

# | Shopping on mobile / UK

Exploring how people use their smartphones for shopping activities

Q3 2016




Google Market Insights

# About this study

**Background:** Mobile apps and sites are a vital channel for advertisers to engage with consumers. Google would like to be able to provide advertisers with a strong understanding of behaviors on mobile apps and sites so that they can design the most effective mobile strategy.

**Objective:** To help advertisers understand the Shopping-related activities people use their smartphones for and how people find, use and stay engaged with apps in this category.

Methodology	15 minute online questionnaire covering shopping category. 
Population	Smartphone users, 18-64, who used smartphone for shopping in the past month  Quotas set on enumeration data per vertical for age, gender, education, and Internet usage frequency.  <small>To ensure vertical representation, a 'soft launch' based on the online population was conducted to determine the makeup of each vertical. After the soft launch was complete and each vertical's makeup was defined, quotas were set per vertical to match this universe. Weighting was applied on the back-end if needed.</small>
Sample Size	N = 500 per vertical
Market(s)	UK (see <a href="#">here</a> for US, CA, FR, NL, SE, RU, TR, IL, KSA)

# | Contents



## **Smartphone activities**

General & vertical-specific



## **App repertoire**

Discovery, acquisition & usage



## **Preferences**

Top apps, features, notifications



## **Abandonment & re-engagement**

Reasons to stop and re-start using apps

# | Key findings

01

About half of shopping apps are used on a **weekly** basis [slide 18]

For shopping activities, **mobile sites are used more than apps** [slide 12]

02

03

Even more important than being from a familiar brand, **easy to use** apps are favourites [slide 28]

**Discounts** and less memory usage can lead some to re-engage [slide 32]

04

# | Smartphone activities



# | Mobile usage for shopping activities

57%

Use their smartphone for  
shopping-related  
activities

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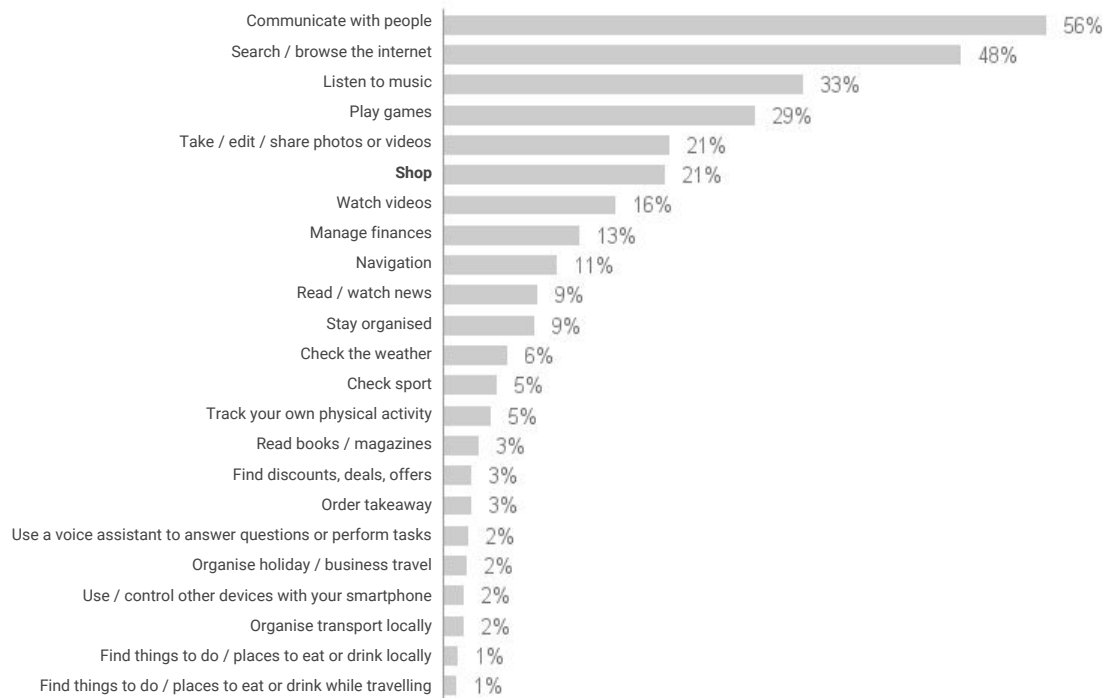
Base: 1001\*

Q2. Below is a list of activities you can do using your smartphone. Please select all the activities you've done on your smartphone in the last 30 days.

\*Data for this question was taken from the 2016 App Landscape study.

# | Must have smartphone activities

Amongst those who use mobile for shopping activities



Base: 500

Q3. If you could only use your smartphone to do three of these activities from now on, which would you choose?

# | Frequency of shopping on mobile

21%

At least **daily**

68%

At least **weekly**



# | Types of purchases made on smartphone

Shopped for in past 30 days

67%



Clothes,  
shoes &  
accessories

37%



Groceries

23%



Skincare &  
cosmetics

40%



Electronics

25%



Home, garden  
& DIY

20%



Sports &  
outdoor

# Shopping activities on smartphone

## Past 30 day activities

Weekly Daily

Browsed or looked for products

69%

59%

24%

Purchased a product

56%

30%

7%

Looked for discounts or offers

53%

42%

14%

Compared prices

51%

40%

13%

Read reviews of a product

45%

33%

11%

Found store contact information (e.g. phone number)

