

# MOBILE

## Shopping Behaviours



Browsing, Buying  
**OR BOTH?**







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### NETHERLANDS EDITION

The Netherlands has reached a tipping point in mobile shopping behaviour: An astounding 9.5 million adults have made at least one purchase using a mobile phone.

Mobile has changed the way we shop, and retailers must pay attention to these consumer behaviours 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 500 consumers in the Netherlands. 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 Dutch shoppers.

As mobile shopping moves from novelty to mainstream, consumers expect a retailer's mobile site to 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 to tell us when they made their first 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.



Ninety per cent of millennials, 68% of Gen Xers and 44% of baby boomers surveyed have made at least one purchase via mobile phone. It's no surprise that millennials, the digital natives of the group, are early adopters, but mobile purchasing has now become a growing trend in every generation.

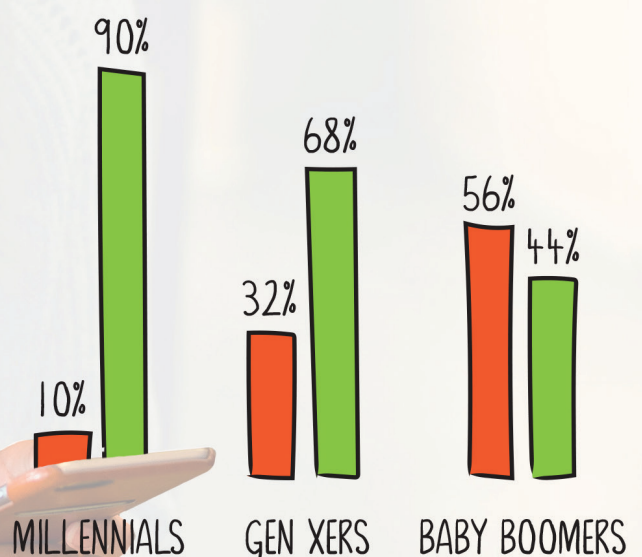
Mobile purchasing is likely facilitated by the high adoption rate of mobile phones. According to the Dutch edition of the 2016 Deloitte Global Mobile Consumer Survey, 87% of consumers in the Netherlands own them, and more than half (55%) have access to 4G. High speeds definitely make it easier to shop and buy.

But while 70% of the Dutch population have made a mobile purchase, the majority (50%) only made their first purchase in the last year. Sixty-five per cent of millennials, 50% of Gen Xers and 31% of baby boomers made their first mobile purchase in that timeframe.

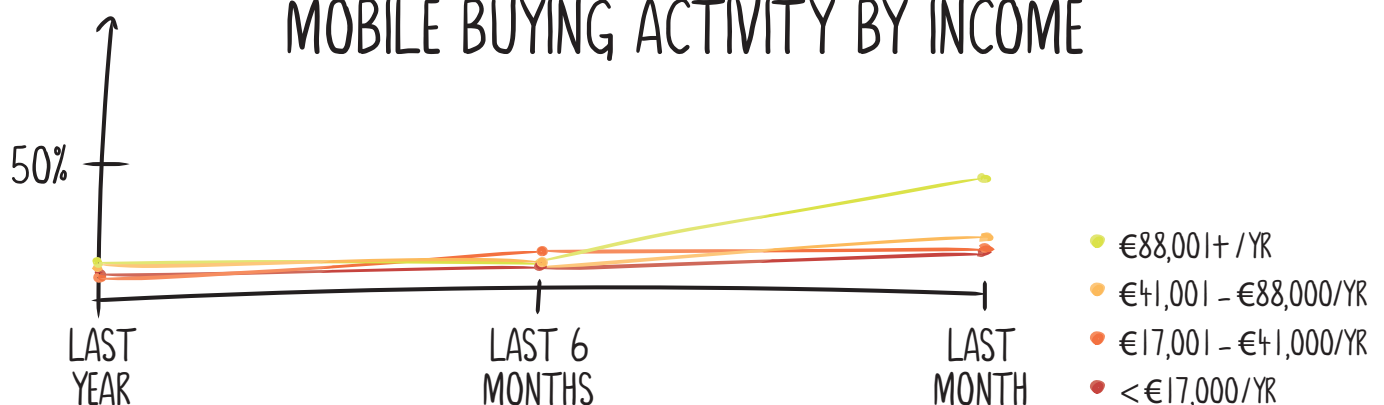
Another demographic group with a big uptick in trying mobile purchasing for the first time: those who report a household income of €88,000 or higher. Forty-two per cent first made a purchase via mobile phone in the month prior to the survey. This group also has more consumers who have ever made a purchase using a mobile phone – 90%. Just look at the upward trend 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





