



MOBILE MARKETING ASSOCIATION

Report Price:

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\$US 1495.00

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Holiday Shopping With Mobile Phones

October 2010



MMA US MOBILE
CONSUMER
BRIEFINGS SERIES

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MMA-Luth *US Mobile Consumer Briefing:* Holiday Shopping With Mobile Phones



Executive Summary:

As the holiday season approaches, do mobile phone users expect to use their phones to do some of their holiday shopping or for organizing celebrations? If they are, what do they plan to use their phone for and where? What types of gifts would be helpful to shop for using a mobile phone? Will consumers spend more or less on holiday gifts this year?

Key Findings This Month:

- 59% of mobile consumers plan to use their mobile phone as part of this year's holiday shopping/planning of celebrations (exclusive of making calls)
- 25 % to use mobile phone more for holiday shopping compared with last year
- 1/3 of mobile holiday shoppers will use mobile to find store location or directions to where gifts sold
- 64% of mobile holiday shoppers expect to use device before heading to stores to shop
- Mobile holiday shoppers are 50% more likely than other mobile phone owners to spend more this holiday compared to last year

Lessons For Marketers:

- Asians (34%), Hispanics (21%), and Adults ages 25-34 (27%) were more likely to expect to use their phone to a *great extent* for holiday shopping/celebration planning
- Mobile holiday shoppers are more likely to emphasize product quality and brand
- More than one in ten mobile holiday shoppers expect to use their phone to purchase/pay for gifts (13%) and/or respond to TV, billboard, or newspaper ads (12%).

MMA-Luth *US Mobile Consumer Briefing:* Mobile Apps



Key Questions Asked

- Expected extent of usage of mobile phone for holiday shopping/ organizing
- How expect to use mobile phone for holiday shopping or for planning celebrations
- Types of holiday gifts most helpful to shop for using mobile phone
- Where find information/ideas for holiday gifts
- Expected holiday spending compared to last year
- Manufacturer of current cell phone
- Current cellular service provider

Methodology

Questions about the role of mobile in upcoming holiday shopping were addressed in the recent SavvyQuest™ omnibus survey sponsored by MMA conducted October 15 to October 21, 2010. Fully, 91% of all U.S. adult consumers surveyed for this study reported having a cell phone. Respondents who owned a cell phone and who planned on doing holiday shopping or celebrations participated in the full study.

Access To Topline Report & Full Segmentation Tables

MMA members have access to the full top line report and segmentation tables, where results are cross-tabbed by standard demographics, mobile operator, and mobile handset manufacturer; some restrictions apply.)

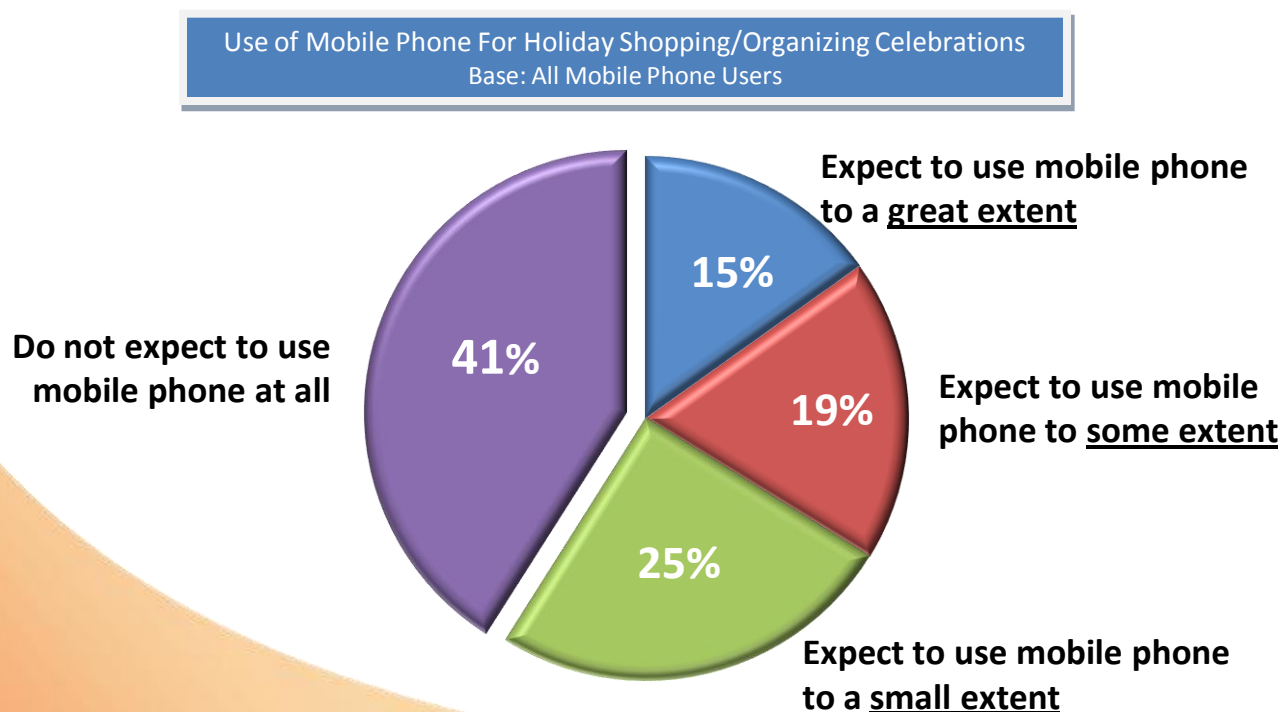
Non-members may purchase the reports at US\$1495.00 each by contacting peter.johnson@mmaglobal.com

