Mobile In-Store Research
How in-store shoppers are using mobile devices
April 2013

Google™ Shopper Marketing Council
marc
The Google Shopper Marketing Agency Council is a group of recognized shopper marketing experts, well-known for advancing client's brands along the digital path-to-purchase. This group, in collaboration with Google, seeks to ignite digital thought leadership among Shopper Marketers. The council is focused on driving digital shopper thought leadership, cultivating insightful research, and developing transformational toolkit solutions for marketers. Follow us on Google+ for more information.

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SVP Shopper Marketing & Experiential, The Marketing Arm
Methodology

**Background:** Research collaboration with Google, M/A/R/C Research, and top shopper marketing agencies to uncover the role & opportunities for mobile in the shopping experience.

**Qualitative**
- Used to inform quantitative:
  - **5** Shop-along ethnographies
  - **4** Bulletin Boards
  - **20** Self-Ethnographies
  - **Q3** Timing: 2012

**Quantitative**
- Timing: Q4 2012
- 1,507 smartphone owners who use mobile devices for shopping, completed a 3 part survey for a shopping trip.

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Note: Weights applied to reflect the demographic profile of U.S. smartphone owners based on 2012 MRI data.
Frequent smartphone shoppers, defined as:
1. Use mobile to assist in shopping at least once a week.
2. Agree highly:
   - "Use my mobile to make everyday tasks easier."
   - "Use my mobile to research products."
   - "Routinely look for new mobile apps."

Methodology

62% Standard smartphone shoppers, defined as:
Using a smartphone to assist with shopping at least once a month or more.

17% Frequent smartphone shoppers, defined as:
1. Use mobile to assist in shopping at least once a week.
2. Agree highly:
   - "Use my mobile to make everyday tasks easier."
   - "Use my mobile to research products."
   - "Routinely look for new mobile apps."

79% of smartphone owners are ‘smartphone shoppers’
Key Takeaways

Smartphones are transforming the in-store shopping experience. 8 in 10 smartphone shoppers use mobile in-store to help with shopping.

The retail landscape is evolving for all industries. Mobile use in stores is not category specific - Nearly 2/3 of baby product shoppers compare prices in-store.

Mobile search is the starting point. Instead of going directly to a site or app, 82% of shoppers use search engines for browsing product information while in-store.

Shoppers who use mobile more, spend more in-store. Frequent mobile shoppers spend 25% more in-store than people who only occasionally use a mobile phone to help with shopping.
Research Sections

**Section 1**  
Mobile influences the path to purchase & increases basket sizes

**Section 2**  
Mobile empowers shoppers

**Section 3**  
Shoppers rely on search for product information

**Section 4**  
Shoppers use mobile devices across all product categories
Mobile influences the path to purchase & increases basket sizes
90% of smartphone shoppers use their phone for pre-shopping activities.

- Find location/directions: 58%
- Find hours: 57%
- Make price comparisons: 44%
- Find promo offers: 44%
- Browse: 43%

- Find where specific products are sold: 32%
- Find product information: 31%
- Find product availability in-store: 31%
- Find product reviews: 30%
- Use to make a purchase: 19%
84% of smartphone shoppers use their devices to help shop while in a store.

Base: smartphone shoppers (n=1,507)
Please check how you used your smartphone while shopping inside the physical store.
We’re seeing this across categories....

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appliances</td>
<td>97%</td>
</tr>
<tr>
<td>Grocery</td>
<td>89%</td>
</tr>
<tr>
<td>Baby Care</td>
<td>87%</td>
</tr>
<tr>
<td>Electronics</td>
<td>87%</td>
</tr>
<tr>
<td>Household Care</td>
<td>86%</td>
</tr>
<tr>
<td>Health &amp; Beauty</td>
<td>81%</td>
</tr>
<tr>
<td>Apparel</td>
<td>80%</td>
</tr>
<tr>
<td>Pet Care</td>
<td>71%</td>
</tr>
</tbody>
</table>

In-store smartphone use for any shopping activity
Almost half use mobile for 15+ minutes per store visit.
Shoppers who use mobile more, buy more

<table>
<thead>
<tr>
<th>Category</th>
<th>Median Basket Size</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health &amp; Beauty</td>
<td>$30 (198)</td>
<td>+50%</td>
</tr>
<tr>
<td>Appliances</td>
<td>$250 (102)</td>
<td>+40%</td>
</tr>
<tr>
<td>Electronics</td>
<td>$161 (206)</td>
<td>+34%</td>
</tr>
<tr>
<td>Household Care</td>
<td>$40 (187)</td>
<td>+25%</td>
</tr>
</tbody>
</table>
"Self-help" is becoming the new norm

1 in 3 shoppers use their smartphones to find information instead of asking store employees.
In some categories this “self-help” trend dramatically increases

- **Appliances**: 55% (102)
- **Electronics**: 48% (203)
- **Baby Care**: 40% (135)
- **Household Care**: 39% (185)

Base: use smartphone in-store. At any time during your shopping experience, did you use your mobile device to find information or answer questions that you would have otherwise asked a store employee?
Mobile empowers shoppers
Convenience and savings are leading drivers of mobile use

Benefit of using mobile phone for shopping

- Saves me Time: 51%
- Saves me Money: 44%
- Makes Life Easier: 42%

In general, what three things do you like most about using your mobile device to assist you in shopping?
Cost savings are important to in-store consumers and so is finding your business.

53%
Make price comparisons

39%
Find promotional offers

36%
Find location / directions

35%
Find hours

Base: smartphone shoppers (n=1,507)
Please check how you used your smartphone while shopping inside the physical store.
In-store price comparisons are the most common shopping activity across all categories.

