

Mobile shoppers are more impulsive

Unplanned purchases are a large part of sales for many retailers, but as in-store shopping has decreased, so have impulse buys

With several retail clients who are seeing their sales decline due to this trend, Bellomy turned to its proprietary research panel, SmartLAB, to gain insight. In the SmartLAB study, Bellomy asked panelists about their most recent online purchase.

Those who made that purchase on a mobile device were significantly less likely to have made a planned purchase than those shopping on a desktop or laptop. That insight, paired with industry expertise, led Bellomy to conclude that mobile purchases are more impulsive than other online purchases. With m-commerce on the rise, this is great news for retailers who depend on customers' impulsivity!



Mobile shoppers are more engaged with social media

About one-third of SmartLAB panelists said they had purchased an item they first saw on social media. That figure grew to over half when looking at mobile shoppers, which was significantly more than desktop shoppers.

Mobile shoppers were also significantly more likely to share a picture of their online purchases on social media.