59% of Owners Plan To Use Mobile Phone as Part of This Year's Holiday Shopping/Planning



Nearly three in five (59%) mobile users indicated they expect to use their mobile phone this year to do holiday shopping or to organize celebrations. More than one in ten (15%) expected to use their mobile phone *to a great extent* for holiday shopping or planning.

Asians (34%), Hispanics (21%), and Adults ages 25-34 (27%) were more likely to expect to use their phone *to a great extent*.



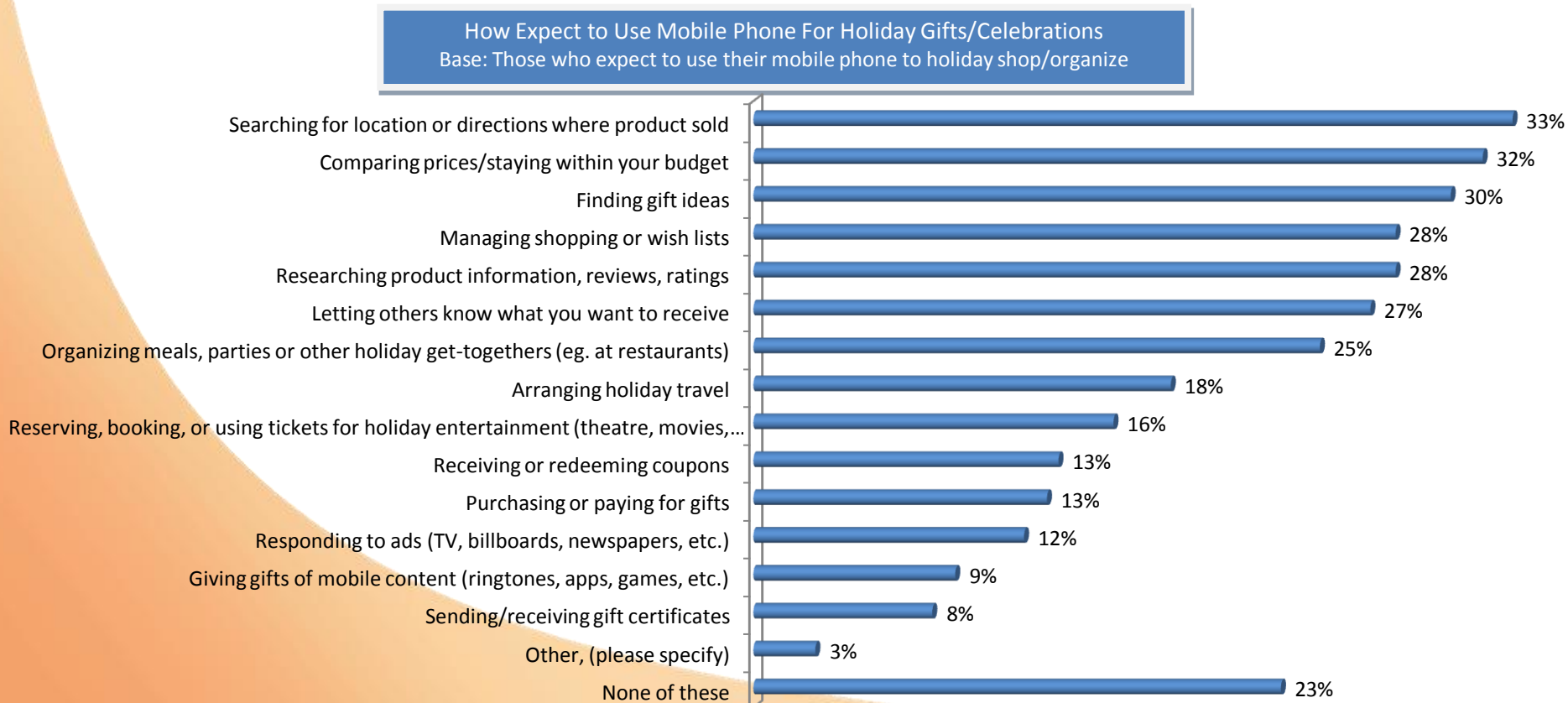
Q1. How often do you expect to use your mobile phone to do your holiday shopping or to organize celebrations this year? (not counting making telephone calls) (Base: 1,003)

