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Smartphone-reliant shoppers would buy more with in-store mobile tools: report

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Smartphone-savvy shoppers want mobile selfcheckout

By CHANTAL TODE

A new segment of shopper is emerging who uses mobile devices more frequently and represents the greatest opportunity to increase revenue via a focused mobile in-store strategy, according to a new report from DMI.

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The report, *Shoppers Want More From In-Store Mobile*, focused on shopping behaviors instead of demographics, discovering that 33 percent of shoppers regularly use a mobile device while shopping in a store. Additionally, the lion's share of these shoppers would visit a store more often and buy more if leading in-store mobile shopping tools were available.

"For retailers and merchants attempting to take advantage of consumer mobile devices in brick and mortar environments, DMI's research identifies the highest value audience to target and the mobile in-store shopping tools the audience most desires," said Jeremy Gilman, vice president of strategy at **DMI**.

"The high value audience, coined Mobile Reliants, showed strong interest in mobile in-store shopping tools like instant price and inventory check, completing in-store tasks to earn extra rewards and mobile self checkout," he said.

"If tools like these were available to Mobile Reliants, the research shows 97 percent would use them and 85 percent would shop there over the competition."

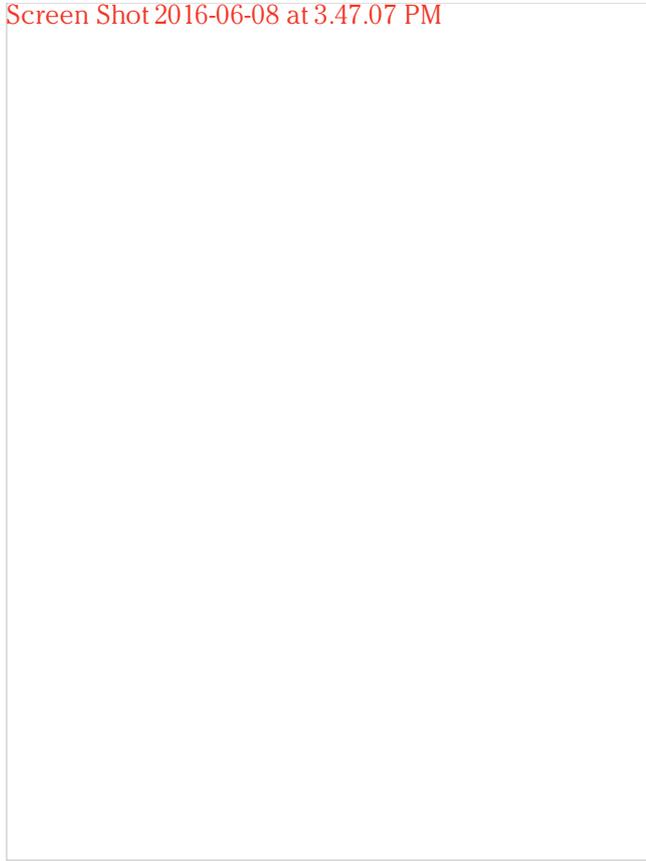
The report is based on a survey of 2,500 U.S. shoppers.

Mobile mavens

Some consumers are taking to mobile more quickly than others and these consumers are hungry for the tools that will enhance their experiences.

DMI calls this group Mobile Reliants and they typically use their device all day, use it while shopping inside a retail store every time or regularly, have three or more shopping apps on their phone and have made a purchase on a mobile device.

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Mobile Reliants represent a significant opportunity for retailers, with the report's findings suggesting that catering to these consumers with unique in-store app experiences can increase loyalty as well as drive frequency and more spending.

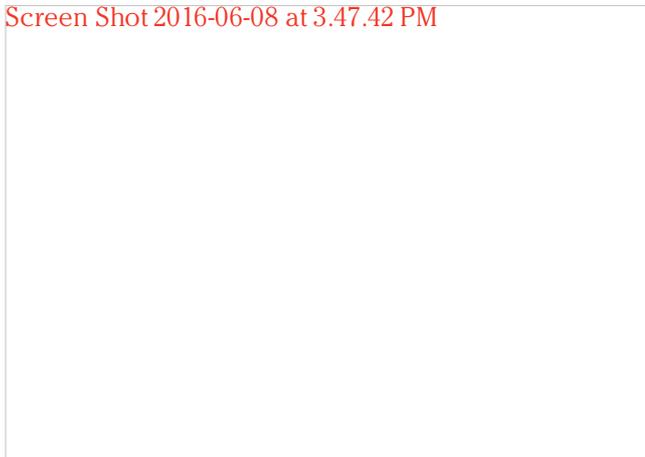
This group favors utility-driven tools that will help them shop smarter, faster and more efficiently.

Most-desired features

The five most-desired features are store-specific promotions, the ability to instantly check item price and inventory, to review rewards balances at any time, to check out and purchase items and to use their device to earn extra rewards.

If these features were included in mobile in-store experiences, retailers would see a significant increase in Mobile Reliant participation, according to the report, with 97 percent saying they would use the experience and 85 percent saying they would be more likely to shop at the store over a competitor.

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Additionally, 82 percent said they would visit the store more often and 78 percent said they would buy or spend more while at the store.

This group also has purchasing power, with those making \$150K or more being 50 percent more likely to fall into this category.

While Mobile Reliants can be any age, those 25-to-34-years-old are 45 percent more likely to fit in this category.

Additional findings include that Apple users are 17 percent more likely to be Mobile Reliants and parents are 20 percent more likely to fit into the category.

"Many leading retailers have created specific mobile in-store shopping tools - like in store directions, mobile shopping lists and price look up tools," Mr. Gilman said. "DMI's research suggests that this area of the customer experience is still not meeting expectations.

"However, investment in improved mobile in-store shopping experiences for customers will pay off in the form of increased loyalty and share of wallet, especially if those experiences target Mobile Reliants," he said.

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