
IAB 2015

Digital Shopping Report

Guide to Mobile Devices and Holiday Shopping

Questions?

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Methodology

IAB conducted a custom analysis of syndicated Prosper Insight data to look at consumer and media behaviors of US Adults. Adults 18 and over were compared to Adults 18-34, Adults 35-54, Adults 55-64 and Adults 65 and older.

The report is derived from the Prosper Insights & Analytics Monthly Consumer Study (October 2015) of 7276 respondents surveyed online and the annual 2015 Media Behaviors & Influence™ (MBI) Study of 16,228 respondents surveyed online. The studies have a margin of error of 1%, at a 99% confidence level.

Sample Sizes

- **Prosper Insights & Analytics Annual Media Behaviors & Influence™ (MBI) Study**
 - **16,228 Adults 18+** representative of the general US population
- **Prosper Insights & Analytics Monthly Consumer Survey** conducted online in October 2015
 - **7276 Adults 18+** representative of the general US 18+ population

About Prosper Insight™

Prosper Insight delivers customized timely market intelligence from various sources through its cloud-based technology-driven Integrated Solutions Platform. Solutions are delivered on multiple devices (PC/Tablet/Smartphone) through the InsightCenter™ tool using diverse information sources relevant to clients' business needs. www.GoProsper.com.

Summary & Implications

- **Different age groups shop differently. Shopping plans vary. Use of digital and mobile devices varies. Media usage also varies as does the influence it has over its users. And of course, advertising influences consumers of different age groups differently.**
- **As we enter the holiday shopping season, it's important to keep in mind the differences between consumers of different ages in order to better serve them and to serve them better ads.**
- **The IAB Digital Shopping Report highlights the best ways to reach consumers of different age groups across devices and across media.**
- **Keeping these findings in one's back pocket when creating a media plan will assist in reaching the right consumers in the right ways.**

Summary & Implications

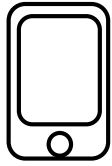
● Mobile Devices as Shopping Assistant:

- **Mobile:** Consumers are increasingly using their mobile phones and tablets for retail related activities. Roughly half of US adults use a smartphone or tablet to browse products and about one-third use either device to comparison shop or read reviews. Tablets are preferred over smartphones for making purchases, except for adults 18-34 who prefer to buy using their smartphones.
- **Smartphones:** Checking store logistics like location or hours is the #1 smartphone retail activity. 28% of US adults use a smartphone to make a purchase.
- **Tablets:** Browsing for products is the #1 tablet retail activity. 35% of US adults use a tablet to make a purchase.
- **18-34** year olds are most likely to use a smartphone to do any retail activity. 18-34 year olds are also more likely than any other age group to make a purchase using their smartphone (43% vs. 28% US Adults 18 and over) and more likely to purchase on a smartphone than on a tablet (35%). 18-34 year olds are more likely to read a review on their smartphone (44% vs. 32% A18+) and less likely to do so on a tablet (32%). They're also more likely to check prices on a smartphone (42% vs. 33% A18+), and less likely to do so on a tablet (32%).
- **35-54** year olds are most likely to use tablet to do any retail activity. 35-54 year olds are more likely than any other age group to make a purchase on a tablet (41% vs. 35% Adults 18+) and more likely to purchase on a tablet than on a smartphone (29%).
- **55-64** year olds are more than twice as likely to make a purchase using a tablet (34%) than using a smartphone (15%). They are also most likely to use a comparison shopping app (44% vs. 41% A18+).
- **US adults 65 and older** are more than twice as likely to make a purchase using a Tablet (26%) than using a Smartphone (11%). They're also nearly twice as likely to read a review a using a Tablet (31%) than using a Smartphone (17%)

Summary & Implications

● Showrooming:

