

# MOBILE

## Shopping Behaviors



Browsing, Buying  
**OR BOTH?**







# MOBILE Shopping Behaviors

## Browsing, Buying OR BOTH? US EDITION

In the US, an astounding 160 million adults have made at least one purchase using a mobile phone. That's enough to fill all the Major League Baseball stadiums 20 times over.

Mobile has changed the way we shop, and retailers must pay attention to these new consumer behaviors and expectations to keep pace.

We wanted to learn a bit more about how consumers today use mobile devices to shop and buy, so we conducted a survey of 1000 US consumers. Much of our analysis focuses on three demographics – millennials (ages 18-34), Gen Xers (ages 35-54) and baby boomers (ages 55 and above). From their differences, we gleaned some of the most prominent mobile trends for adult shoppers in the US.

As mobile shopping moves from novelty to mainstream, consumers expect that a retailer's mobile site will be fast, helpful and easy to use. If your mobile experience can't keep up with demand, chances are there's a competitor's site that will. Don't leave that revenue on the table. Let's take a closer look at what shoppers want and how to deliver.

## Who's Buying via Mobile?



We asked respondents if, and when, they first made a purchase with a mobile phone. If you thought you had more time to make your purchase experience mobile-friendly, we're sorry to say you're already behind.

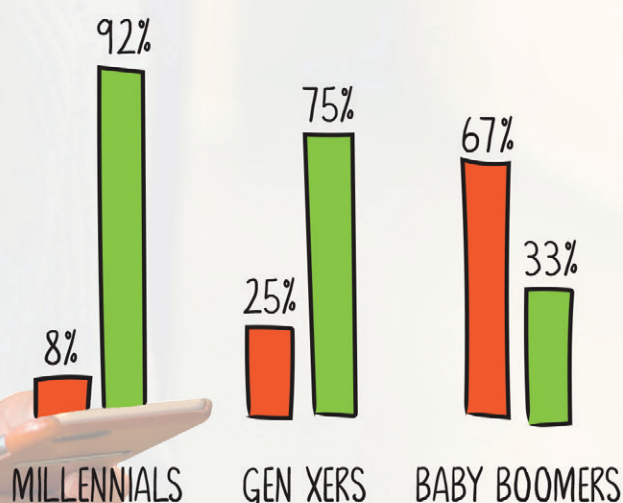
Nearly all of the millennial generation (92%) have already bought via their phone, while 75% of Gen Xers and 33% of baby boomers have done so. Although they aren't as engaged as the younger demographics, baby boomers spend more than \$3 trillion annually, so the one-third shopping from their mobile phones shouldn't be discounted.

Another striking detail: Forty percent of millennials and 25% of Gen Xers also reported making their first purchase via a mobile phone during the month prior to taking the survey. This recent, rapid adoption suggests a couple of things going on behind the scenes. Sellers are finally fully optimizing their websites, so it's becoming easier to shop and buy from a mobile device. And consumers – at least younger ones – are increasingly using their mobile phones as they once used laptops.

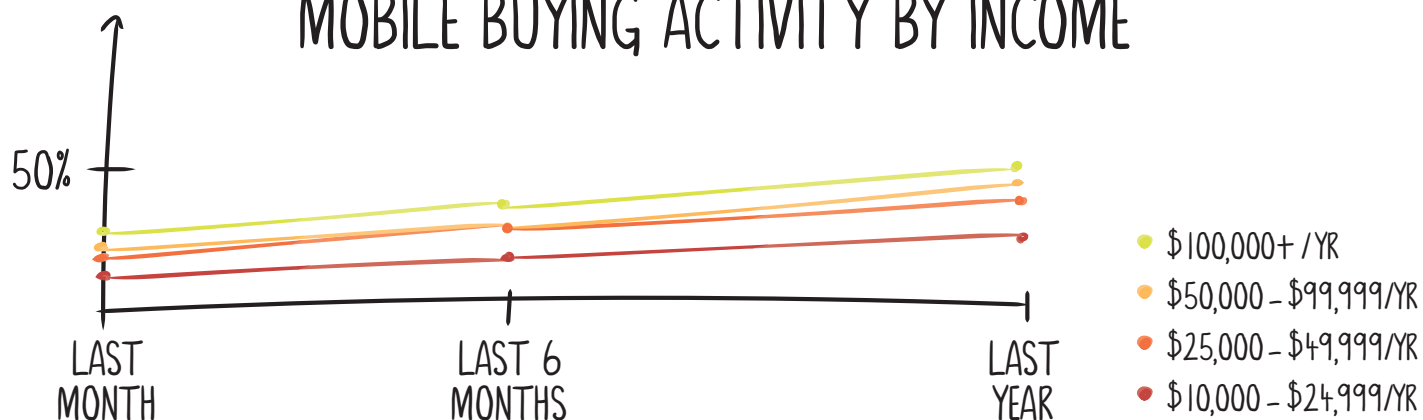
Not only do younger consumers tend to buy more via mobile, but so do those with a higher annual income. Just look at the upward trend in consumers who have purchased via mobile phone as salaries increase.

## MOBILE BUYING ACTIVITY BY GENERATION

 HAVE NOT made a purchase via mobile  
 HAVE made a purchase via mobile



## MOBILE BUYING ACTIVITY BY INCOME





## How Children in the Household Affect Mobile Shopping

One of the most striking differences between those who purchase using a mobile phone and those who don't is the presence of children in the household. Eighty-six percent of respondents with children under the age of 18 have purchased using a mobile device versus 55% of those without. Additionally, 36% of respondents with children made their first purchase during the month before taking the survey.