1/3 Of Mobile Shoppers Will Use Mobile To Find Store Location or Directions To Where Gifts Sold



Of those who expect to use their mobile phone for holiday shopping/ organizing celebrations, the most frequent expected use of their phones was to *search for the location or for directions to where a product is sold* (33%), to *compare prices/stay within budget* (32%), and/or to *find gift ideas* (30%).

More than one in ten expected to use their phone to *purchase/pay for gifts* (13%) and/or *respond to TV, billboard, or newspaper ads* (12%).



Q2. Which of the following holiday shopping or organizing of celebrations do you expect to use your mobile phone for this year? Please check all that apply. (Base: 592)

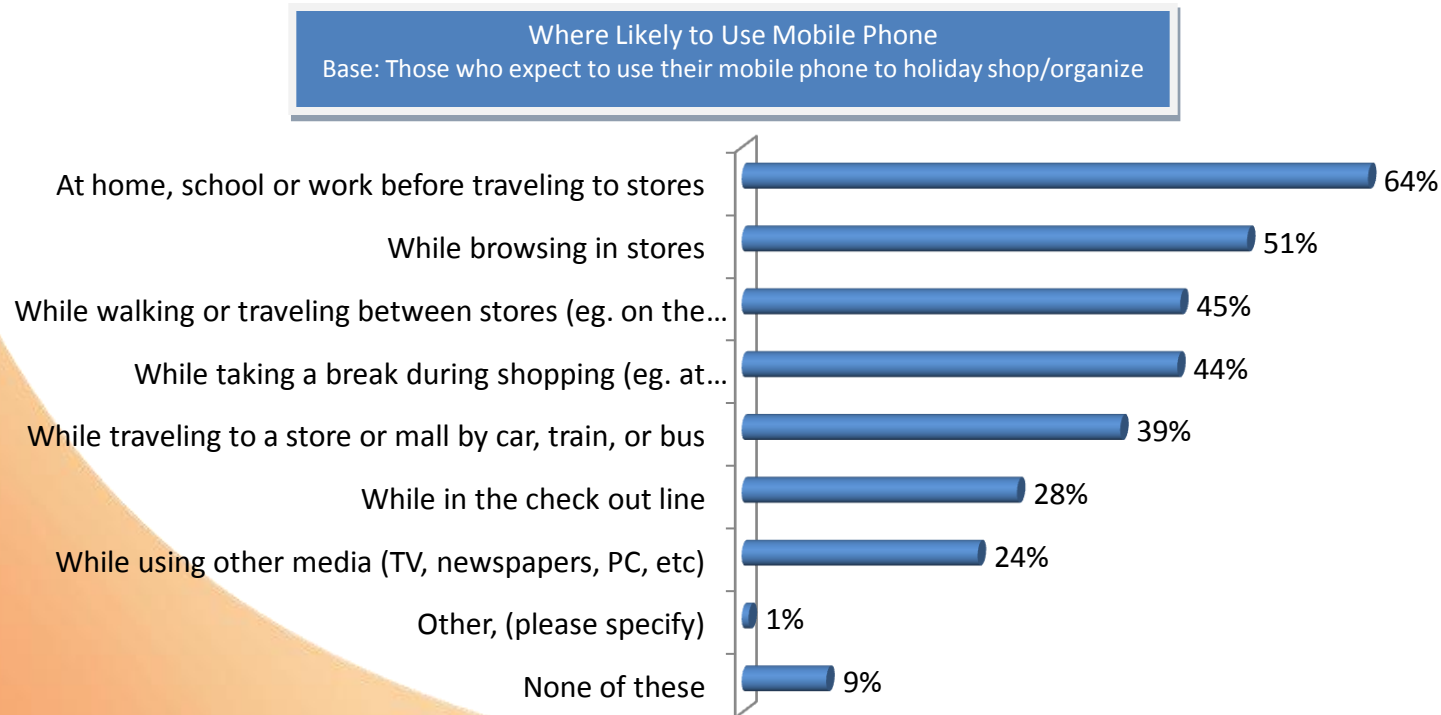
Confidential

64% of Mobile Holiday Shoppers Expect To Use Device Before Heading To Stores To Shop



More than half of mobile users indicated they were likely to use their mobile phone *at home, school, or at work before traveling to stores* (64%) and/or *while browsing in stores* (51%).

Nearly three in ten (28%) were likely to use their phone *while in the check out line*, and one in four (24%) indicated they were likely to use their phone *while using other media*.



Q3. Where are you likely to use your mobile phone while holiday shopping or planning celebrations? Please check all that apply. (Base: 592)

Mobile Most Helpful When Used to Shop For Movies / Music, Consumer Electronics, or Books



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Movies or music (46%), *consumer electronics* (41%), and *books* (40%) were the top three types of gifts mobile users thought would be helpful to shop for using a mobile phone.

Hispanics (52%) and Asians (49%) were more likely to think *toys or games* would be helpful to shop for with a mobile phone.

