

RETAIL

Consumer interest in television shopping on the rise

December 29, 2017



Mr Porter's Apple TV app, which supports shopping on the small screen. Image credit: Mr Porter

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As the retail industry's purchasing platforms continue to become more sophisticated, new research suggests that shopping via televisions could become mainstream.

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A new [study from Connekt](#) shows that consumers are extremely interested in purchasing products from ads through their TV remotes. The surge of connected TV devices, paired with consumer interest, could mean this conception of shopping will come to fruition.

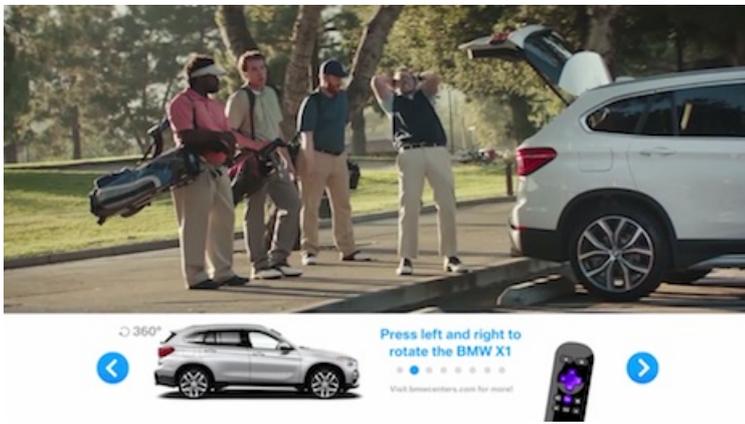
Connekt asked a group of 320 consumers who watch TV and shop this month a series of questions related to shopping via TV for the survey.

"Consumers are ready and willing to buy on the TV if the technology is there to allow them to do so easily," said Tripp Boyle, senior vice president for Connekt. "We expect to see a sharp increase in adoption over the next few years, now that the technology is available and consumers are getting more comfortable using it."

Shopping in TV

About 35 percent of survey respondents claim they would be interested in purchasing products featured in shows or film through their TV sets. But 65 percent said they would from a commercial and 76 percent said they would shop through their TVs in general if it were an option.

The television ad industry has been disrupted by the increase in mobile/social advertising, DVR systems that allow consumers to skip commercials and subscription services that eliminate ads altogether. The notion of shopping through TV sets could help bring stability to the advertising industry.



BMW's interactive television ad for the X1

Connected's report also shows that connected TVs in consumers' homes will reach 260 million by the year 2020.

Those surveyed who claimed they would likely to buy products in 2018 made up 42 percent of the report.

Purchasing through a TV remote has peaked the interest of consumers due to the convenience factor. Almost 74 percent of consumers said they were interested in buying through their remotes because of convenience, making it the top cited reason.

Consumers are also interested in purchasing a product right when they see it, whether that be through a commercial or a show, with 66 percent claiming this being the reason for television shopping.

While the interest is there, many are unaware of how to purchase through their TVs. About 78 percent of consumers said they were unaware of any technology that would allow them to do so.



Consumer packaged goods will likely be the industry to see the most success with TV shopping, as 76 percent of consumers said they would likely purchase cleaning supplies and cosmetics through a TV. CPG was followed by consumer electronics, apparel and home and garden at 67 percent, 47 percent and 44 percent, respectively.

Connected apps

Apple TV is one of many connected devices that brands are using to help build retail initiatives through television.

For instance, online retailer Mr Porter brought its editorialized commerce to a new channel with the launch of an Apple TV application devoted to its video content.

The brand's Apple TV app connects to user's mobile devices, enabling them to shop the looks seen on screen as they watch. While other luxury labels have emerged on Apple TV, this first-of-its-kind shoppable app represents a new concept in luxury retail ([see more](#)).

Sotheby's International Realty Affiliates also made the search for a new home more entertaining and collaborative with the launch of a branded application for Apple TV.

From the app, available for download on the fourth generation of the devices, consumers can browse almost 50,000 properties on their television screen and take next steps on their favorites. A number of luxury brands from other sectors have taken advantage of television's immersive qualities for shopping or content experiences ([see more](#)).

"The most surprising finding was that 35 percent of the people we surveyed would be more apt to buy a product featured in a show," Connekt's Mr. Boyle said. "This suggests that the TV ad model could be changing and that advertisers and brands will look for more opportunities to promote products during shows, rather than through traditional TV ads."

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