fear that the coupon will fail at the checkout, leaving them to pay full price in a moment of financial betrayal. Add to this the inconvenience of unmanned checkouts and the allure of cheaper alternatives, and it's no wonder some shoppers are hesitant to embrace the coupon craze.

"The biggest barriers more often are expiration date, limited availability and difficulty finding relevant codes."
(Male, 45)

"The extra effort required to find codes that are not just sent to me." (Male, 37)

"The lack of manned checkouts in stores these days."
(Female, 55)

COUPON CATASTROPHES

The world of coupons can be fraught with peril, as our participants' stories reveal. From expired codes to network hiccups, these tales of coupon misfortune show that not all discounts come without strings attached.

The variability in store policies and the unpredictability of technology can transform what should be a straightforward transaction into an experience worthy of a reality TV show.

"I once tried to use an expired code at checkout, only to find out it wasn't valid and I had to pay full price."
(Male, 45)

"Many a time I have been refused the use of discounts or codes as some stores change the rules around redeeming them." (Male, 54)

"While trying to download the coupons network issues came up and couldn't recover anymore." (Female, 23)

TO USE OR NOT TO USE

The decision not to use a coupon can be as strategic as using one. For some, it's about the fine print: minimum spends or hidden costs like shipping fees can deter even the most dedicated discount seeker.

Others weigh the actual value of the discount itself. If the savings don't justify the purchase, they'd rather keep their cash in their pockets. And then there are those who will seize any opportunity to save, no matter how small.

"Sometimes it's more expensive to use a code as you may have to pay for postage." (Male, 49)

"If I have to spend a specific amount or buy something I don't need just to get the discount, I won't use it." (Female, 56)

DREAM COUPONS

The dream coupon experience is one of simplicity and ease. Automatic application at checkout seems to be a common desire, freeing shoppers from the hassle of remembering and entering codes.

Participants also crave personalization, with discounts tailored to their shopping habits and needs. Imagine a world where discounts appear like magic at checkout, where every transaction is a seamless symphony of savings. This vision of coupon utopia is closer than we think, as technology continues to bridge the gap between desire and reality.

"Automatic application of codes at checkout, along with clear expiration dates and personalized offers, would make using them easier and more attractive." (Male, 45)

"A seamless process with payment and discounts through one contact of electronic payment, like Apple Pay, Google Pay." (Male, 47)

"It would be if it would be automatically added without custom input." (Male, 24)

"If there is one app that can store coupons and discount codes that would be nice. If many shops join this scheme, that might be good." (Male, 53)

As we wrap up our journey through the coupon chronicles, it's clear that these small discounts hold immense power in the world of shopping. From the joy of saving to the camaraderie of sharing, coupons are more than just money-savers; they're symbols of smart spending and community connection.

Despite the challenges and barriers, the future of coupons is one of innovation and growth. By addressing the pain points and embracing the aspirations of savvy shoppers, brands can ensure that coupons remain a beloved and essential part of the consumer experience.

So, here's to the art of saving—may it continue to inspire, connect, and bring joy to shoppers everywhere. Happy couponing, and may your deals be ever in your favor!

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