insightsNOW

Using Behavioral Insights to Build a Mobile Shopping App Consumers Really Want

| Shopper Trends | Behavioral Insights | Hybrid Studies |

The Study

InsightsNow partnered with Catalina Marketing, a firm specializing in personalized digital media, to understand what smartphone- enabled shoppers would value most in an integrated mobile shopping application. The study was looking for new, behavioral insights into the mobile mindset of today's shoppers and to discover the features shoppers would find most useful in an integrated app.

The Process

An immersive behavioral study phase followed 15 mobile savvy shoppers from around the United States through a week of pre-planned shopping and shopping preparation activities. These qualitative interactions were designed to gather in-depth insights and commentary into how shoppers currently use mobile shopping apps in different scenarios and what they would include in a mobile shopping app of their own design.

Then a max-diff survey approach had 1,000 respondents review multiple random sets of five different features taken from a total of 18 potential features that were tested. Based on their choices, the study model predicted the value of each feature for each respondent, providing an ordered list of features from the most to the least valuable to include in a shopping app.

Shopper Respondent Mobile Shopping App Preferences

38%
Shoppers Who Want Integrated Features

37%
Shoppers Who Want Savings-Based Features

25%
Shoppers Who Want Efficiency Features

The Learnings

This study showed the vast majority of smartphone owners are "mobile savvy shoppers." More than two-thirds of smartphone owners who are their household's primary shoppers have already used their devices while shopping. Most of them are familiar with existing mobile shopping applications and web sites—and they want more.

Through this combined qualitative and quantitative research, we found that savings and efficiency are the big motivators for using mobile shopping apps with features such as digital coupons, shopping list reminders and spend tracking being important to shoppers.

Shoppers are still challenged by the complexity of many loyalty programs and are ready for an easy-to-use mobile shopping app. Through this research, it was shown that shoppers want an app that saves them both time and money by reducing the complexity and effort it takes to shop. Delivering on these consumer desires with an integrated application for an individual's shopping routine and perceived needs is the best way to gain greater acceptance and use.

The Outcome

The implications for retailers and CPG marketers are considerable—the study uncovered shopping related behaviors easy to leverage as well as those most difficult to change and why. For success, it is now necessary to understand deeply how smartphone technology is reshaping shopping behavior and find new ways to engage consumers via this personalized mobile medium. It is vital to build competitive differentiation and greater loyalty among shoppers to build an app that resonates and retains.

Want to take a deep dive into shopper behavior to better inform your product and marketing decisions? Reach out to us:

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