- **Showrooming:** Half of US Adults do some form of showrooming, defined in this study as comparing prices on a mobile device while in a retail store before purchasing. The most likely outcome of the typical adult US showroamer after checking prices is to buy in a physical store – whether at the current retailer’s or another retailer’s store. The next likely scenario is to buy from another store’s website (either on their mobile phone or a computer after leaving the store). Younger Americans are more likely to buy at another store; older Americans are more likely to buy at the same store.
- **18-34** year olds are more likely to do any mobile showrooming. Over two-thirds do some form of showrooming. They are most likely to buy at another store by any means (physical store, using a mobile device or using a computer after leaving).
- Over half of **35-54** year olds showroom. They have an equal likelihood of buying in the store or a competitor’s store. Their next most likely outcome is to buy from another’s website on a device or on a computer.
- Over one-third of **55-64** year olds showroom. They are most likely to buy at the same physical store and their next most likely scenario is to buy elsewhere on a computer after leaving.
- Over one in five US adults **65 and older** does showrooming. They are most likely to buy at the same physical store and least likely to buy using a mobile device while in the store.



Smartphones vs. Tablets



- Checking Store Logistics Like Location or Hours is the #1 Smartphone Activity
- Browsing for Product is #1 Tablet Activity
- 18-34 Year Olds are Most Likely to Use Smartphone to do Any Retail Activity
- 35-54 Year Olds are Most Likely to Use Tablet to do Any Retail Activity

Top Retail Activities on Smartphones and Tablets:

A18+

- Roughly **Half** of US Adults Use a **Smartphone or Tablet** to **Browse Products** and about **One-Third** use either Device to **Comparison Shop** or **Read Reviews**.
- Consumers are much more **likely to make a purchase on a tablet** and **check store hours/locations** on a **smartphone**

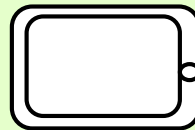
A18-34

- **Most Likely** to do **Any Retail Activity** on a **Smartphone**
- More **Likely** than other age groups to **Make a Purchase Using a Smartphone**



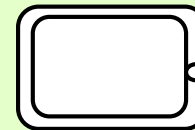
A35-54

- **Most Likely** to do **Any Retail Activity** on a **Tablet**
- **Most Likely** to **Make Purchase** on a **Tablet**



A55-64

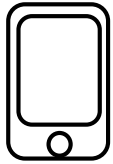
- More than **Twice as likely** to **make a purchase using a Tablet (34%)** than using a **Smartphone (15%)**



A65+

- More than **Twice as likely** to **make a purchase using a Tablet (26%)** than using a **Smartphone (11%)**
- Nearly **Twice as likely** to **read a review** a using a **Tablet (31%)** than using a **Smartphone (17%)**

Use a Tablet: Do you use your Tablet for any of the following activities? (Check all that apply)
 Use a Smartphone: Do you use your Smartphone for any of the following activities? (Check all that apply)
 2% difference is statistically significant



Smartphone as Shopping Assistant

Top Smartphone Retail Activities Vary by Age Group

A18+

A18-34

A35-54

A55-64

A65+

Percent Who **Use Smartphone** to:

53%
Locate Store/
Check Hours

50%
Browse for a
Product

41%
Get Text
Offers

33%
Check Price/
Comparison
Shop

32%
Read
Reviews

28%
Scan Coupons,
Make Purchase

58%
Locate
Store/Hours,
Browse
Products

44%
Read
Reviews

43%
Make
Purchase

42%
Text Offers,
Check Price

33%
Scan
Coupons

55%
Locate
Store/Hours

54%
Browse
Products

44%
Get Text
Offers

36%
Check
Price

34%
Read
Reviews

49%
Locate
Store/Hours

44%
Browse
Products

38%
Get Text
Offers

26%
Check
Price

24%
Read
Reviews

43%
Locate
Store/Hours

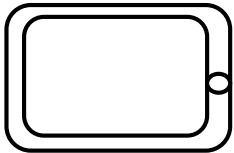
35%
Browse
Products,
Text Offers

21%
Scan
Coupons

19%
Check
Price

17%
Reviews,
QR Code

Use a Smartphone: Do you use your Smartphone for any of the following activities? (Check all that apply)
2% difference is statistically significant



