

A portrait of mobile performance: Measuring the pleasure in UK mobile shopping in 2016

A summary of a 2016 ICM survey of 2,023 UK consumers on the emotional motivations behind mobile shopping



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1. Foreword

In 1991, distinguished marketing professors [Babin, Darden and Griffin published an academic paper](#) which explored how and why people go shopping. They split shopping behaviour into two basic motivations – utilitarian and hedonic. In other words, things you buy to live and things you buy for fun.

“Hedonic goods” are those consumed for luxury purposes. They are the desirable objects that allow us to feel pleasure, fun, and enjoyment from buying the product. Because of this, we are generally willing to spend more on luxury hedonic items.

25 years on from 1991, the world of shopping has been turned on its head. eCommerce, mobile and shifting consumption habits mean retailers have had to reinvent business models to survive.

Smartphones, in particular, have been a game changer – they have changed how we shop. Today, almost [half of UK eCommerce transactions \(48.9 percent\)](#) take place on mobile.

To encourage this exponential mobile commerce growth, retailers and technology companies have been focused on getting the basic usability aspects right – ease of use, payment, delivery.

The next, natural step for mobile commerce is to move beyond merely transactional experiences and make the process exciting, fun and pleasurable. As consumers begin to view mobile shopping as a hedonistic, leisure activity, they will be more likely to buy higher value products and services. With the traditional in-store retail environment facing increasing pressure to grow and differentiate from the competition, a fun-filled mobile experience is crucial for attracting a younger generation who turn increasingly to their phone rather than the high street.

This begs the question: how far have UK retailers come in the journey to make mobile shopping a fun, enjoyable, hedonistic experience?

To find out, we set out to measure the pleasure in mobile commerce in the UK today.

2. Executive summary

Mobile commerce: Are we having fun yet?

Mobile phones' portable, personal nature mean that they are not only functional gadgets. They are emotional, cultural objects, with significant personal value.

From entertainment, to communication, to shopping, smartphones allow consumers to build their own unique "life on the screen".

The mobile lifestyle has, in particular, changed the way we shop – both online and offline. Smartphones are our constant companion and play the role of a relationship gateway between brands and consumers. Brands have the opportunity to build more emotional relationships with their customers and interact with them on a frequent, personal basis.

Success in this mobile-first world is dependent on being able to understand individuals' shopping behaviour, and the different motivations that drive mobile shopping.

Attitudes for mobile shopping: A state of the nation

We surveyed 2,023 consumers across the UK to find out the core motivations behind mobile shopping today. Who is buying on mobile, what are they buying, and most importantly, why are they buying?

We wanted to get more insight on the emotional motivations that are driving mobile shopping, and those which are still holding it back.

This report outlines the findings of this survey and provides recommendations for how brands can use this insight to deliver contextual, personalised and relevant messaging to drive better mobile performance.

It reveals insights such as:

- **Buying on mobile is becoming habitual:** 2.5 million Brits – 5% of the population – say they are buying on mobile "every day". Heavy social media use and habitual mobile buying are also going hand-in-hand - 19% of daily Snapchat users, and 15% of daily Instagram and Pinterest users are buying on their mobile phone every day
- **The rise of Copycart Shopping:** Heavy social media users are by far the biggest mobile shoppers in the UK. 35% of daily Facebook users have bought on mobile, compared to just 17% of non-Facebook users. The biggest mobile buyers are heavy Snapchat (64% have bought on mobile) and Instagram (56%) users. Social media users are 3-4 times more likely to be buying on their phone every day, than average
- **Mobile purchases do not only happen on the move:** Despite the freedom and flexibility that shopping on mobile provides, the most common places where Brits are shopping on their mobile - in front of the TV (33% of UK consumers) and in bed at night (27%) - are in the home
- **The 'impulse aisle' goes mobile:** Clothing has quickly become the premier mobile purchase in the UK. Almost a quarter of the UK population (23%) say they have bought clothes on mobile, followed by music and film (16%) and health and beauty products (14%). Social connections are also driving these purchases - daily Instagram users are 113% more likely to buy clothes on mobile than the average Brit

3. A portrait of mobile shopping in 2016

Utility or pleasure?

How much do we enjoy shopping?