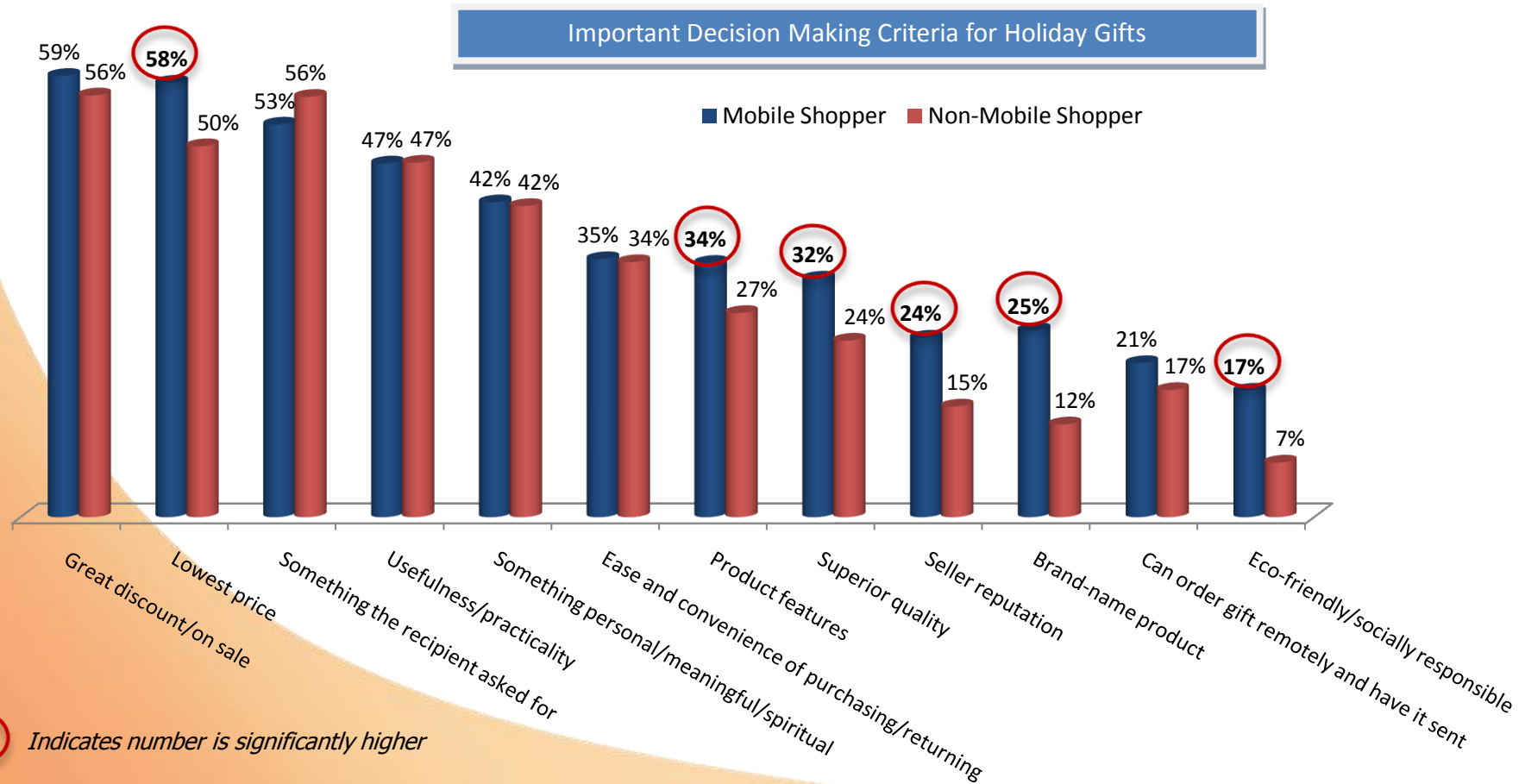


Q4. For what types of holiday gifts do you think shopping with a mobile phone would be helpful? Check any that apply... (Base: 592)

Mobile Shoppers More Likely To Emphasize Product Features, Quality, Seller Reputation, and Brand



Comparing Mobile shoppers (those who expect to use their mobile phone for holiday shopping/organizing celebrations) with non-mobile shoppers (mobile phone owners not using it for