

Online Consumer Survey Provides Insights On Gift Card Spending And More This Holiday Season

eBillme.com's Online Spending Index survey details an increase in sales of gift cards this holiday season.

November 4, 2010 (FPRC) --RYE BROOK, NY -- eBillme.com the safest way to pay online, has now released a survey conducted by Javelin Strategy & Research providing information on consumer spending this holiday season.

According to the eBillme Online Spending Index, a quarterly survey detailing consumer spending trends online, 69 percent of consumers surveyed stated they will buy at least one gift card for the holidays this year. 38 percent of consumers plan to spend more online for holiday gifts this year, a nine percent increase over last year. This quarter consumers were also asked how long it took to pay off last year's holiday purchases. 33 percent of respondents enjoyed a debt-free holiday by paying cash for all of last year's purchases. The survey conducted by Javelin Strategy & Research polls 1,200 consumers to measure estimated online spending per quarter and other outlying factors pertaining to the results.

"The holidays are just around the corner and we know many retailers need insight on how consumers shop. The fact that 69 percent of consumers plan on purchasing gift cards is evidence that they are approaching holiday shopping in a different way this year. Using gift cards online is an excellent way to save time, money and effort. We expect to see similar shopping habits this year as more consumers recognize gift cards are a convenient and affordable means of shopping." said Samer Forzley, Vice President of Marketing at eBillme.com.

Consumers were also surveyed about when and where they planned to shop. 11 percent of participants plan to do most of their holiday shopping on Cyber Monday, while 48 percent plan to avoid Black Friday shopping in favor of shopping online.

"We will see an increase in shopping online this year which will put Internet retailers in a better position to attract customers and sales. Although consumers are still spending cautiously because of economic uncertainty, the online shopping increase is a positive sign that consumer confidence is on the rise." said Forzley.

About eBillme.com:

Since 2005, eBillme has been transforming the online shopping experience. Over 800 stores currently accept eBillme, allowing shoppers to buy online and pay securely through their own bank's online bill pay system. Merchants who accept eBillme payments include Sears, Kmart, Buy.com, ShoeBuy.com and more.

Contact Information

For more information contact Samer Forzley of eBillme.com (<http://www.ebillme.com/>)
866-365-6632

Keywords

[gift card](#)

[gift cards online](#)
[gift cards](#)

You can read this press release online [here](#)