
E The Commission's retail price comparisons

The Commission conducted price comparisons on a select range of identical retail goods across Australian bricks and mortar and online retailers, and international online retailers (table E.1). The table consists of randomly chosen goods, where cost comparisons could be made.

There are a range of goods which Australian consumers can purchase online from international retailers. However, where there was no **identical** offering in an Australian bricks and mortar or online store, comparisons have not been included in the analysis. Such inconsistencies indicate the greater variety of goods available through overseas online shopping, rather than a price advantage. This was the case in particular for many items of apparel and outdoor retail goods.

Goods sold by overseas retailers which would not ship to Australia (because of manufacturer or brand restrictions), were also not included. While there are ways for Australian consumers to bypass this obstacle — for example, through redirect shipping services in the United States which enable consumers to direct their purchase to an American address before having the product shipped to Australia (examples include Shipito.com and MyUS.com) — determining the appropriate weight/size of packages to account for these added shipping and delivery costs in the table would render the comparison potentially unreliable.

Due to time constraints in compiling comparisons and the lack of available identical products for some retailer-types, gaps appear in the table. As well, the prices indicated in the comparison table are not intended to be an exhaustive list, nor necessarily the lowest prices available. This work is for illustrative purposes only, to give an indication of the extent of dispersion in the prices of goods across retailers and retailer-types. No statistical weight should be put on the outcomes from this survey due to the limited number of goods and retailers included. The main drivers of price differences and related issues revealed by this work and other similar surveys are discussed in chapter 6.

Table E.1 Price comparisons of identical goods — an Australian consumer's perspective
\$AUD

<i>Product^a</i>	<i>Australian bricks and mortar^b</i>			<i>Australian online</i>			<i>International online</i>	
Computer and electronics								
<i>Retailer</i>	<i>A1^d</i>	<i>A2</i>		<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	
Canon IXUS 105IS digital camera (17/5/11)	176.00	169.95		185.00	188.00	218.90	124.00	
>>>Shipping/postage ^c	na	na		9.90	35.30	14.95	64.00	
>>>Total	176.00	169.95		194.90	223.30	233.85	188.00	
<i>Retailer</i>	<i>A1</i>	<i>A2</i>		<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>
Sony Handycam DCR SR68 (2/6/11)	448.00	436.00		453.75	488.57	491.31	276.00	367.00
>>>Shipping/postage	na	na		9.90	10.00	12.00	86.36	0.00
>>>Total	436.00	436.00		463.65	498.57	503.31	362.36	367.00
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>		<i>C1</i>	
Kodak P725 Digital Photo Frame (31/5/11 – 1/6/11)	77.00	86.85	119.00	85.00	99.00		52.51	
>>>Shipping/postage	na	na	na	12.00	15.00		36.48	
>>>Total	77.00	86.85	119.00	97.00	114.00		88.99	
<i>Retailer</i>	<i>A1</i>	<i>A2</i>		<i>B1</i>	<i>B2</i>			
Acer Aspire 18" 8950G Notebook (17/5/11)	2498.00	2796.00		2399.95	2723.00			
>>>Shipping/postage	na	na		0.00	0.00			
>>>Total	2498.00	2796.00		2399.95	2723.00			
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>
Nikon Coolpix L23 Digital Camera (17/5/11)	99.00	99.00	99.00	92.00	96.80	96.80	80.00	96.31
>>>Shipping/postage	na	na	na	9.90	9.90	9.90	36.50	19.80
>>>Total	99.00	99.00	99.00	101.90	106.70	106.70	116.50	116.11

Table E.1 (continued)

<i>Product^a</i>	<i>Australian bricks and mortar^b</i>			<i>Australian online</i>			<i>International online</i>		
<i>Retailer</i>	<i>A1^d</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	
iPod Dock CD Clock Radio – Sony ICFCD3IP (1/6/11 – 2/6/11)	149.00	149.00	149.00	89.95	113.00	156.50	87.17	99.47	
>>>Shipping/postage ^c	na	na	na	9.95	16.00	9.50	51.57	45.19	
>>>Total	149.00	149.00	149.00	99.90	129.00	166.00	138.74	144.66	
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	<i>C3</i>
Sony NEX-5 Digital Camera with 18-55mm SLR Lens (2/6/11)	1097.00	896.00	1046.00	1122.95	789.95	1026.95	598.00	630.00	772.99
>>>Shipping/postage	na	na	na	0.00	9.95	9.95	52.25	47.00	0.00
>>>Total	1097.00	896.00	1046.00	1122.95	799.90	1036.90	650.25	677.00	772.99
Toys and games									
<i>Retailer</i>	<i>A1</i>	<i>A2</i>		<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	<i>C3</i>
Monopoly Revolution Board Game (31/5/11-1/6/11)	69.95	80.00		59.95	59.95	56.16	23.45	21.08	41.69
>>>Shipping/postage	na	na		4.95	13.95	0.00	26.95	38.43	9.19
>>>Total	69.95	80.00		64.90	73.90	56.16	50.40	59.51	50.88
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	
L.A. Noire video game (PS3) (31/5/11)	88.00	88.00	104.99	77.68	56.25	56.50	61.45	38.99	
>>>Shipping/postage	na	na	na	0.00	8.95	8.90	2.99	9.99	
>>>Total	88.00	88.00	104.99	77.68	65.20	65.40	64.44	48.98	
<i>Retailer</i>	<i>A1</i>	<i>A2</i>		<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	
Nerf-N-Strike Vulcan toy (31/5/11 – 1/6/11)	89.99	59.94		65.32	109.99	89.95	66.43	64.75	
>>>Shipping/postage	na	na		0.00	7.95	9.95	44.80	59.79	
>>>Total	89.99	59.94		65.32	117.94	99.90	111.23	124.54	

