



In Search of a Good Deal

2022 Online Shoppers Report

At Brad's Deals, our mission is to help shoppers find a whole new level of value and savings that isn't too good to be true.

We are the safest place on Earth to find great deals you can trust.



The safest place to shop on Earth®

Our experts deliver a human-curated shopping experience, backed by proven technologies. What's more, our experts offer guidance for finding great deals and avoiding disappointments.

For retailers and brands, we provide high-quality consumer engagement at scale, along with valuable insights into what their target customers consider to be a great deal.

Ultimately, Brad's Deals sees a world in which shoppers and brands prosper together, building trust and loyalty one purchase at a time.

Together with our partners, we're creating a new norm for shopping in which every deal is real, every product is exactly as advertised, and every experience delivers undeniable value.



Executive summary

Brad's Deals has been looking for good deals online since 2001. We believe it's what makes us the safest place on earth for consumers to find great deals we can trust. And our experts and editors use technology and human insight to ensure every deal on our site is worthy of our label of "good deal".

We know good deals, but we wanted to know how well consumers know them.

We recently decided to ask an audience of online shoppers about how they judge a good deal. What makes them trust an online resource? What turns them off? And what tools would they use going forward to make the decisions that go into it?

The results of that study make us more determined than ever to help buyers find meaningful value in every online shopping experience.



Methodology

The 2022 Brad's Deals Online Shopper survey was conducted by Cambia Information Group.

Sample

- ✓ 504 general market respondents (recruited from online panels)
- ✓ Margin of error appx 4.4% (anything within 2% of each other is essentially a “tie”)

Screening Criteria

- ✓ U.S. only
- ✓ At least 18 years old
- ✓ Includes insights from five generations: Gen Z, Millennials, Gen X, Boomers and Silent Gen
- ✓ Must buy products online at least once a month, on average

Data Collection

- ✓ November 2 – November 9, 2021





Value is a combination of quality + price

Question: How important are each of the following when looking for a good deal online?
(Ranked by “Extremely important” + “Very important”)

