CONSUMER ANALYTICS

Mobile Commerce: Keys to Mass Adoption

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SYNOPSIS

Mobile Commerce: Keys to Mass Adoption analyzes consumer use of mobile commerce apps with particular attention given to apps that enable point-of-sale payments.

It also investigates the use of mobile commerce apps during the purchase of consumer electronics from retail locations.

Percentages of CE Buyers Using Mobile Commerce Apps During Retail Purchase
(U.S. Broadband Households That Purchased CE Devices in 2013)

Used at least one mobile commerce app during retail purchases
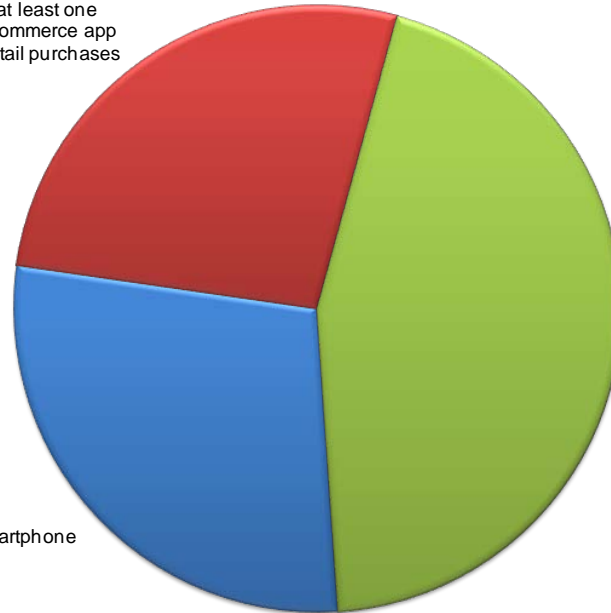
Own a smartphone but didn't use any mobile commerce apps during retail purchases

Don't own a smartphone

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ANALYST INSIGHT

"Consumers are using smartphones to enhance the shopping experience and disrupting retail in the process. They are using apps not only to save time and money but to become more knowledgeable about products and to interact in new ways with retailers and brands. Retailers need to embrace mobile commerce apps—both their own and popular third-party apps—as a way to give consumers a differentiated shopping experience that can combat showrooming."

— **Jennifer Kent**, *Senior Analyst,* **Parks Associates**

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ATTRIBUTES

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