

April-Survey_C2 Report 2026

Consumer Behavior Analysis
Survey Conducted: April 2026
Base: 292 Respondents

SECTION 1: Basic Profile Table

Question: Are you...?

GENDER	N	%
Male	123	42.1
Female	169	57.9
Mean	146.00	

Base: All Respondents (N = 292)

Question: What is your age?

AGE	N	%
45-54	62	21.2
18-24	32	11.0
35-44	68	23.3
55+	74	25.3
25-34	56	19.2
Mean	58.40	

Base: All Respondents (N = 292)

Question: Do you personally shop for any of the following categories?

options	N	%
Clothing & footwear	247	84.6%
Groceries & household essentials	263	90.1%
Electronics & gadgets	197	67.5%
Home & furniture	144	49.3%
Beauty & personal care	209	71.6%
Min (Home & furniture):	144	49.3
Max (Groceries & household essentials):	263	90.1

Base: All Respondents (N = 292)

Question: In the last 3 months, how often have you purchased a non-essential item at full price?

options	N	%
Sometimes — about half the time	111	38.0%
Always — I buy when I want, regardless of price	26	8.9%
Often — price rarely stops me	38	13.0%
Rarely — only if I absolutely couldn't find a deal	90	30.8%
Never — I always wait for a sale or discount	26	8.9%
Min (Always — I buy when I want, regardless of price):	26	8.9
Max (Sometimes — about half the time):	111	38.0

Base: All Respondents (N = 292)

Question: Which best describes your shopping mindset compared to 12 months ago?

options	N	%
I am slightly more deal-driven than before	92	31.5%
I am much more deal-driven than before	125	42.8%
My habits haven't changed	57	19.5%
I'm spending more freely than before	18	6.2%
Min (I'm spending more freely than before):	18	6.2
Max (I am much more deal-driven than before):	125	42.8

Base: All Respondents (N = 292)

Question: For which categories do you refuse to pay full price?

options	N	%
Electronics & tech accessories	160	54.8%
Clothing & footwear	163	55.8%
Beauty & skincare	101	34.6%
Groceries & dining	91	31.2%
Home goods & furniture	128	43.8%
Min (Groceries & dining):	91	31.2
Max (Clothing & footwear):	163	55.8

Base: All Respondents (N = 292)

Question: How do you most commonly find deals before buying?

options	N	%
Loyalty or rewards programs	102	34.9%
Social media influencers or creators	50	17.1%
Email newsletters or brand offers	38	13.0%
Waiting for major sale events (Black Friday, Prime Day, etc.)	68	23.3%
Promo code or cashback apps (e.g. Honey, Rakuten)	34	11.6%
Min (Promo code or cashback apps (e.g. Honey, Rakuten)):	34	11.6
Max (Loyalty or rewards programs):	102	34.9

Base: All Respondents (N = 292)

Question: Have rising prices in 2026 made you more deal-conscious than in previous years?

options	N	%
No change	37	12.7%
Yes, significantly more	149	51.0%
Yes, somewhat more	95	32.5%
No — I've always shopped this way	10	3.4%
Min (No — I've always shopped this way):	10	3.4
Max (Yes, significantly more):	149	51.0

Base: All Respondents (N = 292)

Question: Have you ever permanently switched brands because a competitor was on sale?

options	N	%
No — I stay loyal regardless of price	44	15.1%
Yes, but I eventually returned to my original brand	101	34.6%
Yes, and I never went back	76	26.0%
I tried a competitor on sale but didn't switch	71	24.3%
Min (No — I stay loyal regardless of price):	44	15.1
Max (Yes, but I eventually returned to my original brand):	101	34.6

Base: All Respondents (N = 292)

Question: How long are you willing to wait for an item to go on sale before buying at full price?

options	N	%
2–4 weeks	61	20.9%
A few days to 1 week	123	42.1%
As long as it takes — I set price alerts	56	19.2%
I won't wait — if it's not on sale, I simply don't buy it	52	17.8%
Min (I won't wait — if it's not on sale, I simply don't buy it):	52	17.8
Max (A few days to 1 week):	123	42.1

Base: All Respondents (N = 292)

Question: Has chasing deals ever led you to buy something you didn't really need?