Quality of product
or service



94%

Price



93%

Availability



90%

Selection /
options



88%

Free
shipping



86%

Shipping times
as expected



83%

Easy returns/
refunds



82%

Money-back
guarantees



73%

Positive customer
reviews



73%

Trusted brand
names



64%

Discounts /
coupons



63%

Live customer
service



46%

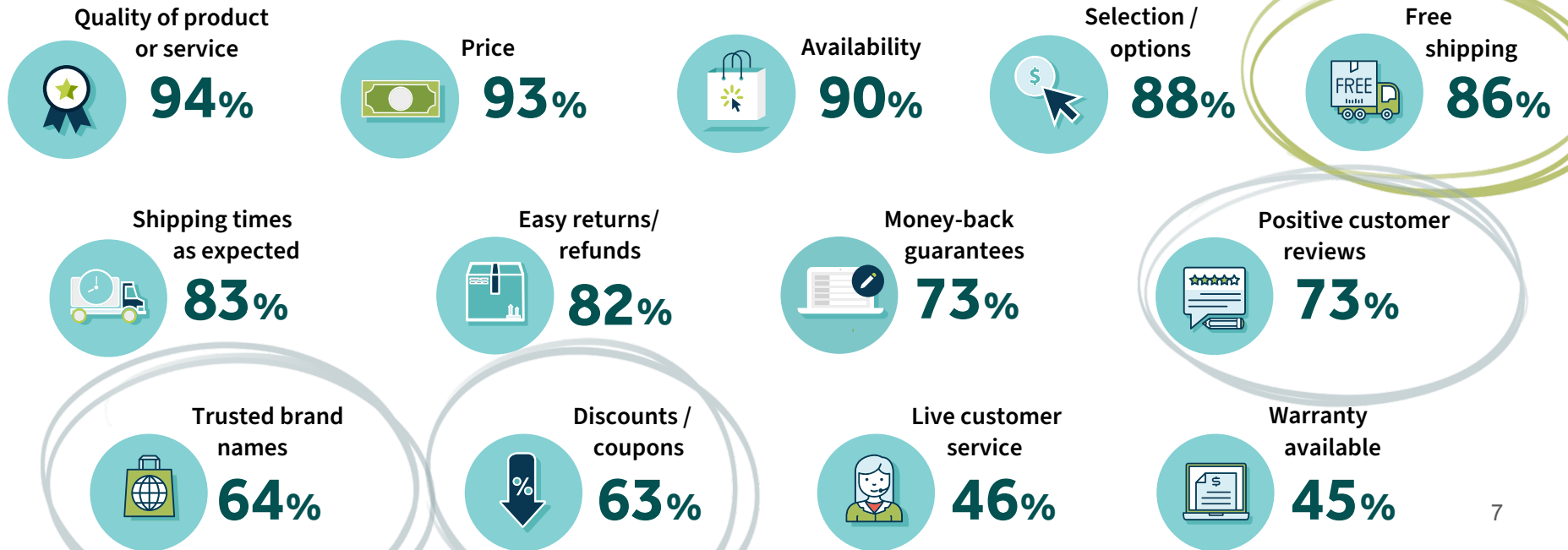
Warranty
available



45%

Free shipping matters more than reviews, brands or discounts

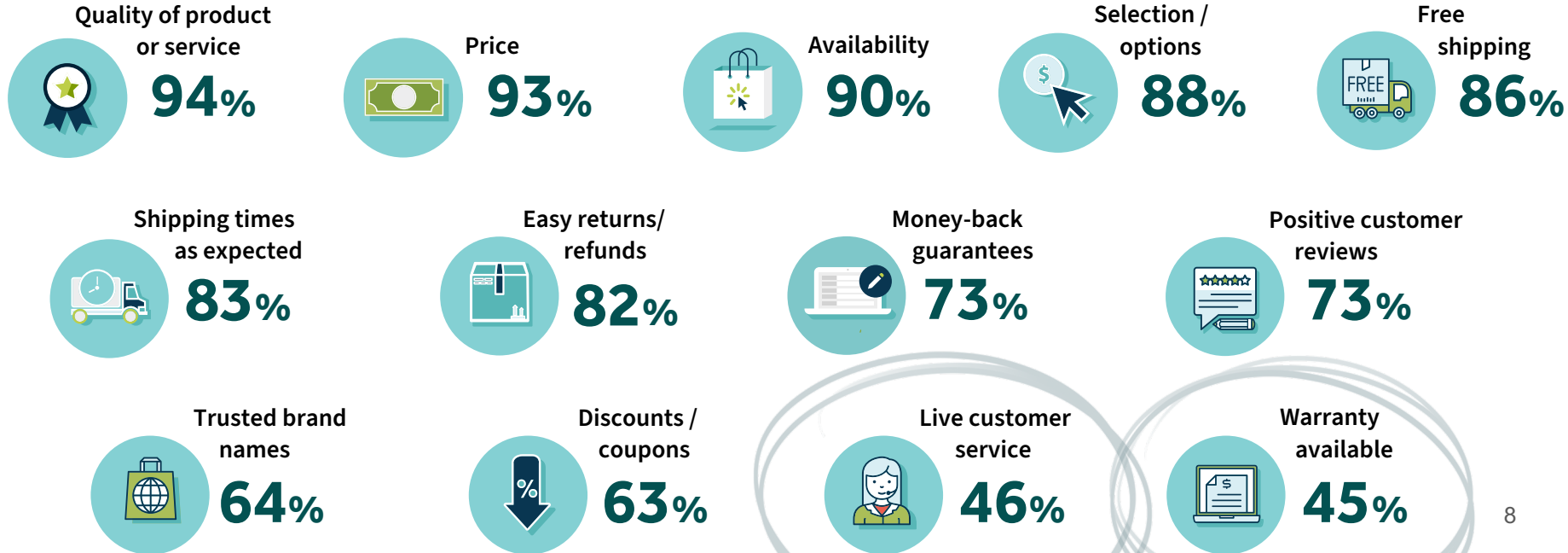
Question: How important are each of the following when looking for a good deal online?
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Live customer service & warranties matter least

Question: How important are each of the following when looking for a good deal online?
(Ranked by “Extremely important” + “Very important”)





Generational variances

Question: How important are each of the following when looking for a good deal online?
(Ranked by “Extremely important” + “Very important”)

Most preferences hold steady across generations, but there are a few variances:



care a little more
about **DISCOUNTS**
and **REVIEWS**



care a little more
about **SHIPPING**
TIMES and **REVIEWS**



care a little
more about
FREE SHIPPING



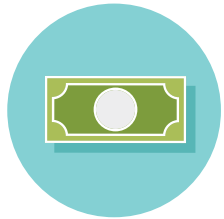
care a little more about
FREE SHIPPING and
EASY RETURNS





It really is about value—quality and price together— but free shipping is another important priority

Considering the same list, which of the following is MOST important when looking for a good deal online?