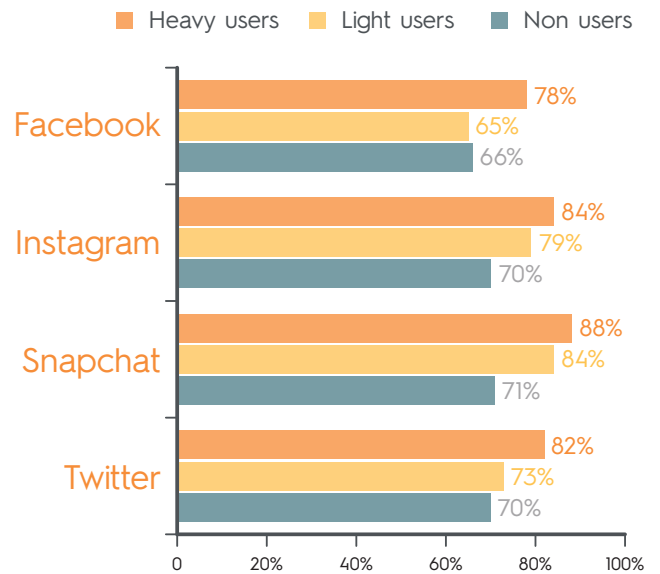
Before diving into mobile shopping in detail, we wanted to find out how much people enjoyed shopping in general. Sometimes we shop for what we need and sometimes we shop for what we want. When different emotions drive our shopping experiences, we make different decisions. Sometimes we will be impulsive and carefree, other times we will be cautious and rational.

Studies have shown that when we enjoy shopping, and treat it as a leisure activity, we are liable to spend more money. The Criteo/ICM study has found that, on the whole, UK consumers still enjoy the experience of shopping.

Three in four (74%) UK consumers say they enjoy shopping – whether that be at the shops, on a computer, or on mobile. This is even more pronounced in the young: 81% of millennials enjoy shopping. Heavy social media users – those who use social media platforms every day – are much more likely to enjoy the experience of shopping than those that don't.



74% of the UK population say they enjoy shopping



Happy social shoppers (% of social media users that say they enjoy shopping)

Criteo says...

“Leisure shopping is driven by our desire for fun, entertainment and satisfaction. How much a shopper is enjoying an experience is key for both retailers and advertisers. When consumers are already doing things that are enjoyable, they are more likely to respond positively to relevant and appropriate advertising and brand messaging. They’re also more likely to spend money. Being able to recognise individual shopping behaviour allows brands to begin to target consumers with the right message, at the right time.”

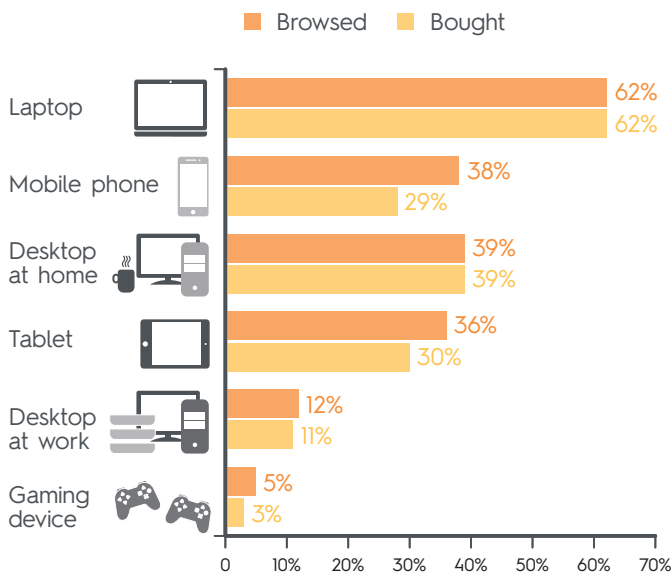
Who is buying on mobile?

Who's buying on mobile in the UK?

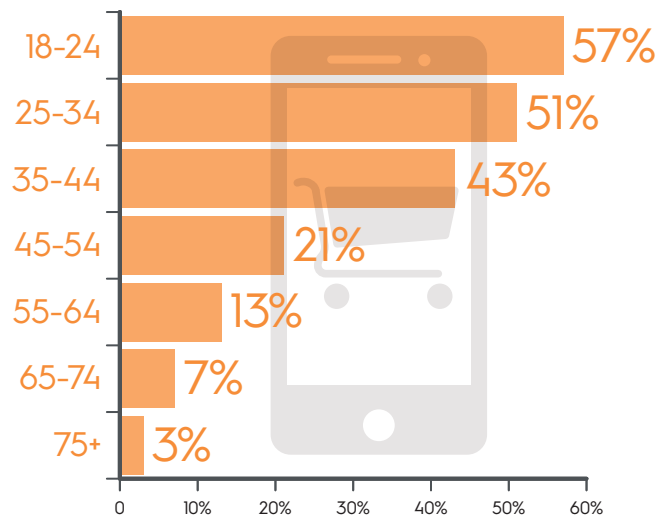
There can be no doubt that mobile has revolutionised the shopping experience. We no longer have to travel to the shops to buy. We can browse for summer holidays on a rainy Monday morning commute. We can do our weekly grocery shop in front of the TV at night

Mobile has had a big impact on how we buy. Throughout the UK, almost a third (29%) of consumers say they have bought products or services on their mobile phone.

