



Settle. Seoul

EVERYDAY LIFE · INDIVIDUAL ARTICLE PDF

Spend less, live well: smart shopping in Seoul.

Coupons, everyday discounts and smarter shopping — without buying more than you need.

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Links in this PDF open the official source or the online guide. Opening hours, prices, programmes and access rules change — confirm with the responsible operator before you travel.

THE ESSENTIALS

- A discount saves money only when it lowers the cost of something you actually need.
- Collecting a coupon and applying it are separate steps — check the final total before paying.
- Promotions, memberships and eligibility change: always check the live terms.

Official routes: Shopping & setting up home · Banking & everyday payments · Sending money home · The apps that run everyday Seoul.

COUPONS

How to find and use a coupon

Many Korean shopping sites distinguish between collecting a coupon and applying it. Seeing a discount advertised does not necessarily mean it has reduced your bill. Start with the shops you already use — you do not need dozens of apps.

A simple checkout routine

- Sign in to the retailer's official website or app.
- Look for 쿠폰 (kupon), 혜택 (hyetaek) or 이벤트 (ibenteu) — coupons, benefits or promotions.
- Select 쿠폰 받기 (kupon batgi) or 다운로드 (daunrodeu) to collect an eligible coupon.
- Read the minimum spend, expiry date and excluded products.
- Add only the items you need, then look for 쿠폰 적용 (kupon jeogyong) at checkout.
- Confirm the final amount, including delivery, before paying.

Labels worth recognising

- 할인 (harin) — discount
- 행사상품 (haengsa sangpum) — promotional item
- 최소 주문금액 (choeso jumun geumaek) — minimum order
- 최대 할인금액 (choedae harin geumaek) — maximum discount
- 사용기한 / 유효기간 (sayong gihan / yuhyo gigan) — expiry
- 신규회원 (singyu hoewon) — new member; 첫 구매 (cheot gumaek) — first purchase

More labels

- 앱 전용 (aep jeonyong) — app only
- 온라인 전용 (onrain jeonyong) — online only
- 중복 사용 불가 (jungbok sayong bulga) — cannot be combined
- 무료배송 (muryo baesong) — free delivery
- 적립 (jeongnip) — earn points
- 결제금액 (gyeolje geumaek) — amount payable

Watch the cap

A “20% off” coupon capped at ₩3,000 saves only ₩3,000 on a ₩30,000 purchase — not ₩6,000. Exact menus vary; some discounts apply automatically, others must be claimed.

APPS

A few useful retailer apps

Choose a small number of apps for shops you already use. Offers change, so check the live terms rather than relying on an old screenshot.

Olive Young

- Membership, coupons, sale products and promotional sets.
- Collect eligible coupons and compare the checkout total with the single-item price.

Coupang

- Product coupons and member-specific offers.
- Collect any required coupon, then check eligibility, delivery and the final payment total.

GS25 / Our Neighbourhood GS

- Promotions, stock lookup and 나만의냉장고 (naman-ui naengjanggo) — “My Refrigerator”.
- Ask whether an eligible promotional item can be saved for later collection; check its rules and expiry.

IKEA Family

- Member offers and benefits.
- Check the current Korean membership terms and identify yourself as a member when purchasing.

If registration fails

Check whether the service needs a Korean phone in your own name or local identity verification. Guest checkout may be available, but some member benefits may not be. See “Banking & everyday payments” for matching identity details.

CONVENIENCE STORES

Make 1+1 and 2+1 offers work for you

A ₩2,000 product on 1+1 costs ₩2,000 for two — ₩1,000 each. On 2+1, ₩4,000 buys three — about ₩1,333 each. These assume identical prices and that you receive all qualifying items.

Before paying

- Check the exact products and sizes included.
- Ask whether different flavours can be combined.
- Confirm whether a membership or payment condition applies.
- Make sure you will actually use the extra items.

Useful question

- 이 상품도 행사에 포함돼요? (I sangpumdo haengsa-e pohamdwaeyo?) — “Is this item included in the promotion too?”