Price **35%**



Quality of product or service **20%**





Free Shipping **14%**

The *single* most important factor in finding a good deal is PRICE; QUALITY is a close second

FREE SHIPPING is a surprising but very clear third priority

Free shipping may even motivate shoppers to wait for products that aren't available yet, especially Gen Z

- Availability  6%
- Positive customer reviews  6%
- Easy returns / refunds  4%
- Discounts / coupons  3%
- Trusted brand names  3%
- Selection / options  3%
- Money-back guarantees  2%
- Live customer service  2%
- Shipping times as expected  1%
- Warranty available  **>1%**

Warranties are the least important across the board

A great online shopping experience — products as advertised & control over personal data



Imagine each of the following were available to you when you are shopping online.
Please rank the following in terms of your preference for each.

(Reporting percent ranked 1st or 2nd)

Products delivered
exactly as advertised



41%

The ability to maintain
total control over who
does and does not see
my personal data



30%

A service that tells
me where the best
deals are and
where to get them



12%

Live, human expert
double-checking validity
of deals and keeping me
safe from fraud



10%

Shopping sites know what
I like and recommend
products and deals that
appear to my preferences



6%

What Impacts Shoppers Trust?



Top drivers of distrust — Getting hacked, counterfeit products, marketing spammers, and products not as advertised

How much impact would each of the following have on your trust of an online shopping site?
(Ranked by “I would never use this site again” + “I would be very suspicious”)

Hackers using your
personal data to steal your
identity or money



86%

Counterfeit
products/brand
fakes



82%

Marketers getting ahold
of your information and
spamming you



76%

Products are not
as advertised (poor
quality, bad fit, etc.)



76%

Consumer
reviews aren't
authentic



70%

“Discounted” prices
aren't discounts / price
manipulation



66%

Return policies /
processes are
difficult



63%

No live person to speak
with when something
goes wrong



55%

Shipping times
are later than
expected



36%

Shipping times only impact trust a bit – shoppers seem to understand that supply chain issues are beyond an online shopping site’s control

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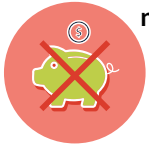
76%

Consumer reviews aren’t authentic



70%

“Discounted” prices aren’t discounts / price manipulation



66%

Return policies / processes are difficult



63%

No live person to speak with when something goes wrong



55%

Shipping times are later than expected



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Generational variances

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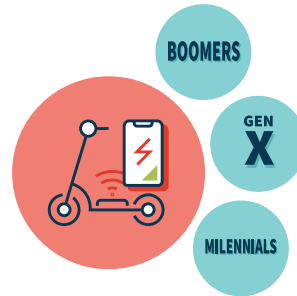
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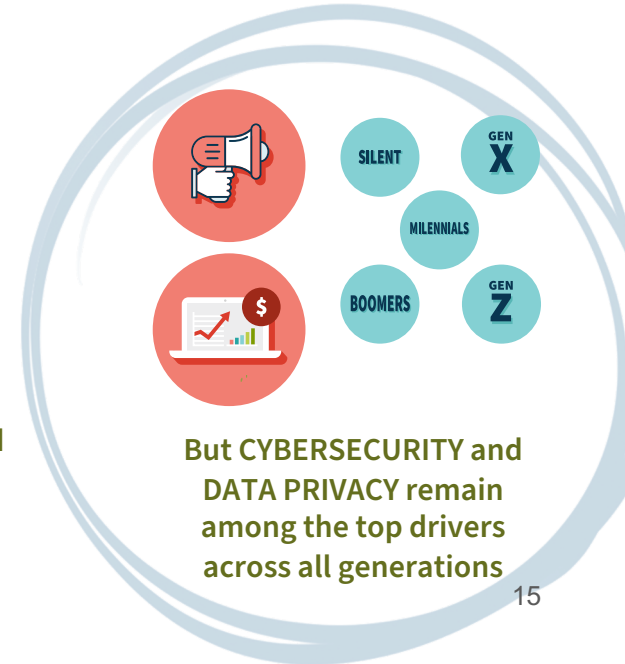
SPAMMERS impact trust more among older shoppers



HACKERS impact trust more among Gen Z



PRODUCTS NOT BEING AS ADVERTISED impacts trust among Millennials, Gen X and Boomers a little more than their younger Gen Z or older Silent Gen counterparts



But CYBERSECURITY and DATA PRIVACY remain among the top drivers across all generations

Trust with personal data major issue for the larger platforms

To what extent do you trust large online shopping sites like Amazon, Google and others to protect your data privacy?



