

# Summary deck

## M-Commerce Consumer Wave



For more information please  
contact:

Alex Kozloff, Mobile Manager,  
IAB [alex@iabuk.net](mailto:alex@iabuk.net)

Internet Advertising  
Bureau [www.iabuk.net](http://www.iabuk.net)

# Methodology

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- 2010
  - Online survey: fieldwork conducted in September 2010
  - **1039** interviews (nationally representative sample of mobile owners)
- 2011
  - Online survey: fieldwork conducted in August 2011
  - **1046** interviews (nationally representative sample of mobile owners)

# 10% increase in M-Commerce users in UK

2010

45,000,000  
Mobile phone  
users aged 18+  
in UK

26,545,000  
mobile media  
users (59%)

22,950,000  
use M-  
Commerce  
(51%)

2011

48,500,000  
Mobile phone  
users aged 18+  
in UK

30,070,000  
mobile media  
users (62%)

25,220,000  
use M-  
Commerce  
(52%)



10%

increase in M-  
Commerce  
users in UK



Source: IAB Consumer M-Commerce Studies October 2010 & Sept 2011, comScore August 2010, July 2011  
Base = All mobile users 2010=(1039), 2011=(1046)



# M-Commerce definition & usage levels



## MOBILE RESEARCH- 45%

Used your mobile to check prices of products / services whilst, or before, going shopping (38%)

Used your mobile phone to find shop location / opening hours / contact details (39%)

Used mobile phone to get more info about product / service you are thinking about buying (38%)

Used coupons or vouchers on mobile phone to get money off products /services (22%)

Used an app on your mobile to scan barcodes on products to compare prices(24%)



## EXPERIENCE ENHANCEMENT- 35%

Used your mobile phone to keep updated on something you have purchased eg stock availability, flight status (25%)

Used your mobile phone for loyalty schemes, eg Tesco Clubcard (17%)

Used your mobile phone as a ticket for events or travel eg British Airways, Orange Wednesdays (23%)



## PURCHASING DIRECT TO BILL- 34%

Paid for a product / service / donation by texting a short number that is often 5 or 6 digits long eg 63336 (20%)

Paid for a product / service / donation from your phone bill by entering your phone number, eg payforit (11%)

Paid for a product / service / donation from your phone bill using premium voice (10%)

Paid to download a piece of content to your phone bill eg ringtone / application / game (27%)



## PURCHASING CARD/ BANK DETAILS-30%

Used a website on your mobile to buy something (eg M&S, Amazon) (22%)

Used an application on your mobile phone to buy something (eg Ocado, Ebay etc) (17%)

Bought an application though an app store, eg Itunes, Nokia Ovi, Google Marketplace (23%)

(24%)

# Conclusions

- Consumer usage of M-Commerce has been **very flat from 2010-2011** but the **reasons why people** are using M-Commerce do seem to be evolving
- **Barriers to using M-Commerce have stayed** much the same- but **what would encourage users to do more** depends on their current level of interaction
- **Sites are clearly the way most people want to transact**, and by not having one **retailers miss out-** but the **language must be clear**
- **Mobile has clear influence on instore purchases** and this will only increase with the advent on NFC, which most people feel positive about