In-store smartphone use for mobile price comparisons:
- Appliances: 74% (102)
- Electronics: 70% (206)
- Baby Care: 62% (137)
- Household Care: 58% (187)
- Pet Care: 51% (99)
- Health & Beauty: 46% (198)
- Apparel: 44% (375)
- Grocery: 36% (203)
Shoppers rely on search for product information
82% of shoppers use search engines when browsing product info in-store.
Consumers choose search as their #1 in-store resource to help research products.

82% Search Engine
62% Store Websites
50% Brand Websites
21% Store Apps
20% Deal Websites

Base: Use smartphone to perform activity when shopping. (n=486) Q: Which of the following resources did you use for (activity) in the physical store?
Consumers choose search as their #1 in-store resource

<table>
<thead>
<tr>
<th>Activity</th>
<th>Search Engine</th>
<th>Store Websites</th>
<th>Brand Websites</th>
<th>Store Apps</th>
<th>Brand Apps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find where products are sold</td>
<td>73%</td>
<td>67%</td>
<td>39%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Make price comparisons</td>
<td>72%</td>
<td>50%</td>
<td>30%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Find promotional offers</td>
<td>63%</td>
<td>59%</td>
<td>38%</td>
<td>36%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Base: Use smartphone to perform activity when shopping. Q: Which of the following resources did you use for (activity) in the physical store?

*(374) (794) (654)*
Mobile sites are preferred over apps by in-store shoppers

65% Prefer Mobile Sites

35% Prefer Apps

Base: Total Respondents; n=1507. Q Do you prefer to use mobile web sites or apps while shopping for [CATEGORY] using your mobile device? Q Why do you prefer to use [mobile web sites/apps] while shopping for [CATEGORY] using your mobile device?
Implications for businesses

1. Mobile marketing isn’t an option; **it’s an imperative**

2. Mobile can be used to get customers to the store and can help **keep them there**

3. Meet the **showrooming** challenge head-on

4. **Recognize the pivotal role of mobile** to your overall marketing strategy
Mobile marketing isn’t an option; it’s an imperative

In-store shoppers are looking for product information and they’re turning to their mobile device to find it. The mobile device, always on and always with shoppers, is one of the biggest influencers in the store today; it presents tremendous opportunities for marketers across industries to connect with potential customers--wherever they are, whenever they’re searching for your products.
Mobile can be used to get **customers to the store** and can help keep them there.

Allow customers to find your business on mobile. In addition to having a mobile website, businesses should use it to prominently display retail locations and phone numbers.

**Own the digital shelf.**
Make it easy for shoppers to find product information, promotional offers, or other information about your business on their smartphones when in-store.

**Adapt your marketing message to the consumer’s context.**
Taking into account things like location, time of day and device allow you to reach people with more relevant messages.
Meet the **showrooming** challenge head-on

**Embrace mobile use in-store.**
It’s going to happen, so find a way to take advantage of it. Having a wide inventory of ecommerce products, store maps, and product information QR codes are just some of the ways to connect with mobile users.

**Improve the in-store experience.**
Offering expert service from salespeople or interactive product demos can help distinguish your in-store experience from online shopping.

**Have a strategy to address price comparisons.**
Using price match guarantees, stocking unique product bundles, and creating store specific brands and products are just some of the steps that businesses can take.
Recognize the pivotal role of mobile to your overall marketing strategy

Own the shelf by allowing consumers to research and purchase your products with a mobile device. Shoppers often need more information to make a purchase decision and mobile search is their gateway.

Start to measure new conversion types. Today’s devices offer more ways than ever for customers to interact with your business. Customers that initially find you on mobile can transact on a web site or app, purchase over the phone, or visit your physical store. Develop strategies to accurately attribute these actions to your mobile marketing.
Shoppers use mobile devices across all product categories.
Shoppers use mobile phones in-store when shopping for apparel

- 43% Make price comparisons
- 43% Find promo offers
- 34% Find location / directions
- 34% Find hours

P3Q200/P3Q300/P3Q400. Please check how you used your smartphone [in store]. N=375
Shoppers use mobile phones in-store when shopping for **electronics**

- **70%** Make price comparisons
- **51%** Browse
- **45%** Find product reviews
- **45%** Find hours
- **42%** Find product information

- **42%** Find location / directions
- **40%** Find promo offers
- **35%** Find where specific products are sold
- **32%** Find product availability in-store
Shoppers use mobile phones in-store when shopping for **appliances**

- 75% make price comparisons
- 73% find product information
- 64% find promo offers
- 62% browse
- 58% find hours

- 53% find product reviews
- 46% find where specific products are sold
- 45% find location/directions
- 41% find product availability in-store
- 38% use to make a purchase
Shoppers use mobile phones in-store when shopping for **health & beauty**

- **46%** Make price comparisons
- **42%** Find location/directions
- **43%** Find hours
- **40%** Find promo offers
- **35%** Browse
Shoppers use mobile phones in-store when shopping for *household care*

- 58% Make price comparisons
- 41% Find location/directions
- 36% Browse
- 34% Find promo offers
- 32% Find product information

P3Q200/P3Q300/P3Q400. Please check how you used your smartphone [in store]. N=187
Shoppers use mobile phones in-store when shopping for **pet products**

58% Make price comparisons
Shoppers use mobile phones in-store when shopping for baby products

- Make price comparisons: 62%
- Browse: 42%
- Find location/directions: 39%
- Find promo offers: 37%
- Find hours: 37%
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