CI6222 Mobile & Ubiquitous Applications

Electronic Shopping

University Students' Priorities for Smartphone Applications on Online Purchasing

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Presentation Outline

Summary of the Paper

Objectives, Research Methods, and Findings

Our Further Analysis

Limitations of Study, Other Areas to Explore

Future Market Trends

Current Popular Apps, Future Developments

The Paper: Objectives

1. Examine university students' usage of online shopping apps
2. Identify the triggers behind the installation of these apps
3. Examine priorities for desirable attributes of shopping apps

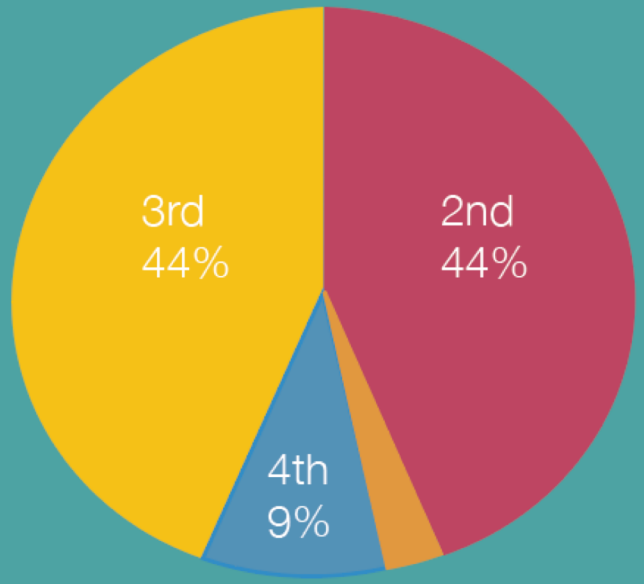
The Paper: Research Methods

247 students from
Ehime University & Matsuyama University, Japan

Female
44%

Male
54%

Grade



The Paper: Research Methods

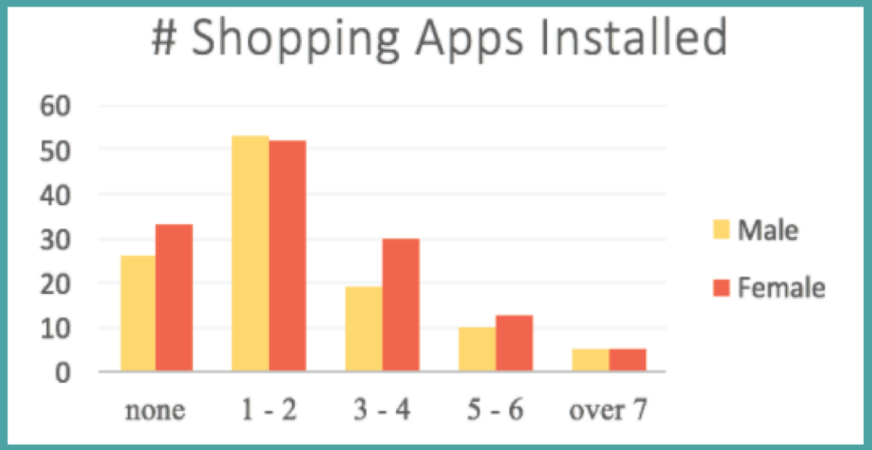
Phase One: Questionnaires
Basic info on smartphone app usage and online shopping behavior

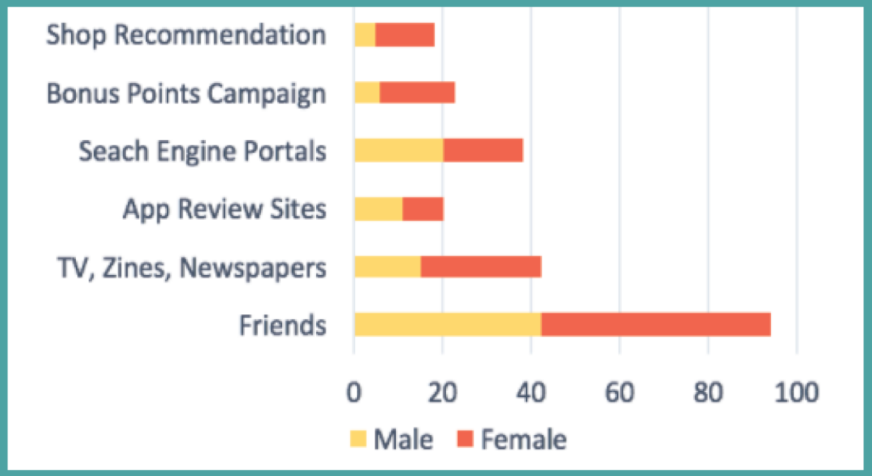
Phase Two: Choice-Based Conjoint Analysis
Examined 5 attributes that influenced online purchasing in apps
- Assortment
- Popularity
- Availability of rare goods
- Caring about security & personal info
- Bonus point ratio

