MOBILE COMMERCE
a Global Perspective

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MOBILE COMMERCE is a global phenomenon

75% of mobile Internet users have purchased a product or service via their smartphone or tablet in the past 6 months.

Mobile purchasers make 31% of typical monthly purchases via their smart device

vs 44% of purchases made in store

Turkey and **China** are currently the leading markets in terms of share of mobile purchases

2 in 10 Mobile purchasers **PURCHASE WEEKLY** via their mobile device

3 in 10 in APAC make mobile purchases weekly

MOTIVATORS

Mobile commerce is primarily driven by **convenience** and **value**

49% Convenience **46%** Timesaving **34%** Best Deal

80% are satisfied with their mobile purchase experience

62% plan to purchase **more products** or services via their mobile device

BARRIERS

- **31%** No Need
- **21%** Security
- **21%** Privacy
- **14%** Poor Review

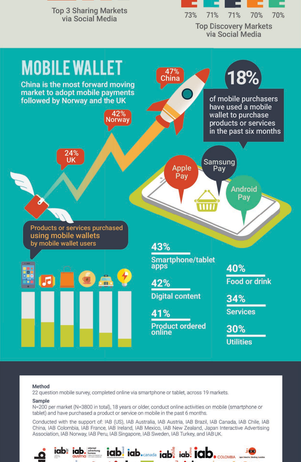
These key concerns need to be addressed to ensure the continued growth of mobile commerce.

Other FRUSTRATIONS with mobile purchase

- Cost of transaction is high
- Too slow
- Difficult to use
- Previous bad experience
- Unstable mobile network

MULTICHANNEL Experience

Mobile devices serve as a **direct purchase channel** as well as a research tool to aid purchases **on other channels**



44% of mobile purchasers have bought on mobile after visiting a store

51% have bought in a store after researching on mobile

MOBILE ADVERTISING a clear route to consumer engagement

6 in 10 Mobile purchasers discover new products or services via social media

after seeing an ad on their smartphone or tablet

71%

of South Americans are influenced by social media to make a purchase from their mobiles

36% of mobile purchasers leverage social media to share their mobile purchase experience

Top 3 Sharing Markets via Social Media

Top Discovery Markets via Social Media

MOBILE WALLET

China is the most forward moving market to adopt mobile payments followed by Norway and the UK

18% of mobile purchasers have used a mobile wallet to purchase products or services in the past six months

Products or services purchased using mobile wallets by mobile wallet users

- **43%** Smartphone/tablet apps
- **42%** Digital content
- **41%** Product ordered online
- **40%** Food or drink
- **34%** Services
- **30%** Utilities

Method
27 question mobile survey, completed online via smartphone or tablet, across 19 markets.

Sample
N=200 per market (N=3800 in total), 18 years or older, conduct online activities on mobile (smartphone or tablet) and have purchased a product or service on mobile in the past 6 months.

Conducted with the support of: IAB (US), IAB Australia, IAB Austria, IAB Brazil, IAB Canada, IAB Chile, IAB China, IAB Colombia, IAB France, IAB Ireland, IAB Mexico, IAB New Zealand, Japan Interactive Advertising Association, IAB Norway, IAB Peru, IAB Singapore, IAB Sweden, IAB Turkey and IAB UK.

on device research