Unsurprisingly, this is even more pronounced in the younger generations - a half (49%) of under 44 year olds have bought on their mobile. However, this is not a trend that is just restricted to the young. More than a fifth (21%) of 55-64 years olds have browsed for products, and 13% have bought, on their mobile phone.



Devices that have been used to browse/buy
(% of total population)



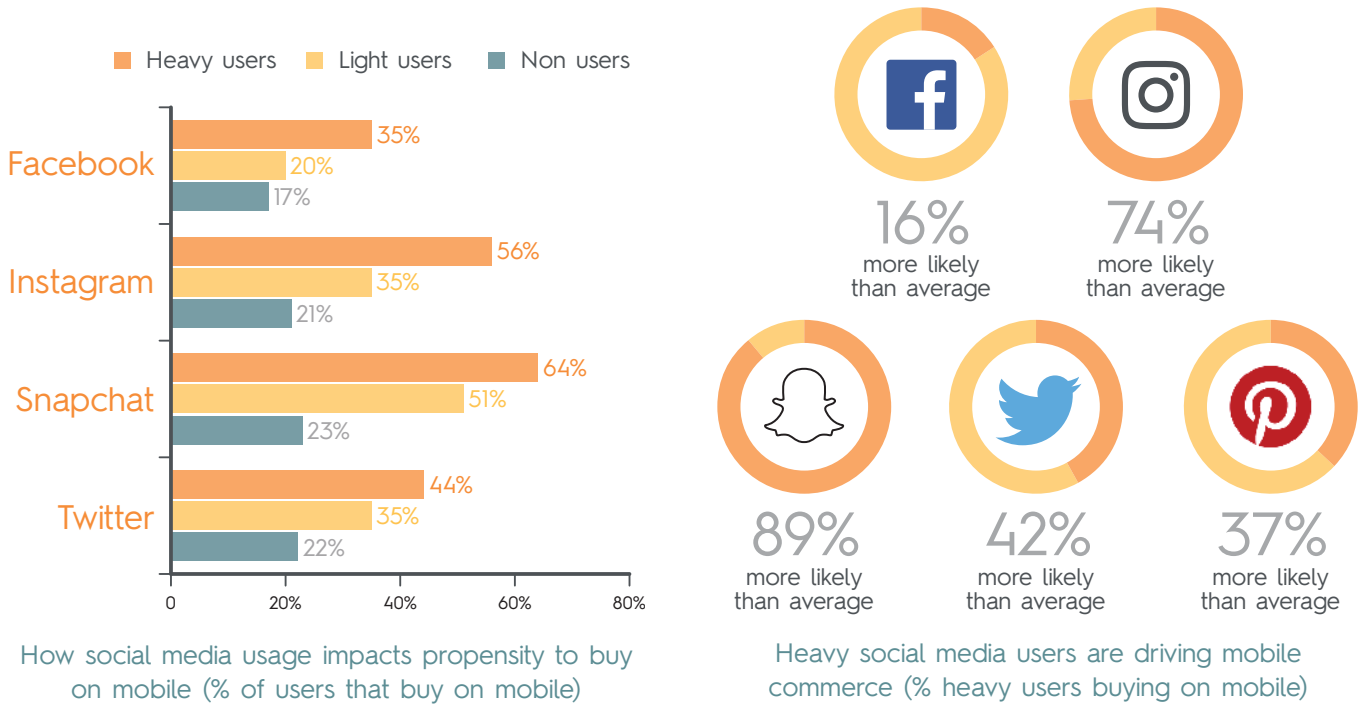
How age impacts propensity to buy on mobile
(% of total population that has bought on mobile)



Social connections drive mobile buying

With such a significant amount of online time devoted to social media - 56% (28.8 million of the UK adult population) say they use Facebook on a daily basis - social and mobile commerce are becoming ever more intertwined and interrelated.

In particular - those who are heavily involved in social media are also far more likely to be mobile buyers. Heavy Snapchat users are the biggest buyers on mobile - they are 89% more likely than the average shopper to have bought on a mobile phone. Heavy Instagram users are 74% more likely than average.



Criteo says...

"With mobile acting as our "life on the screen", brands that get it right are seeing the opportunity to develop personalised, ongoing relationships with customers in a way that is difficult to replicate with solely bricks and mortar. Consumers who interact with a firm via mobile devices are integrating its products or services into their routines due to convenience and habit. Understanding motives, moods and behaviours on mobile is crucial to build these relationships. The propensity for social

media usage and mobile commerce to be so interlinked underlines the importance for brands' focus on a convincing social media strategy and advertising spend on these platforms. Consumers expect non-intrusive ads and personalised content, and advertisers must deliver that. Shifting to non-intrusive and relevant ads in a native context will help advertisers to achieve genuine engagement with consumers, and lead to higher conversions."

