

MOBILE

Shopping Behaviors



Browsing, Buying
OR BOTH?





MOBILE

Shopping Behaviors

Browsing, Buying OR BOTH?

CANADA EDITION

Despite boasting one of the highest internet penetration rates among industrialized nations, Canadian smartphone adoption lags slightly behind other markets. Canadians love going online, just not necessarily on their phones.

But mobile still plays a significant role in Canadian ecommerce – a role that has tremendous growth potential. Marketers hoping to succeed in Canada must provide a strong mobile experience for consumers – or risk losing out.

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 Canadian 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 Canadian 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. Less than half of Canadian adults (46%) have ever done so, and the majority made their first mobile purchase within the last year.

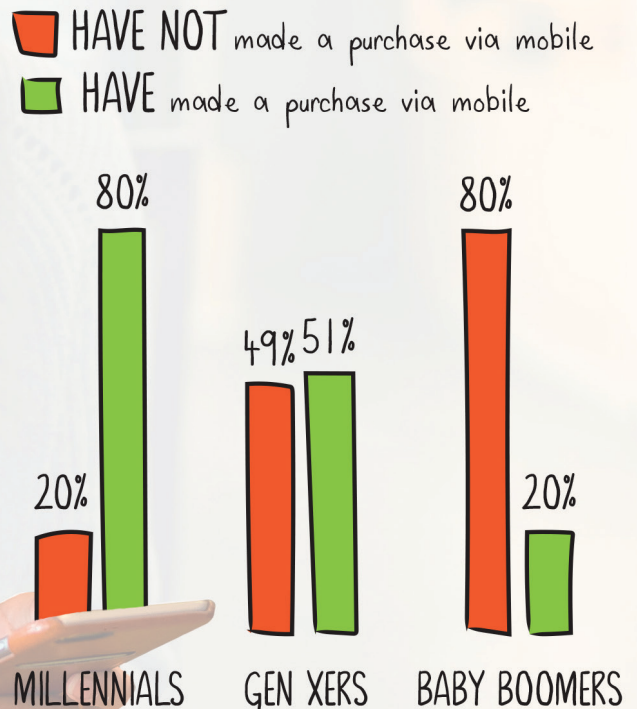
So if you haven't taken the time to make your purchase experience mobile-friendly, it's time to do so. Eighty percent of millennials and 51% of Gen Xers surveyed have made at least one purchase via mobile, a stark contrast to 20% of baby boomers.

The point at which each group said they made their first purchase is also interesting. It's no surprise that millennials, the digital natives of the group, are early adopters. Twenty-two percent made their first mobile purchase more than a year ago, while only 17% of Gen Xers and 7% of baby boomers did so.

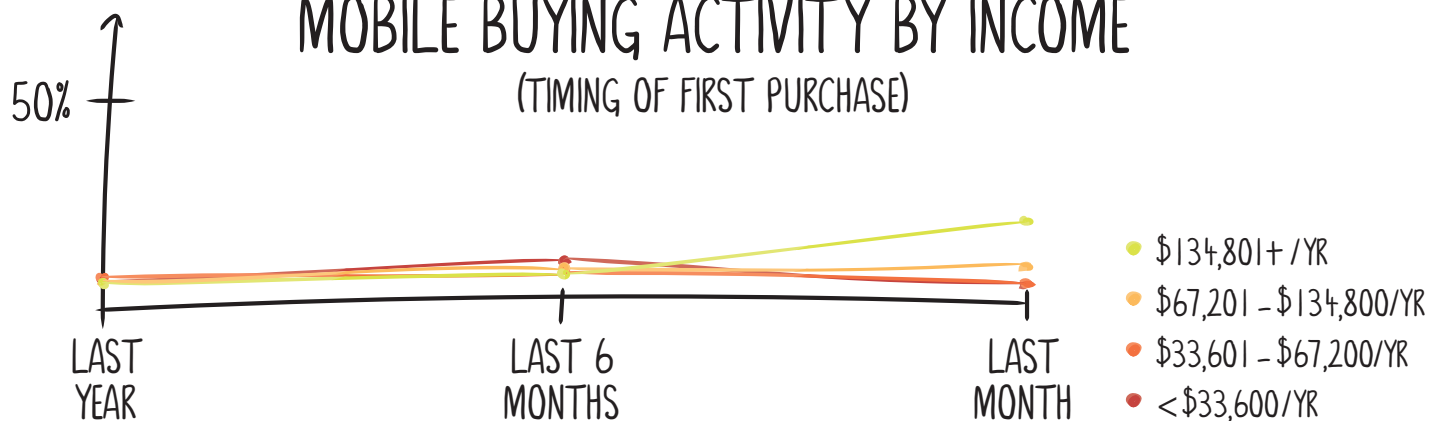
But don't equate a lack of baby boomer interest in buying via mobile with a lack of interest in online shopping – 84% report having bought products online using a computer, and 26% first did so in the month prior to the survey. The news here: The marketplace is evolving quickly.