Tablet as Shopping Assistant

Top Tablet Retail Activities Vary by Age Group

A18+

A18-34

A35-54

A55-64

A65+

Percent Who **Use Tablet** to:

52%
Browse for a Product

36%
Read Reviews

35%
Locate Store/Hours, Check Prices, Make Purchase

26%
Research Specific Products

13%
Write Review

48%
Browse Products

35%
Make Purchase

32%
Read Review, Store/Hours, Check Price

21%
Research Products

15%
Write Review

56%
Browse Products

41%
Make Purchase

40%
Read Review, Store/Hours, Check Price

27%
Research Products

14%
Write Review

53%
Browse Products

39%
Read Reviews

38%
Check Prices

37%
Locate Store/Hours

34%
Make Purchase

48%
Browse Products

31%
Read Reviews

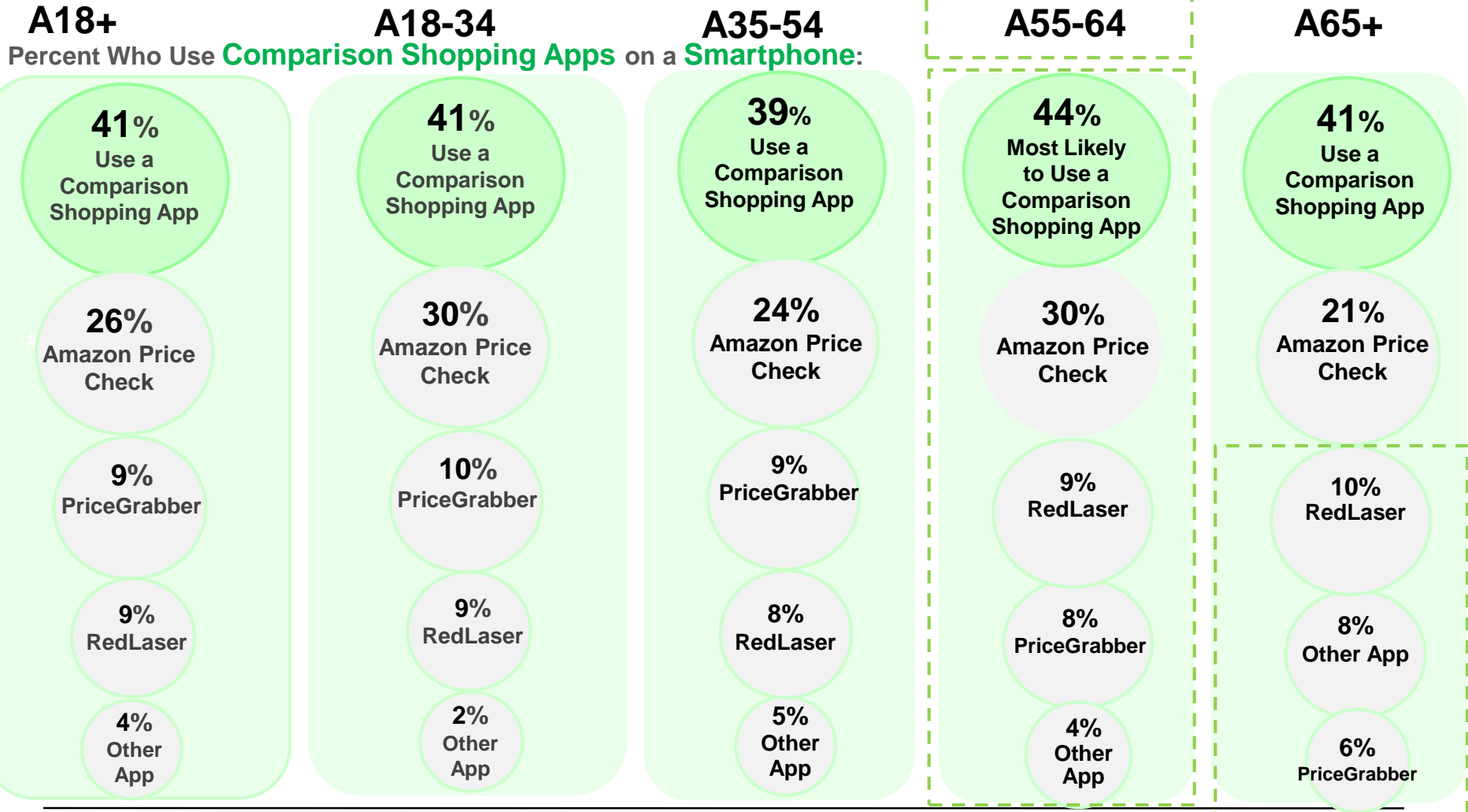
30%
Locate Store/Hours

28%
Check Prices

26%
Make Purchase

Use a Tablet: Do you use your Tablet for any of the following activities? (Check all that apply)
