

Get Ready for the Mobile Shopper

The evolution of shopping has taken some interesting turns over the years. From heading to the bazaar to haggle over prices, to hearing the tinker coming down the road, to walking around the mall, to browsing stores on a computer while wearing pajamas, the consumer’s experience with stores and purchasing has definitely shifted.

As much as things have changed, a couple of things have remained consistent, regardless of the shopping environment.

1. Consumers are looking for a deal
 - a. This may be by using a coupon, comparison shopping between stores, or waiting for a sale to finally buy.
2. Shopping is social
 - a. Even if done by oneself, shoppers are influenced by what other people are buying. Whether it’s peeking into someone else cart as they walk past or asking a salesperson what they’ve heard about a product, consumers are never far from another opinion.

When Internet shopping appeared on the scene, consumers adapted these behaviors to the technology, leading to an increase in online coupons, review/rating sites, and word of mouth recommendations. It took retailers a little time to figure out the best way to engage consumers in this digital environment but stores and brands have risen to the challenge.

Fast forward to today, mobile technology is more than just communication. Consumers are experimenting and discovering ways the device can make their lives easier and forming new patterns of interacting with their environment, including with shopping. Retailers are poised to have a chance to take the lessons learned previously and adapt to this next evolution of shopping.

Right By My Side

Of upmost importance is the mobile phone’s close proximity to consumers while they shop. In InsightExpress’ June 2010 Digital Consumer Portrait study¹, four out of five people reported using their mobile phone while they were shopping. In comparison to other places where mobile phones are used, it’s apparent that shopping and mobile are a natural fit.

Where have you used your mobile phone?	
In a store	82%
In a doctor’s office or hospital	55%
At a sporting event	36%
During a movie at a theatre	17%
While flying on a plane	14%
During church service	7%

¹ An online representative sample of 1300 consumers

I've Got A Coupon For That

A lot of focus has been directed toward mobile couponing as a way to bring people into the store and increase sales. When we asked consumers if they've made a special trip to the store after receiving a mobile coupon, 10% admitted they had. Looking deeper, the 18-34 year old age group seems to be slightly more inclined to make special trips, with about 20% reporting they have done this in the past. While we may not be seeing a strong line between mobile coupons and driving special trips just yet, we are encouraged by the younger demographic trend as those tend to foretell eventual mass market acceptance.

Delivering mobile coupons presents a challenge as well. Consumers can sign-up to receive them, search for coupons themselves, or text in while they are in the store. Many consumers seem to prefer having coupons sent directly to their phone, but there are segments that prefer to search for the coupons on their own or text in as well. What can retailers take away from this? Continue to build an opt-in coupon offering but don't ignore other channels of coupon distribution on the mobile phone.

How would you like to receive coupons on your mobile phone?



Who Are These People

Over the last few years, the profile of the consumer that is using mobile has moderated from the uber-techie to a look that is more representative of the general population. However, when we look at the people who are using their mobile phone to help them with their shopping experience, an interesting profile appears. Males, specifically between 25-34 years old, are the people that are using their phones the most to assist them with shopping. We do see a correlation to smartphone ownership as well, which only further cements the finding that these folks see the mobile phone as a way to remain connected and informed.

The Mobile Shopper

Based on what we see below, Males 25-34 are using their mobile phones to confirm/justify purchases of products (getting reviews, checking for better prices, looking for coupons, using coupons they have already received). They also use it for practical things such as looking for a recipe or comparing nutritional information.

Using Mobile Phone While In Store	Overall	Who is doing this the most?
Been on the phone and asked the person you were talking to about a product	36%	Females 18-34 (50%)
Used your mobile phone to take a picture of an item to send to someone	14%	Smartphone owners (27%); 18-34 (21%)
Used your mobile phone to search for an item to find reviews	8%	Males 25-34 (23%); Smartphone owners (19%)
Used your mobile phone to search for an item to find better prices	7%	Males 25-34 (20%); Smartphone owners (19%)
Looked for a coupon on your mobile phone	6%	Males 25-34 (21%); Smartphone owners (16%) Females 18-24 (14%)
Used a coupon that was on your mobile phone already	6%	Males 25-34 (17%); Smartphone owners (14%)
Used your mobile phone to find a recipe	6%	Smartphone owners (16%); Males 25-34 (13%);
Made a purchase using your mobile phone	5%	Smartphone owners (13%); Males 25-34 (12%)
Used your mobile phone to search for an item to compare nutritional information	5%	Males 25-34 (16%); Males 18-24 (12%); Smartphone owners (12%);
Scanned a barcode with your mobile phone	4%	Smartphone owners (10%)

When we look at Male Mobile Shoppers, a few things distinguish them from the general shopper population.

- 53% have a smartphone
- Male Mobile Shoppers overindex in coupon usage in the past month at the following types of stores:
 - Electronics store – 30% (general pop 10%)
 - Clothing store - 33% (general pop 15%)
 - Department store – 30% (general pop 15%)
 - Service location – 16% (general pop 7%)
- They are more inclined to go hunting for coupons
 - When asked preference for receiving mobile coupons...

- **51%** said they would prefer to find coupons themselves via an application (28% of the general pop)
- **39%** said they want to text in to receive them at the store (27% for general pop)

Mobile Shopping Has Arrived

With all of this data, it's clear that not only is mobile a strong part of shopping behavior now but it also provides brands and retailers a relevant and simple way to connect with consumers while they are in the purchasing mindset.

About the Research

This data was gathered as part of InsightExpress' Q2 2010 Digital Consumer Portrait, a quarterly study of 1,000 – 1,500 US consumers conducted since July 2007. For Q2 2010, a total of 1,300 surveys were completed by a sample representative of the US online population. For more information on this study or other mobile research, please contact Joy Liuzzo, Senior Director, Marketing & Mobile Research, at 203.252.7005 or jliuzzo@insightexpress.com.