

# MOBILE

## Shopping Behaviours



Browsing, Buying  
**OR BOTH?**





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## Browsing, Buying OR BOTH?

AUSTRALIA EDITION

In Australia, 11 million adults have made at least one purchase using a mobile phone. That's almost enough to fill Sydney, Melbourne and Brisbane, which account for almost fifty per cent of the nation's population.

Mobile has the potential to change 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 Australian 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 answers, we gleaned some of the most prominent mobile trends for adult shoppers in Australia.

The research is particularly relevant given retail giant Amazon's recent arrival in Australia. Adept at presenting products on mobile devices, Amazon will provide a challenge to Australian retailers to step up their game. So, let's take a closer look at what shoppers want and how to deliver.

## Who's Buying via Mobile?

We asked respondents to tell us the first time they made a purchase using 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.

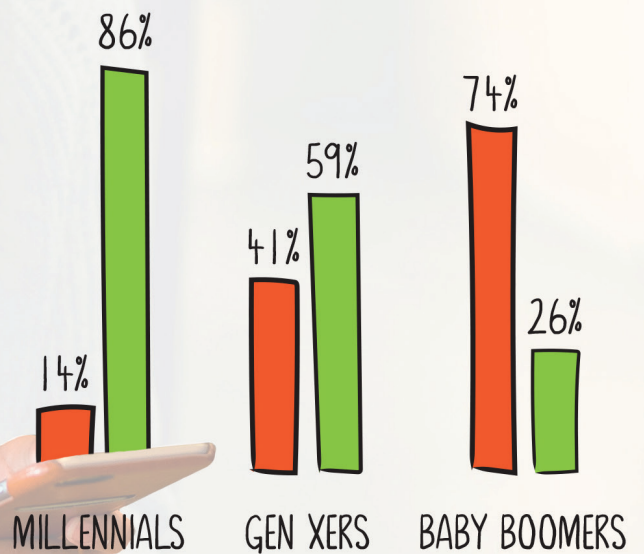
The generational divide is quite stark. Eighty-six per cent of millennials have made a purchase on their mobile phone. Gen Xers and baby boomers follow at 59% and 26%, respectively.

Recent adoption (as defined by making a first mobile purchase within the past year) is most pronounced among millennials (59%) and Gen Xers (35%). Adoption among baby boomers seems to have slowed. Of the 26% who have ever made a purchase via mobile phone, more than half did so more than a year ago.

But don't equate a lack of baby boomer interest in buying from a mobile phone as lack of interest in online shopping – 87% of respondents in that demographic group report having bought products online using a computer, and 26% made their first online purchase via computer in the month prior to the survey.