The Paper: Findings

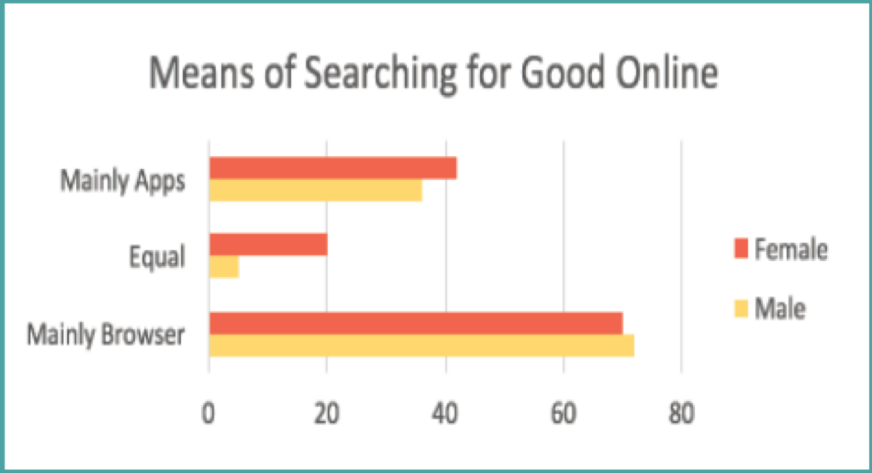
Key Findings

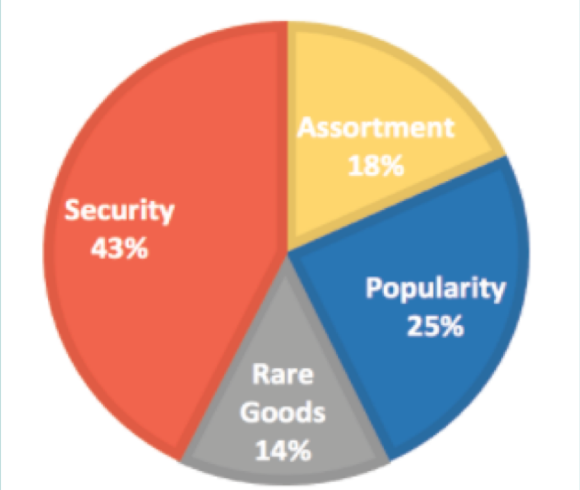
- Most university students have at least 1 shopping app installed.
- Friends' word of mouth and the media greatly affect installations.
- Monetary incentives have relatively little impact on installations