## Always Looking for the Best Deal

Making purchases isn't the only way consumers are using mobile to help them shop. People tend to keep their devices close by, especially during trips to brick-and-mortar stores. And as our research confirms, the most popular use is an attempt to get a better deal.

The top uses of mobile by US consumers while shopping in stores: looking up promotions or discounts (35%) and comparing prices online versus in-store (34%).

While nearly half of millennials use their mobile phones for these purposes, only about 20% of baby boomers do the same.

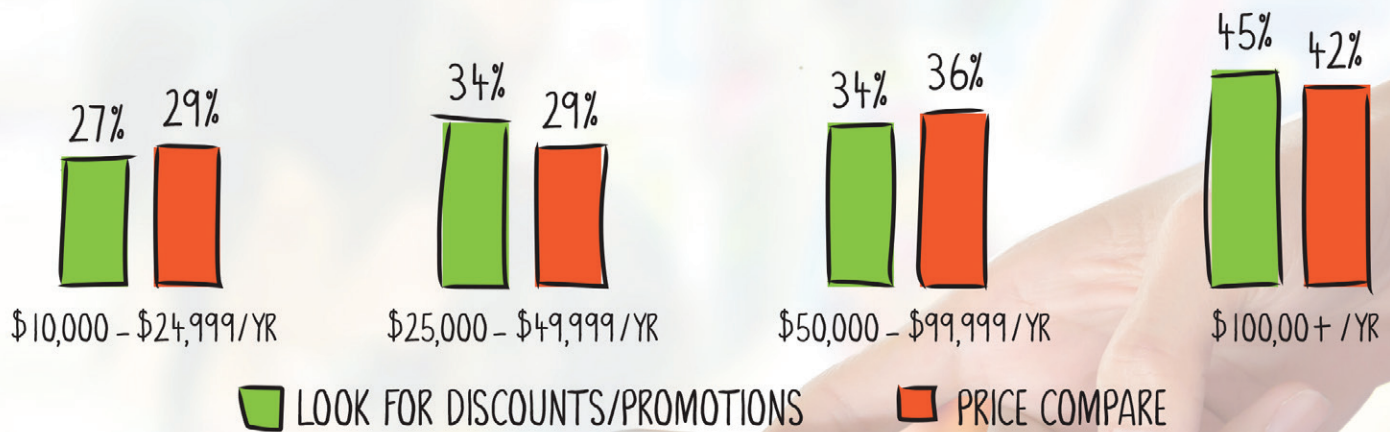
Families with children are also more likely to use their mobile devices for promotion-hunting and comparison shopping. Forty-seven percent say they look up discounts while shopping versus just 28% of those without children.

### IN-STORE USE OF MOBILE DEVICES



One might assume that as annual income increases, shoppers may find less value in searching for the best price, but that's not the case. As annual income increases, price becomes increasingly more important. Consumers with higher incomes are much more likely to look for coupons and comparison shop on their mobile devices than those earning less.

## IN-STORE MOBILE USE BY INCOME



## Other Uses for Mobile Devices

In addition to searching for promotions or discounts and doing price comparisons while in the store, consumers also use their devices to look up product information (33%), check out product reviews (32%), access loyalty apps (27%) and take pictures to remember the product later (27%).

Once again, households with children use their mobile devices even more frequently in stores for these reasons.

- More than twice as many respondents with children (45%) use a loyalty app in-store versus those without (19%).
- They're eager to read about products while in-store (42%) compared to just 30% of consumers with no children in the home.
- Forty-four percent explore product reviews while shopping, whereas only 27% of those with no children in the home do so.





## What Does This Mean for Retailers?

The survey results point to the many ways shopping has evolved. Online-only and omnichannel retailers must ensure that shopping – and buying – from a mobile device is as seamless as possible, especially if your target market has children, is in the upper income brackets or is part of the millennial or Gen X demographics. You may even be competing with a store that offers easy mobile purchasing through an app (62% of surveyed consumers have at least one retail app on their phone). Don't lose the sale because it's difficult to cart an item or check out.

And given how mobile devices are used during trips to brick-and-mortar stores, you must consider the value they bring to the consumer. Pricing is much more transparent than it used to be, so staying competitive can involve more than offering the best price.

When a customer is standing in front of a product in your store, what can you offer that would compel them to buy even if the price comparison or reviews suggest other possibilities? Can you offer same-day delivery of large items? Easy returns? Or will you make sure your online site is easy to navigate and order from in case the in-store item isn't exactly what they're looking for? There are many ways to engage a shopper besides price. Convenience, customer service and help in the buying process are just a few.

No matter what strategy you take, make an effort to understand your shoppers who buy with mobile devices. How do they use them to shop with you? What's important to them? What keeps them coming back? Finding the answers to these questions will be your first step toward success.

**We can help with your mobile strategy! [Find Out More.](#)**



The background of the slide features a blurred image of several people wearing winter coats and scarves, suggesting a cold environment. The image is used as a backdrop for the text.

## Methodology

We partnered with Imperium and Precision Sample to conduct a 39-question online survey in April 2017 and received 1001 responses from US consumers with an overall margin of error of 3.02% at a 95% confidence interval.

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## About Bronto

Bronto Software arms high-growth retailers with sophisticated marketing automation to maximize revenue opportunities. The Bronto Marketing Platform powers personalized multichannel content that generates the higher engagement needed for retail success. Keenly focused on the commerce marketer, Bronto continues its longstanding tradition as a leading email marketing provider to the global Internet Retailer Top 1000 and boasts a client roster of leading brands, including Rebecca Minkoff, Timex, Lucky Brand, Theory, Brooks Sports, Ashley Homestore and Christopher & Banks. For more information, visit [bronto.com](http://bronto.com).

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