



Shawbrook Bank



FrOMO – Frustration Of Missing Out

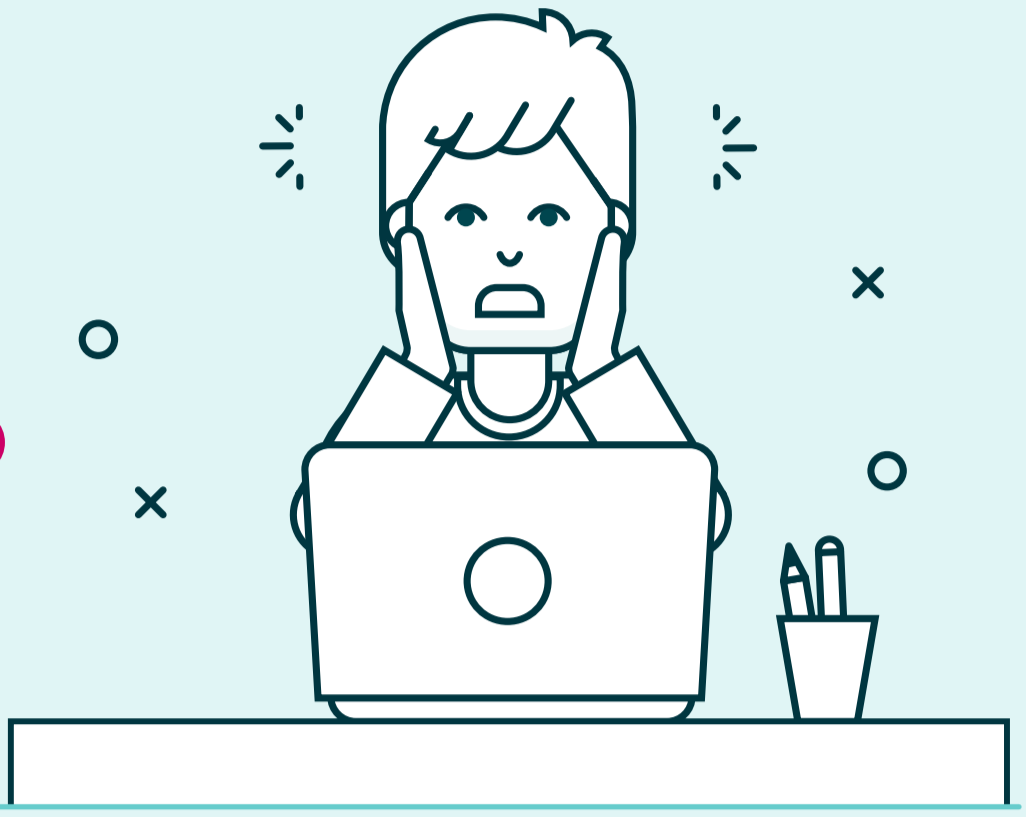
Noun informal – the feeling of anger and disappointment you get when you miss out on advertised prices and end up paying more than expected.

When it comes to shopping online it seems that UK consumers are suffering from a chronic case of FrOMO! Here's what shoppers* really feel about how brands advertise 'teaser' pricing online.

