Retailers do more to draw in the crowds

Amid the economic downturn, retailers are lining up offers to attract spenders for the year-end Christmas shopping spree.

VivoCity has commissioned a Dick Lee musical to get people to loosen their purse strings.

For its second anniversary, VivoCity commissioned Dick Lee to produce a musical. With a minimum purchase of $80 between Nov 14 and Dec 8, shoppers can redeem a pair of complimentary tickets to the show.

Paragon is offering shopping vouchers to Citibank Paragon Platinum and MasterCard cardholders and has a festive lucky draw with prizes worth over $20,000. Its general manager, Mrs Linda Kwan, says, "We hope to maintain the consumer spending on a year-on-year comparison."

Apart from the festive ambience and activities, "getting the best value" will be the main motivator for consumer purchase decisions during this current economic climate, says Ms Yvonne Low, director of marketing at Courts.

For its upcoming sale, Courts negotiated with its partners to bring in some items in bulk so as to "pass on the savings to its customers". For the first time, it will offer free gift-wrapping with a minimum spending of $30.

Over at Best Denki, Mr C.J. Raj, director of marketing, operations, merchandising and overseas business development, anticipates a change in demand from very high value items to items which are value-for-money.

He says the Japanese retailer has lined up offers on energy-efficient products to help consumers cut costs and it is reining its customer loyalty programme.

On the other hand, Tangs will conduct more Christmas in-store events by holding cooking lessons using its appliances to make festive goodies such as Christmas turkeys, log cakes and mince pies.

"We are mindful of the current economic concerns and will work harder to help our shoppers save and make a good justification for their spending," says Ms Teri Lim, senior marketing and communications, Tangs.

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