POINTS & SUBSCRIPTIONS

Collect points — and test any paid membership

At checkout staff may ask 적립하시겠어요? (Jeongnip hasigesseoyo?) — “Would you like to collect points?” Open an eligible membership barcode before paying. Treat points as a small extra: a cheaper product elsewhere may still win.

Membership checks

- Is it free or paid?
- How are points earned and redeemed — and do they expire?
- Does it work online, in-store or both?
- Must you activate the offer first?

Is a subscription worth it?

- Actual monthly savings – membership fee – extra spending the membership encourages.
- Example only: a ₩8,000 membership saving ₩3,000 on three planned deliveries nets just ₩1,000 — not a current price.
- Check renewal price, billing date and cancellation; set a reminder before a trial renews.

COMPARE

Avoid the free-delivery trap and compare unit prices

Basket ₩24,000, delivery ₩3,000, free delivery from ₩30,000: buying what you need costs ₩27,000; adding ₩6,000 of unneeded items costs ₩30,000. You spent ₩3,000 more for “free” delivery.

Price ÷ quantity

- 500 ml bottle at ₩8,000 = ₩1,600 per 100 ml.
- Two 300 ml bottles at ₩9,000 = ₩1,500 per 100 ml.
- The bundle is cheaper per millilitre — but only useful if you will use it.
- Apply the same check to detergent, rice, coffee and toiletries; include delivery online.

Setting up home

- Start small at Daiso; return once you know what fits.
- Compare furniture's complete cost: delivery, assembly and access charges.
- Daangn supports neighbourhood resale — inspect condition and arrange transport before agreeing to a bulky item.
- Measure first: the wrong size costs more than a missed discount.

Related

What to buy and where is covered in “Shopping & setting up home”; this guide is about buying deliberately.

BIGGER SAVINGS

Cards, phone plans and recurring costs

Before a larger purchase, check the benefits section of your existing card issuer's app and whether your mobile plan includes a membership programme. Avoid opening a new financial product just because a checkout screen advertises a discount.

Card-offer conditions

- Does your specific card qualify, and must you register?
- Is there a minimum or previous-month spend?
- Immediate discount, statement credit or later cashback?
- Does paying through another wallet affect eligibility?

Recurring costs to review

- Unused subscriptions and small-order delivery fees.
- Repeated taxi journeys that could be planned differently.
- Mobile services you do not use.
- International transfers: compare the amount that arrives — intermediary and receiving banks may deduct further charges. See “Sending money home”.

ROUTINE

A five-minute weekly savings routine

A short habit beats chasing every notification.

1. **Check** — See what is already in your fridge and cupboards.
2. **List** — Write a short shopping list.
3. **Look** — Check official offers for those items only.
4. **Compare** — Compare the final price at one or two relevant shops.
5. **Review** — Use expiring coupons or saved promotional items; ignore the rest.

Settle Seoul rule

Ask 사용할 수 있는 쿠폰이나 할인이 있나요? (Sayonghal su inneun kuponina harini innayo?) — “Are there any coupons or discounts I can use?” A discount saves money only when it lowers the cost of something you actually want or need. Promotions and eligibility change: check the current terms and final amount.

SOURCES

Sources & verification · Spend less, live well: smart shopping in Seoul

Reviewed October 2026. Check the official links before relying on dates, fees or rules.

- **Olive Young (membership and coupons)**
<https://www.oliveyoung.co.kr/>
- **GS25 (promotions, stock lookup, My Refrigerator)**
<http://gs25.gsretail.com/>
- **Coupang (product coupons and promotions)**
<https://www.coupang.com/>
- **IKEA Korea: IKEA Family**
<https://www.ikea.com/kr/en/ikea-family/>
- **Daangn (neighbourhood resale)**
<https://www.daangn.com/>
- **Hana Bank (overseas-transfer fees)**
<https://www.kebhana.com/>

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