



Quality meats, veg stay on menu

SYDNEY: 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 their trusted brands and are not sacrificing certain core items such as quality meat and vegetables and house insurance, amid the global recession.

The findings are in a survey by research company 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 their approach to 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."

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

Some 84 per cent of respondents said they would not give up quality meat and vegetables even in a recession.



NO SUBSTITUTING: While consumers are increasingly looking for lower-priced alternatives they aren't willing to compromise when it comes to vegies, a survey has found