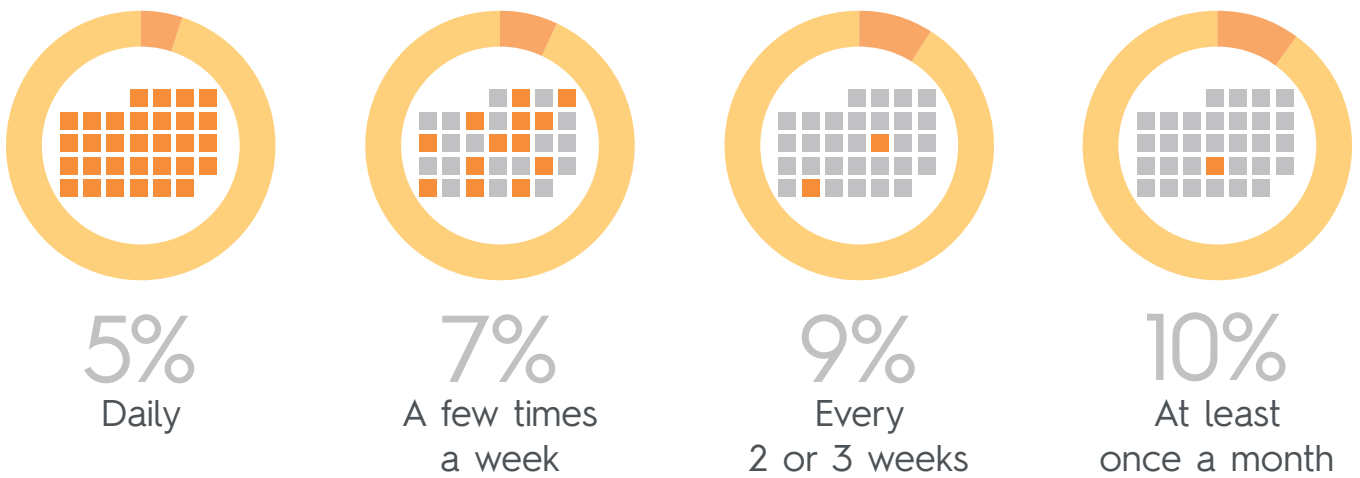
Buying on mobile is becoming habitual

Not only are consumers buying more regularly on mobile, many are beginning to do so as part of their daily routine.

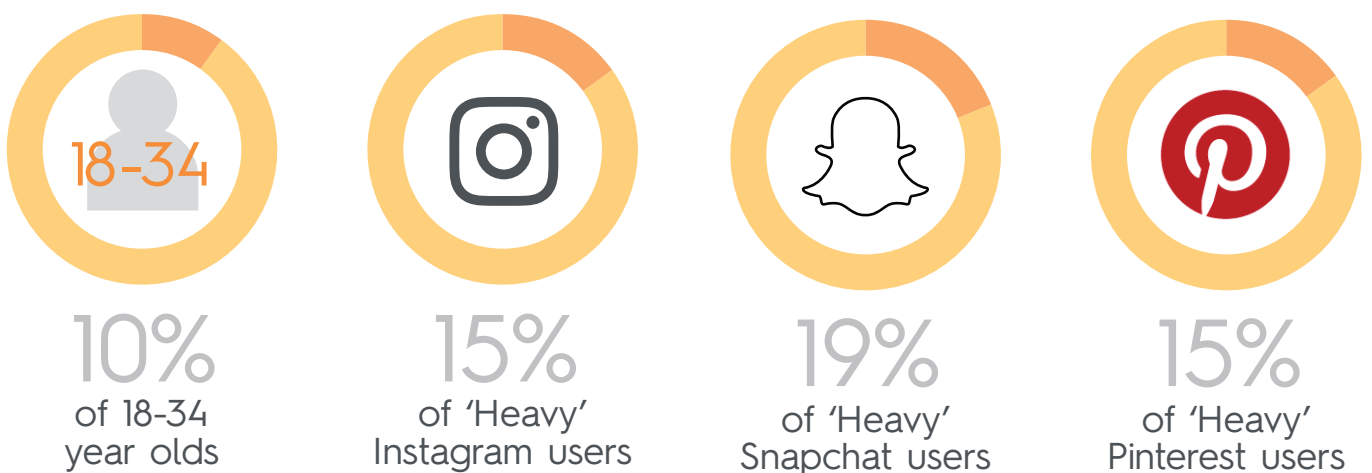
5% of the UK population – or 2.55 million people – say they are now buying products and services on their mobile “every day”.

For millennials this trend is even more prominent – a tenth (10%) of 18-34 year olds are buying on mobile every day. Daily buying suggests habitual interactions with a retailer are being formed through mobile.

Many of these habitual relationships are – at least in part – driven by social media. One fifth (19%) of heavy Snapchat users will buy something on their phone every day. This is also true for 15% of heavy Instagram and Pinterest users.



