

Changing trends in multichannel shopping

A consumer study from eDigitalResearch and Portaltech Reply found that weekly in store shopping levels have dropped since 2010, as smartphone owners continue to turn to their mobile devices and online channels to browse and shop.

This number has grown alongside the increasing adoption of smartphone devices. In the summer of 2010, just 38% of consumers owned a smartphone device compared to 62% today.

The growing number of smartphone handsets in the UK and the establishment online shopping appears to have had a fundamental effect on the British high street. Whilst the majority of smartphone owners continue to visit retail stores to shop (just 3% of respondents said that they do not), fewer of us are doing so on a regular basis.

In June 2010, nearly three quarters (73%) of smartphone owners who purchased items in store were shopping on a weekly basis. Now, just three years later, this figure has fallen to under half and currently stands at 47%, representing a major shift in shopping and browsing behaviour.

“Mobile is fast proving itself to be the glue in any multichannel strategy. The major shift in shopping and browsing behaviour is proof that the customer journey to a purchase has changed and that mobile is significant in this journey,” observes, Mark Adams, partner at Portaltech Reply.

“An increasing number of smartphone owners now like to browse in store and online, first researching their purchasing intentions. Does this mean they ultimately spend less? That is something retailers must explore to ensure their mobile strategy responds to this new behaviour,” continues Adams.

The research also highlights the evolution of changing purchase behaviours across various product categories.

Entertainment retailers are the symbol of the current online revolution. According to the results, 35% of respondents stated that have bought entertainment goods in store in 2013, compared to 60% in 2010.

At the same time, 62% stated that they have purchased entertainment products online, while 10% have used a mobile site and 9% a mobile app.

This shift has also been witnessed by those retailers specialising in categories that shoppers previously appeared to prefer buying in store, such as DIY and furniture. In 2010, 70% of shoppers had made a DIY purchase in store, compared to 45% nowadays.

Similarly, a third (33%) of respondents claimed to have purchased furniture items from the high street in the past 12 months, compared to 64% three years ago.

The changing trends in consumer shopping – e and m-commerce

SCREEN SHOPPING - HOW OUR HABITS ARE CHANGING

CHANGING TRENDS IN MULTICHANNEL SHOPPING & BROWSING PREFERENCES



WINDOW SHOPPING HAS NOW CHANGED TO SCREEN SHOPPING

55% Over half of smartphone owners use websites to browse for products on a weekly basis.



SHIFT IN SHOPPING BEHAVIOUR

Smartphone users are making less weekly in-store purchases than 2010



ONLINE IS INCREASINGLY PREFERRED ACROSS SOME PRODUCT CATEGORIES



MOBILE SHOPPERS ARE THE MOST ENGAGED CONSUMERS



THE CONCLUSION

We are undergoing the most significant transformation of shopping habits ever, how retailers choose to integrate mobile into the customer journey, particularly in-store is crucial!



The study was conducted by Portaltech Reply and eDigitalResearch in April 2013 to 1,011 respondents

{684 smartphone users, 327 ordinary phone users}



Portaltech Reply offers ecommerce implementation and multichannel consulting services.