

77% Of Smartphone Owners Still Use Catalogues To Browse...

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proving that integration of all channels is key for success

Around 3 out of 4 (77%) of smartphone owners have researched or browsed using catalogues in recent months* according to the latest consumer research from eDigitalResearch and Portaltech Reply, signalling the importance that more established and traditional channels still have a role to play in the overall multichannel customer journey.

The study also found that:

- Just 3% of the smartphone owners surveyed had not visited a store to make a purchase in the past six months* despite numerous retailers announcing a fall in high street profits

- Unsurprisingly, both online and mobile channels have seen a significant growth over the past year, with 84% of smartphone owners using both channels to shop on a regular basis

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eDigitalResearch and Portaltech Reply have been tracking the changing trends in multichannel shopping and browsing preferences with UK consumers since June 2010.

This, the third study of its kind, found that whilst online and mobile channels are seeing substantial year on year growth, the results showed that more traditional shopping channels, such as catalogues and stores, still have a vital role to play in the overall customer journey.

To download your own copy of The Changing Trends in Multichannel Shopping and Browsing Preferences, please complete the following short registration survey .

*research completed in March 2012

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