holiday shopping) found that mobile shoppers prioritized discounts and price, they were significantly more likely to state *lowest price* as an important decision making criteria as well as *product features*, *superior quality*, *brand-name product*, and *eco-friendly*.



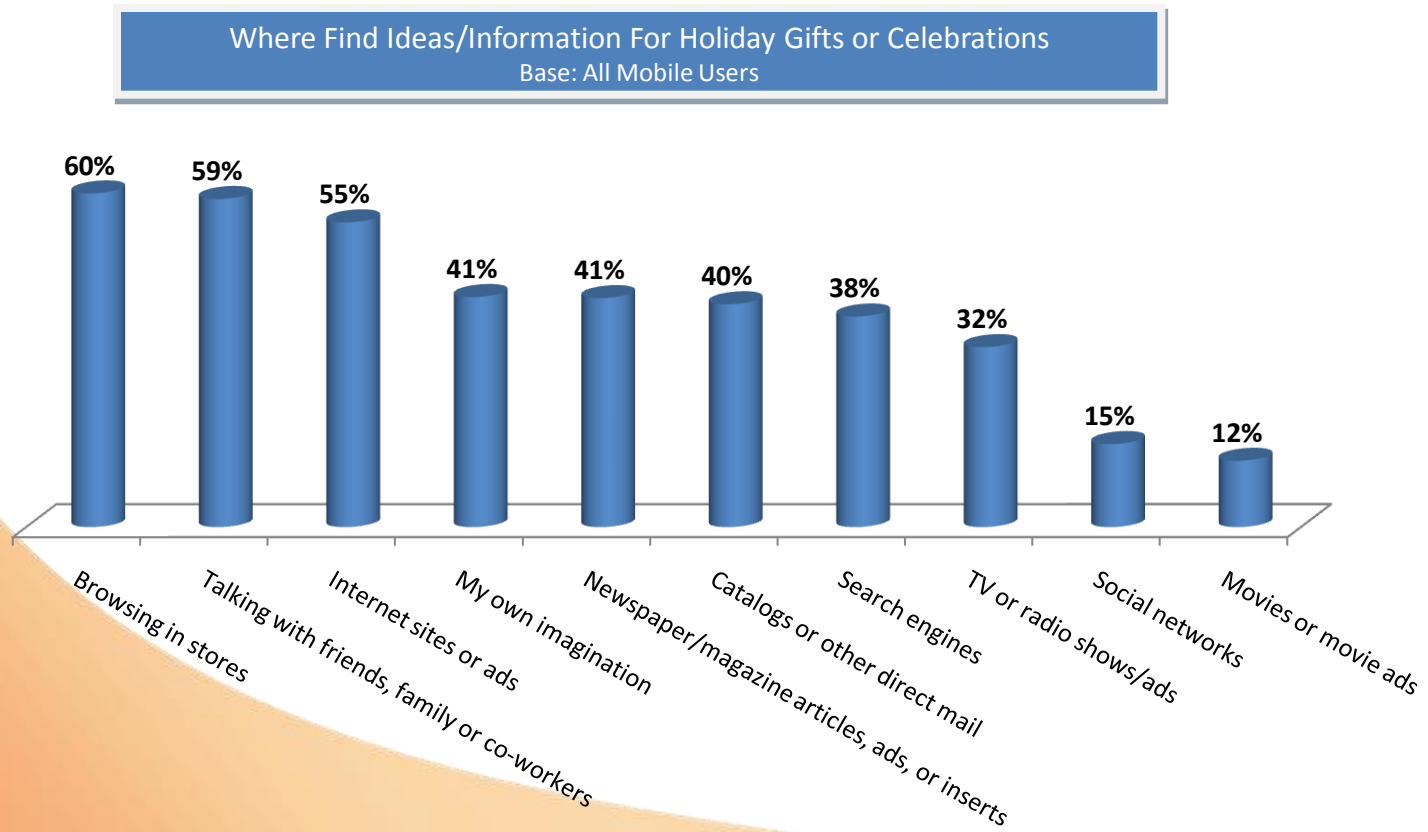
Q5. Which of the following will be important criteria in deciding which holiday gifts you will buy this year? Please check all that apply.