How often UK consumers buy on mobile



Who is buying on mobile every day?

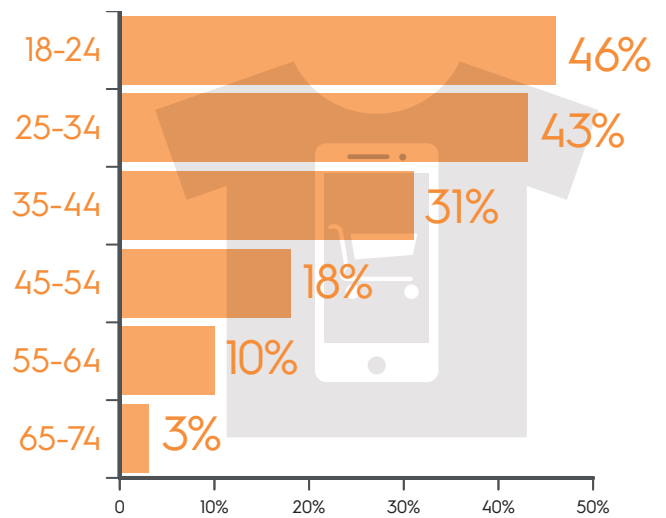
What are people buying on mobile?

Small items are selling big on mobile

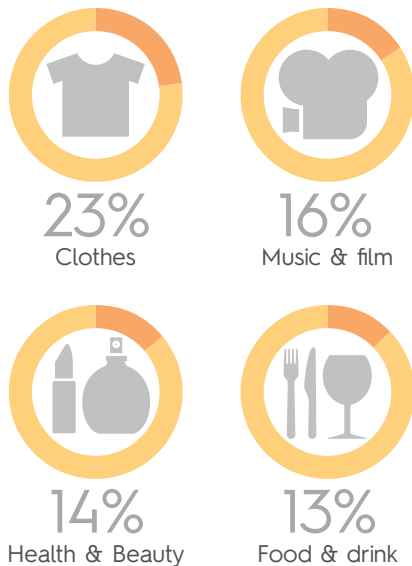
Clothes have quickly become the premier mobile purchase - almost a quarter of the UK population (23%) say they have bought clothes on mobile. The mobile has become perfect for this kind of off-the-cuff purchase, allowing consumers to browse flash sales on their phone, shop while watching TV, or buy an article of clothing on a whim just because it's cheap.

In addition to impulse, these purchases can also be driven by social connections and social influence. Social media - particularly Snapchat, Instagram and Pinterest - appears to strongly influence clothing purchases on mobile. Heavy Snapchat users are 139% more likely to buy clothes on mobile than the average Brit, while heavy Instagram (113%) and Pinterest (83%) users are also much more likely than average to buy clothing on mobile.

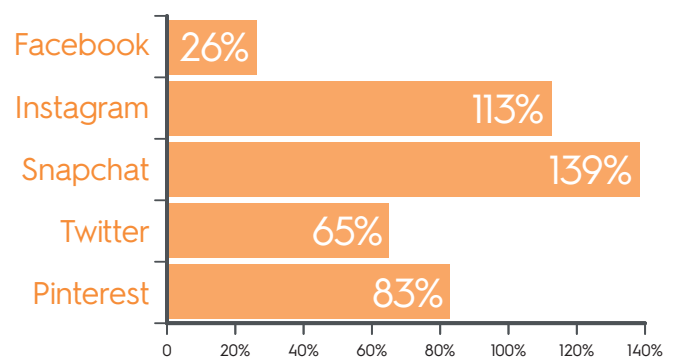
Clothes are followed up by other smaller consumable items - such as music, film, health and beauty products, and food and drink, as the other most popular purchases on mobile.



All ages groups are buying clothes on mobile (% of population that has bought clothes on mobile)



Most popular products bought on mobile (% of population that has bought on mobile)



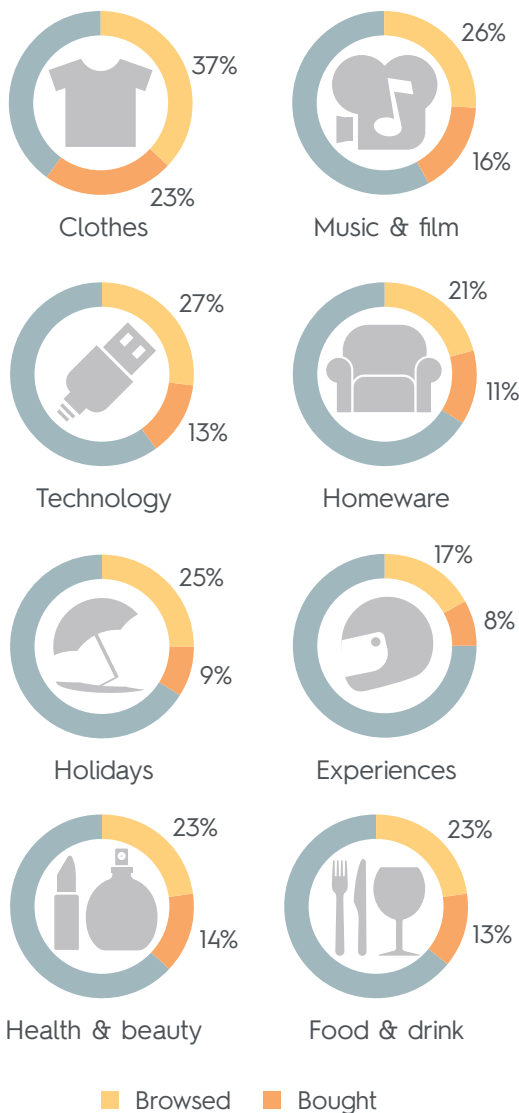
Social media influencing clothing purchases (% that heavy users are more likely than average to buy on mobile)

