



PERCEPTION
RESEARCH
SERVICES
INTERNATIONAL

Smart Phones Make Shoppers Smarter

Latest Research Shows Smart Phones Are Integral To In-Store Shopping

Fort Lee, NJ (January 26, 2012) – In research conducted by Perception Research Services International (PRS), ownership of smart phones is rapidly approaching levels of traditional mobile phones (36% vs 53%), and most smart phone owners (83%) use them while shopping. Interestingly, they're not being used solely for big ticket items such as appliances (39%) and electronics (59%), but also for everyday items such as Groceries (49%).

This research further indicates that smart phone owners, who use their phones while shopping, most often utilize them during the decision making process (comparing prices, gathering product information, searching for sales/coupons or reading reviews/opinions), and about one-third make actual purchases with their phones.

Importantly, Hispanics and African-Americans are more apt than Caucasians to use their Smart phones while shopping. Smart phone owners, who use their phones to shop, tend to be under 35 years old, are employed full-time and are better educated than the average consumer.

“Marketers would do well to ensure that they understand the role of smart phones and digital content – relative to packaging and POS materials – in the shopping process within their categories. They need to ensure that all their communications are complementing each other and working together,” comments Jonathan Asher, Executive Vice President at PRS. “And retailers should now consider how they set their shelves and create merchandising that is “smart phone-friendly.”

This research was conducted in May 2011 among 1,500 consumers drawn from a nationally representative online sample of adults aged 18 or older who are responsible for at least half of household shopping.

About PRS

Founded in 1972 and headquartered in Fort Lee, New Jersey, Perception Research Services International (PRS) specializes in shopper research to develop, assess and improve in-store communications, including packaging and merchandising systems. PRS conducts over 800 studies annually on behalf of marketers, designers and manufacturers, including: qualitative research, on-shelf packaging assessments, in-store, online and with *PRS Eye-Tracking*. With office locations throughout the United States, Europe and Singapore, our global reach helps clients win at retail the world over. For more information visit www.prsresearch.com

Media Contact: Ana Sandoval, 201-720-2719, Ana.Sandoval@prsresearch.com