The Paper: Findings





Key Findings

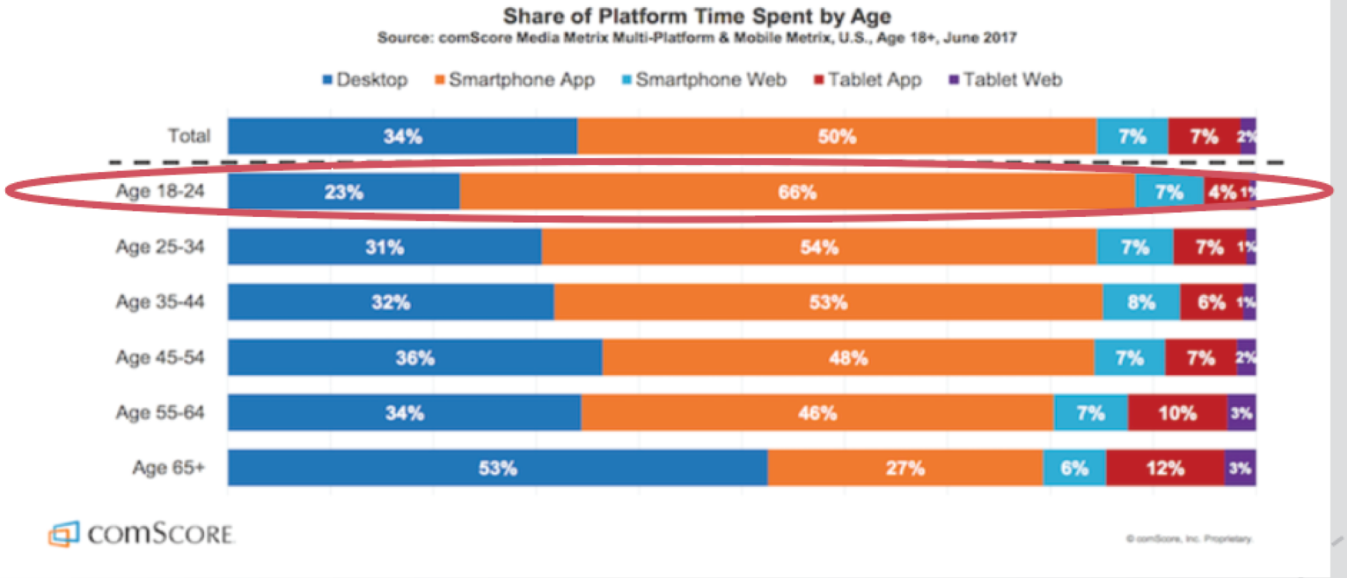
- At time of study, most students still prefer searching through browser.
- Assortment and Rare Goods had relatively little impact.
- Security and popularity of the app were ranked as the top priorities.

Our Further Analysis: Limitations of Study

User Experience

- Prior experience in using mobile shopping applications is critical in studying the behavioural intention of users [1]

Share of Time Spent on Desktop vs Smartphone vs Tablet, US only, by age [2]



Our Further Analysis: Limitations of Study

Chinese University students care more about freight and less on security [3]

- University students are price sensitive.
- Freight may be an influential attribute in online purchasing.

Possession of non-shopping and shopping app

- Mobile users browsing a greater number of non-shopping apps possess a greater number of shopping apps. [4]
- Exposure of variety of apps lead to higher interest level in shopping app installation.

Our Further Analysis: Other Areas to Explore

Demographics Comparison

To conduct further analysis in the attributes definition based on age, income, education level, product types etc.

Price Sensitivity

To investigate if price sensitivity is perceived more important than security for university students.

Conservative vs Liberal Society

To compare how the attributes may differ in these societies.

Our Further Analysis: Other Areas to Explore

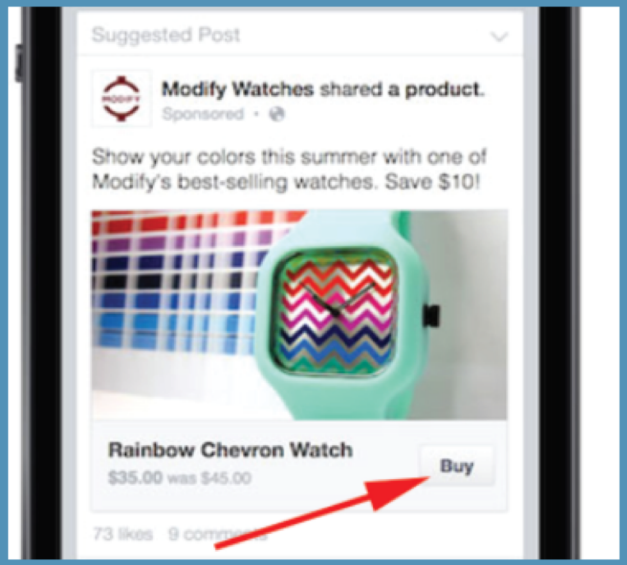
Secured Payment Platform
To determine how secured payment methods may affect electronic shopping behaviours e.g. Paypal, Android Pay, Apply Pay, AliPay, PayLah! etc.

