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## **ONLINE THE WINNER THIS YEAR WITH CHRISTMAS SHOPPING**

With Christmas only two weeks away, expect Aussies to jump online to source the best deals on Christmas presents.

According to the latest survey of more than 1,800 shoppers by Australia's largest comparison shopping network, [Getprice](#), battling for parking spots at shopping centres and navigating through big crowds are turning people away from Christmas shopping in-store.

Instead, the survey saw a huge demand for online shopping. The survey found that almost two thirds said have increased the amount of online shopping they do.

The survey also found a huge 87 percent of respondents had purchased online from an overseas retailer. More than half stated broader product availability was a key factor in shopping on international retail sites highlighting the fact that local retailers should make more of their product range available online.

Marketing director of Getprice, David Whiteman said that the survey highlights key opportunities for retailers.

“Over the year, we have seen more and more Australians realising the benefits of online shopping. We can expect this to peak during the busy Christmas retail period as other factors affecting the offline shopping experience like crowds and parking spaces become problematic.

“As a retailer, if you have not integrated a digital shopping experience, both web and mobile, with your retail store, you will lose out. It's now very easy for shoppers to go somewhere else to find what they're looking for.”

The survey also found:

- One in five respondents said they would shop less on international sites if the Australian dollar falls below 90 US cents. A further 16 percent said they would shop less on these sites if the dollar fell to less than 80 US cents.
- Just under three quarters (72 per cent) said that online fared better than offline when it came to price, deals or discounts.
- Three out of five people asked retailers to price match online prices but only half of those retailers would do so.

Mr Whiteman continued: “The boom of mobile shopping has provided consumers with more power when it comes to bargaining. However, when requesting a price-match, it's important that shoppers make sure they are comparing like for like. Product features and bundles, warranties, return policies, shipping costs, and personal customer service are all things that change the retail price.

“The results of this survey reiterate the strength of online retail in Australia and there are no signs of it slowing down. It's very exciting for Getprice to be a part of that growth and continuing to help shoppers get incredible deals every day.”

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**About [getprice.com.au](http://getprice.com.au)**

Getprice.com.au is Australia's largest comparison shopping network. Getprice allows consumers to make smart, informed purchasing decision by arming them with as much information on a particular product as possible, covering all stages in the consumer buying cycle. Merchants who list their products on Getprice are trusted, reputable retailers who have met a certain criteria in order to be listed on the site and who undergo regular reviews based on consumer feedback. There are 1200 retailers who list on Getprice and over 2 million offers. Getprice also has a mobile site and iPhone application for consumers to access and download to allow consumers to compare before they buy on the go.