Displaying Pricing on My Website will Scare Away Prospects – Fact or Fiction

Many independent retailers think,

"I can't show my pricing on my website. It will be perceived as too high and result in losing potential business!"

We have heard this from hundreds of retailers. Frankly, before conducting this survey, we *thought* there might be some truth to this belief. However, we found the idea that displaying your prices results in the loss of potential business is - fiction. It is simply not true – and we can prove it!

Much like going to a restaurant that doesn't include prices on their menu leads you to believe you can't afford to eat there, shopping a website without prices leads your prospects to believe they can't afford to shop with you. In fact, during our research we found that not displaying prices was a deterrent for over 84% of shoppers.

Between June 8th and July 20th of 2014 we surveyed 1,468 consumers from all over the United States. We wanted our survey to be as broad as possible, so we took special care to make sure we talked with people not only from big cities but also from small towns. We succeeded! More than 19% of the people we surveyed were from very small towns (less than 5,000 residents).

Number of Survey Responses by Population

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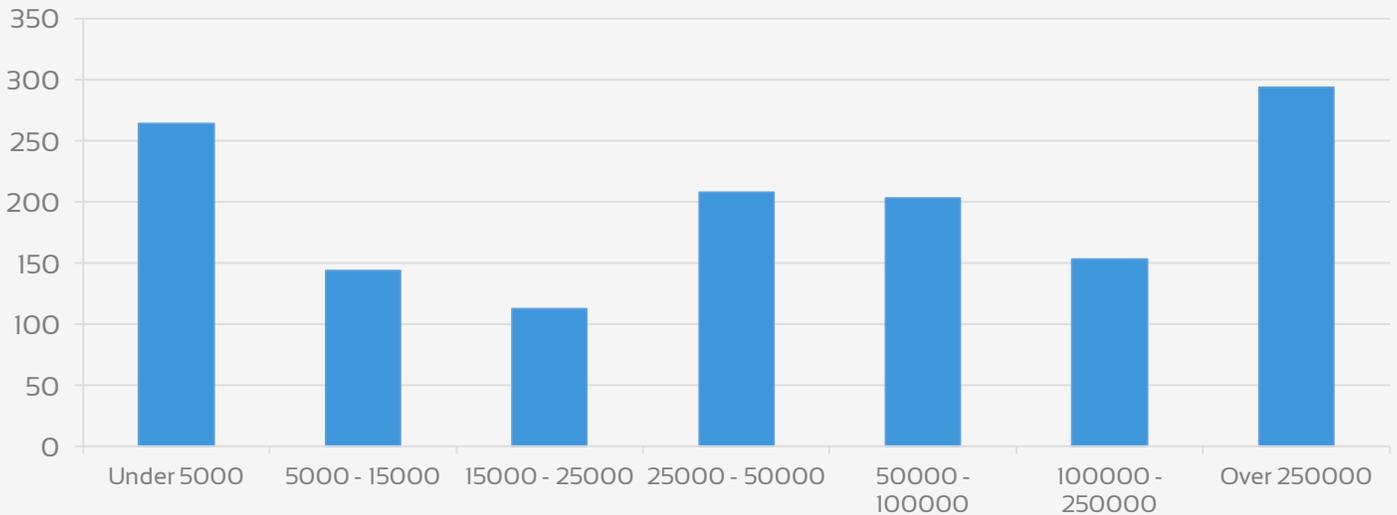
Our survey asked respondents how they felt and what they do when a site they are shopping on does not display prices. The data revealed that **84.5% of people would leave the site!**