Another demographic group with a big uptick in trying mobile purchasing for the first time: those who report a household income of \$134,800 or higher. Twenty percent first purchased via mobile in the month prior to the survey. This group also has more consumers who have ever purchased via mobile phone – 56%. Just look at the upward trend as salaries increase.

MOBILE BUYING ACTIVITY BY GENERATION



MOBILE BUYING ACTIVITY BY INCOME (TIMING OF FIRST PURCHASE)



The survey also showed respondents with children are more likely to make a purchase with a mobile phone. Sixty-seven percent of households with children have done so versus just 33% of those without children.

They also adopted mobile purchasing earlier than consumers without children. Forty-nine percent of those with children have made a purchase in the last year, while only 21% of those without children have done so.

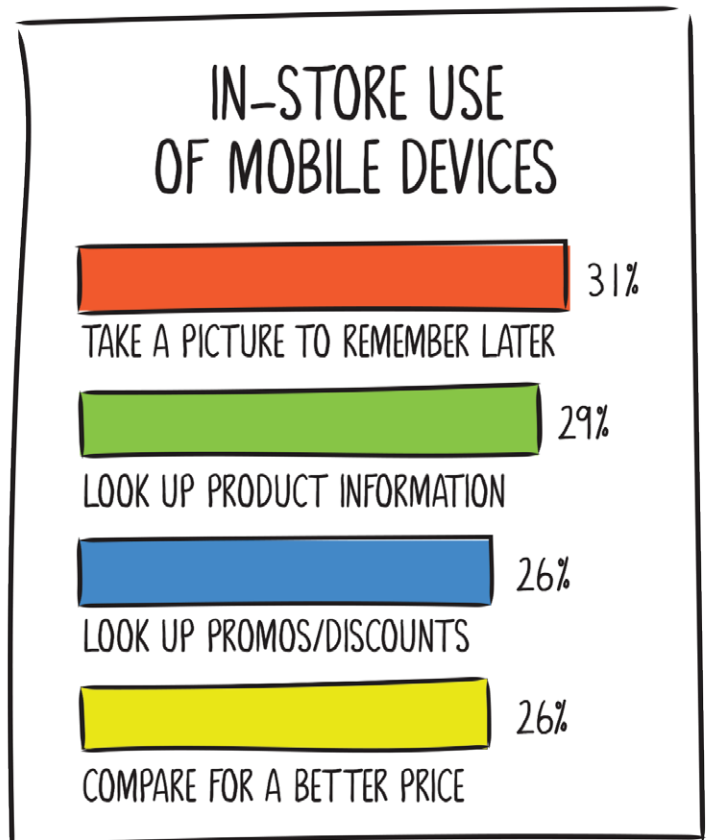
This recent, rapid adoption among younger individuals and those with children is likely related to retailers optimizing their websites so it's easier to shop and buy from a mobile device. Additionally, wealthier consumers and respondents with children likely value the time savings of mobile purchasing, 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