Electronic Shopping Obstacles
To determine negative user experience in mobile applications usage e.g. amount of memory space used, too many notifications, battery drain, high data usage etc.

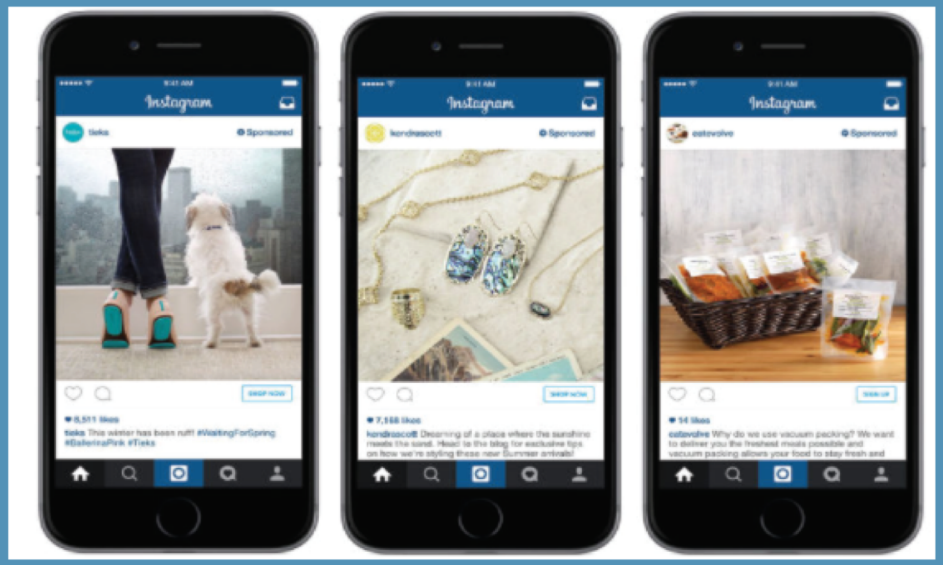
What's new in the current market?

All-in-one application

"Buy" & "Shop Now" buttons on popular social media platform



Facebook "Buy" Button Feature [5]

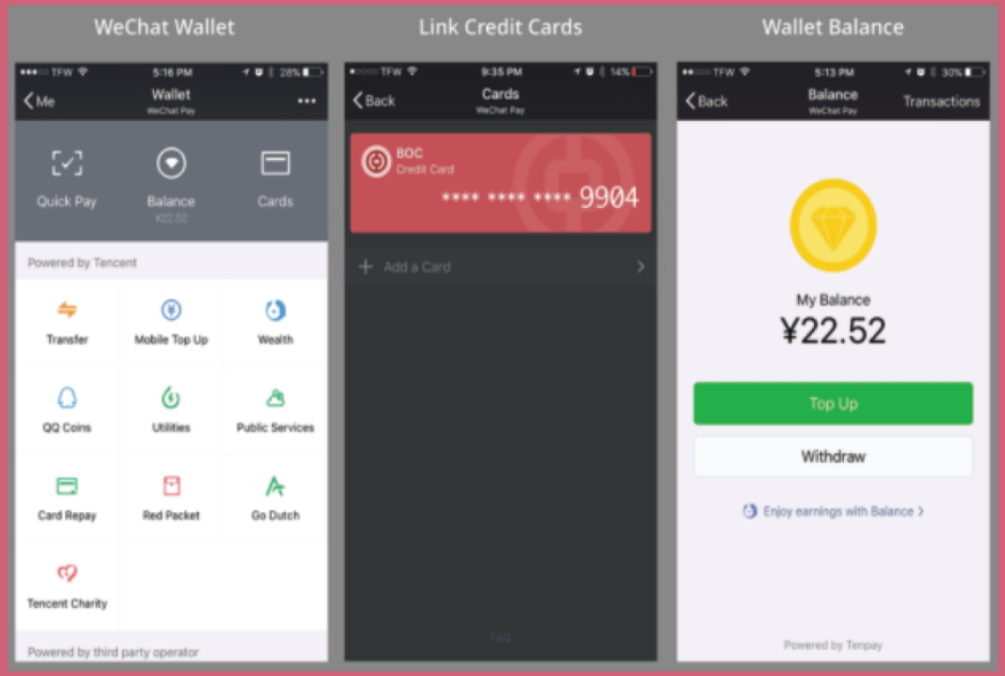


Instagram "Shop Now" Button Feature [6]

