

# Study Finds Saving Time And Money Are The Key To The Mobile Shopper

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According to a new study published today by Catalina, the personalized digital media company, what shoppers really want in a mobile commerce experience is very simple: to save time and money without any extra hassle.

“Getting Smart About Today’s Mobile Savvy Shopper,” conducted in partnership with market research firm InsightsNow, based on a nationwide survey that identified 1,000 smartphone owners who are the primary grocery shoppers within their households. While early iterations of in-store mobile shopping apps had the potential to revolutionize retail, the next wave of shopper-first technology will accelerate adoption by providing content that is highly relevant to the shopper. In the past, mobile commerce simply took analog and digital content and put it on a smartphone. This approach didn’t work, as shoppers wanted an experience that leveraged the power of mobile. Now that we’re moving to “Mobile 2.0,” CPG retailers need to deliver an application that can translate a shopper’s preferences into relevant content that will enhance their experience by saving them time and money on items they actually want,” said Todd Morris, EVP of corporate development and marketing, Catalina. “To achieve this, retailers and brands must combine feature-rich shopping applications with an understanding of shopper preferences, purchase history and more.” The results of this study demonstrate why retailers should act soon. Study data shows that two-thirds of primary household shoppers who own smartphones have already used their mobile devices on a shopping trip. “The data shows that a growing base of shoppers is looking for new and better tools to save them time and money and help them make better purchasing decisions,” said Keith Anderson, vice president and senior analyst of RetailNet Group’s Digital Advisory practice. “Retailers and brands that focus on the features shoppers find most helpful will improve their experiences, unlocking the potential for driving more impulse purchases, bigger baskets and greater loyalty.” Results confirm that shoppers want an integrated application that makes them smarter, more efficient shoppers, and they decidedly do not want anything that complicates or extends the shopping trip. Greg Stucky, Chief Research Officer with InsightsNow states, “We found the top barrier to consumers using shopping apps is that apps tend to slow down the trip versus speeding it up. If companies want to build an app which impacts shopping behavior, they can add value by getting a person to the checkout faster.” The number one reason mobile shoppers say they wouldn’t want a specific feature in their shopping app is because it seems time consuming. Notable Survey Results Savings and efficiency are the big motivators for using mobile shopping apps. According to mobile shoppers, today’s most desired features are: Digital coupons, Time coupons, Shopping list reminders, Ability to track spending, Social media integration, Receipt imagery, Generic geo-location notifications. The least desired features overall are: Social media integration, Receipt imagery, Generic geo-location notifications. or for a free copy of the report please visit: <http://info.catalinamarketing.com/mobile-savvy-shopper/>