

The secret to discount shopping

People think that anyone can find a discount when they shop. Most people will laugh at that statement. But break it down into the parts, and you realize that there are skills involved here. But in truth, some people are simply better shoppers than other people. If you are a student of consumer behavior, then you already know this fact. The entire field of consumer behavior exists because there are different styles of shopping that people use.

So what is the profile of the discount shopper? There are several traits that will tip you off that someone has a propensity for discount shopping. One of the most important shopping traits is patience. Bad shoppers are impatient. The thing about finding a good bargain is that you need a bit of timing. Because there are not sales all the time, you need to be at the store when a sale is actually happening. It takes some homework ahead of time to know where the best deals will be. The high quality shopper is planner and gets this information ahead of time.

Good discount shoppers also know the places to find this great deal info. This is an entirely different skill. This skill involves doing detective work to find the best sources for information about the best deals. Taken together, these shoppers are both disciplined and focused. In summary, a discount shopper is not someone who just happens on a sale and saves tons of money. If your objective is to save more money when shopping, then you should take away the lesson that you need both good sources and a focused approach to shopping. Taken together, these two skills will help you save big.

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