

For immediate release
27 June, 2017

The retail giant that has the nation divided

- ➔ 47% of Australians are excited about Amazon's arrival
- ➔ The prospect of cheap prices outweighs concern for local businesses
- ➔ Online shopping hacks to get bang for your buck

27 June 2017, Sydney, Australia – While Amazon has officially confirmed its launch in Australia, new research from finder.com.au, the site that compares virtually everything, shows Aussies are divided on the retail giant's arrival.

Half of the population (47%) is excited about the retailer coming to Australia, hanging out for cheaper deals, a bigger range of products and fast delivery.

But it turns out most (53%) aren't so keen, preferring to shop at brick and mortar stores, or worried about its impact on local business.

Bessie Hassan, money expert at finder.com.au, says while Amazon appeals to many shoppers, some of us could take some convincing.

"While it is certainly grabbing a lot of headlines in Australia, Amazon needs to prove what all the fuss is about before most consumers will change their buying habits," she says.

"Over the years, Aussies have become savvy at sourcing better-priced goods elsewhere, whether it's shopping online via overseas retailers, or taking advantage of price match guarantees."

Looking at those who aren't excited about its arrival, 14% say they can already buy everything they want online while 12% prefer to go shopping in-store. Only 9% are worried about Amazon destroying local businesses.

“There’s no doubt Amazon poses a threat to local retailers, but ultimately the big winners will be consumers,” says Ms Hassan.

Amazon who? A further 9% of Australians don’t even know what it is, with 14% of Gen Y scratching their heads over it compared to just 6% of Baby Boomers.

“The retail sector is highly competitive in Australia, with [stores discounting hard](#) to attract shoppers. But only time will tell if the Amazon offering is attractive enough.”

Gen Y is the most excited about Amazon’s expansion into Australia, with 68% anxiously awaiting its arrival down under, compared to 47% of Gen X and just 26% of Baby Boomers.

Western Australians (28%) are most excited about the huge range of products Amazon has to offer, with Queenslanders next in line at 22%.

Interestingly, adults living with their parents are far more likely (33%) to be excited about potentially cheaper Amazon prices than homeowners (14%) -- this is most likely due to a difference in disposable income.

How to make sure you’re getting the best bargain

1. Sign up to newsletters

Some online stores sweeten the deal by offering a [sign-up or first-purchase discount](#). Signing up usually means you’ll start receiving newsletters and promotional emails, but don’t worry, you can always unsubscribe later if it gets too overwhelming.

2. Abandon a full shopping cart

Register to a store and shop as you normally would, but don’t check out just yet. Leave your cart for a few days. To entice you to buy the goods, some retailers might send you a reminder with a little bonus discount.

3. Google it

It’s so easy and takes no more than two minutes. Before you take the plunge, type the product’s exact name into Google and see if there’s a better deal. You could even find a second hand option on eBay and save even more.

4. Look for a coupon

Before you check out, see if there’s a coupon code you use for a further discount. You might be in luck and pinch some extra pennies.

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About us

More than 3 million Australians turn to finder.com.au every month to help them save money, time, and make important life choices. We compare virtually everything from credit cards,

phone plans, health insurance, travel deals and much more.

Our free service is 100% independently-owned by two Australians Fred Schebesta and Frank Restuccia. Since launching in 2006, we've helped our users make more than 17 million decisions.

We continue to expand and launch around the globe, and now operate in the United States and United Kingdom. For further information visit www.finder.com.au.