Buy small, browse big?

Consumers' preference is to buy small, everyday items on mobile. However, their browsing behaviour is very different. They are using mobile to research and browse higher value, more hedonistic purchases – such as holidays, experiences and technology products.

According to [a recent Criteo study of 1.4 billion online transactions](#), four in 10 purchases occur across multiple devices or channels – from laptops to smartphones to tablets. However, while smartphones have become an important part of the cross-device journey for these products, the majority of these purchases are still not happening on mobile.

A quarter (25%) of Brits have browsed for holidays on their mobile. [A recent Criteo travel report](#) showed that the share of mobile bookings increased for most travel subcategories in all countries during 2015. To maximise the opportunity for conversions, a fully optimised mobile environment is crucial, as mobile generates the majority of last-minute reservations.



Most popular mobile shopping products and services
 (% of population that have browsed/bought these products
 on mobile)

Retailers' view:

"With mobile usage soaring in the UK, the experience we're aiming to deliver on mobile is significant for our interactions with customers both on- and off-line. We find that multi-channel customers tend to engage the most, which isn't surprising as they're now using multiple devices to fulfil their purchase needs.

Consumers are shifting their cross-device navigational and transactional habits, which means retailers need to adjust accordingly to offer the right product at the right time and place. Timing and convenience becomes crucial which is why we're constantly listening to customers' interaction signals aiming to join the dots on- and off-line. The next key thing will be to turn customer data into actionable insight, to help with brand consistency and product relevancy. When browsing on mobile we shouldn't expect users to purchase straight away - allowing them a seamless navigational exploration, and later consideration experience, is what should drive any mobile commerce business focus."

Nadya Birca,
 Senior Digital Marketing Manager at [New Look](#)

A portrait of mobile performance:



Where are people buying on mobile?

Where are we buying on mobile?

Mobile allows us to buy wherever we are, compare prices on the go, and purchase in the spur-of-the moment

However, despite this freedom and flexibility, the most common places where UK consumers are buying on their mobile is actually within the home. 33% of Brits say they have bought on their mobile while at home in front of the TV, and 20% of Brits have bought on mobile in bed at night. This supports prominent UK analyst [Benedict Evans' thesis](#) that smartphones are "mostly used when you're sitting down next to a laptop... their capabilities make them much more sophisticated as internet platforms than PC."

However, many Brits are using the convenience of mobile to buy while going about their day. 13% have bought on mobile while on their commute, and 15% have bought during a tea or coffee break at work.