Table E.1 (continued)

<i>Product^a</i>	<i>Australian bricks and mortar^b</i>			<i>Australian online</i>			<i>International online</i>		
<i>Retailer</i>	<i>A1^d</i>	<i>A2</i>		<i>B1</i>	<i>B2</i>	<i>B3</i>			
MATTEL Turbo Glo Buzz Lightyear Deluxe toy (31/5/11)	69.00	79.99		79.00	83.00	79.99			
>>>Shipping/postage ^c	na	na		8.80	6.95	7.95			
>>>Total	69.00	79.99		87.80	89.95	87.94			
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	<i>C3</i>
Call Of Duty Black Ops (PS3) (12/7/11)	100.00	74.00	89.00	76.99	56.99	47.75	74.95	29.99	7.65
>>>Shipping/postage	na	na	na	0.00	0.00	8.90	0.00	14.99	14.99
>>>Total	100.00	74.00	89.00	76.99	56.99	56.65	74.95	44.98	22.64
<i>Retailer</i>	<i>A1</i>	<i>A2</i>		<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	<i>C3</i>
The Sims Medieval: Limited Ed. Game (PC) (12/7/11)	98.00	89.00		52.95	45.68	89.95	119.95	29.45	24.49
>>>Shipping/postage	na	na		0.00	0.00	5.95	0.00	9.95	8.99
>>>Total	98.00	89.00		52.95	45.68	95.90	119.95	39.40	33.48
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>		<i>C1</i>	<i>C2</i>	<i>C3</i>
Transformers 3 Mechtech Leader Bumblebee (12/7/11)	79.99	65.00	79.00	109.00	94.99		73.62	44.70	74.52
>>>Shipping/postage	na	na	na	0.00	0.00		0.00	22.29	0.00
>>>Total	79.99	65.00	79.00	109.00	94.99		73.62	66.99	74.52
<i>Retailer</i>	<i>A1</i>	<i>A2</i>		<i>B1</i>			<i>C1</i>		
Barbie I Can Be a Bride Doll Set (12/7/11)	44.64	42.99		89.72			46.59		
>>>Shipping/postage	na	na		19.55			27.64		
>>>Total	44.64	42.99		109.27			74.23		

Table E.1 (continued)

<i>Product^a</i>	<i>Australian bricks and mortar^b</i>		<i>Australian online</i>			<i>International online</i>			
<i>Retailer</i>	<i>A1^d</i>	<i>A2</i>	<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>		
Razor Ripstik Castorboard (12/7/11)	92.00	99.00	129.00	89.90	99.90	55.88	55.91		
>>>Shipping/postage ^c	na	na	9.95	18.60	18.60	51.40	51.26		
>>>Total	92.00	99.00	138.95	108.50	118.50	107.28	107.17		
Health and beauty									
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	<i>C3</i>
Britney Spears Circus Fantasy 100ml (31/5/11)	49.95	67.15	79.00	39.90	39.95	48.50	48.00	33.91	42.39
>>>Shipping/postage	na	na	na	9.95	7.95	4.95	0.00	15.37	8.48
>>>Total	49.95	67.15	79.00	49.85	47.90	53.45	48.00	49.28	50.87
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>		<i>C1</i>	<i>C2</i>	<i>C3</i>
Lancome Hypnose Spray 50ml (2/6/11)	116.95	88.40	130.00	73.00	66.00		66.00	52.70	53.75
>>>Shipping/postage	na	na	na	0.00	0.00		0.00	14.84	22.51
>>>Total	116.95	88.40	130.00	73.00	66.00		66.00	67.54	76.26
<i>Retailer</i>	<i>A1</i>			<i>B1</i>	<i>B2</i>		<i>C1</i>	<i>C2</i>	<i>C3</i>
Elizabeth Arden Intervene 3-in-1 Cleanser Exfoliator Primer 150ml/5oz (2/6/11)	48.00			21.99	25.00		19.50	14.95	6.32
>>>Shipping/postage	na			0.00	0.00		0.00	0.00	4.02
>>>Total	48.00			21.99	25.00		19.50	14.95	10.34
<i>Retailer</i>				<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	<i>C3</i>
Clinique Full Potential Lips Plump & Shine 4.7ml (2/6/11)				25.00	21.99	26.95	19.50	9.38	7.46
>>>Shipping/postage				0.00	0.00	0.00	0.00	8.40	2.11
>>>Total				25.00	21.99	26.95	19.50	17.78	9.57

