

## What you need to discount shop

People think that anyone can find a discount when they shop. I know that sounds funny. 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. I think this is often overlooked by people who do not study consumer behavior very closely. 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. A big one is patience. Shoppers who are impatient are not particularly good at finding bargains. There is certainly timing involved in finding a good bargain at a store. Deals don't just happen all the time, you need to be at the store when a sale is running. 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.

In addition to doing the homework ahead of time, the best shoppers know where to look. While similar, this is a different capability. So you can say that the second trait of a high quality shopper is being a bit of a detective. So they essentially have the detective skills and the discipline to follow through and go to the sale. 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. If you can do these two things I'm sure you will save a bunch of money while shopping.

## About the Author

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