

## The Savvy Shopper - UK - December 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

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*"Mobile platforms and tools are already changing the savvy shopping repertoire. Increasing adoption of smartphones and tablets, as well as increased availability of online connectivity, signal a bright future for m-commerce and t-commerce."*

– Ina Mitskavets, Senior Lifestyles and Consumer Analyst

### This report looks at the following areas:

- How likely are people with higher household incomes to search for discounts?
- Is brand loyalty a thing of the past?
- What are the key barriers to signing up to a loyalty scheme?
- How do savvy shoppers use mobile apps?

Consumer loyalty is something that no brand can take for granted. Shoppers are used to the prevalence and variety of promotions that developed during the economic downturn, particularly in the FMCG (Fast-moving Consumer Goods) and leisure sectors. Consumers now expect to buy on discount and would not hesitate to switch to a different brand to get a better deal. Brands that want to create real loyalty through promotions would benefit from introducing value-added offers and focusing on improving their customer service, rather than simply getting involved in a price war with their competitors.

This report will explore the prevalence of loyalty schemes across various sectors, usage of discounts and special offers and the demographics of consumers who are more likely to take advantage of special deals in different market sectors. The report will also examine attitudes towards signing up to loyalty schemes, and the increasingly important role that mobile technology plays in facilitating commercial activity.

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