



Role of Mobile in the Retail Path to Purchase
March 2015

Research Objective and Methodology

OBJECTIVE: Explore the consumer retail path to purchase journey, in particular, examining the role mobile devices play within this purchase cycle.

METHODOLOGY:

STAGE 1 – QUANTITATIVE

How:

15 min online surveys conducted by GfK research company

When:

Ran from 1st – 5th December 2014

Sample:

n= 1,033

National sample of 1033 people aged 18-75yrs; Fairfax section is based on 759 people from *Sydney Morning Herald* and *The Age* panel.

Prize:

Incentivised by the panel providers incentive system whereby they had a chance to win a voucher up to \$250.

STAGE 2 – QUALITATIVE

How:

A moderated online community hosted on GfK's digital community tool, *SocioLog*

When:

Ran for 5th – 15th December 2014

Sample:

n=20

Participants were recruited from both the external panel and *The Sydney Morning Herald / Age* panel, with participants selected based on their purchase interests across a few key categories such as luxury goods, clothing, homewares, alcohol, beauty or electronics.

Prize:

Each participant was given \$125



INSIGHT 1:

*Two-thirds (65%) of Australians
have used a mobile device to
help them shop in the
last 3 months*



Source: Fairfax Media Retail Consumer Study conducted by GfK, December 2014
(Based on total sample, n=1,033)

Q. Which of the following best describe how you have used the following devices to help you shop in the past 3 months?

Four stages within the retail purchase cycle



Passively on the look out for products of interest (i.e. new, special, different, innovative or will solve an existing problem).

Passively seek information from sources generally consumed.



Engaged in the notion of buying but seek information as have unanswered questions (i.e. do I need this, can I afford it)

Information is actively sourced, forming a mental storage bank to help decide whether they should keep looking into the item.



Purchase options heavily reviewed, clear decision to purchase.

Final sweeteners passively seen both in-store / online have the ability to influence their final decision.

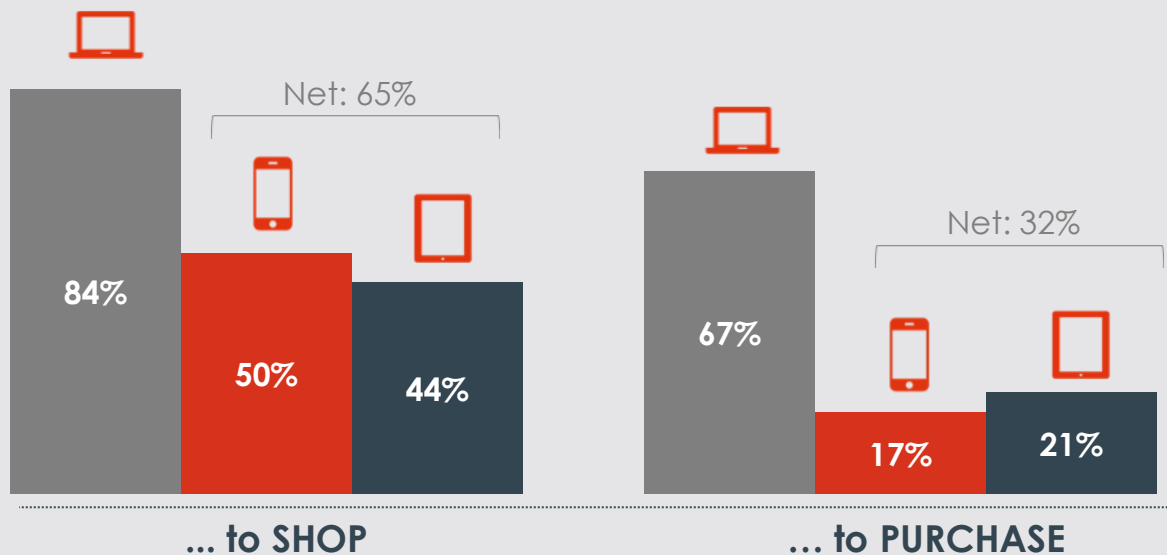


Now know what they want and need it. As they're better informed, focus is around looking for the best price and convenience.

Information is actively sourced with targeted search enquiries.

Majority (65%) of Australians have used their mobile devices to help them shop in the last 3 months

Devices Australians have used to help shop/ purchase within the last 3 months ...



Source: Fairfax Media Retail Consumer Study conducted by GfK, December 2014 (Based on total sample, n=1,033)

Q. Which of the following best describe how you have used the following devices to help you shop in the past 3 months? Last three months refers to Sept – Nov period.

Mobile devices play an active role within each stage of the purchase cycle



"I always have a tablet near me when I have some downtime. That's when I do my searching"



"Tablets large screen helps me decide and refine my choices"



"I use my mobile phone in-store to check for better deals"



"I can purchase on my mobile or tablet right there and then if I desire"

Smartphones used for functional activities, tablets used when seeking inspiration



How Australians are using mobile devices within the last 3 months to help shop (%)



Source: Fairfax Media Retail Consumer Study conducted by GfK, December 2014 (Based Smartphone users, n= 535, Tablet users, n=494)
 Q.Which of the following best describe how you have used the following devices to help you shop in the past 3 months?