2% difference is statistically significant

Older Consumers More Likely to Use Comparison Shopping Apps

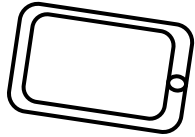


Comparison Shop with Tablet: Which of the following price comparison apps do you use on your Tablet? (Check all that apply)
 2% difference is statistically significant

Showrooming

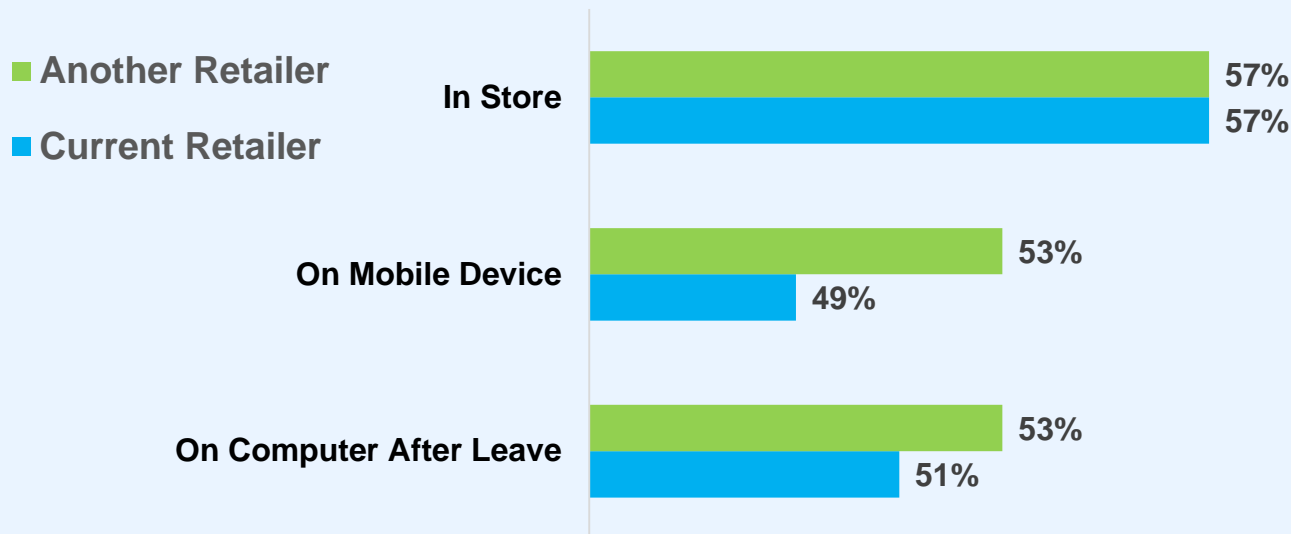
Half of US Adults Compare Prices on Mobile While in Store Most Will Then Buy in a Physical Store

- Half of US Adults do some form of showrooming
- Typical 'showroomer' is most likely to buy in physical store
– equal chance at current retailer's or competitor's store
- Next choice is to buy from another store's website - via mobile or computer



Do you do any of the following on your smartphone or tablet while shopping in a store

Compare Prices on Mobile and Purchase From...

