

## Unwanted Christmas Gifts: “Thanks but No Thanks” Re-selling doesn’t cause guilt for hard-nosed Brits

*MadBid.com study Reveals “It’s not the thought that counts” for 55% of Brits who resell, exchange or give away*

London, 17<sup>th</sup> January 2012 – [MadBid.com](http://MadBid.com), the leading pan European pay-to-bid Interactive Social Auction site, reveals the results from its latest shopping survey\* which shows that 55% of Brits have no qualms about getting rid of undesired presents– with 35% giving away or exchanging their gifts; 18% re-selling them and even 2% throwing them away this January. These trends indicate that in the UK the practice of keeping a gift for sentimental reasons (“it’s the thought that counts”) or out of politeness is not longer heeded to.

Brits seem hard-nosed when compared to other shoppers in Spain and Italy. The research shows that people in these countries are less likely to resell, exchange or give away gifts with around two-thirds of Spanish shoppers (63%) and Italian shoppers (67%) keeping Christmas presents even if they do not like them.

*“Interestingly exchanging or reselling unwanted Christmas presents in the UK is seen as fairly acceptable, compared to other countries such as Spain and Italy where this is not a common practice” said Juha Koski, Founder and MD of MadBid.com “This means that in Britain, instead of a post-holiday slump, many e-commerce businesses are actually seeing an increase in traffic as people are selling Christmas gifts that they either don’t want or can’t use”*

### Employees Ease New-Year Woes By Shopping Online

The study also shows that employees are using retail therapy to get away from back-to-work blues and pressures this January. In the UK over 36% of those questioned admit to shopping online at work, and for 1 in 10 people it’s to first thing they do when they get to their desks in the morning! The rest wait until their lunchtime break for their shopping fix. Italians are the biggest online shoppers in the workplace with 41% admitting to buying online in office hours versus only 31% in Spain and 36% in UK.

MadBid.com is a unique and innovative auction platform and offers users a unique, fun and secure way to shop. It currently has over 2,000,000 registered users, and over 1,600 different brand-new products including LED TVs, tablets, laptops, the latest smartphones and cars, from premium brands such as Apple, Samsung and LG. Users can expect to save on average 81% on the original recommended retail price.

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### **Survey**

\* The MadBid.com shopping survey analysed the online buying behaviour 14,852 internet users across the UK, Ireland, Spain and Italy. The survey was conducted in December 2011 & January 2012.

### **About MadBid.com**

Founded in the UK in 2008, MadBid.com is the leading Pan European pay-to-bid Interactive Social Auction platform, operating in seven European countries including Italy, Germany, Spain, Sweden, Finland and Ireland as well as the UK. It has over 2,000,000 registered users globally, over 1,000,000 unique visitors per month and over 360,000 completed auctions.

MadBid.com is in the UK's 'The Guardian' Tech Media Invest 2010 as one of the Top 30 IT companies in the UK and number one in its e-commerce category.

This unique and innovative platform allows users to bid on over 1,600 different premium products such as laptops, iPhones, TVs, cameras, health and beauty products, houseware furniture, cars and more. MadBid.com offers customers an exciting shopping experience with a twist where users can buy a range of desirable consumer goods by placing bids through the site and save on average 81%\* on RRP (as confirmed by independent accounting firm BDO®).

*\*includes final auction closing price and cost of bids*

**Website:** <http://uk.MadBid.com/>

**Facebook :** <http://www.facebook.com/MadBid.Auctions>

**Twitter:** <https://twitter.com/MadBid>

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