options	N	%
No — I only buy things I already planned to purchase	45	15.4%
Yes, frequently — deals trigger impulse buys for me	48	16.4%
Rarely or never	58	19.9%
Yes, occasionally	140	47.9%
Min (No — I only buy things I already planned to purchase):	45	15.4
Max (Yes, occasionally):	140	47.9

Base: All Respondents (N = 292)

Question: How do you feel about brands that rarely or never offer discounts?

options	N	%
I wait and only shop them during rare sale events	37	12.7%
I respect it — it signals quality and confidence	70	24.0%
I feel priced out and look for alternatives	99	33.9%
It depends entirely on the brand and product	86	29.5%
Min (I wait and only shop them during rare sale events):	37	12.7
Max (I feel priced out and look for alternatives):	99	33.9

Base: All Respondents (N = 292)

Question: Looking ahead through the rest of 2026, do you expect your deal-seeking behaviour to:

options	N	%
Stay roughly the same	118	40.4%
Increase — prices are only going up	118	40.4%
I plan to cut overall spending, deal or no deal	24	8.2%
Decrease if the economy improves	32	11.0%
Min (I plan to cut overall spending, deal or no deal):	24	8.2
Max (Stay roughly the same):	118	40.4

Base: All Respondents (N = 292)

SECTION 2: Demographic Cross-Tabulation Analysis

Question: Do you personally shop for any of the following categories?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	292	100	212	251	218	279	388	672
Home & furniture	144	11 8%	29 20%	36 25%	27 19%	41 28%	47 33%	97 67%
Clothing & footwear	247	24 10%	50 20%	59 24%	51 21%	63 26%	93 38%	154 62%
Electronics & gadgets	197	19 10%	40 20%	51 26%	40 20%	47 24%	87 44%	110 56%
None of the above	0	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Beauty & personal care	209	19 9%	42 20%	45 22%	46 22%	57 27%	55 26%	154 74%
Groceries & household essentials	263	27 10%	51 19%	60 23%	54 21%	71 27%	106 40%	157 60%

Question: In the last 3 months, how often have you purchased a non-essential item at full price?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	292	32	56	68	62	73	122	169
Sometimes — about half the time	111	13 12%	20 18%	29 26%	25 23%	24 22%	38 34%	73 66%
Never — I always wait for a sale or discount	26	4 15%	7 27%	5 19%	2 8%	8 31%	9 35%	17 65%
Always — I buy when I want, regardless of price	26	5 19%	10 38%	7 27%	2 8%	2 8%	17 65%	9 35%
Often — price rarely stops me	38	3 8%	10 26%	10 26%	7 18%	8 21%	23 61%	15 39%
Rarely — only if I absolutely couldn't find a deal	90	7 8%	9 10%	17 19%	26 29%	31 34%	35 39%	55 61%

Question: Which best describes your shopping mindset compared to 12 months ago?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	292	32	56	68	62	74	123	169
I'm spending more freely than before	18	5 28%	6 33%	4 22%	1 6%	2 11%	11 61%	7 39%
I am much more deal-driven than before	125	7 6%	20 16%	29 23%	34 27%	35 28%	50 40%	75 60%
I am slightly more deal-driven than before	92	13 14%	20 22%	24 26%	17 18%	18 20%	35 38%	57 62%
My habits haven't changed	57	7 12%	10 18%	11 19%	10 18%	19 33%	27 47%	30 53%

Question: For which categories do you refuse to pay full price?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	292	65	123	156	129	170	256	387
Electronics & tech accessories	160	17 11%	32 20%	37 23%	36 23%	38 24%	76 48%	84 53%
Groceries & dining	91	9 10%	15 16%	24 26%	17 19%	26 29%	40 44%	51 56%
Clothing & footwear	163	14 9%	26 16%	39 24%	36 22%	48 29%	61 37%	102 63%
Home goods & furniture	128	12 9%	27 21%	36 28%	18 14%	35 27%	42 33%	86 67%
Beauty & skincare	101	13 13%	23 23%	20 20%	22 22%	23 23%	37 37%	64 63%