Table E.1 (continued)

<i>Product^a</i>	<i>Australian bricks and mortar^b</i>			<i>Australian online</i>			<i>International online</i>		
<i>Retailer</i>	<i>A1^d</i>	<i>A2</i>		<i>B1</i>	<i>B2</i>		<i>C1</i>	<i>C2</i>	<i>C3</i>
Maybelline Instant Age Rewind Eraser Treatment Foundation (4/6/11 – 5/6/11)	22.00	23.50		12.95	13.95		5.87	6.53	5.59
>>>Shipping/postage ^c	na	na		5.00	4.95		4.62	9.33	12.11
>>>Total	22.00	23.50		17.95	18.90		10.49	15.86	17.70
Books, DVDs and music									
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	<i>C3</i>
Australians: Origins to Eureka (hardcover) (1/6/11)	59.95	59.99	59.99	34.45	42.35	44.35	21.68	33.93	25.88
>>>Shipping/postage	na	na	na	0.00	7.00	6.50	8.43	0.00	8.86
>>>Total	59.95	59.99	59.99	34.45	49.35	50.85	30.11	33.93	34.74
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	<i>C3</i>
Born This Way: Lady Gaga album (1/6/11)	17.99	21.99	19.99	21.45	19.90		13.95	11.19	
>>>Shipping/postage	na	na	na	0.00	2.00		0.00	8.99	
>>>Total	17.99	21.99	19.99	21.45	21.90		13.95	20.18	
<i>Retailer</i>	<i>A1</i>	<i>A2</i>		<i>B1</i>	<i>B2</i>		<i>C1</i>	<i>C2</i>	<i>C3</i>
Harry Potter 7 (paperback) Signature ed. UK (18/5/11)	22.95	22.99		20.91	17.00		13.00	13.27	14.41
>>>Shipping/postage	na	na		0.00	7.00		0.00	0.00	0.00
>>>Total	22.95	22.99		20.91	24.00		13.00	13.27	14.41
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	<i>C3</i>
The Oxford Shakespeare: Complete Works (hardcover) (31/5/11)	110.00	54.95	38.95	42.72	42.52	44.40	21.81	24.29	32.38
>>>Shipping/postage	na	na	na	0.00	7.00	6.50	8.42	8.88	13.54
>>>Total	110.00	54.95	38.95	42.72	49.52	50.90	30.23	33.17	45.92

Table E.1 (continued)

<i>Product^a</i>	<i>Australian bricks and mortar^b</i>			<i>Australian online</i>			<i>International online</i>		
<i>Retailer</i>	<i>A1^d</i>	<i>A2</i>		<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>		
The Fighter (DVD) (31/5/11)	22.98	24.95		34.95	31.95	24.95	15.44		
>>>Shipping/postage ^c	na	na		0.00	0.00	7.95	7.47		
>>>Total	22.98	24.95		34.95	31.95	32.90	22.91		
<i>Retailer</i>	<i>A1</i>			<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>		
Friends – season 1-10 Complete Collection DVD (Anniv. Ed.) (31/5/11)	190.99			165.00	139.95	139.95	84.77		
>>>Shipping/postage	na			0.00	0.00	0.00	0.00		
>>>Total	190.99			165.00	139.95	139.95	84.77		
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	<i>C3</i>
John Howard: Lazarus Rising (hardcover) AU (1/6/11)	44.99	58.95	59.99	43.99	49.97	50.95	32.78	47.92	58.62
>>>Shipping/postage	na	na	na	0.00	0.00	6.50	8.43	0.00	0.00
>>>Total	44.99	58.95	59.99	43.99	49.97	57.45	41.21	47.92	58.62
<i>Retailer</i>	<i>A1</i>	<i>A2</i>		<i>B1</i>	<i>B2</i>		<i>C1</i>		
Recurring Dream – Very Best of Crowded House CD (1/6/11)	32.99	14.99		13.51	27.99		9.95		
>>>Shipping/postage	na	na		0.00	2.00		0.00		
>>>Total	32.99	14.99		13.51	29.99		9.95		
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>				
Russell Coight's All Aussie Adventures S1 & S2 (1/6/11)	24.99	19.99	24.97	24.99	23.86				
>>>Shipping/postage	na	na	na	4.99	0.00				
>>>Total	24.99	19.99	24.97	29.98	23.86				

