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## Mobile in the Retail Store

January 2012

## Mobile in the Retail Store

It's fair to say the high street retail sector is going through turbulent times; sales have been hit particularly hard by e-commerce and the difficult economic times. Mobile and the demand for devices with internet capability are continually increasing and customers are becoming more confident in using their phone to research products, compare prices and purchase goods.

So is m-commerce a help or hindrance to high street retailers? We believe retailers should grasp this lifeline and look to embrace mobile technology to meet customers' expectations for offers and services via any device in any location.

Consumers are using the mobile internet in all locations and the physical retail store is no exception to this new trend. This report looks at how customers are using mobile internet in-store, what they're researching and their actions as a result of browsing. It also covers customer's acceptance of retailers to send them information in-store, as well as looking at the future consumption of discount vouchers/coupons through mobile phones.

For more information on this white paper or to discuss what other data you might find useful, please contact:

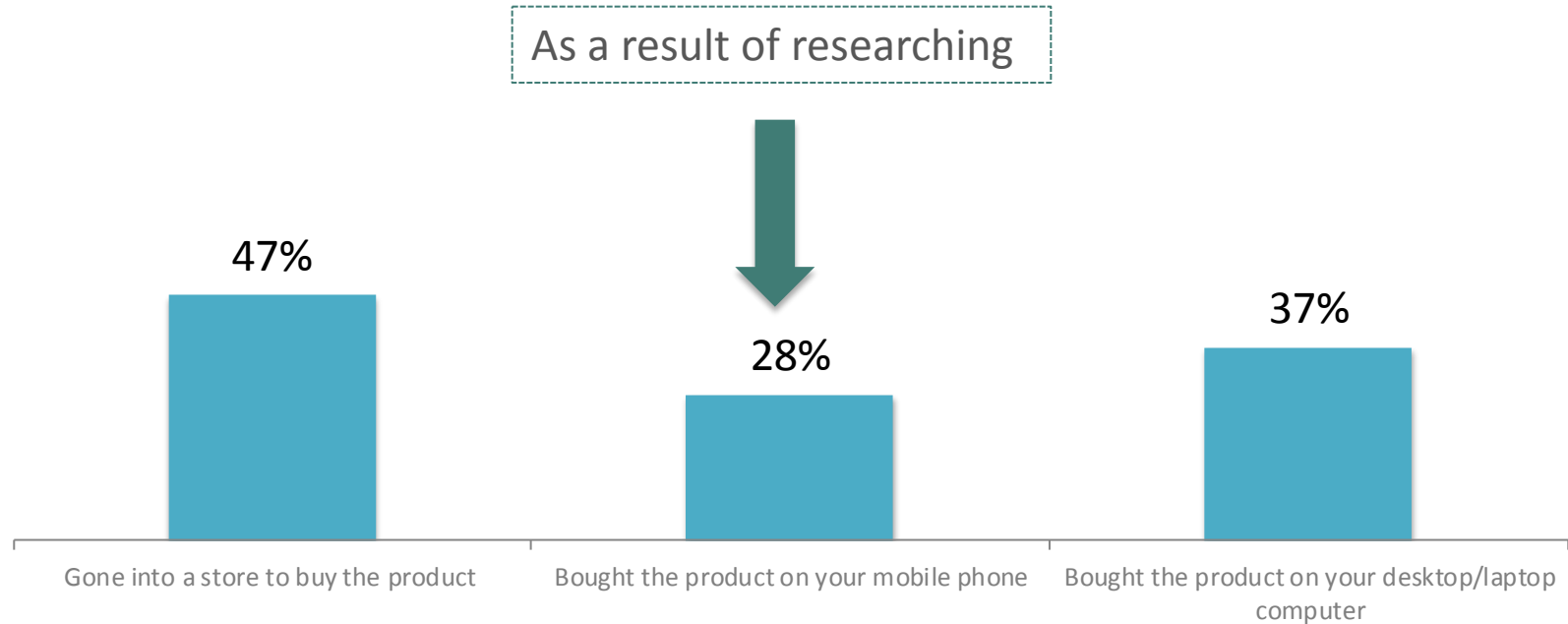
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**On Device Research** uses specialist technology to gather responses on mobile devices. By conducting research on mobile phones you can reach customers wherever they are, at any time and in any location. Mobile research brings fresh, instant responses that accurately capture feelings, thoughts and opinions.

**On Device Research** has gathered data from 1 million surveys in 50 countries. Success depends on our proprietary technology and skill at creating mobile surveys that collect high-quality data from profiled global respondents.