Question: How do you most commonly find deals before buying?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	292	32	56	68	62	74	123	169
Loyalty or rewards programs	102	8 8%	21 21%	22 22%	26 25%	25 25%	33 32%	69 68%
Waiting for major sale events (Black Friday, Prime Day, etc.)	68	4 6%	13 19%	15 22%	10 15%	26 38%	26 38%	42 62%
Social media influencers or creators	50	13 26%	9 18%	12 24%	13 26%	3 6%	29 58%	21 42%
Promo code or cashback apps (e.g. Honey, Rakuten)	34	3 9%	7 21%	12 35%	8 24%	4 12%	20 59%	14 41%
Email newsletters or brand offers	38	4 11%	6 16%	7 18%	5 13%	16 42%	15 39%	23 61%

Question: Have rising prices in 2026 made you more deal-conscious than in previous years?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	292	32	56	68	62	73	122	169
No change	37	4 11%	4 11%	9 24%	11 30%	9 24%	16 43%	21 57%
Yes, somewhat more	95	12 13%	19 20%	24 25%	14 15%	26 27%	46 48%	49 52%
Yes, significantly more	149	15 10%	31 21%	31 21%	36 24%	36 24%	59 40%	90 60%
No — I've always shopped this way	10	1 10%	2 20%	4 40%	1 10%	2 20%	1 10%	9 90%

Question: Have you ever permanently switched brands because a competitor was on sale?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	292	32	56	68	62	74	123	169
I tried a competitor on sale but didn't switch	71	5 7%	10 14%	19 27%	12 17%	25 35%	22 31%	49 69%
Yes, and I never went back	76	8 11%	16 21%	18 24%	18 24%	16 21%	31 41%	45 59%
Yes, but I eventually returned to my original brand	101	16 16%	23 23%	17 17%	25 25%	20 20%	46 46%	55 54%
No — I stay loyal regardless of price	44	3 7%	7 16%	14 32%	7 16%	13 30%	24 55%	20 45%

Question: How long are you willing to wait for an item to go on sale before buying at full price?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	292	32	56	68	62	74	123	169
As long as it takes — I set price alerts	56	3 5%	9 16%	15 27%	10 18%	19 34%	17 30%	39 70%
I won't wait — if it's not on sale, I simply don't buy it	52	6 12%	8 15%	12 23%	14 27%	12 23%	25 48%	27 52%
A few days to 1 week	123	19 15%	27 22%	23 19%	25 20%	29 24%	58 47%	65 53%
2-4 weeks	61	4 7%	12 20%	18 30%	13 21%	14 23%	23 38%	38 62%

Question: Has chasing deals ever led you to buy something you didn't really need?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	292	32	56	68	61	74	122	169
Rarely or never	58	9 16%	7 12%	8 14%	10 17%	24 41%	17 29%	41 71%
Yes, occasionally	140	12 9%	28 20%	39 28%	33 24%	28 20%	57 41%	83 59%
No — I only buy things I already planned to purchase	45	2 4%	4 9%	9 20%	10 22%	20 44%	26 58%	19 42%
Yes, frequently — deals trigger impulse buys for me	48	9 19%	17 35%	12 25%	8 17%	2 4%	22 46%	26 54%

Question: How do you feel about brands that rarely or never offer discounts?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	292	32	56	68	62	74	123	169
I wait and only shop them during rare sale events	37	3 8%	5 14%	12 32%	10 27%	7 19%	13 35%	24 65%
I respect it — it signals quality and confidence	70	11 16%	23 33%	14 20%	12 17%	10 14%	37 53%	33 47%
It depends entirely on the brand and product	86	6 7%	10 12%	15 17%	24 28%	31 36%	29 34%	57 66%
I feel priced out and look for alternatives	99	12 12%	18 18%	27 27%	16 16%	26 26%	44 44%	55 56%

Question: Looking ahead through the rest of 2026, do you expect your deal-seeking behaviour to:

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	292	32	56	68	62	74	123	169
Stay roughly the same	118	11 9%	22 19%	25 21%	28 24%	32 27%	53 45%	65 55%
Decrease if the economy improves	32	8 25%	4 13%	9 28%	5 16%	6 19%	16 50%	16 50%
I plan to cut overall spending, deal or no deal	24	3 13%	2 8%	3 13%	5 21%	11 46%	10 42%	14 58%
Increase — prices are only going up	118	10 8%	28 24%	31 26%	24 20%	25 21%	44 37%	74 63%