

Emerging Apps for Retail Shopping

Do people use shopping apps more frequently for purchases or web browsers? How are consumers choosing to make purchases online? Merchandising companies are improving apps for consumers to make purchases of their products.



Apps are easily accessible from your mobile device.



You can save your credit card information on your phone, which makes the checkout process a lot faster.



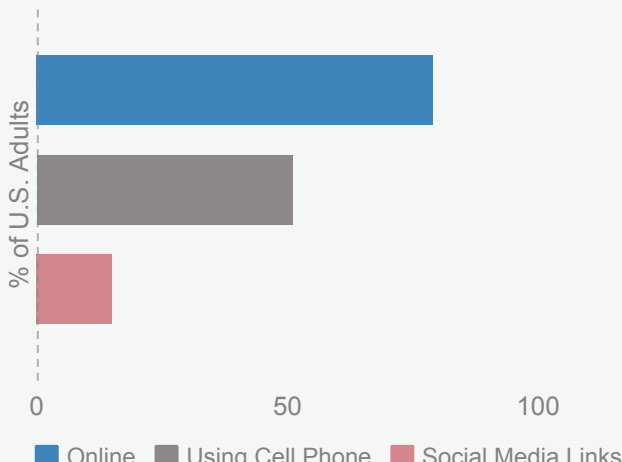
All retailers have apps for consumers to purchase their products; ranging from food, clothes, and experiences.

Online Shopping

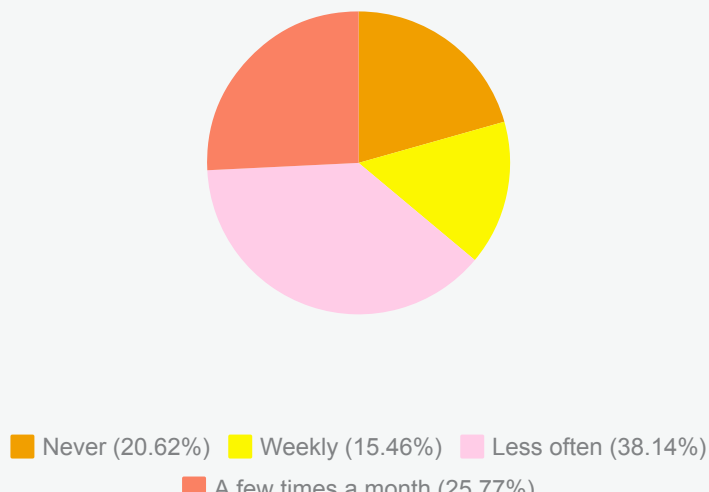
Now more than ever, people use their cell phones for everything. People use their cell phones for more than just communicating, they use them to make purchases, check their bank accounts, check the news, and check their e-mails. Cell phones are changing the way Americans shop and evaluate products. Apps are easily accessible from the app store, and almost all retailers have apps for their merchandise. Retailers dominate most of the mobile shopping app usage across all ages.



% of U.S. adults who ever buy something



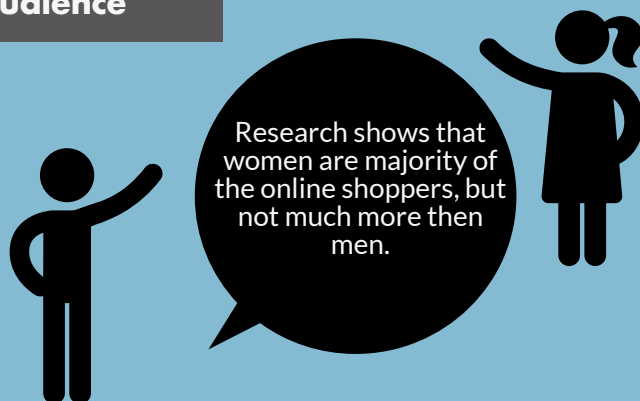
% of U.S. adults who shop online



Most Americans say it is important to compare prices from different sellers and to ask questions about the product they are buying. Most online shoppers say online shopping is a way to save time and is a convenient way to buy products.

Target Audience

- Men and Women
- Citizens of United States
- At least 18 years old
- Have to own a computer and cell phone
- Low, Middle, and High class workers



Benefits

- Shopping apps are convenient.
- Apps are fast and save time.
- Apps pre-store all your information (address and credit card information) to make purchases faster.
- Many different categories; clothes, accessories, food, car rides, experiences, etc.
- Show sales, coupons, and discounts.
- Cell phones are small, easy to carry around and almost everyone has one.

Challenges

- Internet users do not like sending personal or credit card information over the internet.
- Most Americans prefer to buy products in store than on-line.
- It is important for most consumers to try the product out in person.
- Americans rely on reviews for online purchases. However, they are concerned whether they are accurate.
- Some apps send users to partner websites to complete transactions.

"These inconsistent notions about the online shopping environment shows that, even as e-commerce matures, people's confidence in the security of online shopping remains an issue. If people's worries about security of personal information were eased, the pool of online shoppers would be greater."
- John B. Horrigan, Associate Director of the Pew Internet Project

The Future for Shopping Apps

The World Wide Web is on a decline and apps are on the rise. Web browsers have been abandoned for simpler, small devices. Smartphones are a primary source of Internet connectivity in highly developed nations, like the United States. The boom in mobile connectivity has been accompanied by a boom in innovation and sales of targeted software applications. Apples App Store and Google's Android Market are the top two leading app stores on the market. Researches report that people spend more time on apps than the desktop or mobile web.

The focus of software innovation has shifted from an emphasis on designing tools for use on full-size personal computers to designing for mobile devices - especially smart phones. The Pew Internet Project and Elon University's Imaging the Internet Center invited experts and Internet stakeholders to predict where the future of the Web and apps will be in 2020. However, the respondents came to the conclusion that neither the Web or apps will become more or less important than the other. Tony Smith of the Open Source Developers Club in Melbourne, Australia said "Both will continue to grow in ways that are impossible to imagine...Apps are generally better for narrowly defined repetitive tasks, especially where your needs can be narrowed by your location, time, etc. The Web will remain better for asynchronous exploring and continue its gateway role." Futurist John Smart, founder of the Acceleration Studies foundation, looks beyond 2020 and sees apps as merely a passing phase in Internet evolution, saying "Apps are a great intermediate play, a way to scale up functionality of a primitive Web, but over time they get outcompeted for all but the most complex platforms by simpler and more standardized alternatives."

In 2015, shopping app usage grew faster than any other category of apps. Shopping apps on iOS and Android devices increased by 174% year-over-year, including 220% on Android alone. That is 77% increase from the previous year.

FUN FACT

1 in every 2 Millennials has downloaded a mobile shopping app



Sources:

<http://www.pewinternet.org/2016/12/19/online-shopping-and-e-commerce/>
<http://www.pewinternet.org/2008/02/13/online-shopping-2/>
<https://www.forbes.com/sites/kylewong/2015/07/08/what-mobile-shopping-apps-are-most-popular-with-millennials/#29b62d366f0f>
<https://www.forbes.com/sites/sethporges/2014/08/14/shopping-apps-are-finally-getting-smart/#7325f3733312>
<https://www.forbes.com/sites/briansolomon/2015/01/06/shopping-apps-are-now-the-fastest-growing-thing-in-mobile/#6715cf342f73>
<http://www.pewinternet.org/2012/03/23/the-future-of-apps-and-web/>