60% Of All Mobile Users Find Holiday Gift Ideas While In Stores



Not including their mobile phone, mobile users find ideas or information for holiday gifts and/or celebrations from *browsing in stores* (60%), *talking with friends, family, or coworkers* (59%), and/or from *internet sites or ads* (55%).

Females were more likely to find ideas or information from *catalogs or other direct mail* (46% vs. 34% male) and males were more likely to get ideas from *TV or radio shows/ads* (36% vs. 29% female).



Q6. Other than your mobile phone, where do you find ideas or information for your holiday gifts or celebrations? Please check all that apply. (Base: 1003)

Mobile Holiday Shoppers Significantly More Likely to Find Gift Ideas From Internet, Print, Search, TV, Social

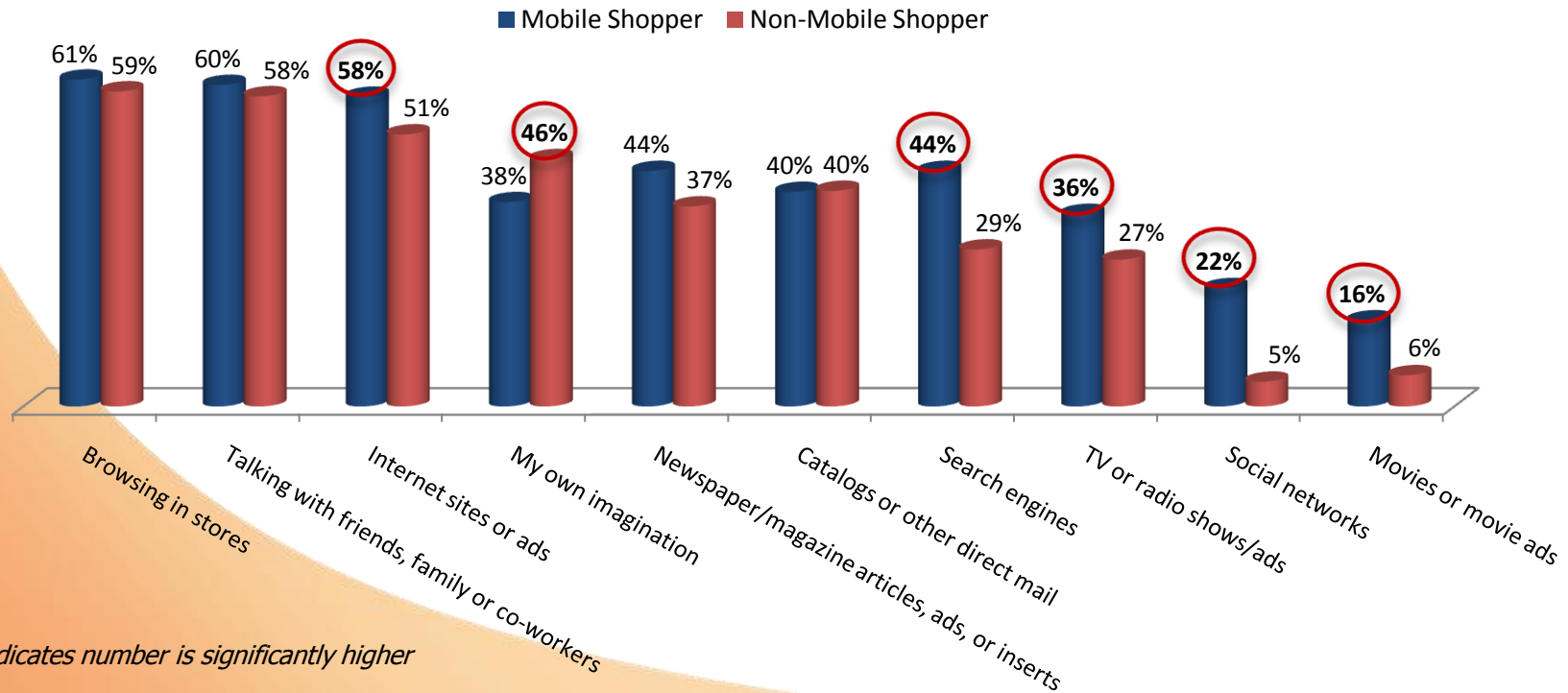


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Mobile holiday shoppers were more likely to state they get ideas for holiday gifts or celebrations from *internet sites or ads, search engines, TV or radio shows/ads, social networks, and/or movies/movie ads.*

