

rate **quality** as the most important factor when making purchases compared to price at 38%

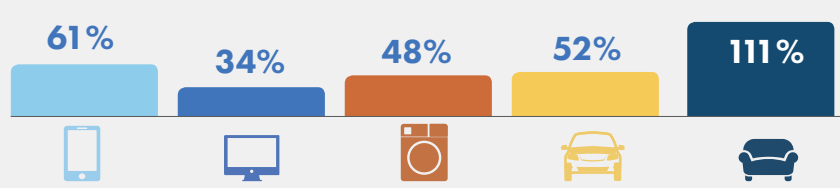
The influence of discounts on consumers' purchase decisions **dropped from March 2017 to December 2017** in the following categories:



**CHANGE IN THE NUMBER OF PEOPLE WHO SAY DISCOUNTS DO NOT INFLUENCE THEIR PURCHASE DECISIONS**

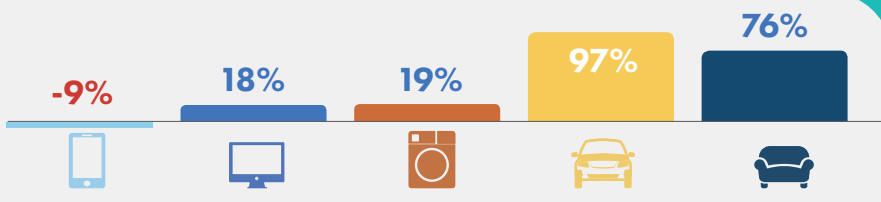
**MEN**

The percentage of men who said that discounts have no influence on their purchase decision increased in all categories, and more than doubled in furniture



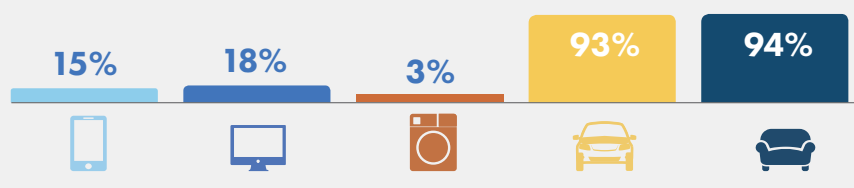
**WOMEN**

While the percentage of women who said that discounts have no influence on their purchase decisions decreased with smartphones, it increased across all other categories, with vehicles nearly doubling



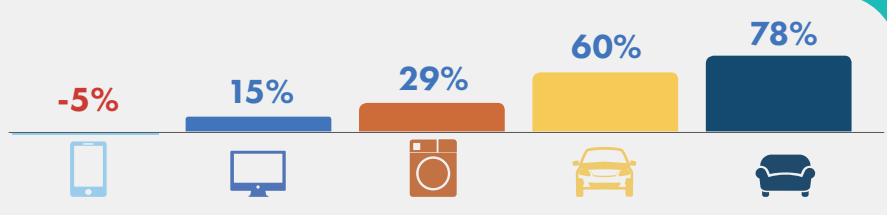
**MILLENNIALS**

The percentage of Millennials who said that discounts have no influence on their purchase decisions increased in all categories, with the biggest increases in vehicles and furniture



**GEN X**

While Gen Xers who said that discounts have no influence on their purchase decisions decreased with smartphones, they increased across all other categories



**BABY BOOMERS**

The percentage of Baby Boomers who said that discounts have no influence on their purchase decisions more than doubled in furniture and increased significantly in all other categories

