

A man and a woman are shown in profile, looking at a smartphone held by the man. The man is wearing glasses and a denim shirt. The woman has long dark hair and is wearing a light-colored top. They are outdoors, with a bicycle visible in the background. The overall tone is blue and purple.

YAHOO!

The Point of Influence

Understanding Mobile Shopping Search Habits | August 2014

How Was This Research Conducted?

Methodology

STEP 1: SCREENER + LOG

- **544** Yahoo visitors that owned a Smartphone or tablet were invited to log their daily mobile searches for two weeks during June 2014
- Searches were logged via mobile web
- **6,369** searches were collected and managed by Vision Critical over the two week period

STEP 2: FOLLOW UP

- Fielded every 24 hours after a search was logged
- Deep dive into outcomes of searches
- **2,372** responses collected

STEP 3: FINAL

- Exit study to discuss additional thoughts on mobile search
- **401** responses collected

YAHOO!

A young man wearing a grey beanie and a striped hoodie is looking down at a smartphone in his hands. Another man, wearing glasses and a blue shirt, is looking at the phone from the side. The background is a blurred indoor setting, possibly a workshop or a store, with various items on shelves.

Mobile Search as a Daily Habit

Mobile Usage | Key Stats

Mobile search is a daily habit



96%

Of Smartphone owners
access the Internet daily

75%

Of Tablet owners access
the Internet daily



87%

Use a search engine at
least once per day from
a mobile device

45%

conduct 2+ mobile
searches per day

Mobile search has become an integral part of shopping for many consumers

Mobile device owners:

83%

Research products on their device weekly

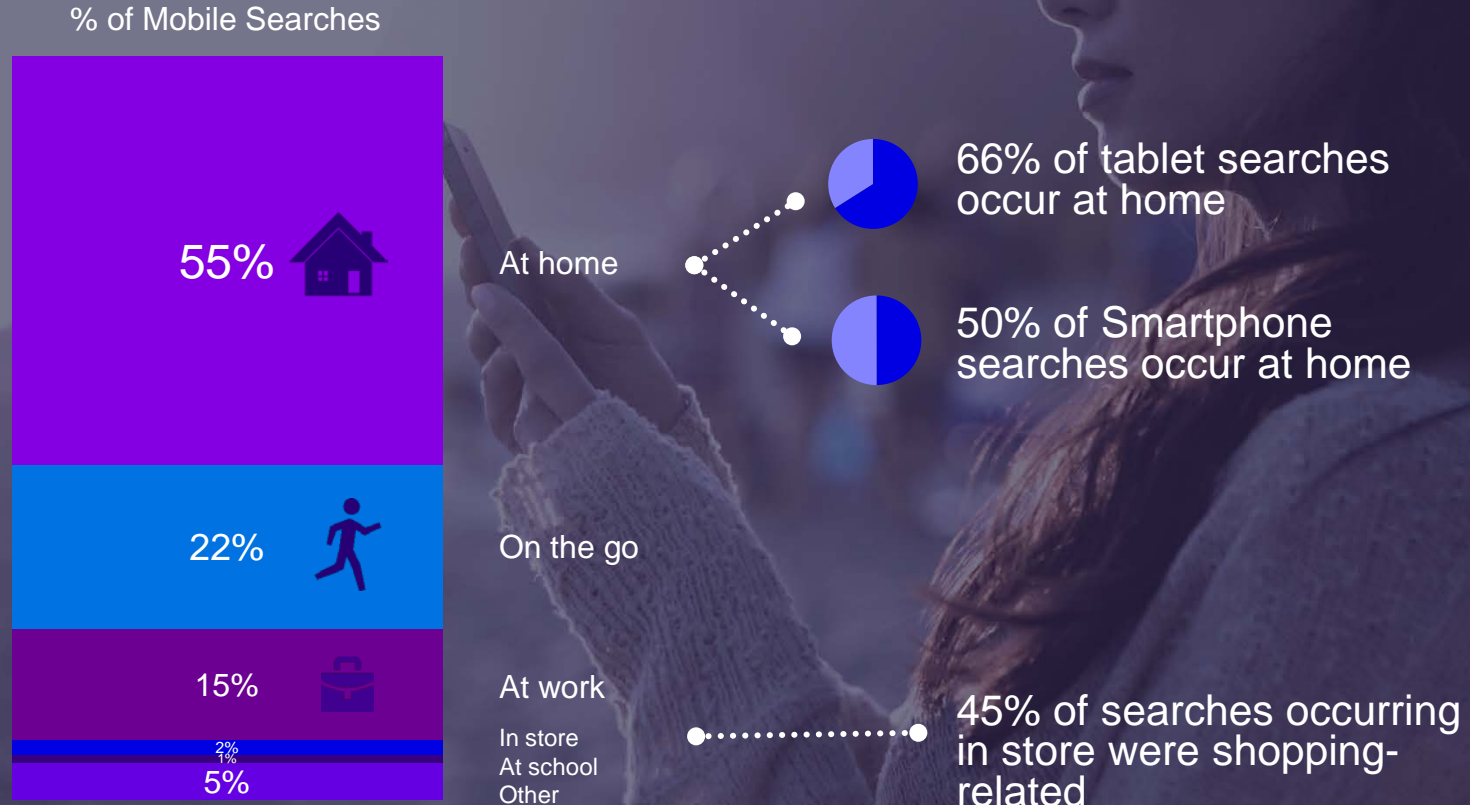
49%

Research products daily

24%

Make a purchase on their mobile device weekly

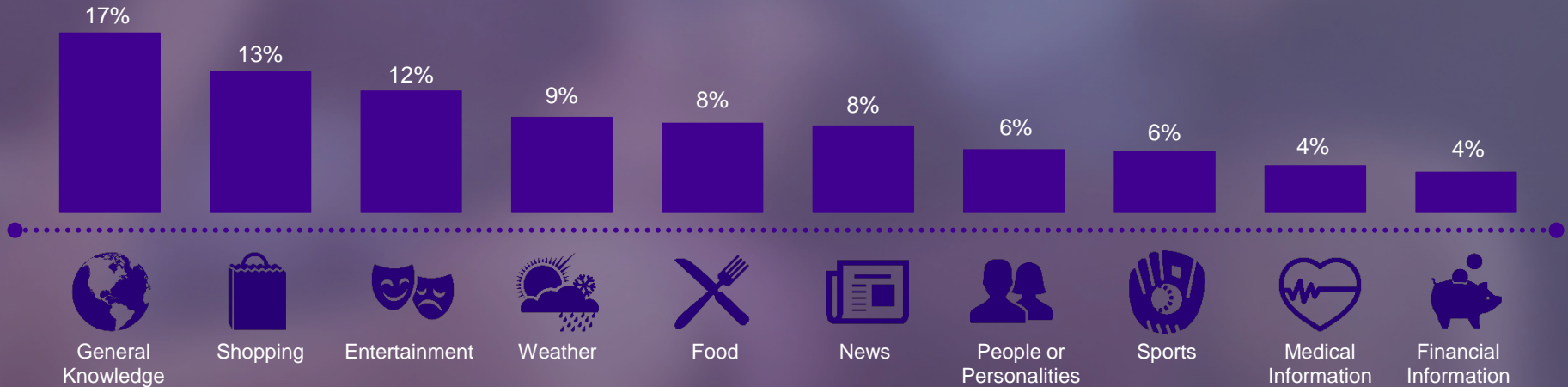
Mobile searches occur everywhere, even in locations where a PC was likely available



Source: Yahoo Study: Mobile Search – The Point of Influence, August 2014.
Where were you when you conducted this search from your [Device]? (n=6,369)