36%

16%

5%

Found directions to a store

25%

12%

4%

Shared a product with friends or family

18%

12%

4%

Retrieved account / loyalty card information

16%

10%

3%

Wrote a review for a product

14%

7%

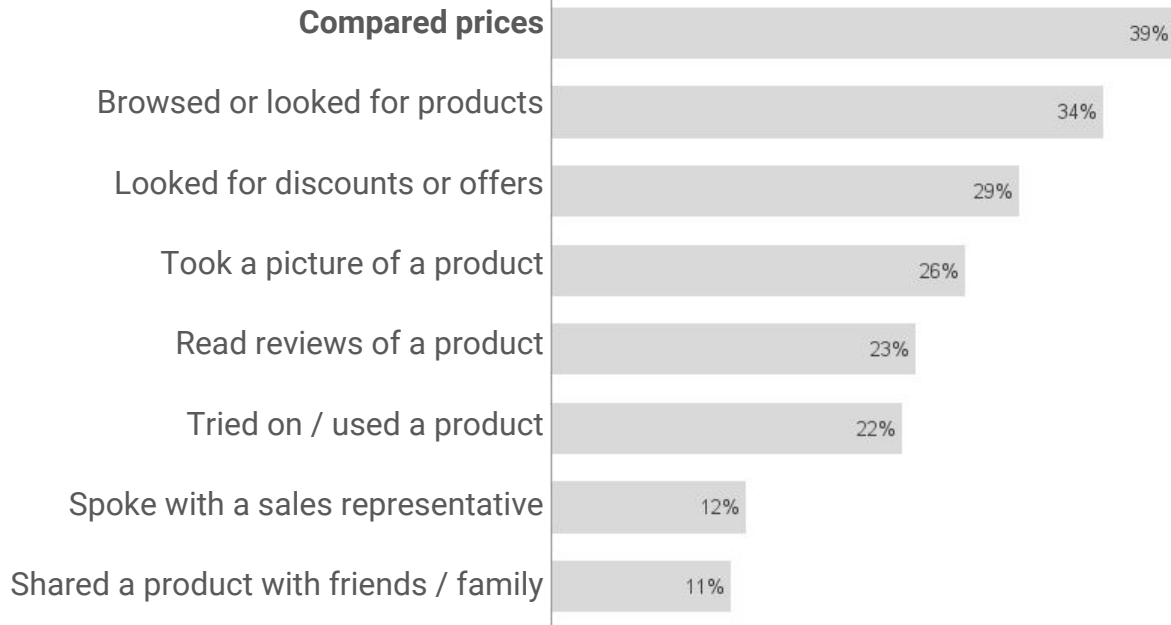
2%

# | Smartphone activities while in a store

72%

Have done an activity in a store that led to a purchase on their smartphone

## Past 30 day activities



# Usage of apps and sites for shopping

## Shopping in past 30 days

49%

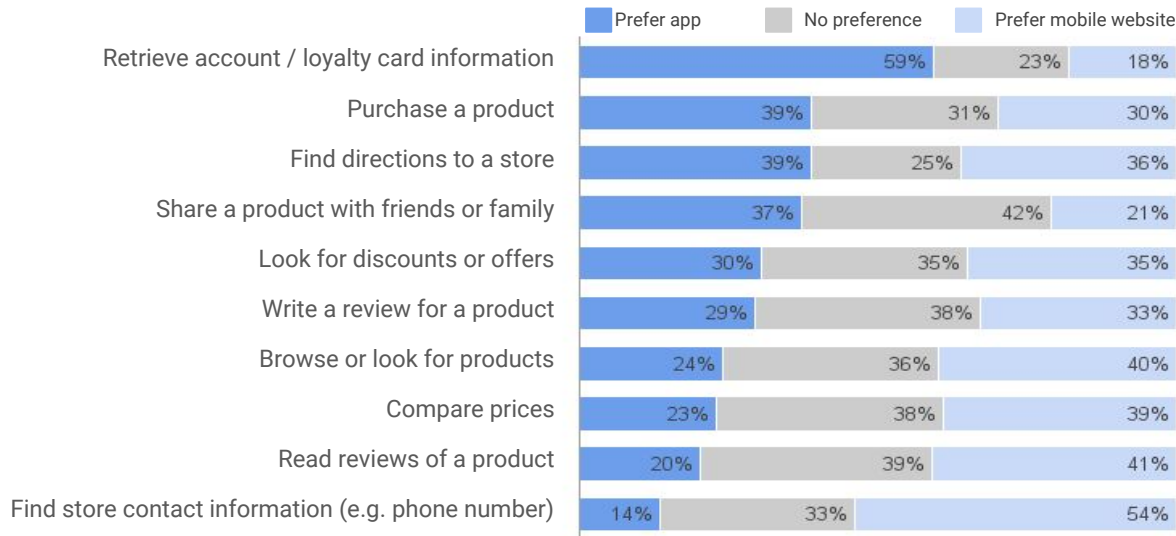
Used an app

68%

Used a mobile website

## Preferences for top shopping activities

Among those who have done activity in past 30 days



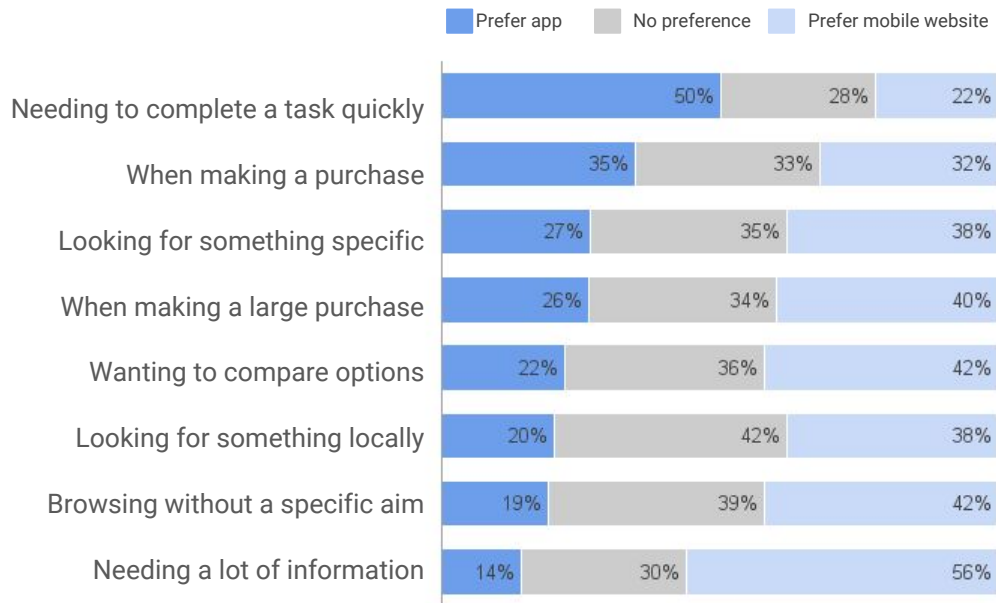
Base: 500

Q5. Have you used a mobile website or an app for each of these in the last 30 days? - Shop

Base: Have done the activity on smartphone in past 30 days (base above n=30 are shown)

Q11. Which of these activities would you prefer to use an app for and which would you prefer to use a mobile website for?

# Platform preferences for shopping situations



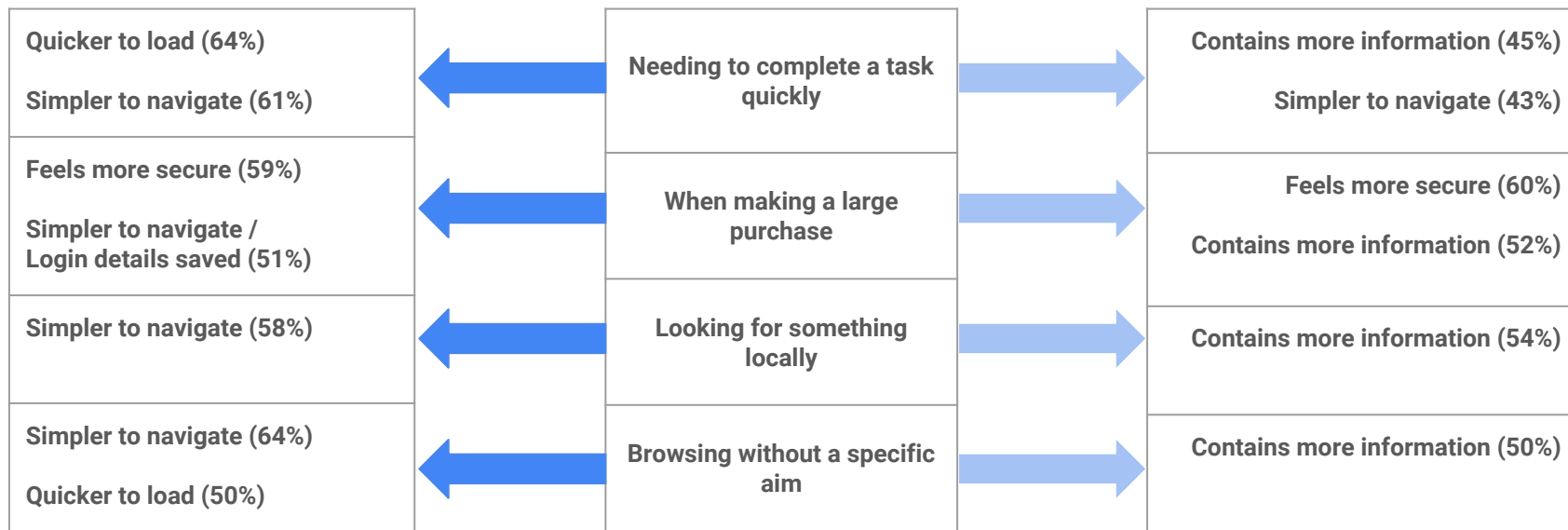
- For most shopping situations, there doesn't appear to be a strong preference for one platform over the other
- Apps are generally preferred for quicker tasks
- People are split as to which is more secure (see slide 14)
- Mobile sites are preferred for occasions when lots of information is needed