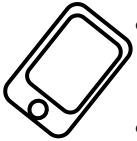


US Adults 18 and Older

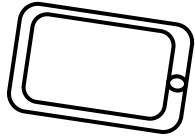
Showrooming

Over Two-Thirds of 18-34 Year Olds Compare Prices on Mobile While in Store

Most Will Then Buy from Another Retailer

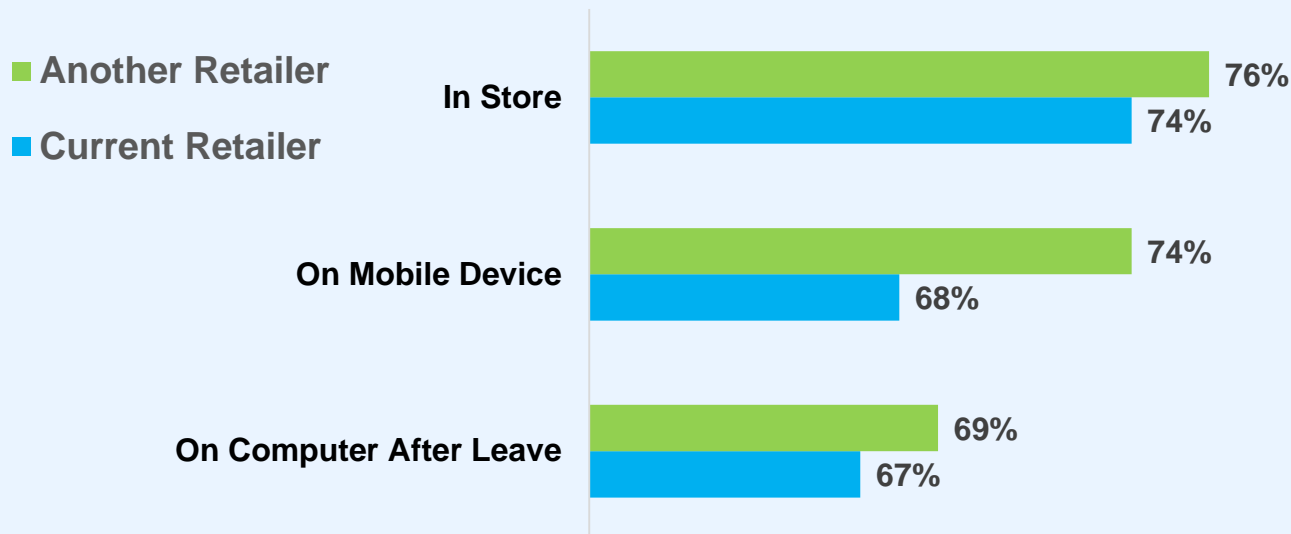


- Most Likely to Buy Elsewhere by any means: Physical store, using a mobile device or on a computer
- More likely to buy on a mobile device while in store than on a computer after leaving



Do you do any of the following on your smartphone or tablet while shopping in a store

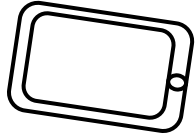
Compare Prices on Mobile and Purchase From...