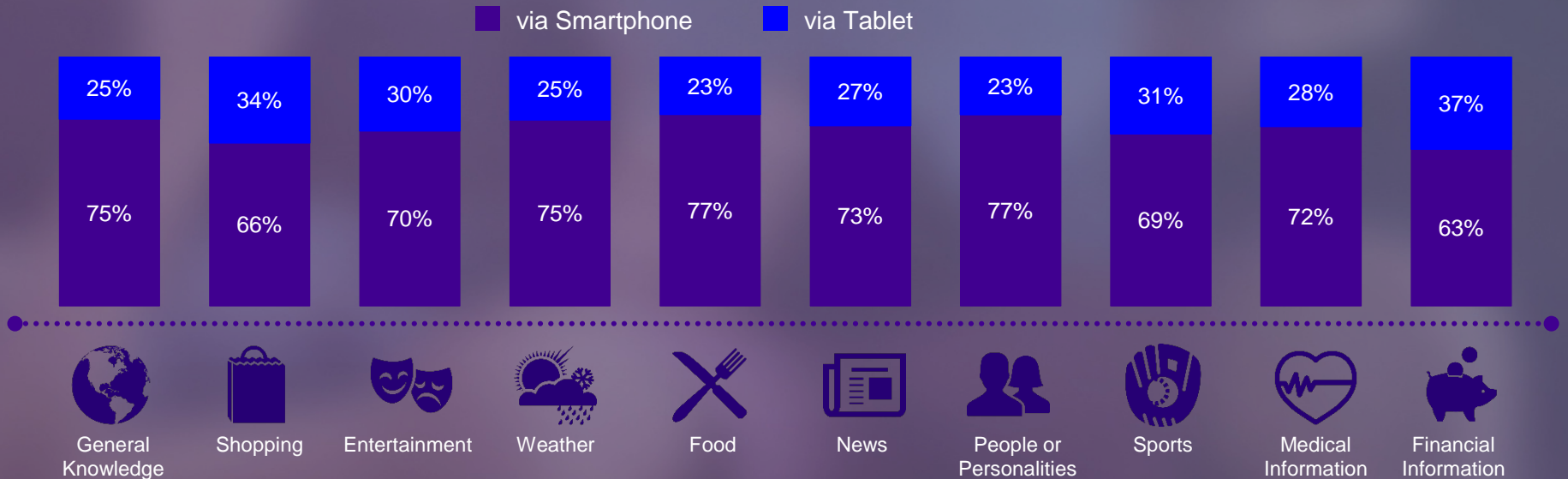
Mobile searches covered a variety of categories

CATEGORY OF INFORMATION SEARCHED



Device preference varied by category

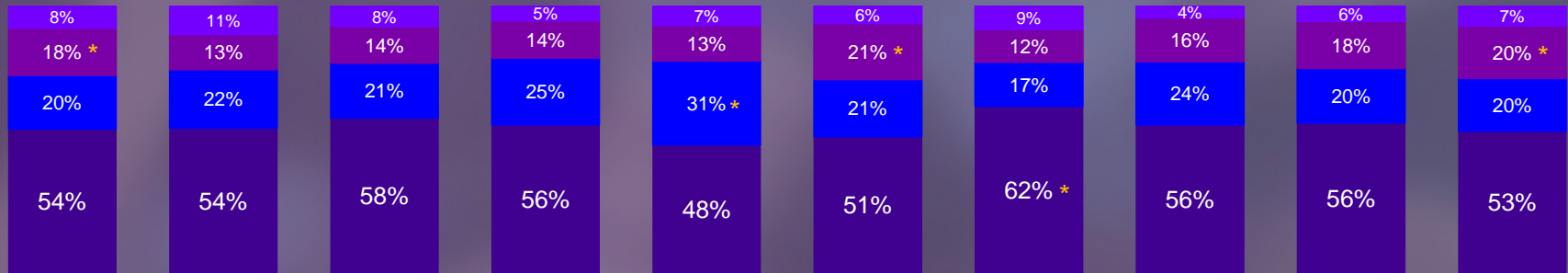
DEVICE USED TO SEARCH



Mobile food searches were most likely to occur out of home

PLACE IN WHICH SEARCH OCCURRED

■ At Home
 ■ On the Go
 ■ At Work
 ■ Other



General Knowledge



Shopping



Entertainment



Weather



Food



News



People or Personalities



Sports

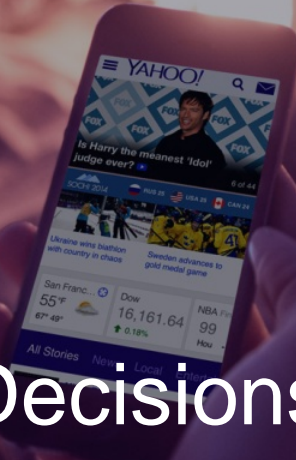


Medical Information



Financial Information

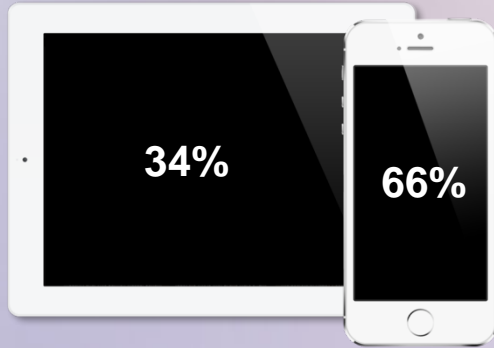
YAHOO!