# Top reasons for app vs mobile site preference

## Top reasons app preferred

## Situation

## Top reasons mobile website preferred

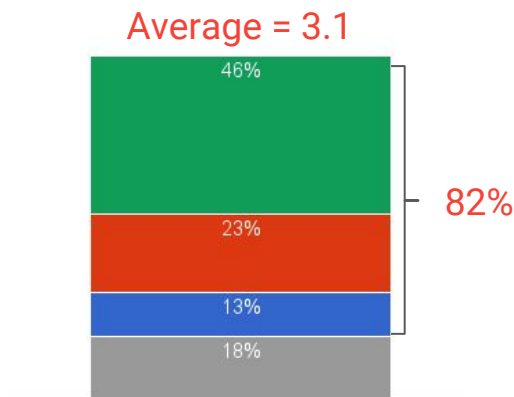


# | App repertoire

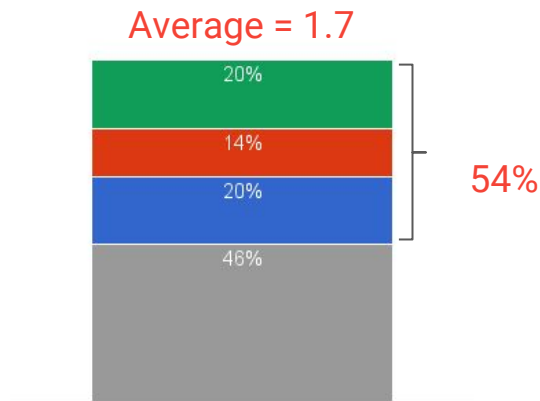


# | Number of shopping apps installed

Currently installed



Installed past 3 months



None One app Two apps Three or more apps

Base: 500

Q14. How many shopping apps are installed on your smartphone (including any that were already installed when you bought it)?

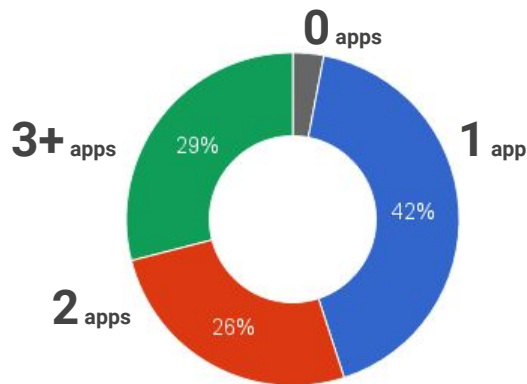
Q18. How many shopping apps have you installed on your smartphone in the past 3 months, including apps you've since uninstalled?



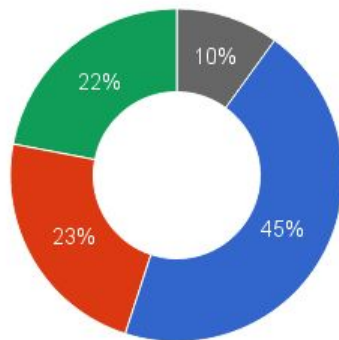
# | Lifecycle of new shopping apps

Among those who installed a shopping app in the past 3 months, an average of **2.2 apps were installed** in the past 3 months...

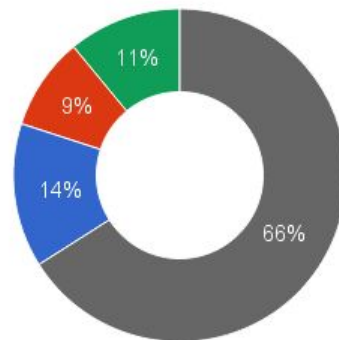
**1.7 were ever opened**  
on average



**1.6 were still in use**  
on average



**0.4 were uninstalled**  
on average



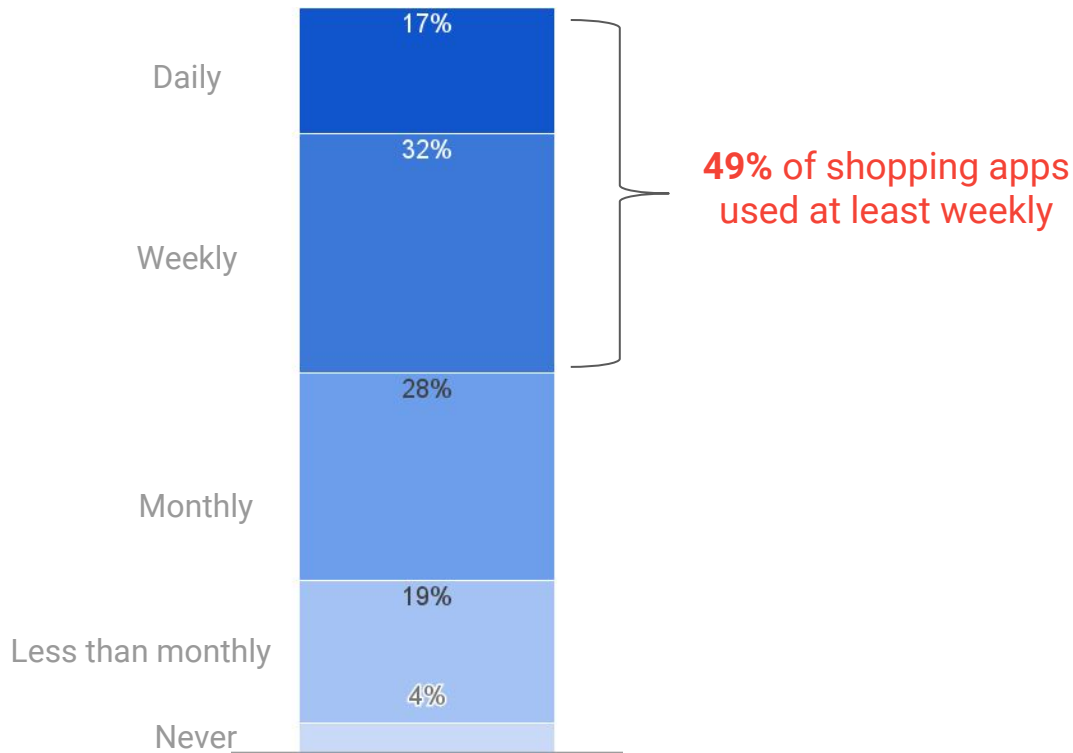
Base: Installed shopping app(s) in the past 3 months (n=337)

Q19. How many of those [VERTICAL] apps you've installed in the past 3 months have you opened at least once since installing?

Q20. How many of those [VERTICAL] apps you've installed in the past 3 months are you still using now?

Q21. How many of those [VERTICAL] apps you've installed in the past 3 months have you since removed?