INSIGHT 2:

*Close to two-in-five Australians
expect to use their mobile
devices more for retail shopping
in the future*

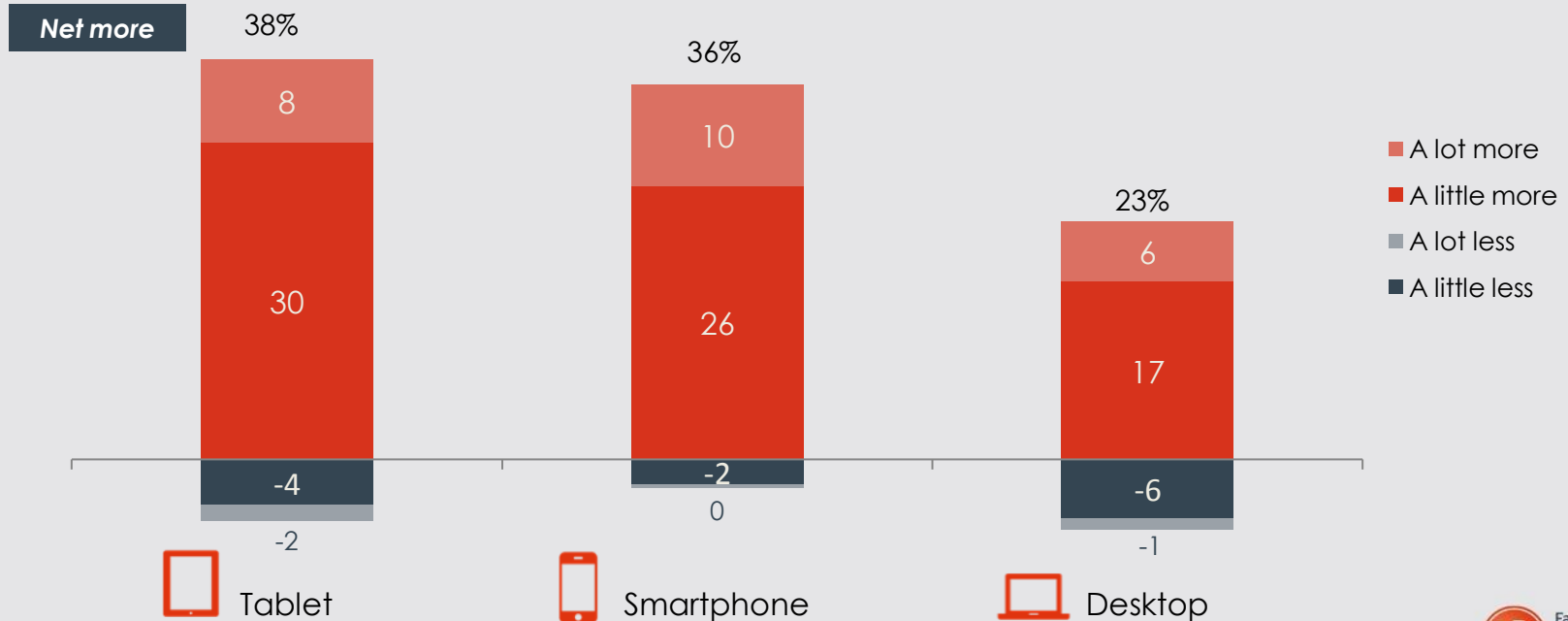


Source: Fairfax Media Retail Consumer Study conducted by GfK, December 2014
(Based on total sample, n=1,033)

Q. Over the next 12 months do you expect to be using each of the following devices more when shopping and for ideas/inspiration?

The take-up of mobile devices as a source for retail inspiration and shopping is expected to increase

% intend to use more/less in the next 12 months when shopping and seeking ideas / inspiration
(Amongst smartphone and tablet shoppers)



Source: Fairfax Media Retail Consumer Study conducted by GfK, December 2014 (Based on total sample, n=1,033)
Q. Over the next 12 months do you expect to be using each of the following devices more when shopping and for ideas/inspiration?