Non-mobile holiday shoppers were more likely to find ideas from their *own imagination.*

Where Find Ideas/Information For Holiday Gifts or Celebrations



Q6. Other than your mobile phone, where do you find ideas or information for your holiday gifts or celebrations? Please check all that apply. (Base: 1003)

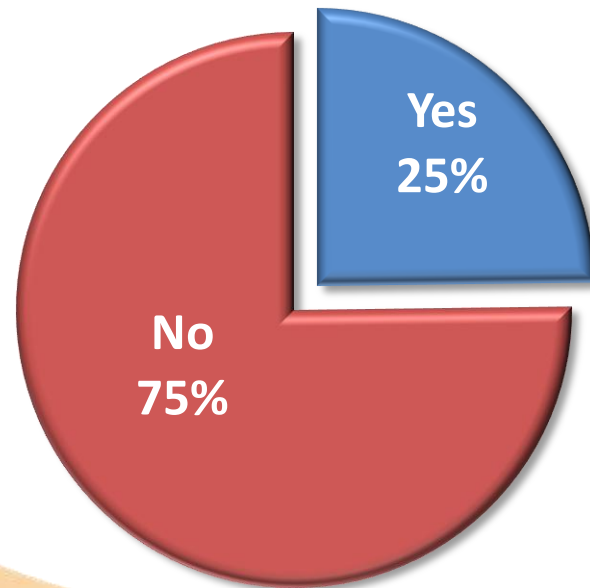
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25 % To Use Mobile Phone More For Holiday Shopping Compared With Last Year

One in four (25%) mobile phone users plan to use their phones to shop more this year compared to last year.

Adults ages 25-44 (39%) and Hispanics (31%) were the consumer groups likely to shop more this year with their mobile phone.

Plan To Shop More This Year Using Mobile Phone
Base: Mobile Phone Users



Q7. Are you planning on using your mobile phone to shop more this year compared to last year?
(Base: 1,003)

Mobile Holiday Shoppers 50% More Likely To Spend More This Holiday Compared to Last Year