How do you feel and what do you do when a site you are shopping on does not display prices?
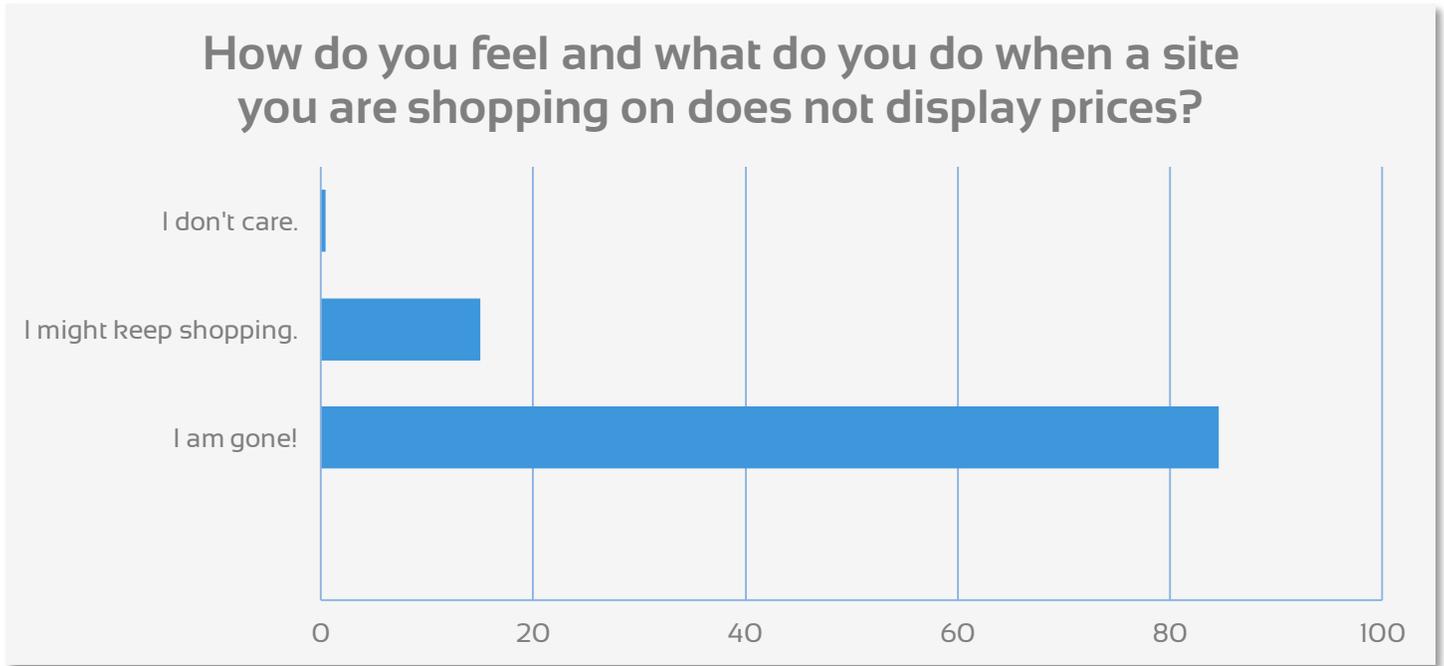
Those numbers don't leave much room for guessing...visible pricing matters!

Now we can assure you we asked very specific and targeted questions of our respondents. Each scenario and corresponding questions were focused on the purchase of an appliance, a new piece of furniture, new mattress or electronics. We wanted to ensure they were in the right mind-set and knew we weren't talking about an average online shopping experience for a new book or a t-shirt.

Now with that in mind, let's take a look at the respondent's comments. We asked them to leave a comment only if they felt strongly about the topic. The comments we received are even more powerful than the numbers.

Here are just a few of the comments from the respondents about sites that don't display pricing.

"I never trust a site that does not display prices." – 61 Year Old Woman, Memphis, TN

"I am extremely uncomfortable shopping without knowing the prices before hand. I don't trust businesses that hide price information." – 30 Year Old Man, Chicago, IL

"It makes no sense to shop without prices." – 28 Year Old Man, Cincinnati, OH

"I like to know what I'm spending. Hiding your prices reminds of the old adage; "If you have to ask then you can't afford it"." – 41 Year Old Man, Houston, TX

"No price, it's too high." – 28 Year Old Woman, Friendswood, TX

"I need to know the prices to make a decision. I would assume everything is priced too high." – 37 Year Old Woman, Monticello, IN

Looking at these comments, we see a prospective on pricing that blew us away!

If you don't show your prices, your prospects will make the assumption that you have something to hide or they can't afford to shop in your store.

Do you see that logic...that connection?
No price means the price is too high.

The exact opposite of what you are hoping for when you don't show prices is actually happening! You don't show your prices for fear of them being perceived as too high. By not showing them, you are guaranteeing that prospective customers believe they are too high.

If you want to win more business, you need a website that allows you to easily set and control prices for your products. Retailer Web Services can help, call us today!