

UK Consumers In Vanguard Of Mobile Commerce

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UK consumers are using their phones to make purchases and manage their money with an enthusiasm not seen in many of our European neighbours, according to the latest findings on the mobile sector from research giant TNS.

Well over half of the country's mobile owners are either interested in mobile banking services or using them already, whilst 45 percent show the same level of enthusiasm for making payments using their phone.

UK usage is comparable to that found in a small group of developed countries including Australia, Brazil, Korea, and the USA. These are all countries where internet banking is well-established. For on-line banking customers, the move from online PC to mobile banking is seen as a small step that offers immediate and easily understood benefits in terms of convenience and 'always-on' availability.

This contrasts strongly with another group of developed countries where consumers are showing much less interest in mobile commerce. The group includes Germany, France, The Netherlands, Argentina, Russia and Japan, where consumers have high levels of access to traditional banking but have not moved their banking on-line to the same extent.

TNS' research showed that overall, use of mobile banking and mobile wallet services is set to surge worldwide as consumers respond to the promise of convenience. But trust remains an important issue, the perceived dangers of fraud and robbery and the reliability of banks themselves all playing a role.

Whether in Asia, The Americas, Europe or Sub-Saharan Africa, consumers identify convenience as the key driver of their enthusiasm for mobile commerce. However, different markets provide very different contexts so mobile finance providers need to be well versed about these nuances as they figure out which services they should offer - and which brands they should offer them through.

There is a wealth of information on the global mobile sector in TNS' Mobile Life study.

Source: TNS

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