Shopping Decisions

Mobile shopping queries

1 in 4 are related to an immediate purchase



At home
54%



On the go
22%



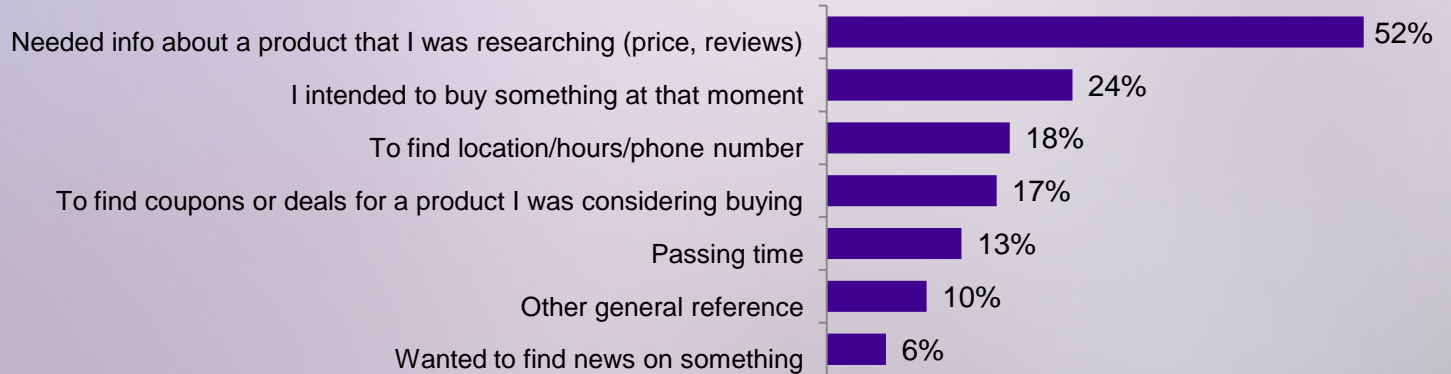
At Work
13%



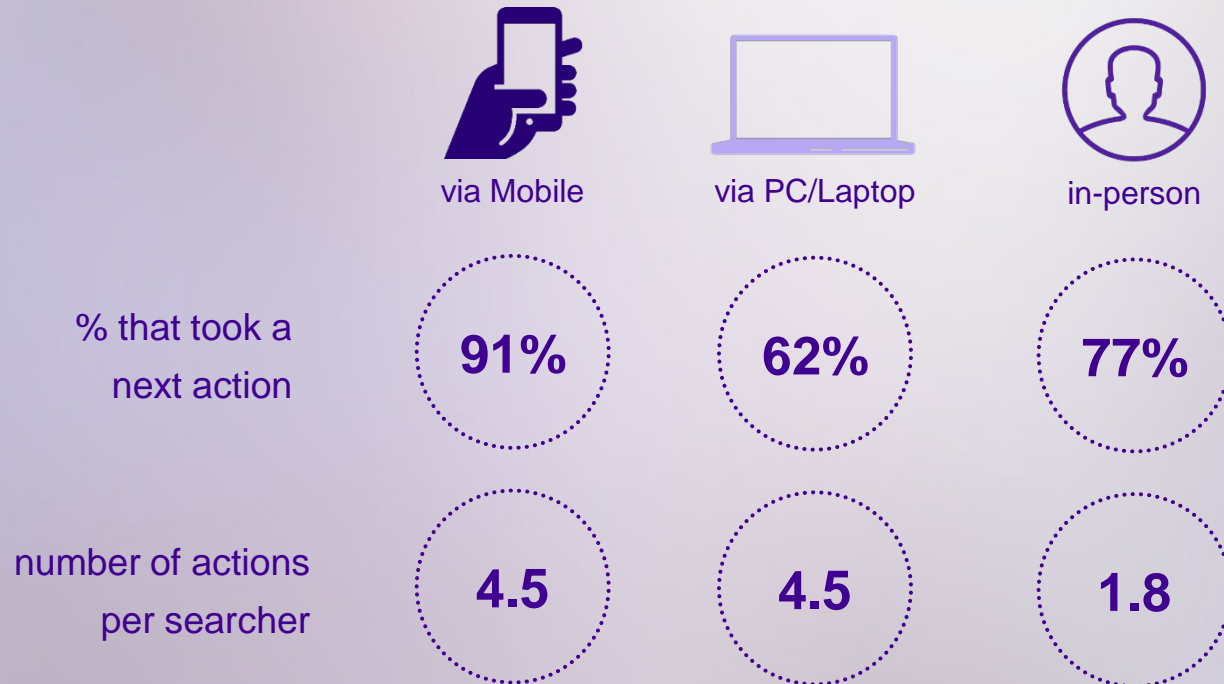
In Store
7%



At School
1%



Mobile shopping searches led to several follow-up actions



Those searching for shopping-related terms via mobile devices are motivated to buy soon



50%

of shopping-related queries resulted in a purchase



76%

of purchasers made their purchase in-person



37% occurred in-person
within 1 hour

32% occurred in-person
1-5 hours after

14% occurred in-person
6-12 hours after

7% occurred in-person
13-24 hours after

10% occurred in-person
24+ hours after

Mobile shopping searchers took several follow-up actions after searching



79%

VISITED A
RETAILER WEBSITE



59%

CONDUCTED
RELATED SEARCHES



69%

CHECKED
PRICES ONLINE



50%

SHARED
INFORMATION



66%

CONTINUED
RESEARCH



28%

FOUND DIRECTIONS
TO A STORE



65%

DISCUSSED INFO
RELATED TO SEARCH
WITH SOMEONE ELSE



18%

CALLED A
BUSINESS