I trust them completely. **24%**

I trust them to a certain degree. **53%**

I only trust them a little. **15%**

I don't trust them at all. **8%**

Only 1 in 4 completely trust platforms like Amazon and Google with data privacy

68% have varying degrees of doubt, and 8% don't trust them at all

The oldest (and most vulnerable) shoppers express the highest levels of trust



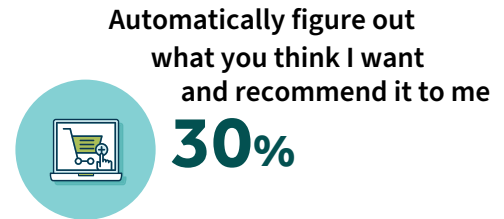
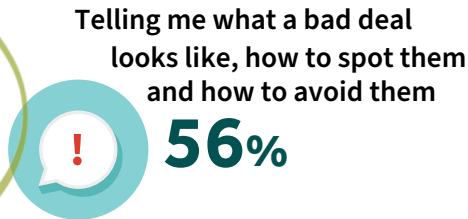
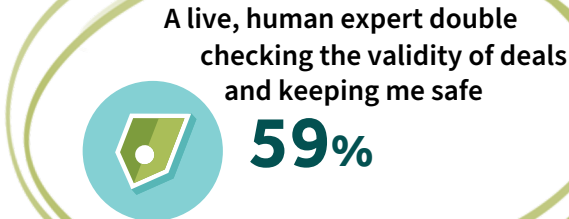
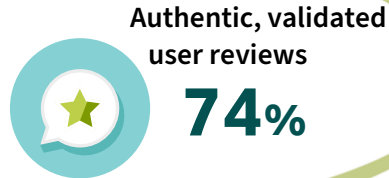
I trust them completely + I trust them to a certain degree

82%



Product specs, validated customer reviews, and HUMAN-CURATED experiences valued over automation

How important would each of the following be in helping you make sure you get a good deal online?
(Ranked by “Extremely important” + “Very important”)





THIS is where we see the most generational variance

How important would each of the following be in helping you make sure you get a good deal online?
(Ranked by “Extremely important” + “Very important”)



values price
comparisons +
reviews the most



value
customer reviews
the most



value
product specs
the most

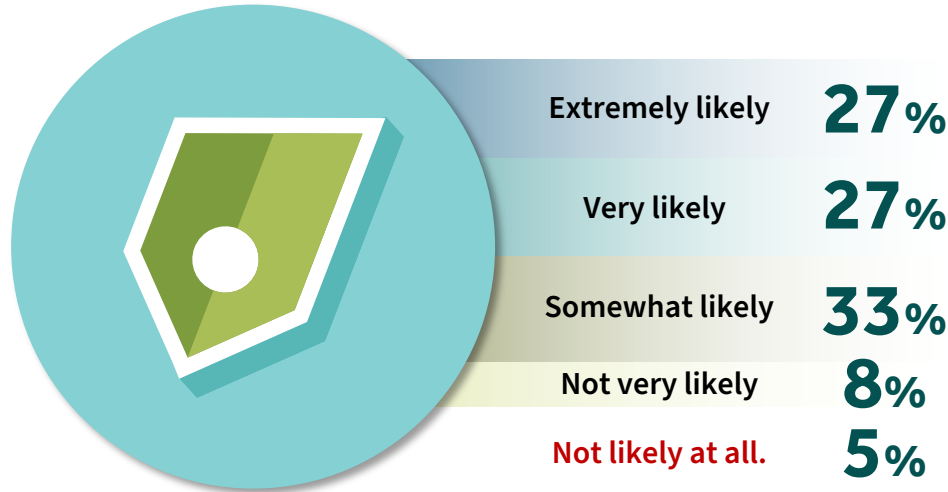




Subscribing to a free service to help find good deals

How likely would you be to subscribe to a free service that automatically tells you about the best deals on items you're looking for?

(Ranked by "Extremely likely" + "Very likely")



More than half are extremely or very likely to sign up for a service like Brad's Deals














In fact, only 1 in 8 said they wouldn't be likely to sign up

Millennials are the most likely group to subscribe
Silent Gen markedly least likely to subscribe





Biggest takeaways

-   Finding a great deal is ultimately about value—quality and price
-   And throughout the online experience, shoppers want the products to show up as advertised while maintaining control over their personal data
-  Free shipping is a surprisingly effective way to attract shoppers, or even get them to wait for long shipping times on the products they want
-   Cybersecurity, counterfeit products, marketing spammers, and products not showing up as advertised are the top drivers of distrust in online shopping sites
-   But only 1 in 4 completely trust platforms like Amazon and Google with their personal data; the rest have varying levels of doubt
-   Shoppers rely heavily on easy-to-understand product specifications and authentic, validated customer reviews, and they value human curation more than automated recommendations
-   There is quantifiable demand among active online shoppers for a service like Brad's Deals