33%
At home
in front of TV



20%
In bed
at night



15%
During
lunch break



15%
During
tea/coffee break



13%
On the commute
to/from work



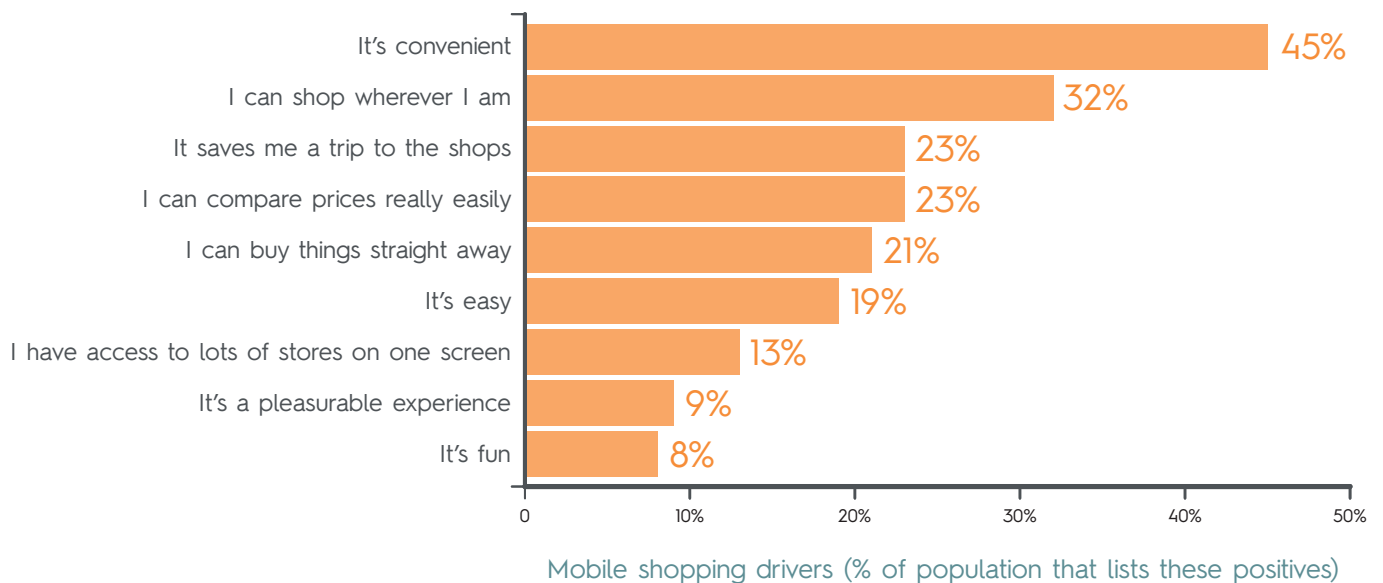
9%
At home
over dinner

Where people are buying on mobile
(% of population that have purchased on mobile in these places)



Are we enjoying buying on mobile?

Mobile shoppers in the UK place the greatest value on the convenient and flexible shopping experiences that mobile provides. Almost a half (45%) of UK consumers listed “convenience” as the main positive of mobile shopping, followed by the ability to shop wherever you are (32%) and being able to compare prices easily (23%).

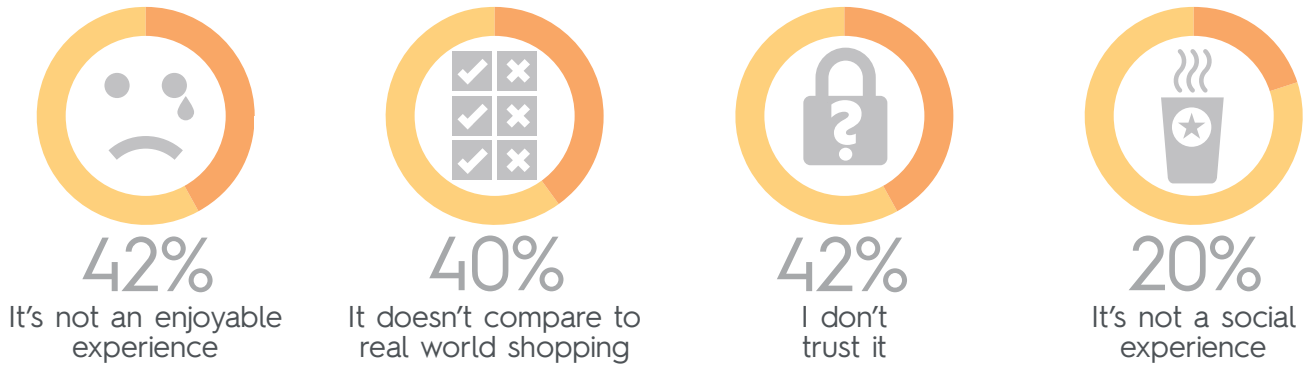


Pleasurable, fun mobile experiences are high up the list of the factors that could encourage UK consumers to buy products and services associated with leisure shopping.

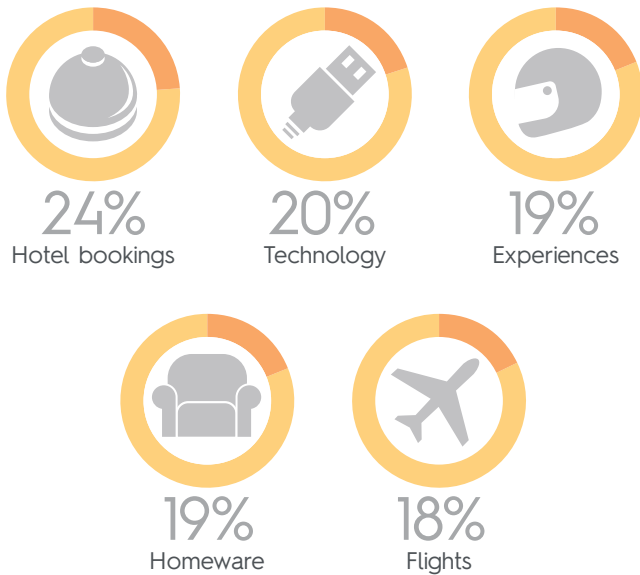
While travel bookings continue to increase on mobile – there is still a big mobile opportunity for travel brands. A quarter (24%) of UK consumers say they would be encouraged to book more hotels on mobile, if the experience was more enjoyable. Similarly, a fifth (20%) would buy technology products on mobile, if the experience was more pleasurable.

