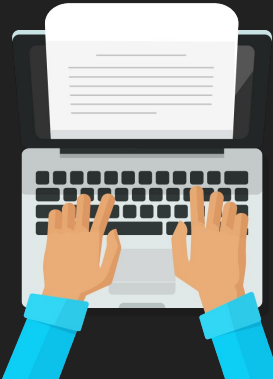




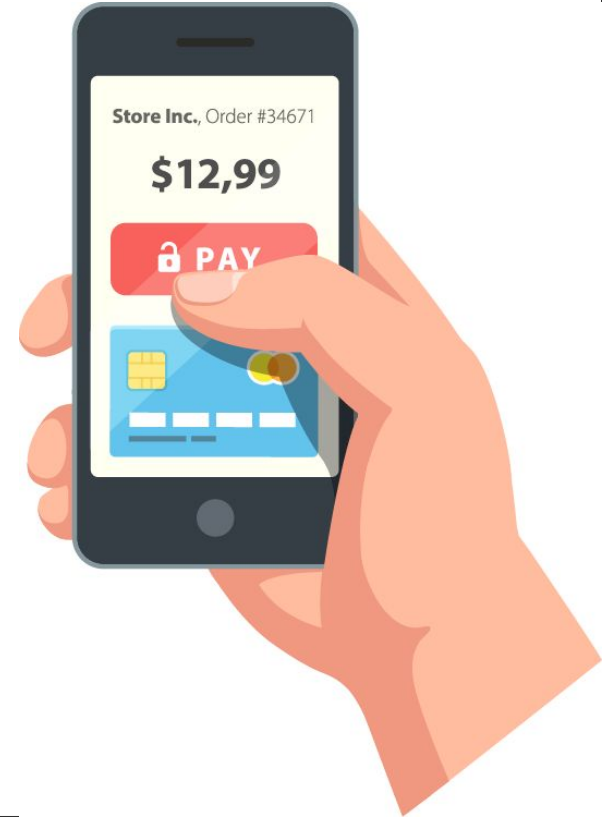
Mobile shopping motivation

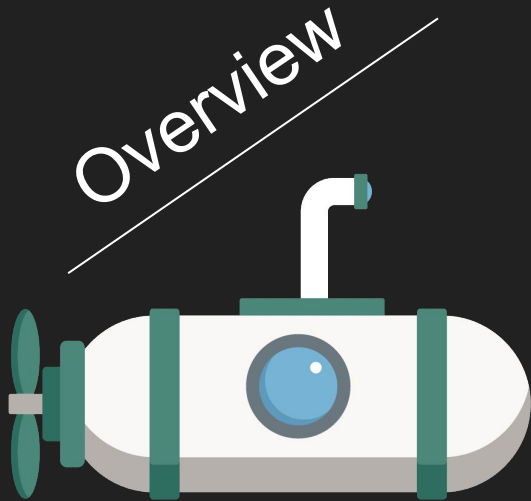
Why people use mobile devices for purchases?

Table of contents



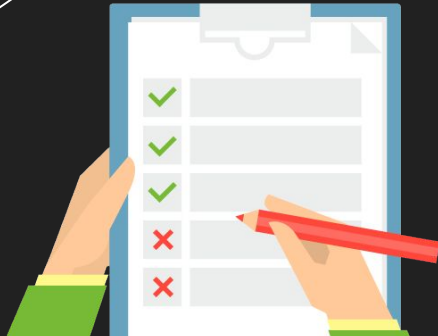
- Overview
- Respondents
- Mobile shopping motivations
- Suggestions for the future





Goal	To find why people use mobile devices for buying
Data collection method	Online survey
Data analysis method	PLS-SEM
Sample selection	Partly random, placed on various websites
Country	United Kingdom
Project start - end	01.2019 - 04.2019