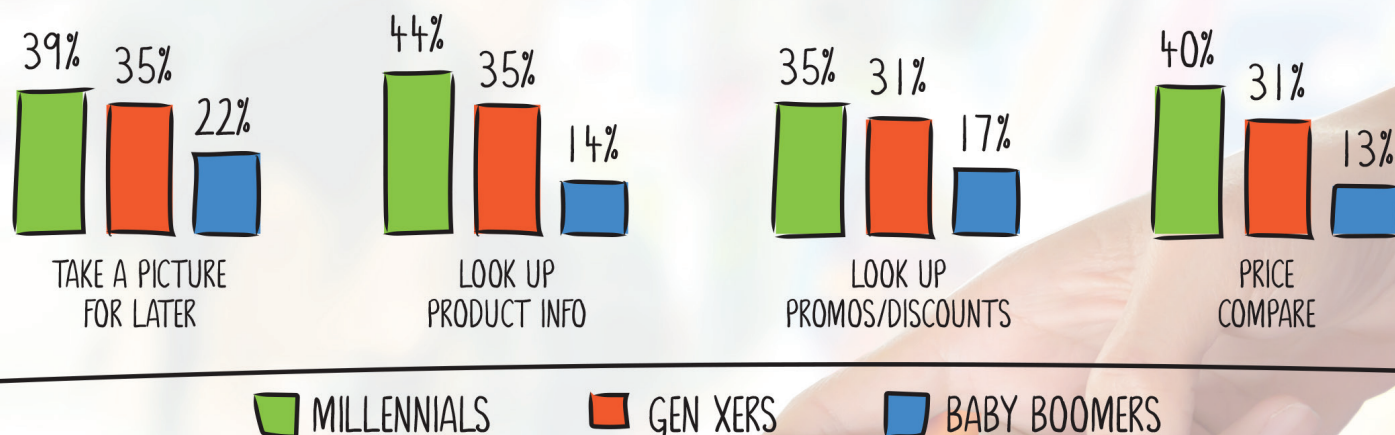
Making purchases isn't the only way consumers are using mobile to help them shop. People tend to keep their devices close by, especially during trips to brick-and-mortar stores. And our research confirms that Canadians rely on them for a variety of uses while out shopping.

Canadian shoppers across generations say the most frequent reason they use their mobile phones in-store is to take a picture of a product to remember later (31%). They also use them to look up product information (29%), look for discounts and promotions (26%) and compare prices online versus in-store (26%).

These activities are more common with Gen Xers and millennials than baby boomers – 45% of whom don't use their phone at all for shopping purposes while in a store. In fact, millennials are four times more likely to access a loyalty app and look up product reviews on their phones than their baby boomer counterparts.



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 product reviews, and read product information while in a store.

- Of those who earn less than \$33,600, only 18% use their mobile phone to comparison shop, while 32% of those earning more than \$134,800 do so.
- That same group is also twice as likely to look up product reviews (40%) than those with a household income of less than \$33,600 (18%).
- As for seeking out product information, 38% of consumers earning at least \$134,800 say they do so in-store, while only 20% of consumers in households earning less than \$33,600 do.

The differences are even more striking between those with children and those without. Parents are twice as likely (37% versus 19%) to look up promotions and discounts and price compare while shopping in a physical store. They're also more likely to look up product information (41% versus 21%) and take a picture of a product to remember later (43% versus 23%) than those without children in the home.



What Does This Mean for Retailers?

The way Canadians use mobile phones to shop is evolving, and it's clear there's great potential for growth in mobile purchasing. 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 generation.

You may even be competing with a store that offers easy mobile purchasing through an app (46% of surveyed consumers have at least one retail app on their phone). Don't lose the sale because it's difficult to place an item in a cart or check out.

Be mindful of the shopping preferences and behaviors of your customer base, and get to know your audience. If you own brick-and-mortar stores and 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.

The time has come to make mobile a streamlined part of the shopping experience – or risk losing revenue to international and local retailers who already have. As smartphone usage becomes more commonplace, you need to invest strategically in mobile if you're going to succeed.

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 1000 responses from Canadian consumers with an overall margin of error of 3.02% at a 95% confidence interval.

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.

ORACLE® + Bronto