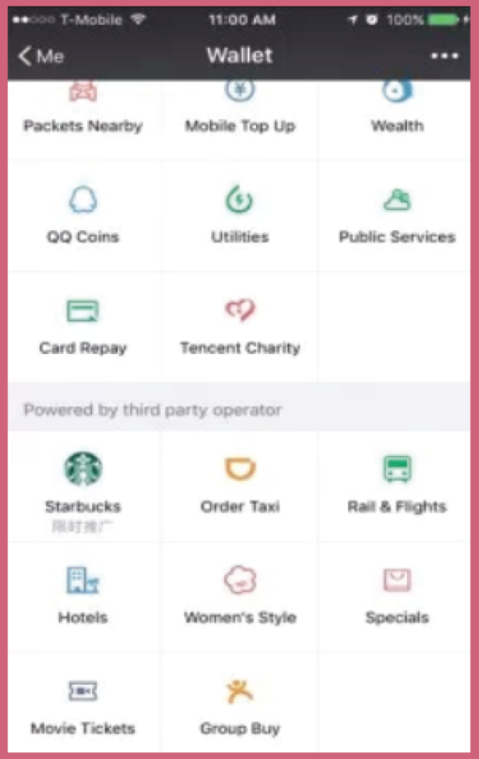
All-in-One App | E-wallets | Brand Consolidators App | Marketplace App

What's new in the current market?

E-wallets



WeChat Wallet – Credit Card [7]

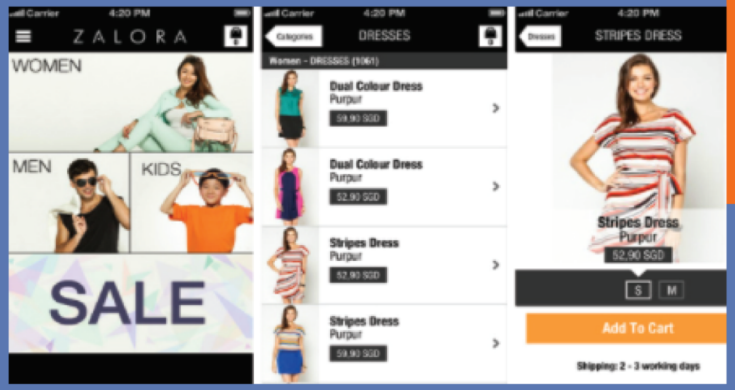


WeChat Wallet – Functions [8]

All-in-One App | E-wallets | Brand Consolidators App | Marketplace App

What's new in the current market?

Rise in brand-consolidators applications



Zalora Marketplace [9]

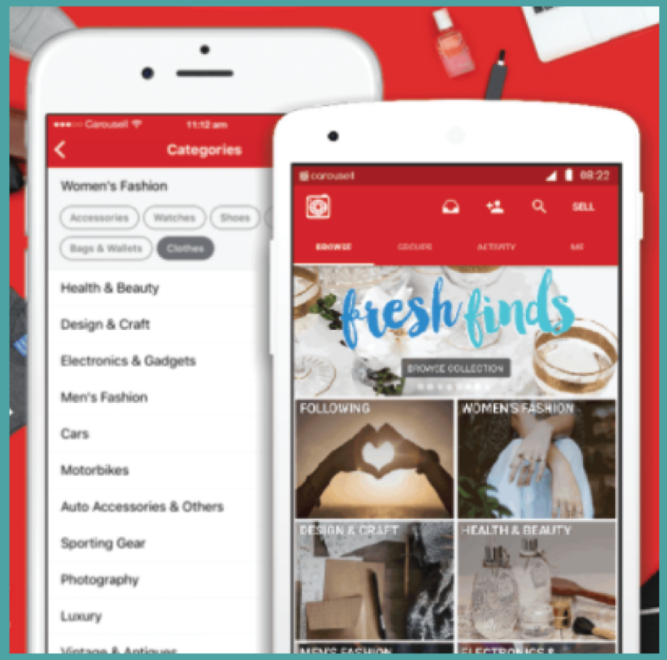
Taobao Marketplace [10]