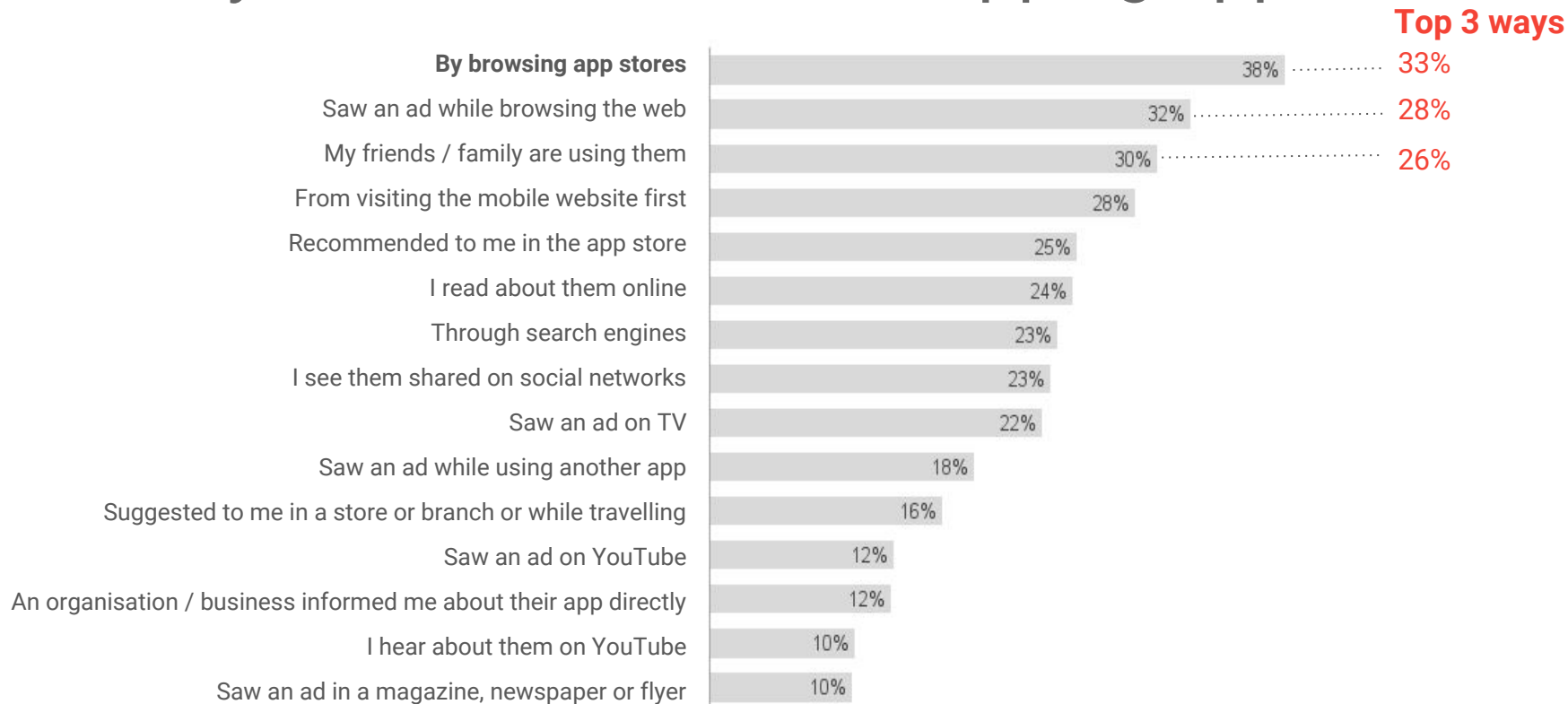
# Average percentage of shopping apps used



Base: Has shopping apps installed on smartphone (n=410)

Q15. Roughly what percentage of the shopping apps are installed on your smartphone do you use...?

# Ways to find out about shopping apps



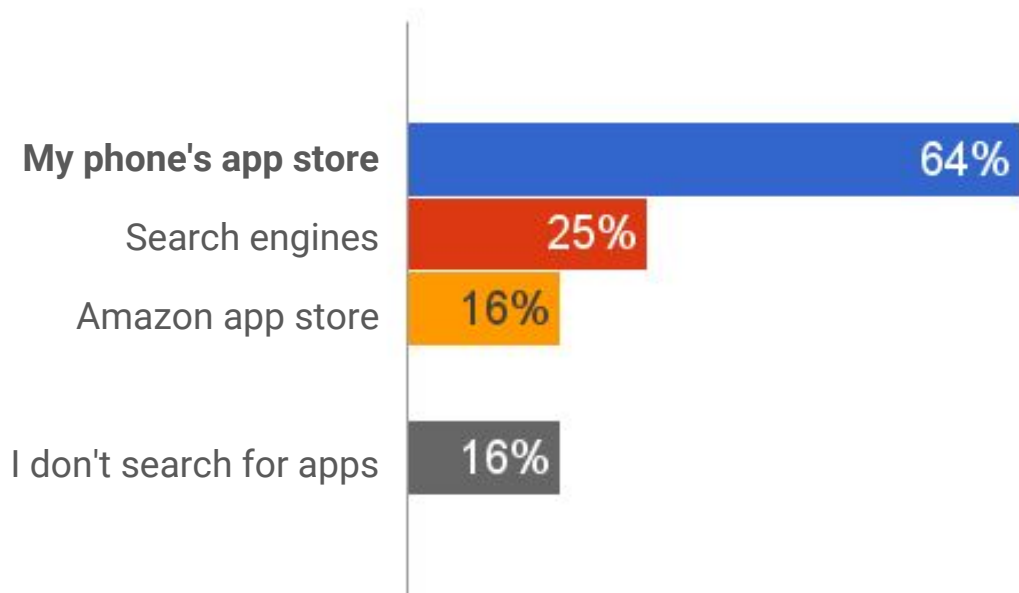
Base: 500

Q32. How do you typically find out about new shopping smartphone apps?

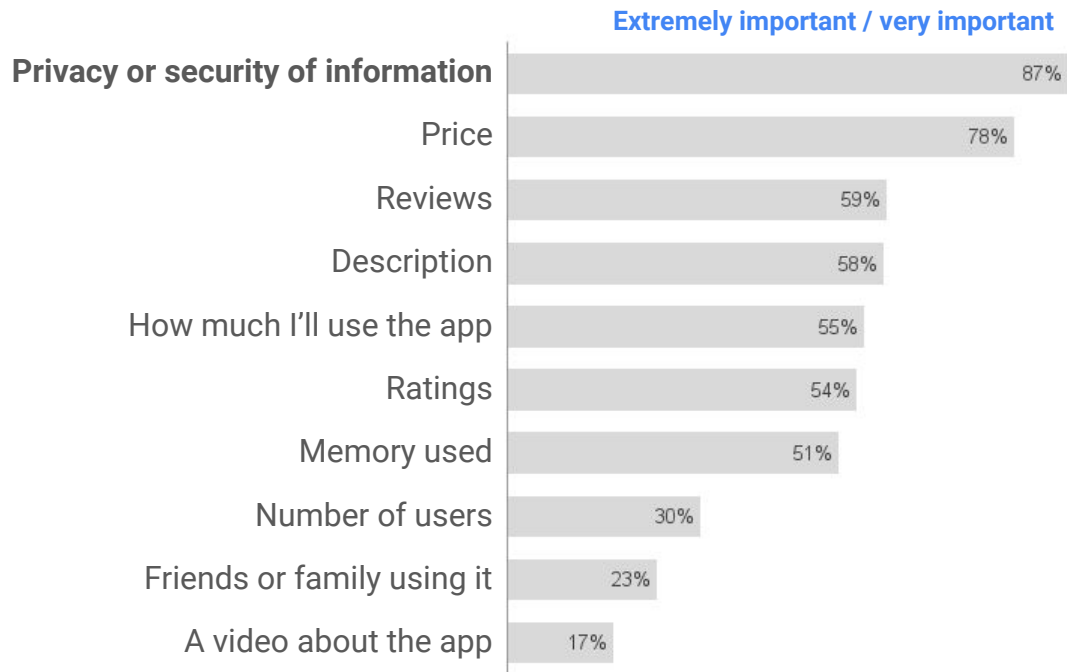
Q33. And have you found out about a shopping app in any of these ways?