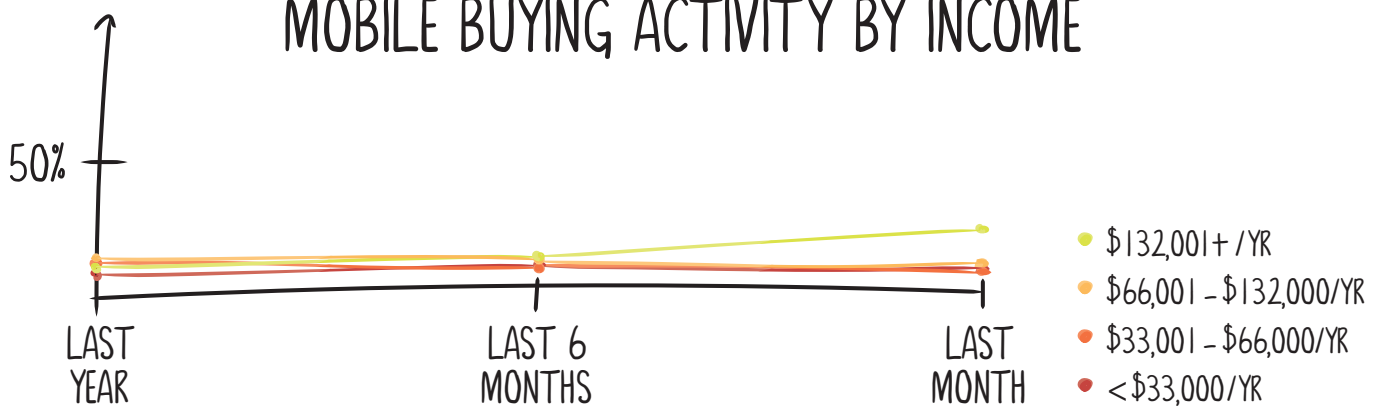
## MOBILE BUYING ACTIVITY BY GENERATION

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



Not only do younger consumers tend to buy more via mobile, but so do those with a higher annual income. Just 45% of respondents reporting an income of \$33,000 (AU) or less have made a purchase via mobile versus 73% of those bringing in \$132,001 (AU) or more. Just look at the upward trend in buying via mobile as salaries increase.

## MOBILE BUYING ACTIVITY BY INCOME



The survey also showed that respondents with children in the household are much more likely to make a purchase with a mobile phone. Seventy-one per cent of respondents with children have done so versus just 46% of those without children.

This recent, rapid adoption among younger individuals and those with children is likely related to retailers optimising their websites so it's easier to shop and buy from a mobile device. Additionally, wealthier consumers and respondents with children likely value the time savings of mobile purchasing, and younger consumers tend to be using their mobile phones as older generations still use their laptops or desktops.

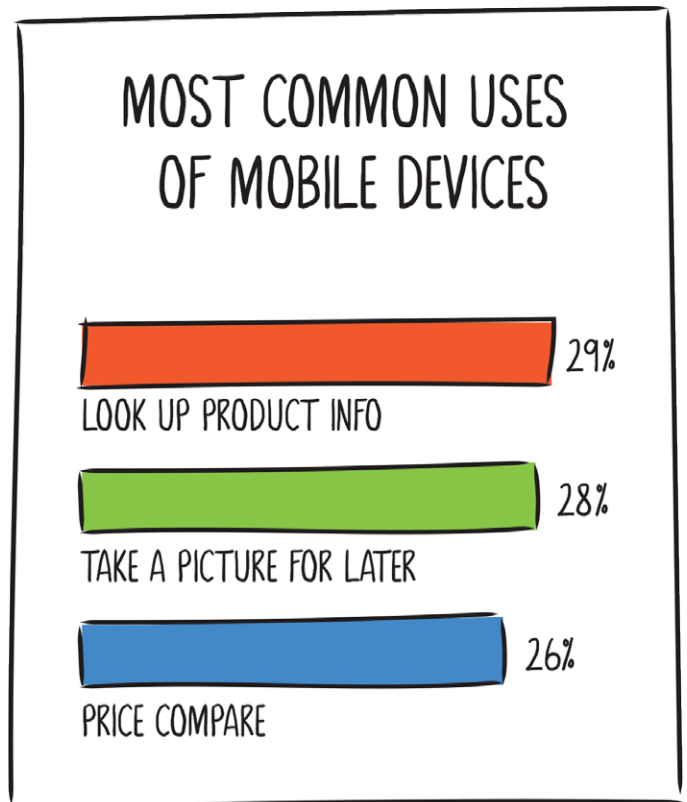
## Other In-Store Uses for Mobile Devices

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 bricks-and-mortar stores. And as our research confirms, the most popular use is an attempt to learn more about the products they're thinking about buying.

