

TIME IS MONEY... AND IT'S WORTH IT!



84% GLOBALLY WOULD RATHER SEARCH FOR A GOOD DEAL OVER A QUICK PURCHASE

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There are probably very few people worldwide who wouldn't appreciate, gloat over or feel self-satisfied about getting an amazing price on an item they seek, big ticket or small. The question is, how many consider the time it takes to find a great deal worth the effort? Most of us, it turns out. Asked if they'd rather spend time looking for a good deal or pay more to make a quick, efficient purchase, only 16% globally opted for the just-buy-it choice, with more than four out of five, 84%, willing to hunt for the best price. With the art of shopping made so much easier thanks to apps that can show you pricing at multiple stores within a radius you determine, marketers would do well to do some comparison shopping before determining their own prices!

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