Respondents

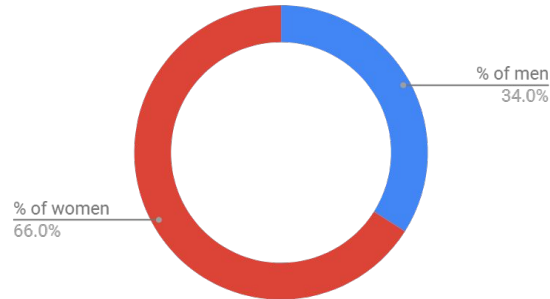


#1007 respondents

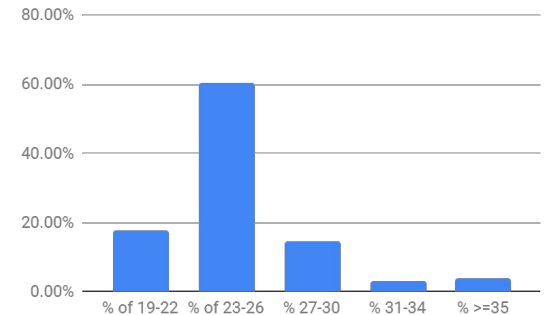
OVERVIEW

"The great majority of respondents belong to the so-called Generation Y. It is a generation shaped to a large extent by the development of new technologies. The Internet has influenced the way they perceive the world, solve problems and communicate with others."