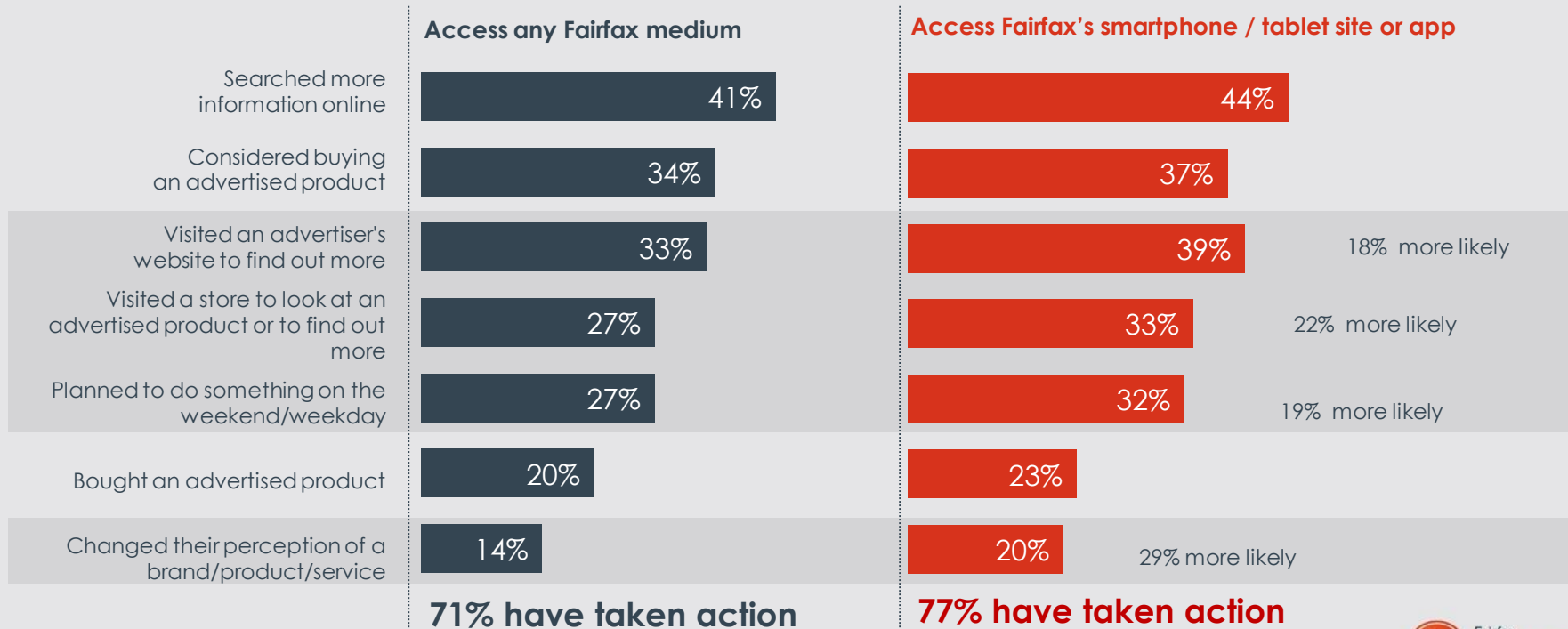


INSIGHT 3:

*There is a strong emotional connection
with Fairfax Media's mobile brands
that influences and inspires consumers*



Advertising on Fairfax Media influences actions

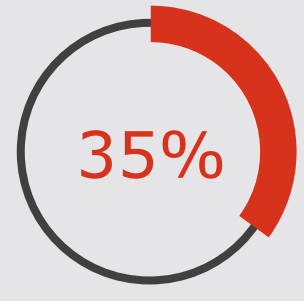
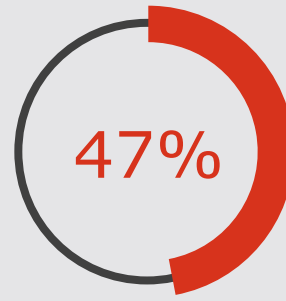
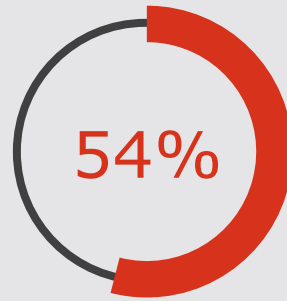
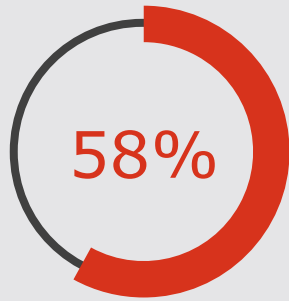


Source: Fairfax Media Retail Consumer Study conducted by GfK, December 2014 (Based on Accessed Fairfax titles on mobile / tablet app within month, n=273, Accessed Fairfax titles within month, n=500) Q.Which, if any of the following actions have you taken as a result of seeing an advertisement in/on [FFX brand])



There is a strong emotional connection with Fairfax Media's mobile brands that influences and inspires

Fairfax Media's mobile audience agree, they're ...



Engaged

Influenced
(Reviews)

Inspired
(Self or others)

Feel More
Credible

Feel engaged when reading/ visiting Fairfax Media's websites / apps

Makes me more likely to consider purchasing the brands/ products advertised

Inspires me and gives me ideas about things to purchase for myself or for others as gifts

Makes the brands /products advertised more desirable or credible

Source: Fairfax Media Retail Consumer Study conducted by GfK, December 2014 (Based on Accessed Fairfax titles on mobile / tablet app within month, n=273.Q. Below is a list of things other people have said about the (insert relevant FFX brand). How strongly do you agree with each of these statements? % shown are those who somewhat agree + strongly agree





For more information, please contact your
Fairfax Media sales representative