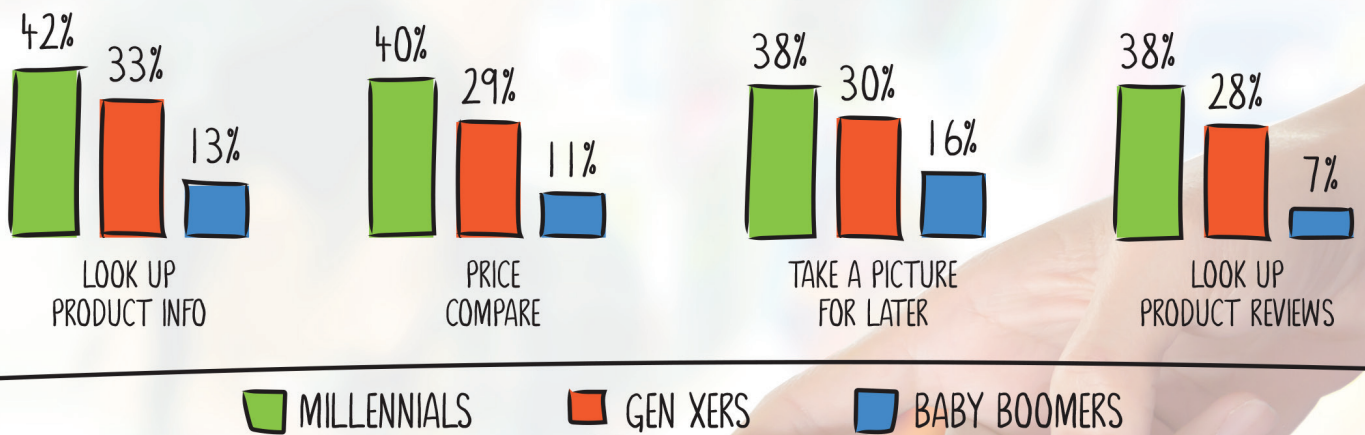
But there are demographic differences as to the degree that a shopper is likely to pull out their phone in a store. The No. 1 use for millennials (42%) and Gen Xers (33%) is looking up product information. Baby boomers, however, who are much less likely to use a mobile phone in a store (only 54% do – compared to 91% of millennials), list using their phone to take a picture of a product to remember later as their top choice.

Capturing pictures of products in-store is also popular among female consumers. In fact, it's the most popular use (35%) for that demographic, while just 21% of male consumers use their phones for that purpose.

Only 20% of Australians say they use their phone to look up promotions or discounts, and that's fairly consistent across demographics, with one notable outlier: 31% of millennials say they use their mobile phone to do so.



## IN-STORE MOBILE USE BY GENERATION



From an income standpoint, the more money a consumer earns, the more likely they are to comparison shop, look at reviews and look for product information while in a store.

- Of those who earn less than \$33,000, only 18% use their mobile phone to comparison shop in the store, while 34% of those earning more than \$66,000 do so.
- That same group also regularly seeks more product information (38% for \$66,000 - \$132,000 and 31% for the top earners) compared to just 21% of those with a household income below \$33,000.
- As for online reviews, 36% of consumers earning more than \$132,000 say they view them in-store, while only 15% of consumers earning less than \$33,000 do so.

The differences are also striking between those with children and those without. Thirty-three per cent of those with children price compare while in-store versus 21% of those without children in the home. And nearly twice as many (30% compared to 16%) consult with a family member during their shopping trip.



# What Does This Mean for Retailers?

Australians love their mobile devices. According to the *2017 Deloitte Mobile Consumer Survey*, 88% own a mobile phone, 35% check their phones within five minutes of rising in the morning, and 70% use their devices during mealtimes – even with company present. With such penetration and use, it seems just a matter of time before the 43% of Australians who told us they've never made a purchase using their phone take the plunge. Additionally, the use of mobile devices while shopping in a store is something retailers need to pay attention to, especially with Amazon coming to the country.

Here are a few things retailers can do to capture shoppers browsing and buying from their mobile phone:

- **Make it easy.** If it's difficult to browse or check out, the customer is more likely to abandon the effort. Mobile optimisation is critical.
- **Consider your target demographic.** Wealthier customers, those with children at home and younger people are already shopping this way. If you aren't making it easy for them to shop your site from a phone, you risk falling behind.
- **Don't assume the online retail world stops at your shop's doorstep.** Your customers are using their phones to comparison shop and look up product information. Understand what your online competitors are offering, make sure you have a robust online review program, and keep your own site fresh and up to date. This is especially important if your goods appeal to wealthier individuals, younger consumers or those with children.

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



## Methodology

We partnered with Imperium and Precision Sample to conduct a 39-question online survey in April 2017 and received 1000 responses from Australian 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 maximise revenue opportunities. The Bronto Marketing Platform powers personalised 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 EMU Australia, Princess Polly and O'Neill Australia. For more information, visit [bronto.com](http://bronto.com).

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