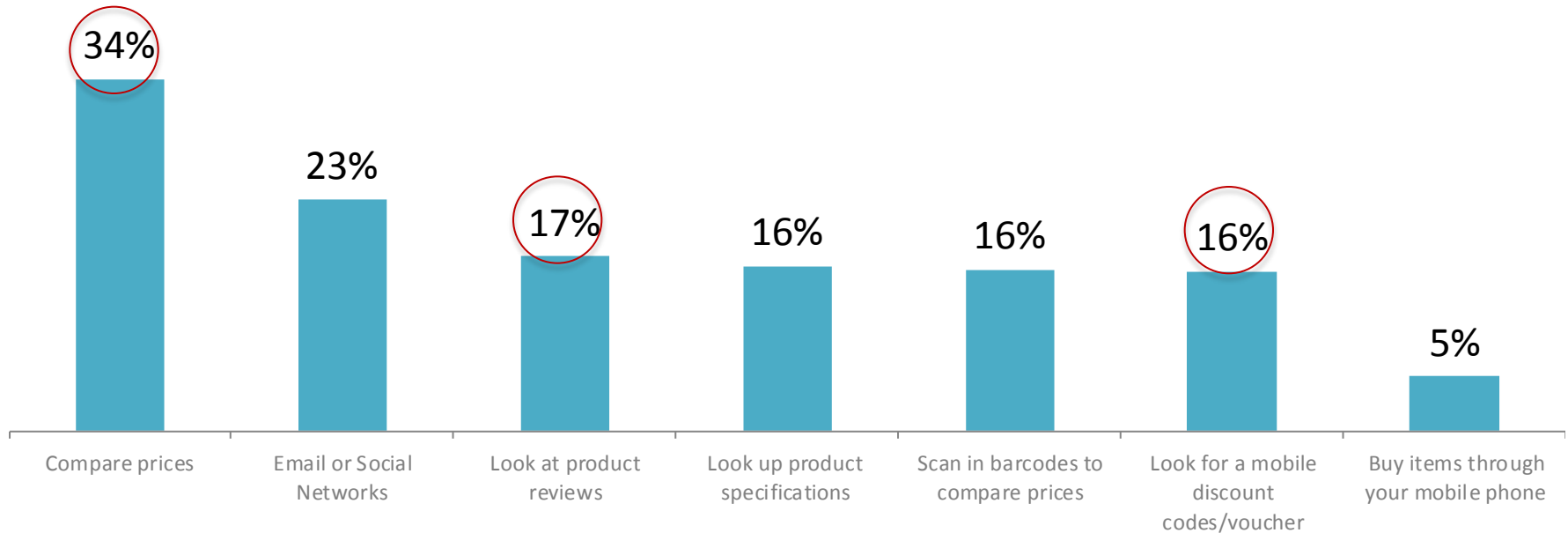


# 92% of respondents have used the internet/apps on their mobile to research products or services



**60%** have used the  
internet/apps on their  
mobile phone in a  
retail store

# In store, customers are most likely to use their mobile internet to compare prices, look for discounts & reviews



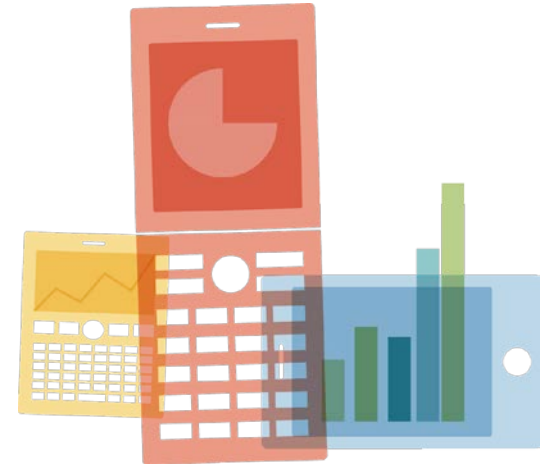
Countries: UK  
Date: January 2012  
N=558

# Researching products in-store via mobile internet, encourages customers to buy in-store

As a result of researching



- 34%** Bought the product in store
- 14%** Bought the product in a different store
- 11%** Bought the product on a desktop/laptop
- 9%** Decided not to purchase
- 9%** Bought the product on their phone



# When shopping, researching big purchases is key, however people still research smaller items to ensure they're buying the right product at the right price



**35%**

Electrical items



**29%**

Music/DVD's



**28%**

Clothing/shoes



**14%**

Household items



**10%**

Food/Grocery's



**8%**

Furniture



**7%**

Beauty products



**38%** have already  
used a stores free Wi-Fi  
however **78%** would use  
the service if offered

# By offering free Wi-Fi it not only improves customers opinion of the store, it gives them confidence they're getting the best deal