*2,000 UK consumers surveyed by 3Gem, 2018

74%

have experienced FrOMO

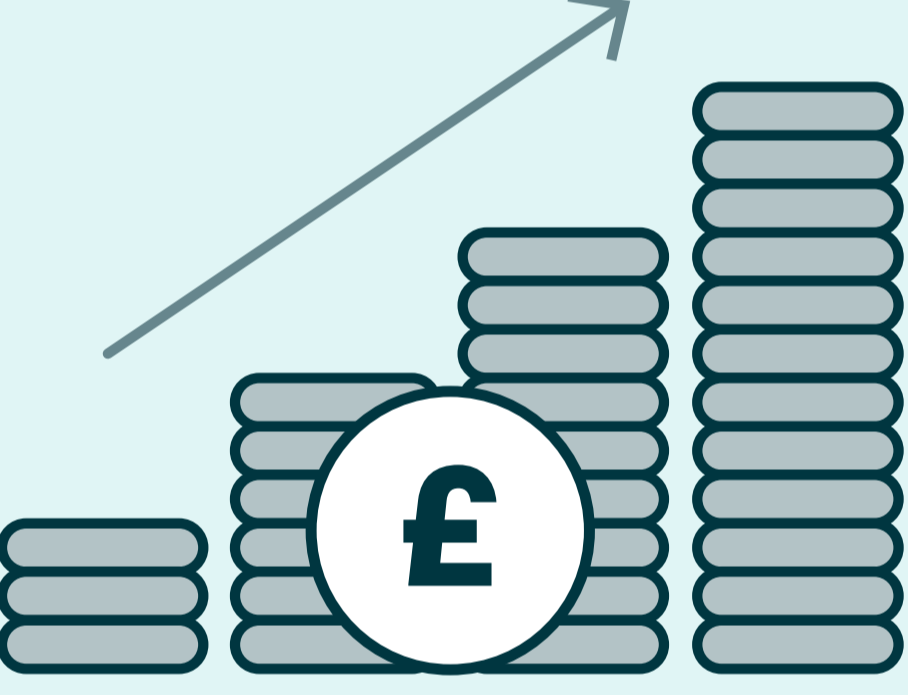


85%

expect to pay the original advertised price

84%

agree the price advertised online should be the price you pay

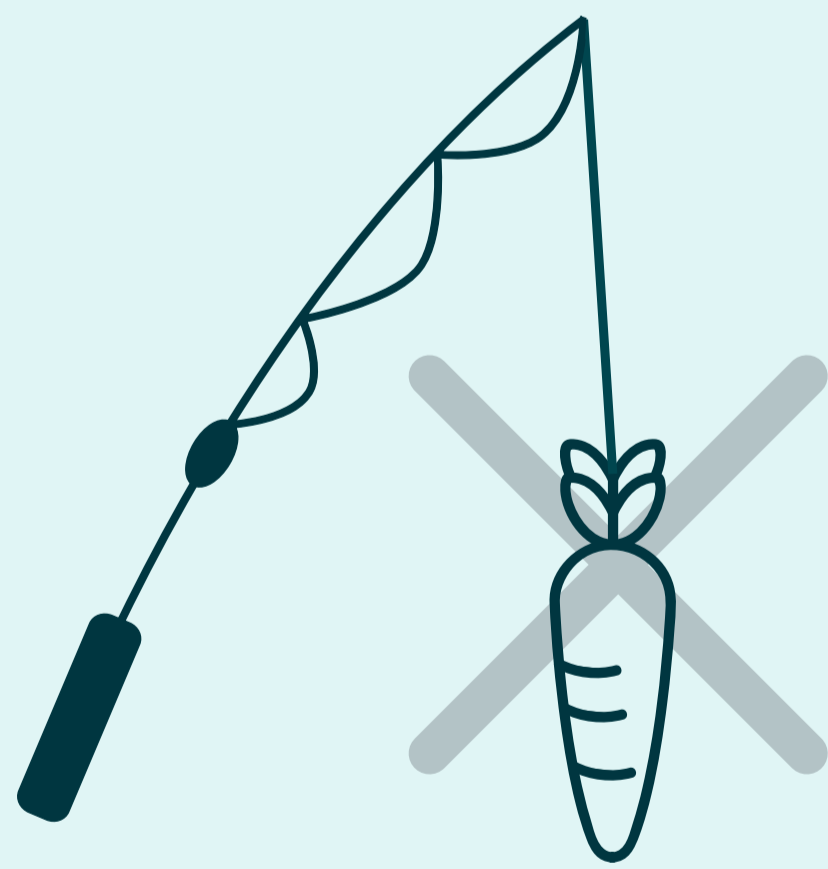


69%

have ended up paying more than the original advertised 'teaser' price

79%

feel cheated when they have to pay more than the advertised price



64%

dislike brands that use "teaser" prices

54%

are less likely to recommend brands that use "teaser" prices



35%

have used discount codes to secure a deal or cheaper price

Break free from FrOMO
visit shawbrook.co.uk/FrOMO
to find out more