Q34. What are the top 3 ways you find out about the shopping smartphone apps you use?

# | Sources of finding shopping apps



# | App store download decision factors



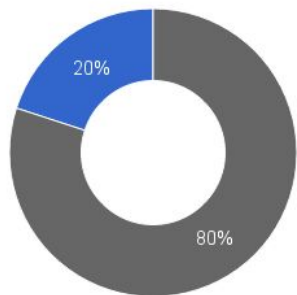
Base: Searches for apps on phone's app store (n=322)

Q38. When searching for shopping apps in your smartphone's app store, how important are the following factors when making a decision about which app(s) to download?

# | Reasons for downloading shopping apps



# Reasons for paying for shopping apps



Never paid to  
download  
shopping app

Have paid to  
download  
shopping app

## Reasons for paying



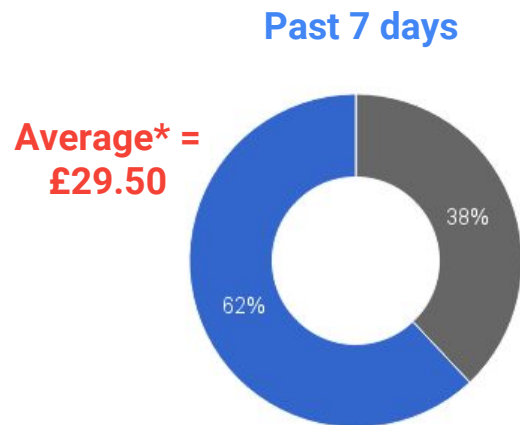
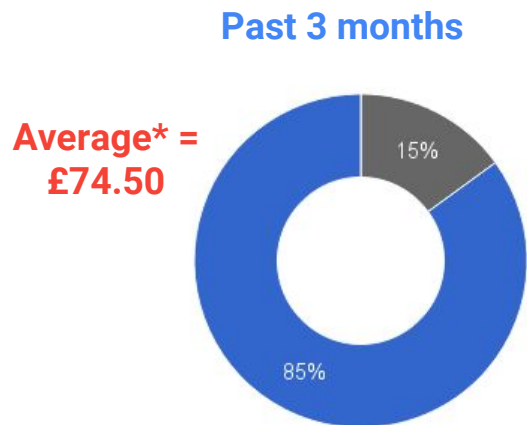
Base: 500 \*Median

Q22. What is the most you have ever paid for a shopping app? Please enter amount to the nearest whole number.

Base: Have paid to download a shopping app (n=103)

Q23. Why have you chosen to pay for shopping apps over other free alternatives?

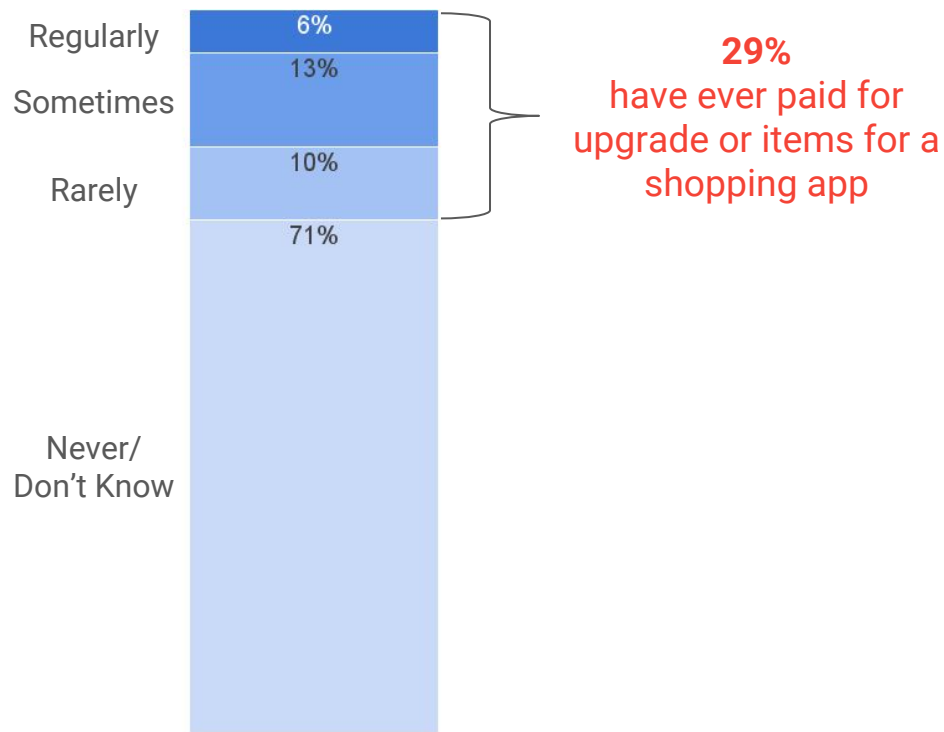
# | Smartphone spending for products/services