US Adults 18-34 Years Old

Showrooming

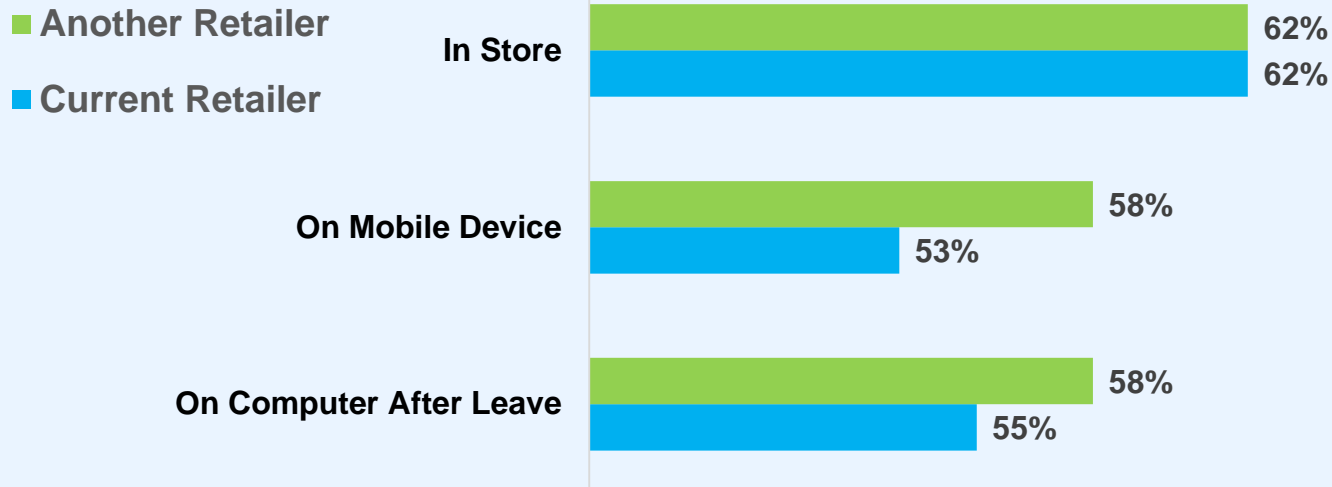
Over Half of US Adults 35-54 Compare Prices on Mobile While in Store Most Will Then Buy in any Physical Store



- Equal likelihood of buying in current retailer's store or competitor's store
- Next most likely action is to buy from another retailer's website either on a mobile device or on a computer after leaving

Do you do any of the following on your smartphone or tablet while shopping in a store

Compare Prices on Mobile and Purchase From...



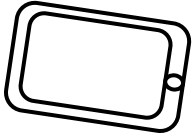
US Adults 35-54 Years Old

Showrooming

Over One-Third of US Adults 55-64 Compare Prices on Mobile While in Store

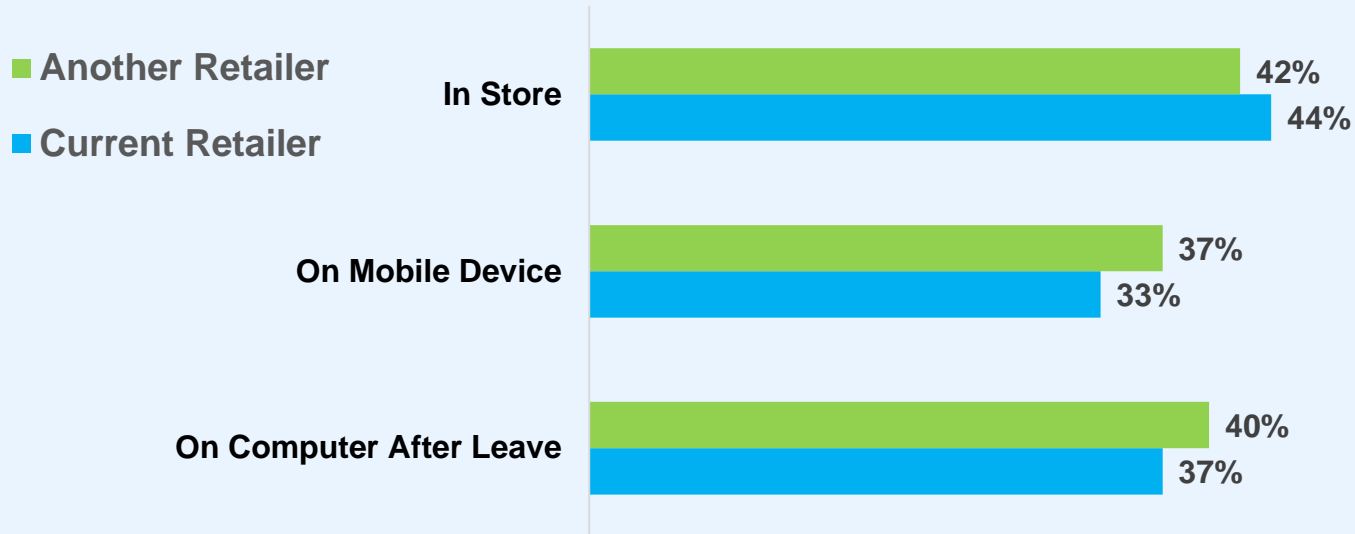
Most Will Then Buy in the Same Retailer's Physical Store