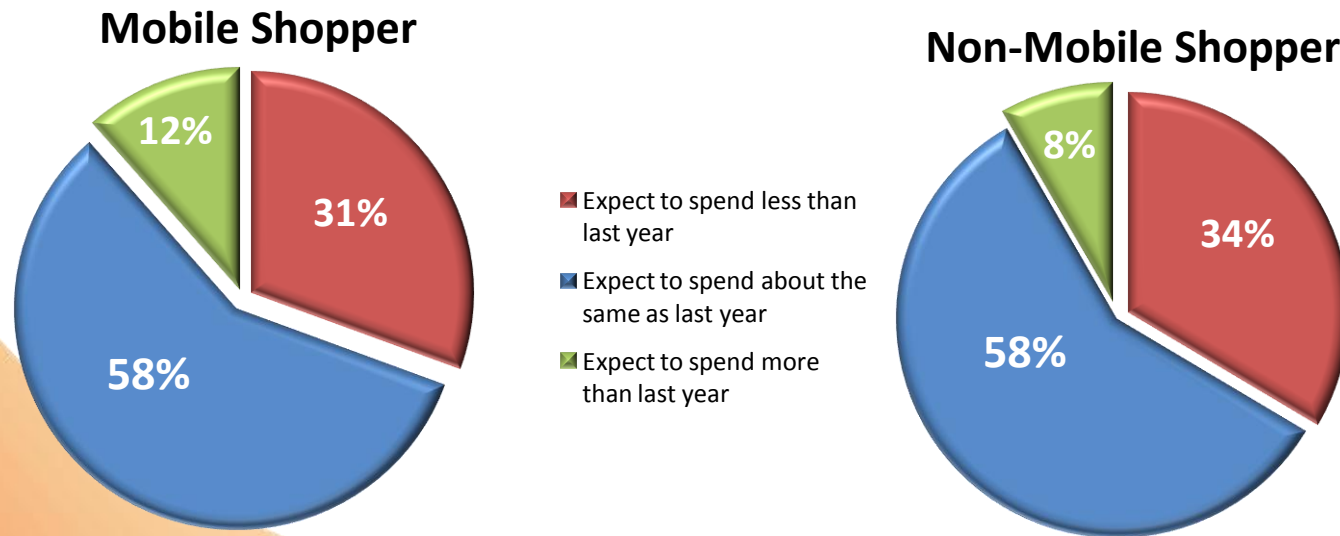


Three in five (58%) of all mobile users planned to spend about the same on holiday gifts and celebrations as last year. However, Mobile shoppers were one and a half times more likely than non-mobile shoppers to spend more on gifts this year vs. last year (12% vs. 8%).

Overall, however, almost a third (32%) of all mobile users expected to spend less.

Consumer groups who expected to spend more were males (13%), Asians (22%), and adults under 45 (15%).

Amount Plan to Spend on Holiday Gifts and Celebrations



*Q8. Finally, in total how much do you expect to spend on holiday gifts and celebrations this year compared with last year?
Please choose one. (Base: 1,003)*

ABOUT MMA'S LUTH U.S. MOBILE CONSUMER BRIEFINGS:



Each month, Mobile Marketing Association (MMA) leverages Luth Research's online panel, SurveySavvy™, to survey a representative sample of over 1,000 U.S. adult consumers about their latest mobile marketing behaviors and opinions. Each *Mobile Consumer Briefing* contains a 2-3 page executive summary, all survey questions asked, and up to 50 tables of detailed results. Survey responses are provided not only in aggregate, but are also cross-tabulated by standard audience demographics, such as age, gender, and income, as well as wireless carrier and handset manufacturer. Together, MMA and Luth aim to make these briefings uniquely powerful tools for creating up-to-the-minute mobile campaigns, and are available free to MMA members. To learn more about MMA's market research benefits, visit MMA's [Research Home Page](#) or contact Peter A. Johnson, Vice President of Market Intelligence, at peter.johnson@mmaglobal.com. MMA *Consumer Briefings* on this topic are also available for the UK, French, and German markets.

ABOUT LUTH RESEARCH:

Founded in 1977, Luth Research offers clients around the world the kind of forward-thinking market research that moves business ahead. Our personalized service, advanced technology, and customized research methodologies place us at the forefront of the market research industry.

Luth Research invests the time necessary to understand each individual client's research requirements. Our team of professionals offers a wide range of experience, education and expertise in the market research industry. With over 30 years in business, Luth Research has the experience to combine a wide spectrum of methodologies and tailor data collection solutions to meet its clients' most stringent research requirements.

ABOUT SAVVYQUEST™:

SavvyQuest™ is an Omnibus survey service provided by Luth Research leveraging SurveySavvy™, the company's high-quality multimillion-member online panel. While SavvyQuest™, an online survey with a target total of 1,000 completes, is fielded based on a weekly schedule, it can be tailored to on-demand schedules if needed. The 1,000 completes are balanced to reflect the U.S. Census demographic distributions on gender, age and ethnicity. The sample can later be weighted to reflect online population distributions if it is so desired. For more information, please contact Becky Wu, Vice President of Research, at bwu@luthresearch.com.