Criteo says...

“To make sure shopping on mobile is considered a fun, enjoyable and social activity, retailers must continue developing mobile strategies that are engaging, personalised and contextual. At the same time retailers will need to redesign their online buying experience to reflect the fact that the majority of users visit them via multiple devices. Multi-device behaviour is clearly the new normal. Advertisers need to make sure they can target shoppers at the time they are most likely to purchase, with a targeted message across all of their devices. By ensuring the delivery of relevant, personalised ads across devices with accuracy and scale, advertisers can meet the growing consumer expectation that ads are relevant to them, and continue to transition mobile shopping into a leisure activity.”



Perceived negatives of the mobile shopping experience (% of population that lists these negatives)



Importance of premium experiences (% of population that would buy on mobile if the experience was more enjoyable)

Retailers' view:

"In the furniture sector, consumers haven't historically been brand loyal. For us to drive customer loyalty and to maximise results on all channels, we need to create experiences which are both relevant and enjoyable for the customer. Mobile provides us with a great platform to create these personal experiences. Paid social, in particular, is really important for us to achieve this. [MADE.COM](#) is a visual company, we are about design and aesthetics. The great thing about social - whether it is Pinterest, Instagram or Facebook - is that it lends itself very well to beautiful imagery. It means we can create compelling, tailored experiences in the places where our potential customers are spending their time."

Annabel Kilner,
Commercial Director, [MADE.COM](#)



4. Conclusion

Mobile shopping is pervasive today amongst large sections of the UK population, and continues to grow exponentially - especially among heavy social users and younger shoppers.

Many of today's consumers do not see a distinction between online and offline shopping. Whether it's searching on a laptop, browsing on the high street or sending photos of potential purchases to friends on Snapchat— it's all just part of the shopping experience.

A mobile-first, multi-screen world

The one consistent factor in each of these elements of the shopping experience is the mobile phone, which is always by our side. As such, the value that consumers place in the utility of mobile as a shopping companion - ease of use, convenience, portability - shows the value of developing compelling mobile experiences.

Convenience, habit and mobile's "always on" nature means mobile shopping is becoming routine. We can see that for large sections of the population - particularly millennials and heavy social media users - mobile shopping has become habitual.

This trend also suggests stronger, more emotional ties between consumers and brands. Mobile, as a gateway between brands and consumers, provides the opportunity to connect the mobile shopping experience between online and physical stores. This will also go a long way towards building true omnichannel experiences and embracing customers in ongoing value-add relationships. It also means brands will have the opportunity for one-to-one personalised marketing at scale, which has the potential to completely disrupt the way marketers interact with consumers. A single, trackable ID for each shopper will become the cornerstone of multi-purpose people-centric marketing, enabling everything from ad personalisation to resolving the challenge of cross-device sales attribution.

Copycart shopping: Social connections key mobile driver

Two factors are driving the propensity for small purchases such as clothes, entertainment and food and drink, to be purchased on mobile: social, and the rise of mobile as a means for the impulsive purchase.

Browsing Facebook, Instagram and Pinterest in front of the TV at night is driving the growth of mobile commerce, just as much as mobile's portability. In addition, mobile shoppers tend to deliberate less when making purchasing decisions, driving more instantaneous purchases.

That much of mobile commerce is being driven by emotional factors contributes to the effectiveness of native advertising. Non-intrusive and relevant ads in a native context will help advertisers to achieve genuine engagement with consumers in the right places and the right times - leading to better performance and higher conversions.

Creating convincing - and enjoyable - experiences on mobile

The next big opportunity for brands is to continue to increase the value of the purchases consumers are making on mobile. The majority of UK consumers do not yet consider mobile shopping to be a leisure experience. That said, the mobile experience is changing for the better in this direction. The aim must be to ensure the experience is better able to respond on an individualised, personal and contextual basis, enabling mobile to capture higher value leisure spend.

The winners will be those that are able to deliver contextual creative experiences, messaging and advertising that respond to individuals' needs and desires in the moment, wherever they are and however they're feeling. By achieving this, brands will maximise their mobile performance.

5. Overview of ICM survey

This report is based on the findings of an ICM survey of 2,023 adults in the UK aged 18+ between the 18th and 20th May 2016. Interviews were conducted across the country and the results have been weighted to the profile of adults. ICM is a member of the British Polling Council.

About Criteo

Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has 2,000 employees in 31 offices across the Americas, EMEA and Asia-Pacific, serving 11,000 advertisers worldwide and with direct relationships with 16,000 publishers.

For more information, please visit www.criteo.com.