The survey also showed that respondents with children are much more likely to make a purchase with a mobile phone. Eighty-two per cent of those with children have done so versus 64% of those without children in the home.

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 Phones

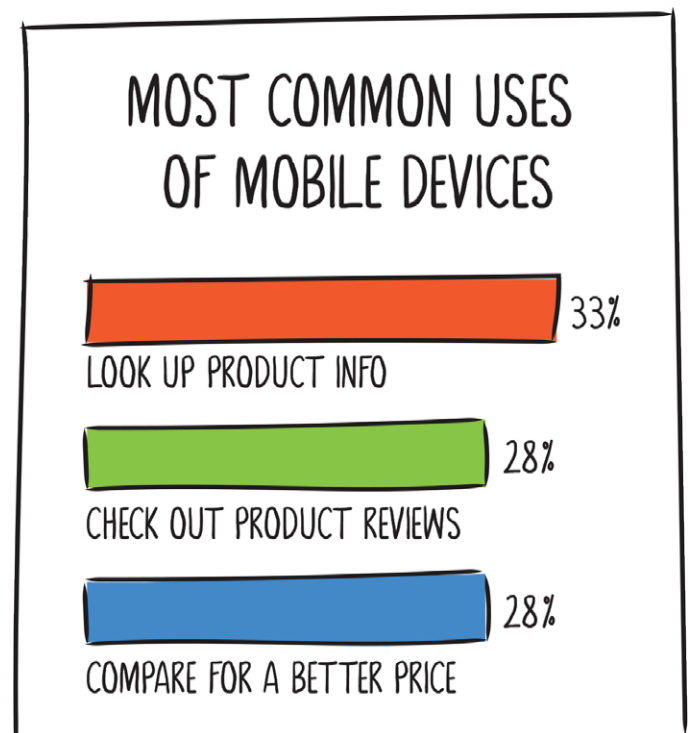
Making purchases isn't the only way consumers are using mobile to help them shop. People tend to keep their devices close by, especially during trips to bricks-and-mortar stores. And as our research confirms, the most popular use is an attempt to learn more about the products they're thinking about buying.

Dutch shoppers across generations say the main reason they use their mobile phones in-store is to look up product information (33%). They also use them to check out product reviews (28%) and compare prices online versus in-store (28%).

Younger consumers are more likely to also use their phones to buy a product that's not currently available in the store. Twenty-two per cent of millennials and 14% of Gen Xers said they have done so compared to just 8% of baby boomers.