Mobile Exclusive Discount Codes [11]

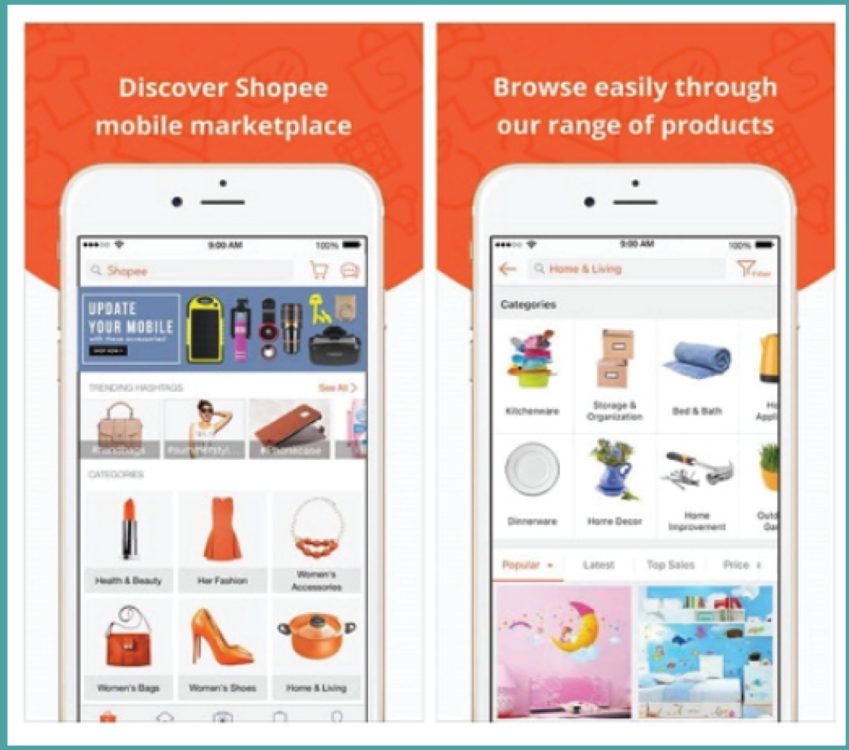
All-in-One App | E-wallets | Brand Consolidators App | Marketplace App

What's new in the current market?

Rise in Consumer-Consumer marketplace applications

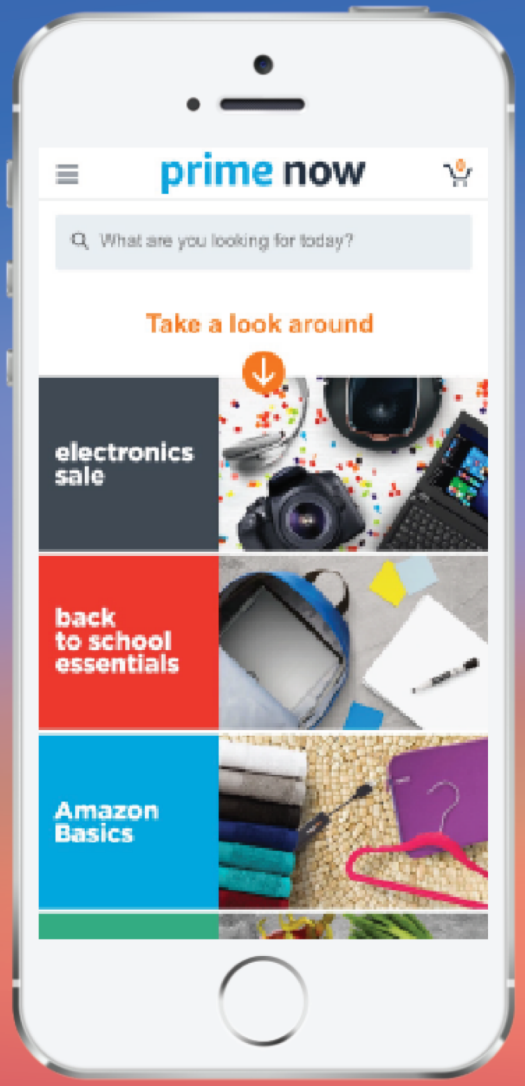


Carousell Marketplace [12]



Shopee Marketplace [13]

All-in-One App | E-wallets | Brand Consolidators App | Marketplace App



amazon

Prime now
SKIP THE TRIP. ONE HOUR DELIVERY.