- Most Likely to buy at same physical store
- Next most likely activity is to buy elsewhere on a computer after leaving
- Least likely to buy at same store on mobile device



Do you do any of the following on your smartphone or tablet while shopping in a store

Compare Prices on Mobile and Purchase From...

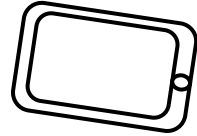


US Adults 55-64 Years Old

Showrooming

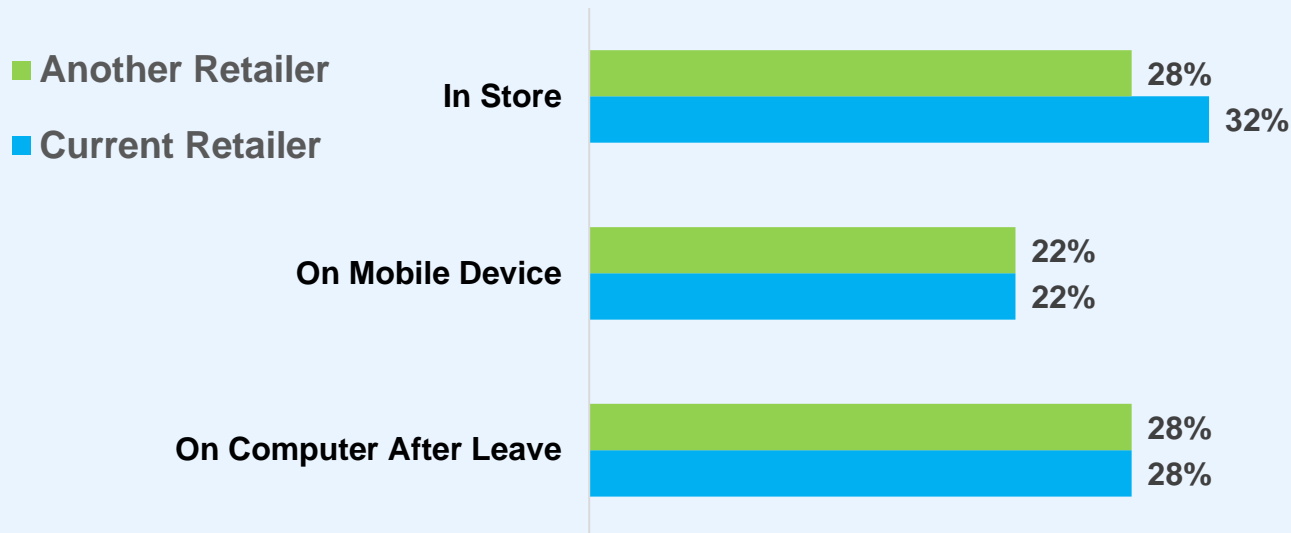
Over One-Fifth of US Adults 65 and Older Compare Prices on Mobile While in Store Most Will Then Buy in the Same Physical Store

- **Most likely to buy at current Physical Store**
- **Next choice is to buy from another retailer's physical store or any store on a computer after leaving**
- **Least likely to buy at any store on a mobile device**



Do you do any of the following on your smartphone or tablet while shopping in a store

Compare Prices on Mobile and Purchase From...



US Adults Age 65 and Older

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