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Consumers more savvy now: survey

AUSTRALIAN consumers remain willing to spend but are doing so by substituting generic, lower-priced alternatives for brand-name items and bargaining for the best deal, a report says.

They are also maintaining loyalty to trusted brands and are not sacrificing core items such as quality meat and vegetables and house insurance, amid the global recession.

The findings are in a survey by Directional Insights on behalf of AMP Capital Shopping Centres, which owns 39 retail centres across Australia and New Zealand.

Directional Insights

managing director Helen Bakewell said consumers had a "new mindset" in approaching shopping.

"People are comparing prices, they are going shopping prepared, they are avoiding impulse buying," Ms Bakewell said.

"They are being safe and sensible about their purchases and they are really looking about the victory of the bargain."

As a result, retailers needed to work harder to win the consumer dollar.

The report comprised an online survey of 1000 people, as well as four focus groups featuring women of different ages and family situations.