Countries: UK  
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If logged on to a  
stores Wi-Fi **74%** would  
be happy for the  
company to send a text/  
e-mail with promotional  
offers

# 43% have redeemed a discount voucher/ coupon in the last 12 months



**23%**

Food/Grocery's



**16%**

Clothing/shoes



**10%**

Electrical items



**10%**

Music/DVD's



**6%**

Beauty products



**3%**

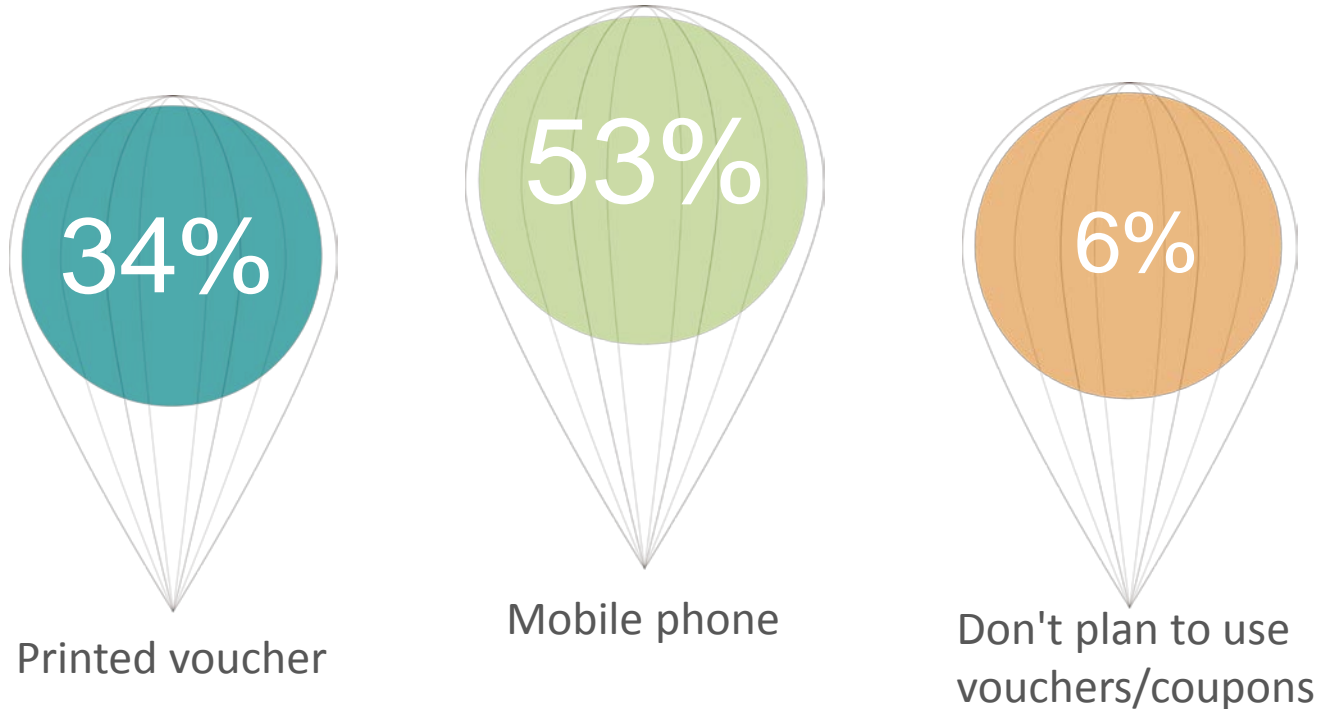
Household items



**2%**

Furniture

# Popularity of using discount vouchers will continue and mobile is the preferred future method of redeeming



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# Summary

- **92%** of respondents have used the internet on their mobile to research products or services, and as a result nearly half went into a store to buy that product.
- **60%** have used the internet on their mobile phone whilst in a retail store and they're most likely use it to compare prices, look for discounts & read product reviews.
- As a result of looking at the internet in-store, **one third** actually went on to buy the product in-store.
- **78%** said if a store offered free Wi-Fi they would use it - by offering this service it improves customers opinion of the retailer and they trust that store to give them the best deal.
- The majority **would be happy** for retailers to send them a text/e-mail with promotional offers whilst they're in-store using the free Wi-Fi service, which opens up new communication methods for retailers.
- Popularity of using discount vouchers will continue and **mobile** is the preferred future method of redeeming.

For more information please contact:

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