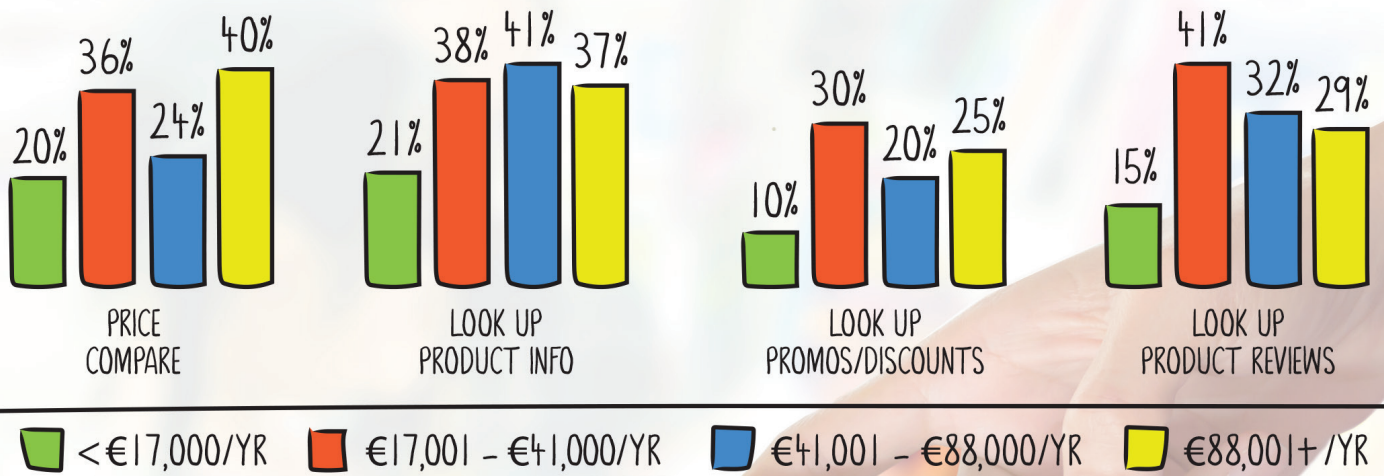
Similarly, 24% of millennials and Gen Xers said they have used their phone to buy an item that is out of stock in-store compared to just 7% of baby boomers.

The reason consumers use their mobile phone in-store is also affected by household income. The higher the income of respondents, the more likely they were to use their mobile phone to search for a better price and more product information. Those earning less tend to focus on finding discounts or promotions, as well as product reviews from other buyers.





## IN-STORE MOBILE USE BY INCOME



The most popular in-store uses also fluctuate based on whether there are children in the household.

- Thirty-one per cent of consumers with children use their phones to comparison shop and find the best deal versus 26% of those without children in the home.
- Those without children tend to use their phones as a tool to find an item they previously saw or researched online (30%) compared to just 20% of those with children at home.
- Parents also tend to seek input about a product from friends and family (25%) more often than those without children (16%).

The differences are also striking between men and women. Thirty-five per cent of men say they comparison shop with their phones versus just 25% of women. They're also more likely to look up product reviews (33%) and access a loyalty app (20%). Only 26% of women access reviews and 16% use loyalty apps in-store. But women tend to use their phones to look up products they already researched online (26%) more often than men (17%).





## What Does This Mean for Retailers?

The Netherlands has one of the highest penetration rates for smartphone usage, so it's no surprise its residents are increasingly using their phones to shop. And as a majority report having access to high-speed mobile devices, it's easier than ever to browse and buy from their phones. Retailers must be ready to respond appropriately.

Be mindful of the shopping preferences and behaviours of your customer base, and get to know your audience. If you own bricks-and-mortar stores and a large percentage of your customers are baby boomers, don't assume they'll buy online if they can't find a size or color in the store. If you sell high-end products,

don't assume that your wealthier customers aren't comparison shopping to find the best deal – even as they interact with one of your sales associates.

If you sell to families with children, be sure your website is optimised for mobile. And if you aim to sell to middle-class families, whether online or in-store, consider how you can incorporate more reviews on your site as that is a popular option among their shopping demographic.

Whatever moves retailers make in 2018, it's clear that mobile shopping is here to stay – at least until the next technological innovation comes along.

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





The background of the slide is a photograph of several people wearing winter coats and scarves, standing outdoors. The image is slightly blurred and has a soft, pastel-like color palette.

## Methodology

We partnered with Imperium and Precision Sample to conduct a 39-question online survey in April 2017 and received 500 responses from consumers in the Netherlands with an overall margin of error of 4.32% 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 Paula's Choice, notonthehighstreet.com, Theory and Joseph Joseph. For more information, visit [bronto.com](http://bronto.com).

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