■ Have not spent money   ■ Spent money



# | Frequency of paying for app upgrades/items



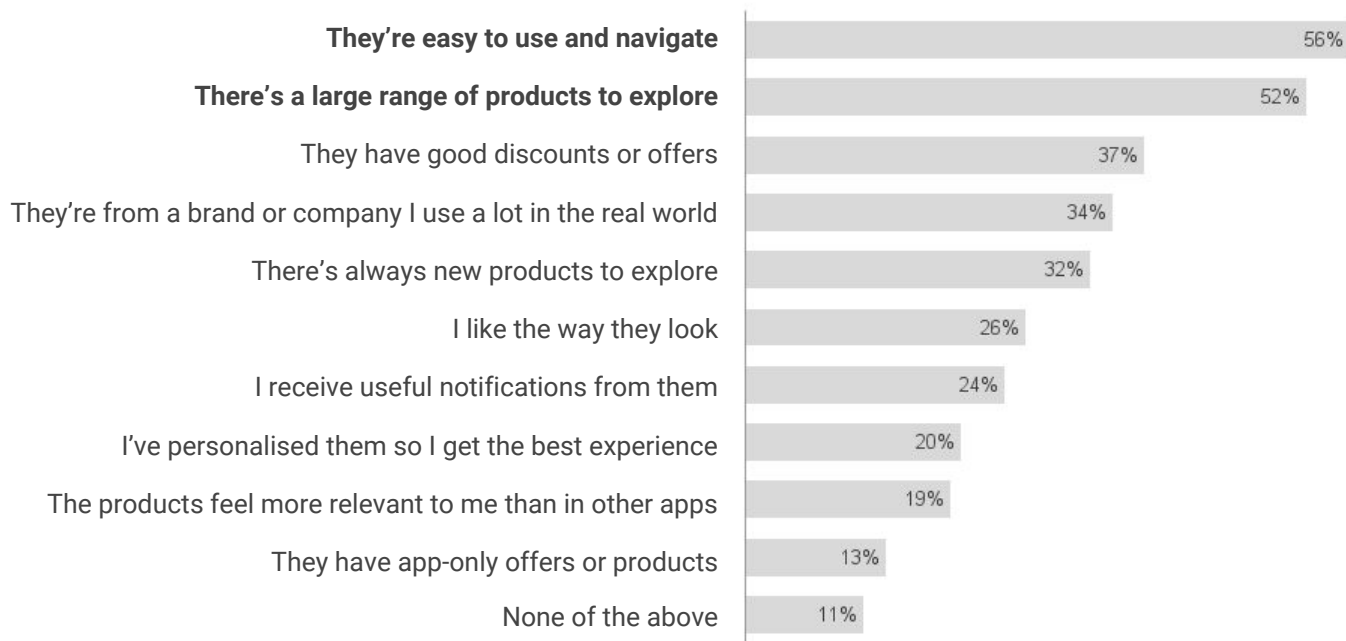
# | Preferences

# | Favourite shopping apps are...

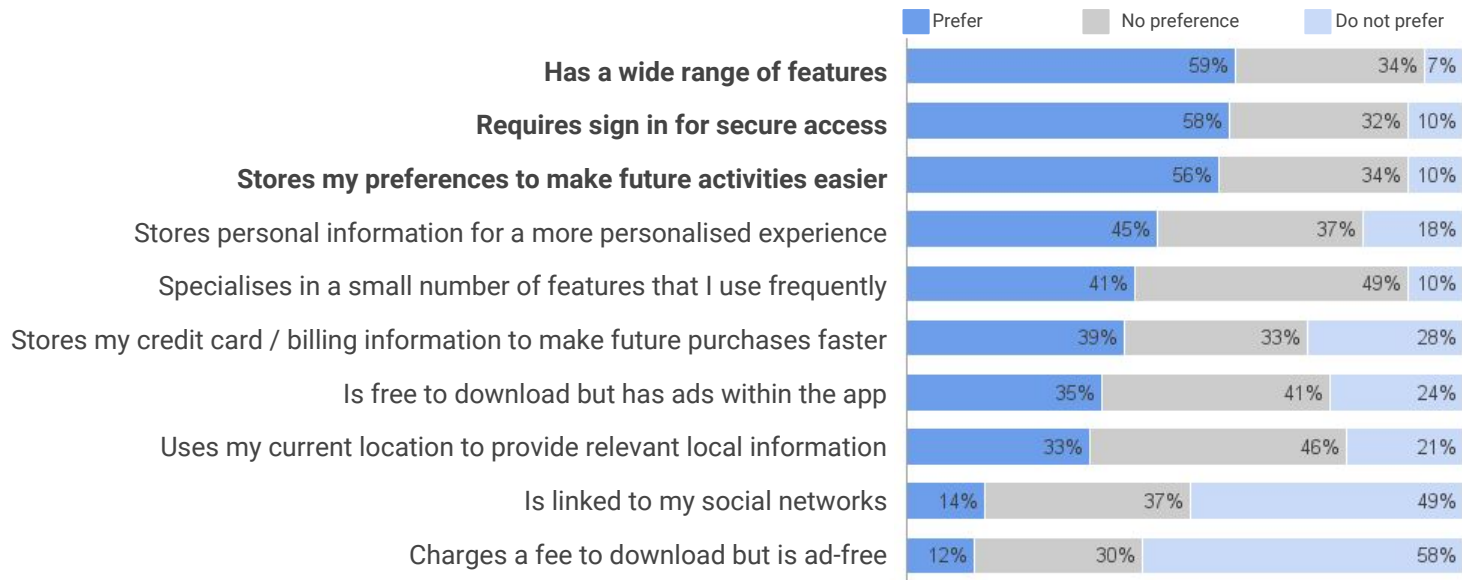


For a deeper look into the Amazon app, [see final section](#).

# | Characteristics of favourite apps



# Preferred features for shopping apps



# | Useful notifications on phone

84%

find shopping  
notifications on  
mobile **useful**

## Most useful notifications



## Open ended responses:

"Product has been dispatched and delivery day / time"

"An item that I had been looking at for quite a while had a significant amount of money off it"

"Holds items in my shopping basket for later and notifies me of things I have been browsing / looking for"

"Related new products from my previous purchases."

Base: 500

Q29. Apps or websites can give you notifications on your phone to tell you about a new update, message, or event, for example. What sort of shopping notifications do you find useful?

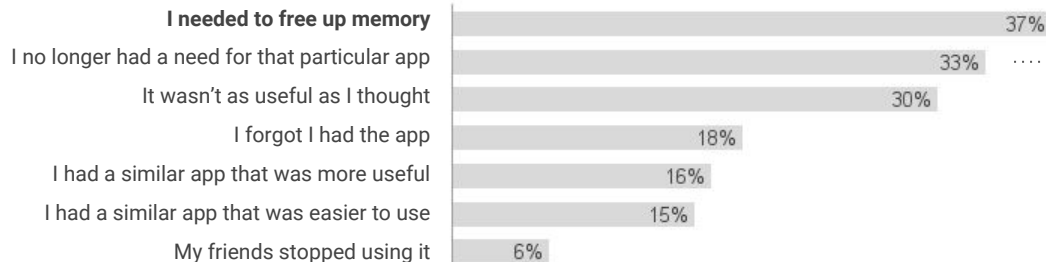
Q30. What is the most useful shopping notification you have ever received on your smartphone?

# | Abandonment & re-engagement

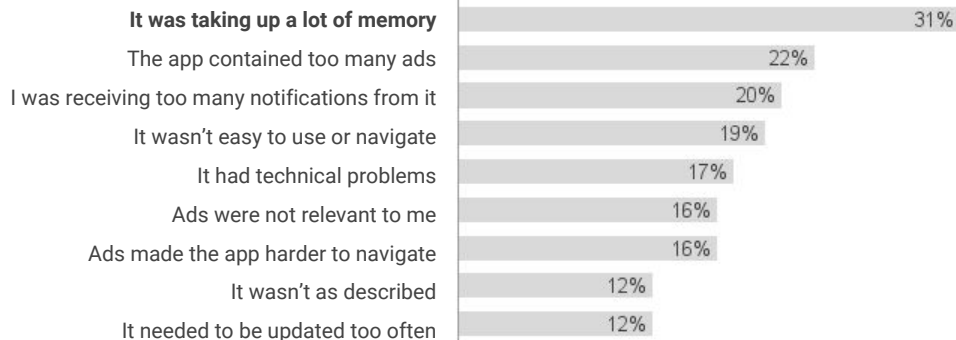


# Reasons for abandonment

Individual related



App related



Why no longer needed?

Other apps covered shopping needs  
49%

Was using for one-off purchase  
48%

No longer interested in the brand/company  
41%

Base: 500

Q40. Have you stopped using shopping apps on your smartphone for any of the reasons below? Select all that apply.

