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Four special days were there in the one billion dollar group, suggests the data gathered by ComScore. In the holiday season to date (November 01 through December 16, 2011), consumers have spent \$30.9 billion.

This holiday season merchants went excited over front loading the deals of Christmas gifts and other items in individual days of the holiday season. Has this excitement paid off? In view of the sales they raked in special days, it is safe to say that retail industry's efforts of reviving dampened shopping mood of consumers with the intervention of discounts and other incentives remained successful.

Four special days were there in the one billion dollar group, suggests the data gathered by ComScore. In the holiday season to date (November 01 through December 16, 2011), consumers spent stunning \$30.9 billion on Christmas presents and things for personal uses. That was a straight 15 per cent upswing from \$26.9 billion in the corresponding period last year, as per a record of the world's leading ecommerce tracker.

Among one billion dollar group included Cyber Monday Nov 28 (\$1.25 billion), Green Monday Dec 12 (\$1.13 billion), Free Shipping Day Dec 16 (\$1.07 billion), and Thanksgiving Weekend Nov 26, 27 (\$1.03 billion).

These all special occasions saw 14 to 22 per cent growth in sales.

The rebound is observed to have sprung up in the mid of flurry of discounts or specifically called Christmas deals. Erosion in buying power has now made buyers sensitive to price tags.

There is also permanence in consumer behavior of snagging coupons as Michal Essay said at Daily Deal Media coupon clipping is as old as retail is.

Naturally, buyers rush to promotional discounts to save money and get a hold on bargains. Evidently retailers were more prepared this holiday season to hook up with the reluctant buyers through special offers on

Christmas decorations and a number of other products. Concentration on special days was obvious.

Typically, free shipping is also an incentive for online shoppers and e-retailers well cashed in on the consumer's preference to a product that promised them free of charge delivery.

ComScore mentioned almost half of the products were delivered free in the season to date.

“Free shipping is undoubtedly one of the most important incentives for consumers and has become a key driver of online buying activity over the past few years,” said comScore chairman Gian Fulgoni in a press release.

“This season has seen a continuation of the trend where an increasing percentage of transactions involve free shipping, as more consumers demand it and more retailers provide it. During the week of Thanksgiving and Cyber Week we saw at least 3 in 5 transactions use free shipping, significantly

higher rates than weâ€™ve ever previously observed.â€•

Obviously, who donâ€™t like to receive Christmas gifts by just paying tagged prices and without shelling out delivery charges?

Spending on gifts is on the rise with buyers purchasing products for their dear and near ones.

It is already midway through December and most buyers have finished shopping except those who can be put in the categories of laggards or smart shoppers on the prowl for last minute deals that are discarded at the throwaway prices in the end.

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