

## **Convenience beats Discount Mentality on the Web**

*nextpractice-study: leisurely shopping expeditions replace the bargain hunting online*

Bremen. Goodbye discount mentality: a study of the Bremen-based research- and consulting firm, nextpractice, has revealed that, on the Web, the leisurely shopping expedition progressively replaces the focus on price. "On the very sales channel that has made the price comparison so popular, bargain hunting loses attractiveness," Professor Peter Kruse summarizes the surprising result. "Particularly for consumers with above-average online-shopping frequencies, price only plays a subordinate role." This even applies to fundamentally price-sensitive categories such as home electronics.

About one out of four online-shoppers indicated they would use the Internet for leisurely and undisturbed shopping from home: "This category has a considerably higher online-shopping frequency and their shopping behaviour is not very price-sensitive," Kruse explains. The benefit is rather seen in the untroubled browsing, and in getting inspired by new stimuli. "They are very competent in comparing product-features and base their shopping-decisions largely on emotional criteria."

The growing group of those who use the increased complexity of the Web and prefer convenience when shopping online is a great opportunity for vendors, the nextpractice-chairman emphasizes. Peter Kruse is convinced that "the customers' shifting value systems open new possibilities to break the spell of discount mentality." Therefore, it is recommended to upgrade the Web to an emotional world of experience instead of keeping to play the price-card. "Tomorrow's customer clearly is looking for enjoyable shopping expeditions."

### **About this Study**

In fall 2006, nextpractice conducted 103 in-depth interviews concerning the participants' shopping behaviour, different sales channels for technology products, and their value systems. The computer-assisted psychological interviewing-technique used for the assessment, nextexpertizer, reveals even unconscious attitudes and appraisals. According to the results, about one third of the participants mainly perceive the Internet as a place for bargain hunting. These "Active Smart Shoppers" look for the best deals on specific products. A smaller group, "High Quality Shoppers", focus on premium brands while about one out of four participants expect the same personal support and advising they are used to in the offline-world. Another 25 per cent are those in pursue of leisurely shopping expeditions using the Web for comfortable and undisturbed shopping from home. This group is not very price-sensitive and shops online more frequently than others.

Recently, nextpractice has conducted several Limbic Scans with nextexpertizer to reveal the value preferences of customers in branches as diverse as sporting goods, sweets and beverages. All these studies identified a growing group of those who turn away from discount mentality and short-lived hypes, valuing purpose and sustainability instead.