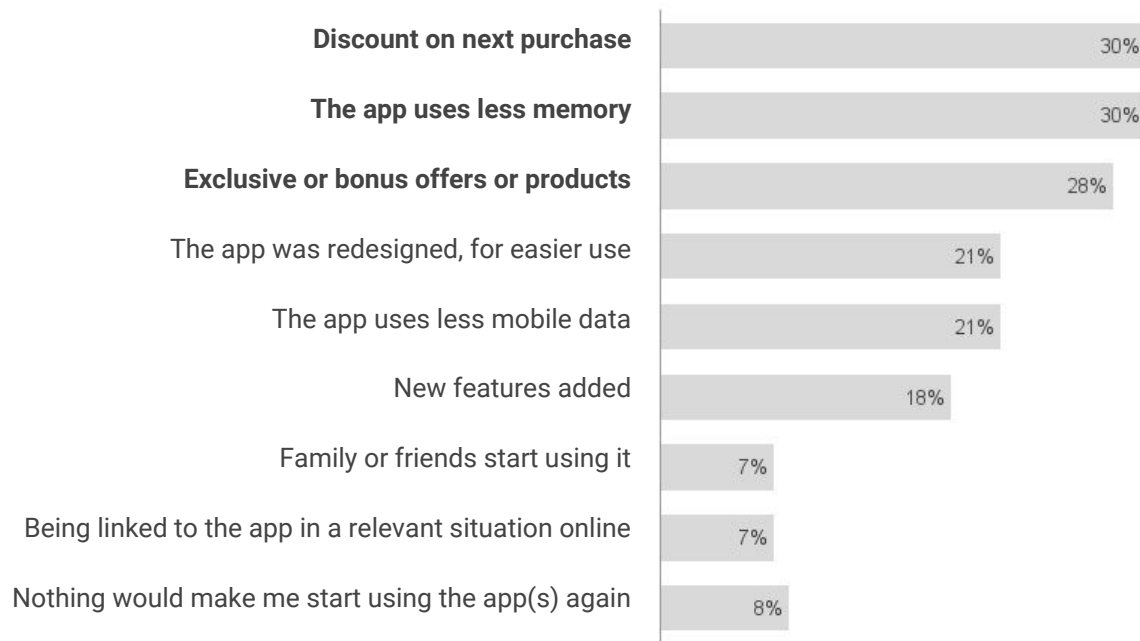
Q41. And have you stopped using shopping apps on your smartphone for any of these reasons?

Base: No longer has need for a particular app (n=165)

Q42. You said you've stopped using shopping apps because you no longer had a need for it / them. Why did you no longer need it / them?



