

# How Britain Shops 2009 - Electricals

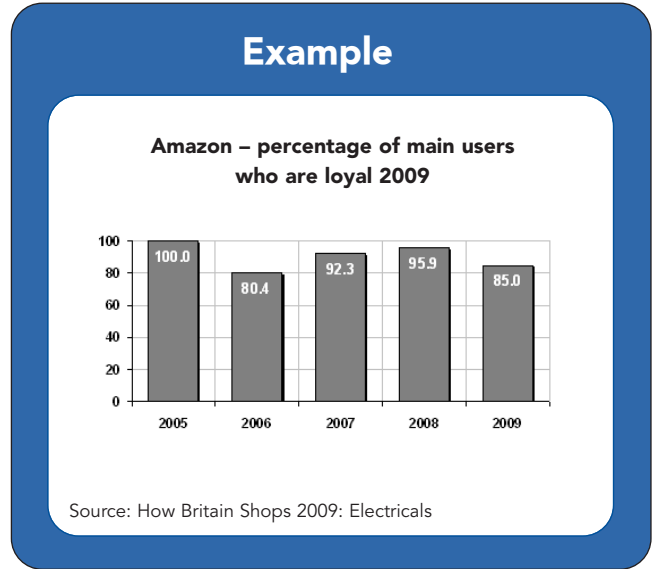
For the third year in a row price becomes more significant, as a result of the recessionary climate and the increasing ease with which the prices of branded electricals items can be compared. Service is also becoming more important, as consumers look for guidance on increasingly complicated technology and products. Range and convenience fall in importance as shoppers are beginning to take these factors for granted, largely because of the Internet.

## Some key questions answered by this report:

- How has Amazon achieved the largest increase in main user share?
- What impact has Tesco's and Asda's launching of direct services had on their visitor/main user share?
- How have traditional shopper priorities have been affected by the recession and what impact has this had on loyalty to certain retailers?

## Companies profiled in this report:

- Amazon
- Argos
- Asda
- Comet
- Currys
- John Lewis
- Tesco



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