



Smart shoppers rule

Justin Vallejo

IT MIGHT have been the worst economic climate since the Depression but not even the global financial crisis can get in the way of a good pair of shoes.

While almost half of all shoppers intend to spend less in every retail category, a report found consumers had adapted their GFC spending habits — and there were certain items people could not do without.

The Recommend Retail Practice report by AMP Capital Shopping Centres, which owns 39 centres across Australia and New Zealand, found people were still willing to spend their hard-earned as long as the purchase met a certain criteria — it must be “safe, savvy or sensible”.

Putting fiscal policy, GDP and falling world markets behind them, one in every two Australians refuse to go without certain items like a good

pair of jeans or shoes.

Eighty per cent of people won't give up buying quality meat, fruit or vegetables no matter how expensive they get or how much they have to cut back on the budget.

“Consumers’ intent to spend is up slightly from February,” AMP managing director of directional insights Helen Bakewell said.

“However, they remain cautious and are spending much more time researching the item, shopping around for best value or service and being selective where they spend.

“We are seeing from consumers, particularly the female shopper, a new set of terms under which they are now prepared to exchange their cash for a commodity.

“The trend is towards purchases that meet at least one of the three criteria — safe, savvy or sensible.”

Restaurants appear to be the big losers, with 46 per cent of people planning to spend less on eating out.

And while 41 per cent of people have spent less on household goods such as TVs, kitchenware and home-wares, more than 50 per cent intended to spend the same amount or more on technology items such as mobile phones, computers, gaming and iPods.

For Hills District shoppers Kristelle Fiori and Gemma Shelton, 21, there are just some things a girl should never go without.

Ms Shelton spent \$150 on a pair of shoes from Pitt St Mall.

“We work at a clothing shop and we really didn't see any change in spending six months ago but we're seeing a slowdown now,” she said.

Buying habits

- 79 per cent will not compromise on good quality meat and vegetables
- 1 in 2 Australians won't give up a good pair of jeans
- 1 in 2 will have their hair cut at a trusted hairdresser
- 46 per cent will spend less eating out
- 41 per cent intend to spend less on household goods



Bargain: Kristelle Fiori and Gemma Shelton hit the shops

Picture: Kristi Miller