Table E.1 (continued)

<i>Product^a</i>	<i>Australian bricks and mortar^b</i>			<i>Australian online</i>			<i>International online</i>		
<i>Retailer</i>	<i>A1^d</i>	<i>A2</i>	<i>A3</i>	<i>B1</i>	<i>B2</i>	<i>B3</i>	<i>C1</i>	<i>C2</i>	<i>C3</i>
Roald Dahl's Scrumdidlyumptious Story Collection (paperback) UK (2/6/11)	49.95	49.95	49.95	42.46	44.95	40.00	22.66	33.24	22.65
>>>Shipping/postage ^c	na	na	na	3.50	6.50	6.95	0.00	0.00	13.48
>>>Total	49.95	49.95	49.95	45.96	51.45	46.95	22.66	33.24	36.13
Outdoor and apparel									
<i>Retailer</i>	<i>A1</i>	<i>A2</i>		<i>B1</i>			<i>C1</i>		
Spalding NBA Never Flat Basketball (18/7/11)	74.99	74.99		70.00			87.57		
>>>Shipping/postage	na	na		8.50			7.81		
>>>Total	74.99	74.99		78.50			95.38		
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>A3</i>				<i>C1</i>	<i>C2</i>	
NIKE Dri-Fit Feather Light Hat (18/7/11)	29.99	30.00	30.00				26.30	18.78	
>>>Shipping/postage	na	na	na				12.11	28.89	
>>>Total	29.99	30.00	30.00				38.41	47.67	
<i>Retailer</i>	<i>A1</i>	<i>A2</i>					<i>C1</i>		
Ralph Lauren Men's Polo Shirt (18/7/11)	109.95	109.95					119.88		
>>>Shipping/postage	na	na					0.00		
>>>Total	109.95	109.95					119.88		
<i>Retailer</i>	<i>A1</i>						<i>C1</i>	<i>C2</i>	
Nike Women's Everyday Fit + Trainers (18/7/11)	139.00						89.91	105.00	
>>>Shipping/postage	na						0.00	25.00	
>>>Total	139.00						89.91	130.00	

Table E.1 (continued)

<i>Product^a</i>	<i>Australian bricks and mortar^b</i>		<i>Australian online</i>		<i>International online</i>		
<i>Retailer</i>	<i>A1^d</i>	<i>A2</i>	<i>B1</i>				
Everlast Mens Gym Hoodie (16/8/11)	74.99	74.00	50.00				
>>>Shipping/postage ^c	na	na	9.50				
>>>Total	74.99	74.00	59.50				
<i>Retailer</i>	<i>A1</i>	<i>A2</i>			<i>C1</i>	<i>C2</i>	<i>C3</i>
Everlast MMA Sparring Gloves (19/10/11)	74.99	74.99			39.00	28.78	31.22
>>>Shipping/postage	na	na			28.04	17.21	33.82
>>>Total	74.99	74.99			67.04	45.99	65.04
<i>Retailer</i>	<i>A1</i>	<i>A2</i>	<i>B1</i>	<i>B2</i>			
Sherrin Lyrebird Leather AFL football (27/10/11)	39.95	39.99	40.00	35.00			
>>>Shipping/postage	na	na	8.50	12.00			
>>>Total	39.95	39.99	48.50	47.00			
<i>Retailer</i>	<i>A1</i>	<i>A2</i>			<i>C1</i>	<i>C2</i>	<i>C3</i>
Michael Kors MK5300 Watch (27/10/11)	399.00	399.00			294.28	172.27	207.65
>>>Shipping/postage	na	na			16.02	38.08	27.40
>>>Total	399.00	399.00			310.30	210.35	235.05

Table E.1 (continued)

Retailer	A1	A2	C1
EPL Manchester United Men's Home Jersey 2010/2011 – Red (31/10/11)	199.99	199.99	75.72
>>>Shipping/postage	na	na	9.42
>>>Total	199.99	199.99	84.14

^a Prices of the identical goods from multiple retailers were collected within the same one or two day period. ^b Where the retailer is a multichannel retailer, the price on the online catalogue is assumed to be the same as the price of the good in the bricks and mortar store. ^c All delivery charges are based on the cheapest delivery option available. Prices do not take into account discounts or reductions in shipping costs which may accompany multiple purchases of goods. ^d The table preserves the anonymity of retailers, with the categories reflecting only the different types of retailers (that is, 'A' retailers represent different Australian bricks and mortar retailers and 'B' retailers represent Australian online retailers). Each individual retailer code (for example, A1, A2 etc.) is therefore not unique or representative of a *specific* retailer.

Source: PC Research (2011).