Beyond shopping actions, 54% of participants often read or looked for news articles on their mobile device around the same time that they searched

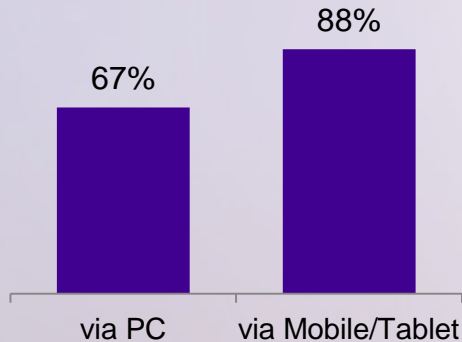
Shoppers that continued their research did so on both PC and Mobile devices

ACTIONS TAKEN POST MOBILE SEARCH...



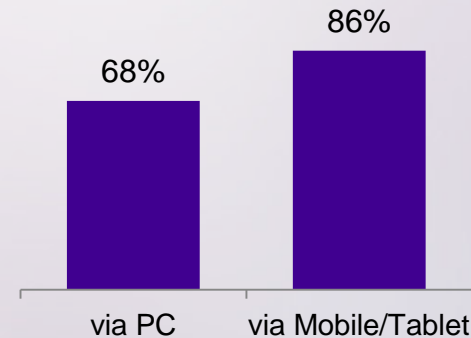
66%

CONTINUE RESEARCH

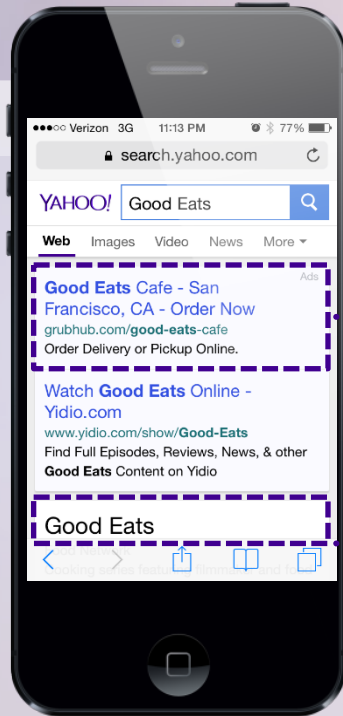


59%

CONDUCTED RELATED SEARCHES



Mobile shopping searchers were more likely to click near the top of the SERP



ADS AND RESULT PLACEMENT

69%

22%

- **69%** selected a listing that was near the top of the search results page – first or second listing
- **22%** selected a listing that was further down on the search results page

Mobile search is a point of discovery

56% said that mobile search has **introduced them to new brands**

68% said that mobile searching helps them make **better buying decisions**



46% of searchers say that even when they think they know what they're looking for, sponsored listings sometimes **remind me of brands to consider** while shopping

52% say search results often **lead me to unexpected new ideas**

YAHOO!

