

# Mobile Retail Apps' Special Role? Price Checkers

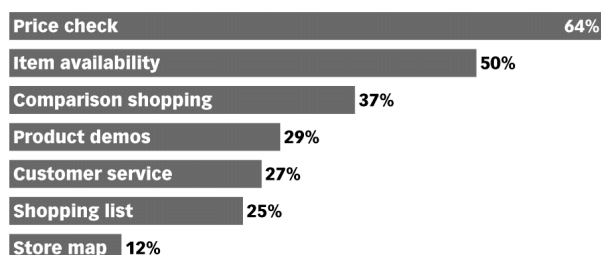
MARCH 5, 2015

## Price checking is most helpful mobile retail app feature

Lifestyle and shopping app usage soared last year, but retailers have a long way to go in terms of app development, according to December 2014 research by [Boston Retail Partners](#). Among retailers polled in North America, just 16% had a smartphone app that worked well. An additional 22% had one, but it needed improvement, while 46% had plans to implement one within three years.

### Most Helpful Mobile Retail App Features According to US Mobile Internet Users\*, Oct 2014

% of respondents



Note: n=296; respondents chose their top 3; \*who intend to purchase an ereader, smartphone, smart wearable device and/or tablet/hybrid tablet in the next 3 months

Source: InMobi, "US Vertical Insights: Consumer Electronics – Smart Wearable Devices" conducted by YouGov, Feb 2015

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Whether they're improving apps or starting from scratch, retailers would be wise to take into consideration the findings from October 2014 research by [YouGov](#) for [InMobi](#). When the study asked US mobile internet users about the most helpful mobile retail app features, price checking was the top response, cited by nearly two-thirds of respondents. Checking item availability and comparison shopping—which often goes hand in hand with checking out prices—were the second and third most helpful features.

### Ways in Which US Smartphone Owners Use Their Smartphone While Showrooming\*, Oct 2014

% of respondents



Note: \*visiting a brick-and-mortar store to see a product but instead purchasing the product online

Source: comScore Inc., "State of the US Online Retail Economy in Q3 2014," Nov 18, 2014

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Including price information in mobile retail apps is even more important

when one takes showrooming into consideration. Just under half of US internet users polled by [Harris Interactive](#) in December 2014 had showroomed, and based on recent research by [comScore](#), price likely played the biggest role in their decision to buy online in the end. Among US smartphone owners polled, 52% said they had used their smartphone to search for better prices while showrooming—the highest response. Looking for online promotions and deals was second, though this trailed by 16 percentage points, and other details not related to price, such as item info and reviews, lagged by 21-plus points.

Giving mobile retail app users easy access to price details can satisfy their need for information and help sway their purchase decisions—just [don't expect them to push the buy button in the app](#) itself.