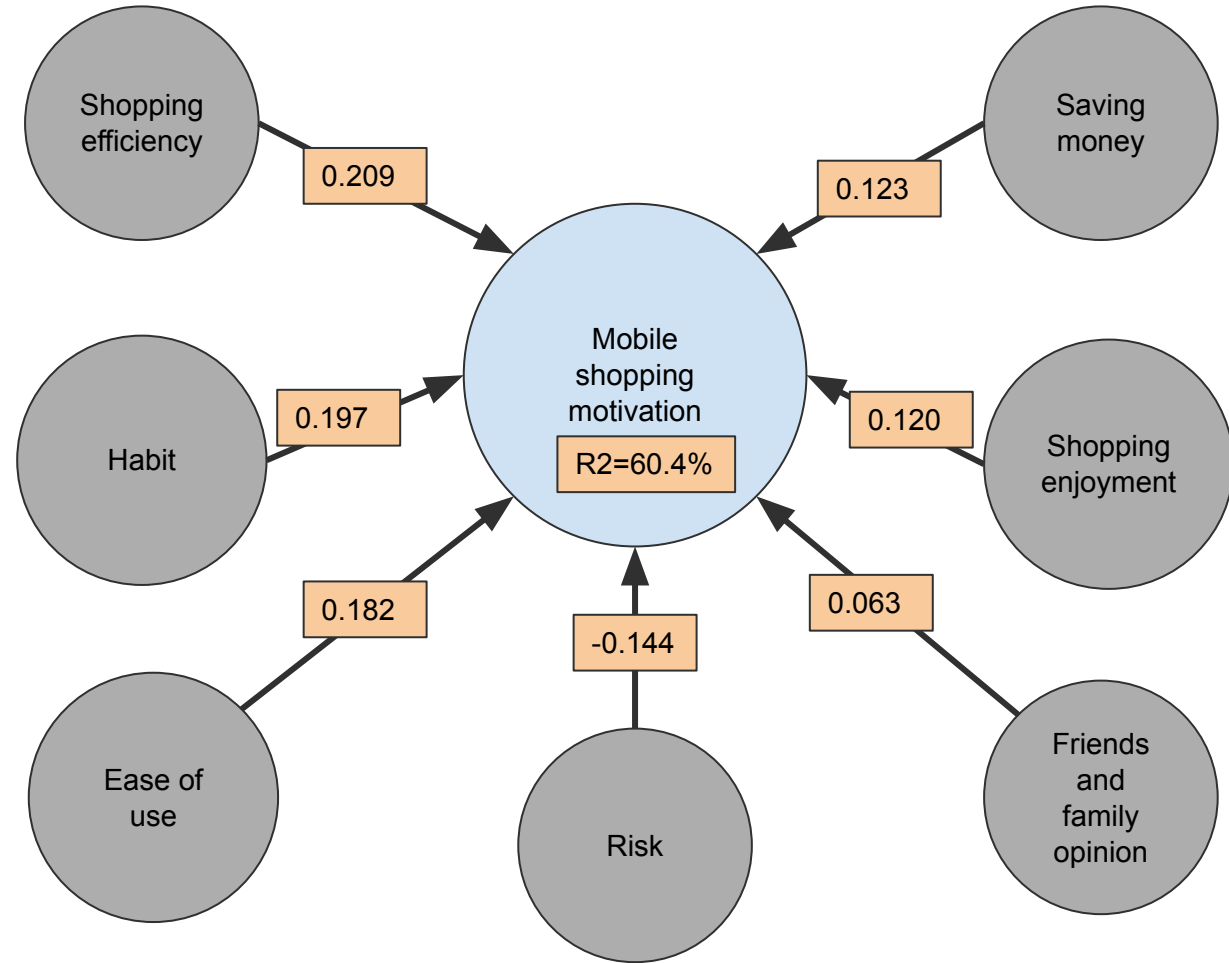
Gender



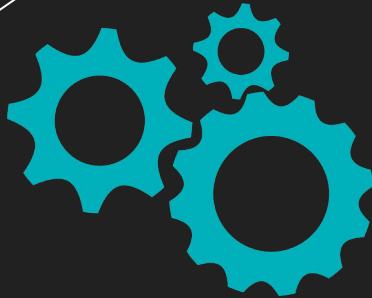
Age



Mobile shopping motivation overview



Reason #1



*“Shopping **efficiency is the most important** factor for the mobile shopping motivation”*



Engineers can:

- 1) Provide multiple server locations
- 2) Implement biometric authentication
- 3) Use blockchain
- 4) Ensure compatibility with multiple mobile payment partners
- 5) Provide version for different devices and systems



M-consumers want:

- 1) To buy and pay for the products quickly
- 2) The access to mobile payment from any place and any time
- 3) A larger selection of products in comparison to traditional shops



Business can:

- 1) Prepare seamless mobile application and mobile website
- 2) Create extensive search algorithm
- 3) Implement recommendation system
- 4) Work with multiple payment and delivery partners

Reason #2



“Habit is the second most important factor for the mobile shopping motivation”



Engineers can:

- 1)** Provide loyalty programmes functionality
- 2)** Implement discount functionality
- 3)** Create a system that doesn't require regular major changes



M-consumers want:

- 1)** To buy in an automatic way
- 2)** To have consisted user experience



Business can:

- 1)** Prepare cohesive visual identity
- 2)** Provide user profiles with the ability to save the settings
- 3)** Give rewards for the most engaged users

Reason #3



“Ease of use is the third most important factor for the mobile shopping motivation”



Engineers can:

- 1) Provide fast and easy registration procedure
- 2) Create understandable manuals
- 3) Ensure there is enough contact options for the user



M-consumers want:

- 1) To buy in a simple and intuitive way
- 2) In a predictable and repeatable way



Business can:

- 1) Invest in delivery monitoring system
- 2) Create instructional videos
- 3) Ensure integration between physical and digital shops
- 4) Send free newsletter with useful info

Reason #4



***“Risk has a strong, negative influence
on the mobile shopping motivation”***



Engineers can:

- 1) Deliver daily security updates
- 2) Implement requirement for longer and safer passwords
- 3) Implement payment blocking options



M-consumers want:

- 1) Minimize product related risk
- 2) Avoid negative emotions connected with the purchase
- 3) Minimize privacy risk



Business can:

- 1) Create friendly sales and compliant policy
- 2) Invest in https certificates
- 3) Add testimonials and endorsements on the website
- 4) Manage company's profiles on social media

Reason #5



“Saving money is also an important factor for the mobile shopping motivation”



Engineers can:

- 1) Provide free system to the user
- 2) Cooperate with partners to offer discounts
- 3) Add functionality to inform users about promotions



M-consumers want:

- 1) Buy cheaper than in the physical stores
- 2) Compare prices in different shops



Business can:

- 1) Offer the lowest possible prices
- 2) Prepare special offers for holidays
- 3) Provide free delivery
- 4) Send mobile coupons

Reason #6



“Shopping enjoyment positively influences the mobile shopping motivation”



Engineers can:

- 1) Develop the online forum for the consumers
- 2) Implement gamification elements
- 3) Add multiple video slots on the website



M-consumers want:

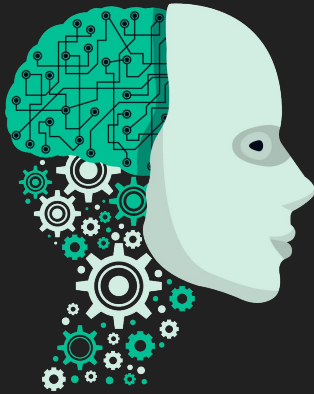
- 1) Check entertaining materials (e.g. videos, quizzes before purchase)
- 2) Be part of the shoppers community



Business can:

- 1) Include QR codes on the packages
- 2) Ensure integration with the product with augmented reality
- 3) Implement beacons in the physical shops

Suggestions for the future



- > Repeat studies on the representative sample
- > Check differences between more groups of respondents (e.g. income)
- > Check the influence of new variables (e.g. trust, innovativeness)
- > Check what happens after the purchase (e.g. do people return products?)