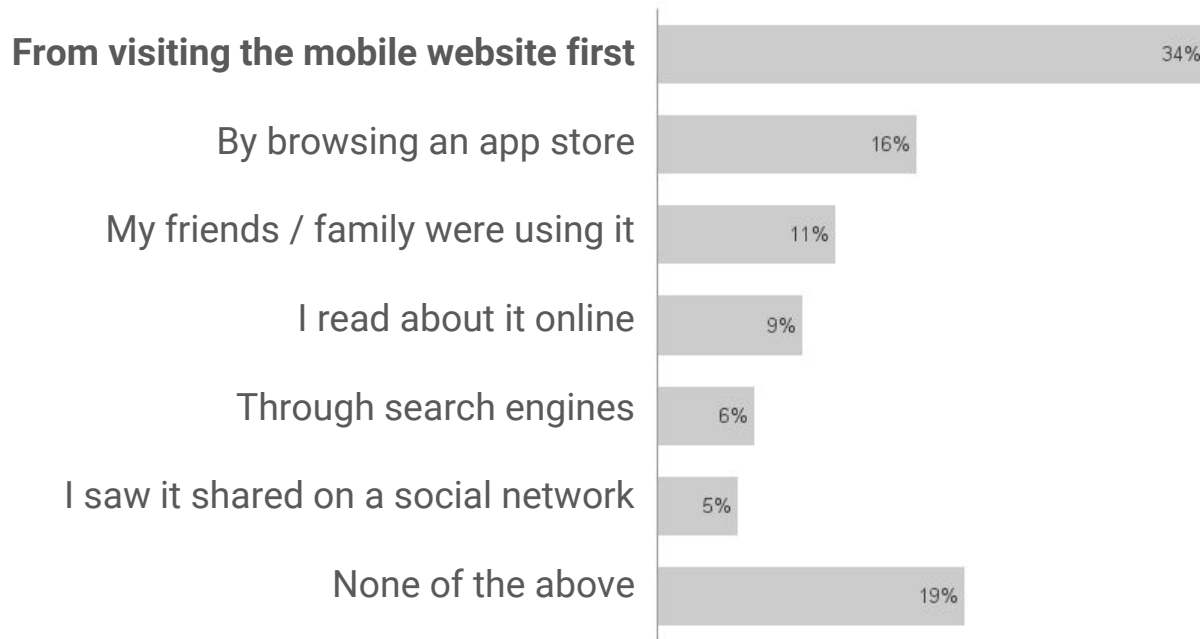
# | Reasons to re-engage



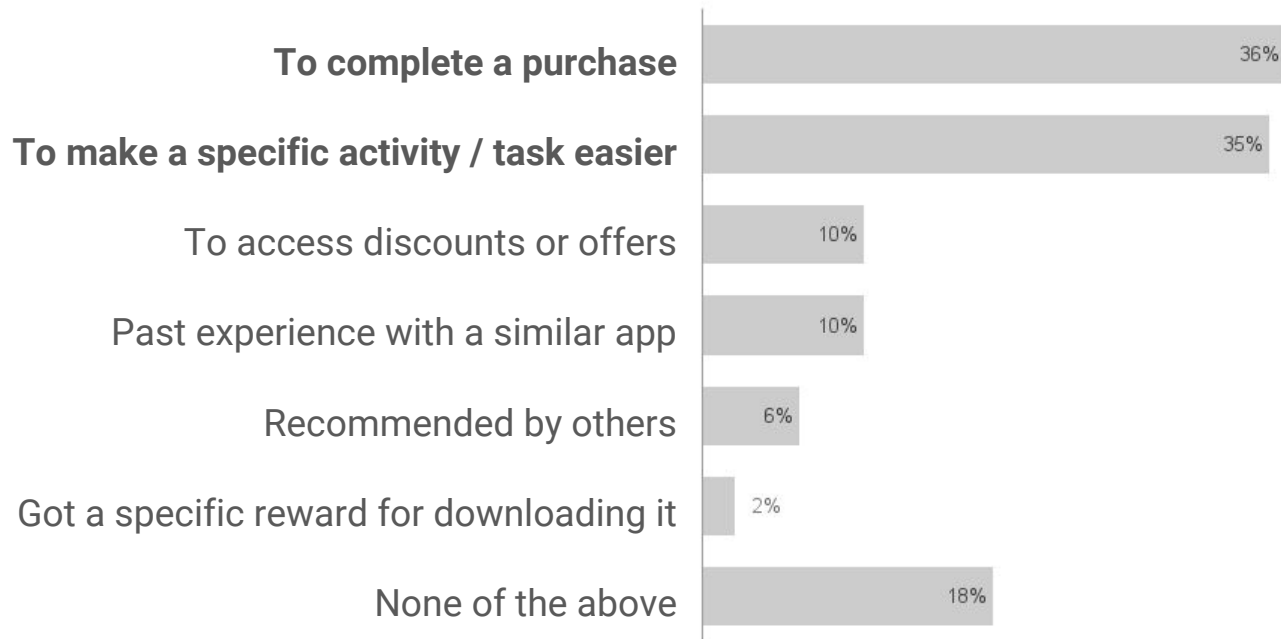
| Favourite app: Amazon



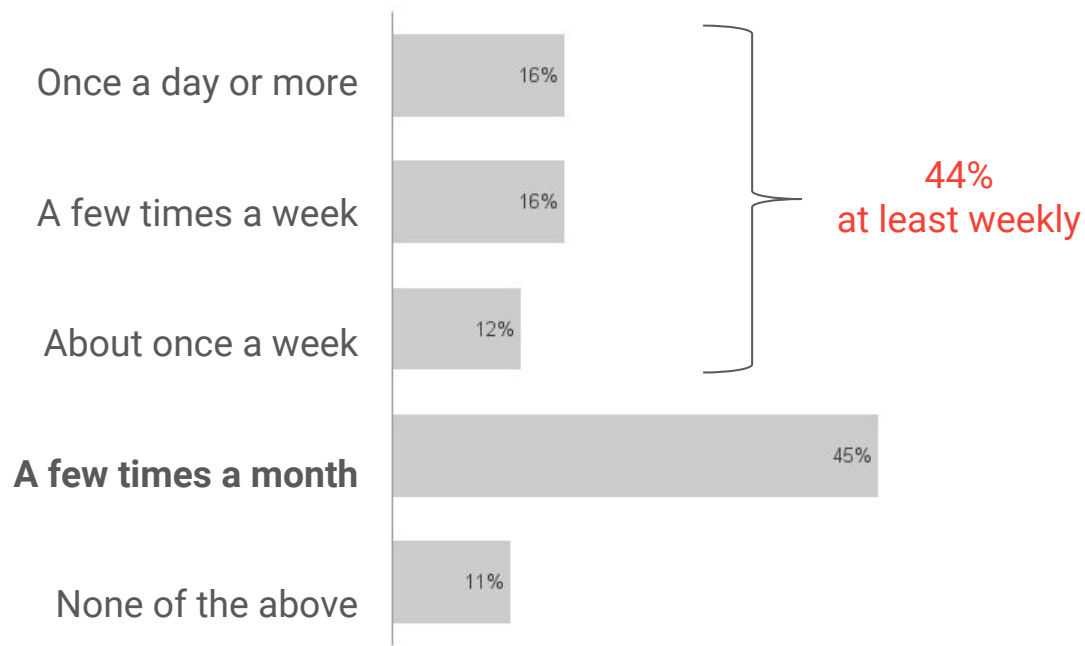
# | Amazon app discovery



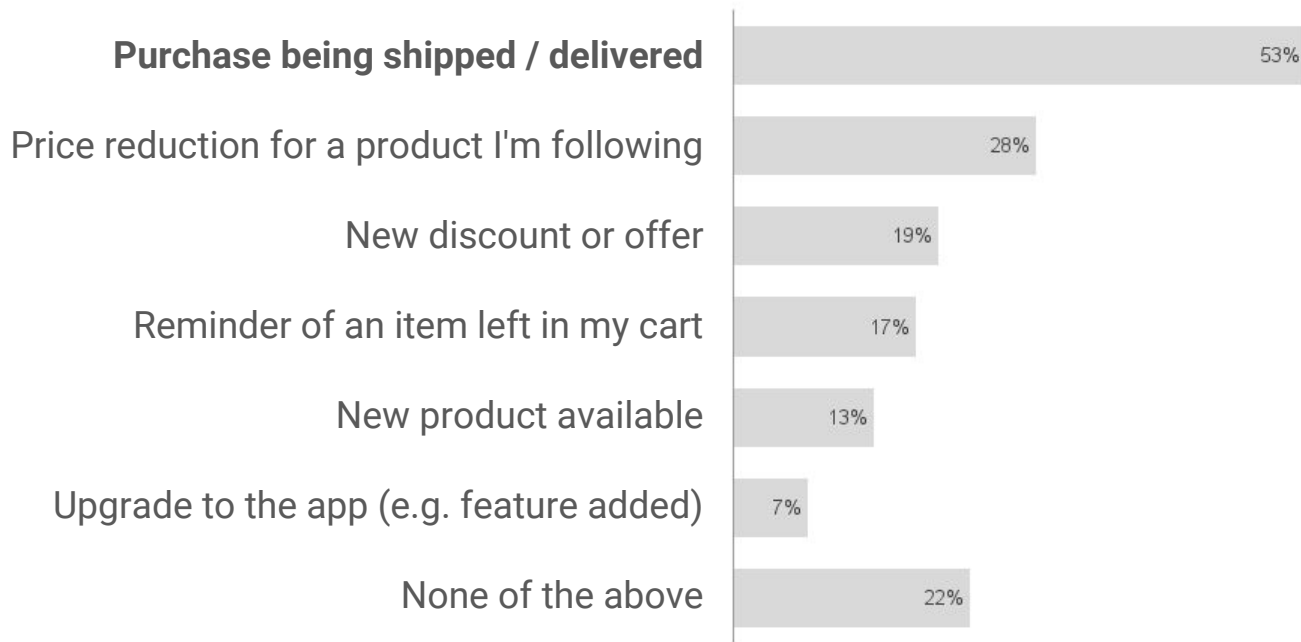
# | Reasons for downloading the Amazon app



# | Frequency of using the Amazon app



# | Useful Amazon app notifications



Base: 100

Q5. Which of the following notifications from the Amazon app have you found useful?

# | Features liked about the Amazon app



Base: 100

Q7. And, which of these features do you like about the Amazon app?

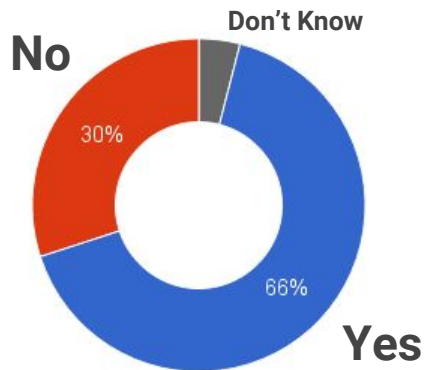
# | Suggested improvements for the Amazon app

User interface	make the delivery method clearer
	there are bugs that prevent the app from running smoothly
	typeface
	update payment
Discounts	better offers and discounts
	discounts
	price discounts for reg users
Search-related	search facility would be more precise
	more refine search options
	better search
Product-related	slightly more products and detail to explore
	more eggs
	streamlined suggestions
Security-related	fingerprint authentication option for purchases
	I'd add fingerprint scanning
Notification-related	remove cart reminders
	easier to control notification types



# | Use of Amazon's mobile website

Used mobile website since getting the app?



**Browsing without a specific aim**

Forgot I had the app

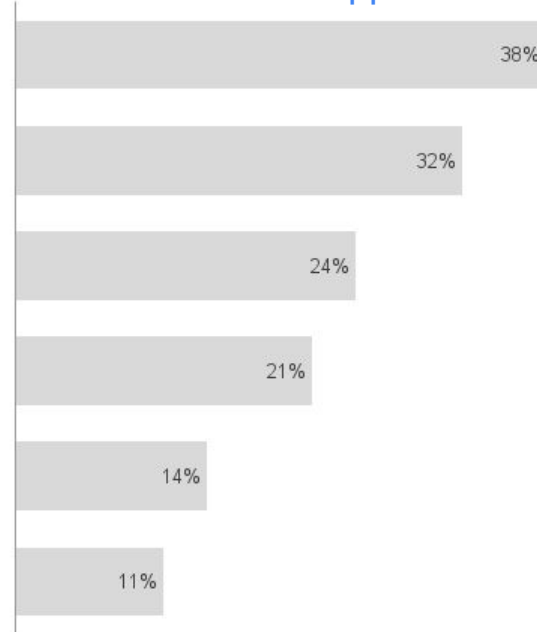
Looking for something specific

Needing a lot of information

Wanting to compare options

When making a large purchase

Reasons to use mobile website instead of app



Base: 100

Q9. Have you used Amazon's mobile website since getting the app?

Base: 66

Q10. Why did/do you use Amazon's mobile website instead of the app?

# | Shopping on mobile / UK

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