



Safe and sensible but canny shoppers like quality

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

They also are maintaining loyalty to their 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 research company Directional Insights on behalf of AMP Capital

Shopping Centres.

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," said Ms Bakewell.

"They are being safe and sensible about their purchases."

AMP Capital Shopping Centres head of marketing and communi-

cation Stuart Langeveldt said the report highlighted that consumers were still spending but were doing so 'on their own terms' and researching more to find the best price.

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

"Retailers need to appreciate that consumers are now more mission shoppers as opposed to leisure shoppers," said Mr Langeveldt.



Bargains in the boot when today's housewife hits the stores