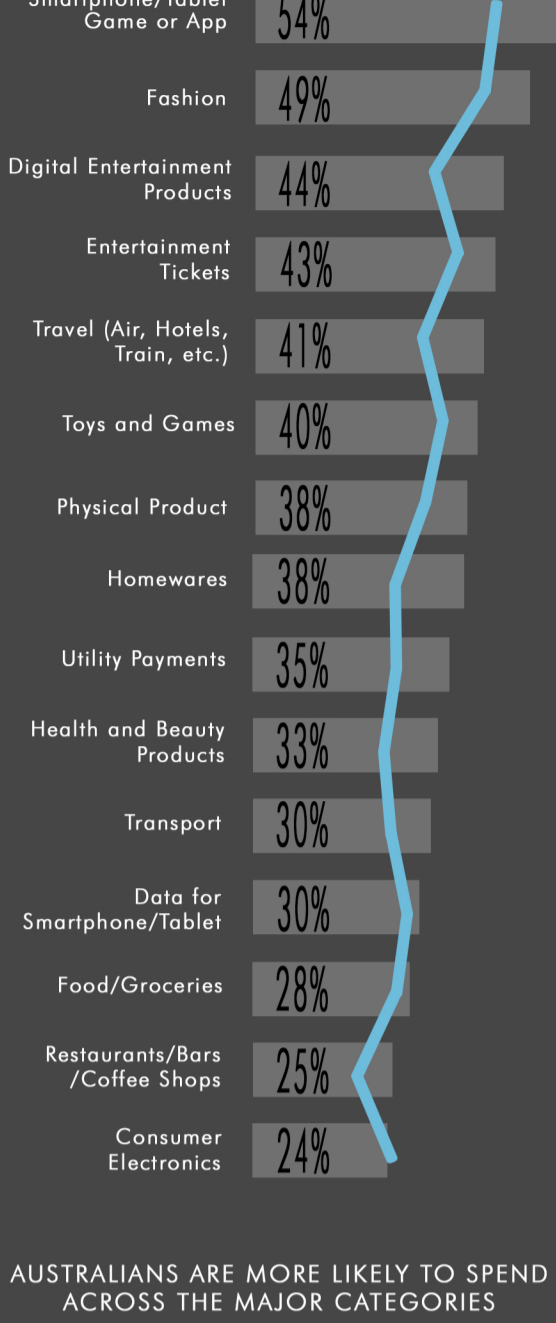


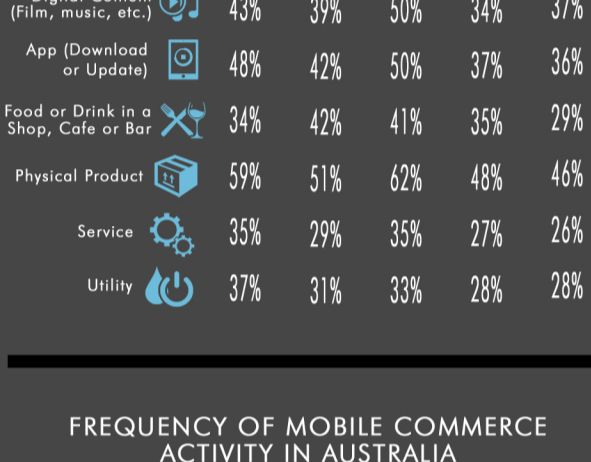
# MOBILE COMMERCE IN AUSTRALIA AND THE WORLD



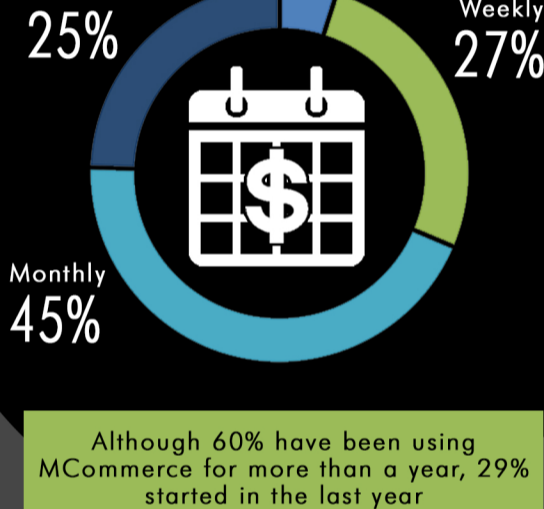
## WHAT AUSTRALIANS ARE PURCHASING ON SMARTPHONES AND TABLETS



## AUSTRALIANS ARE MORE LIKELY TO SPEND ACROSS THE MAJOR CATEGORIES



## FREQUENCY OF MOBILE COMMERCE ACTIVITY IN AUSTRALIA



## THE AUSTRALIAN CONSUMER JOURNEY



## WHAT AUSTRALIANS DO IN-STORE?



## AUSTRALIAN SATISFACTION WITH MOBILE COMMERCE

**79%**

OF MOBILE COMMERCE  
CONSUMERS ARE  
SATISFIED WITH THEIR  
EXPERIENCES

### WHY?

**59%** It was convenient

**51%** To save time

**36%** To get the best price possible /save money

**29%** Couldn't find it in the store

**26%** Didn't want to wait

**26%** For entertainment

**21%** Safer than carrying cash

**13%** Only way to buy online

**13%** Advertising prompted me

**69%**

HAVE SOME SECURITY  
CONCERNS

BUT LESS THAN 1/3 HAVE  
SERIOUS CONCERNS