## Summary deck M-Commerce Consumer Wave



Internet Advertising Bureau www.iabuk.net

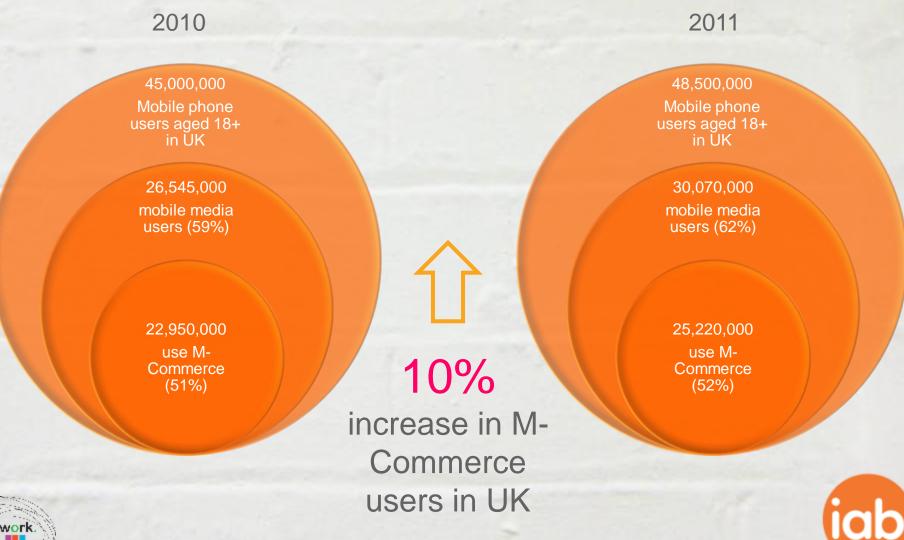
### Methodology

- 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





Source: IAB Consumer M-CommerceStudies 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%)

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#### **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, eq 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%)

### Conclusions

- Consumer usage of M-Commerce has been very flat from 2010-2011but 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