- Launch in US on 2014 [14]
  Launch in Singapore on 28th July 2017 [15]
- Cheaper price
  With 25,000+ items across 25 categories [16]
- In Singapore offer 10AM-10PM daily delivery
  Free 2-hour delivery with order > $40
  $5.99 with order < $40
  $9.99 for 1-hour delivery [17]

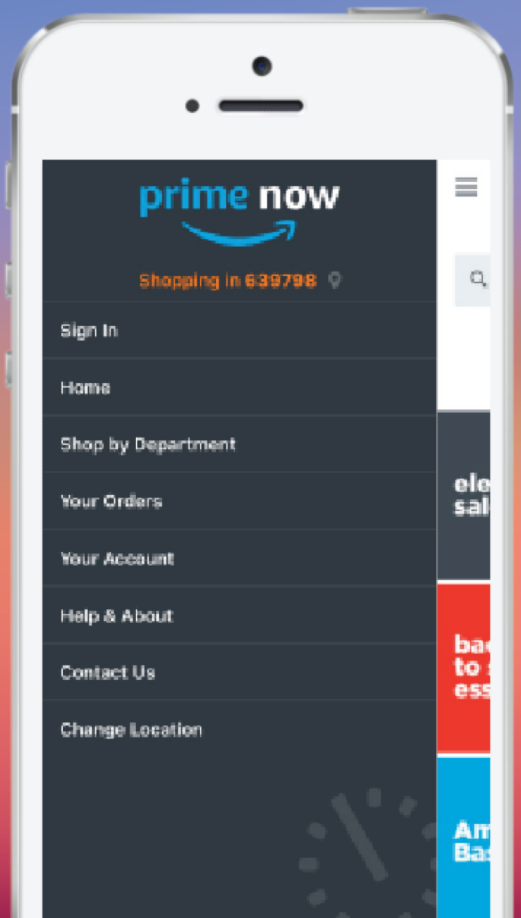
ANDROID APP ON Google play

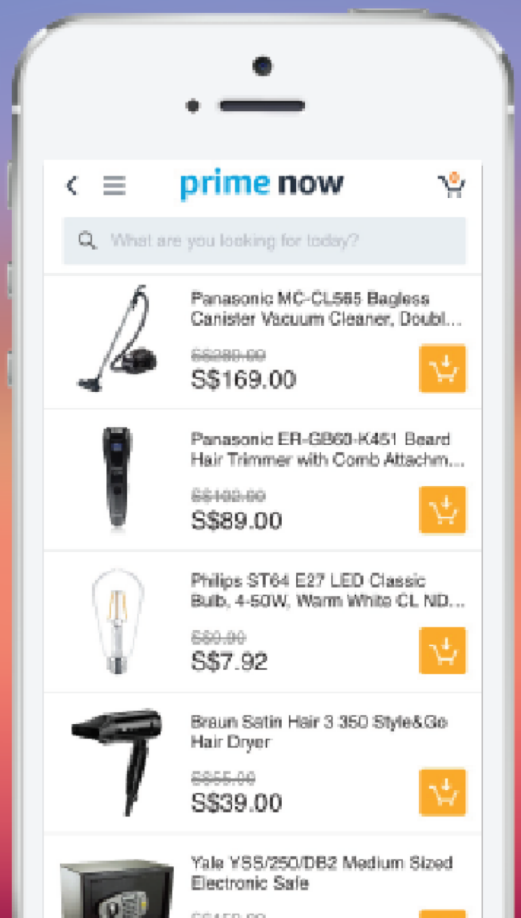
Download on the App Store

amazon

Prime now

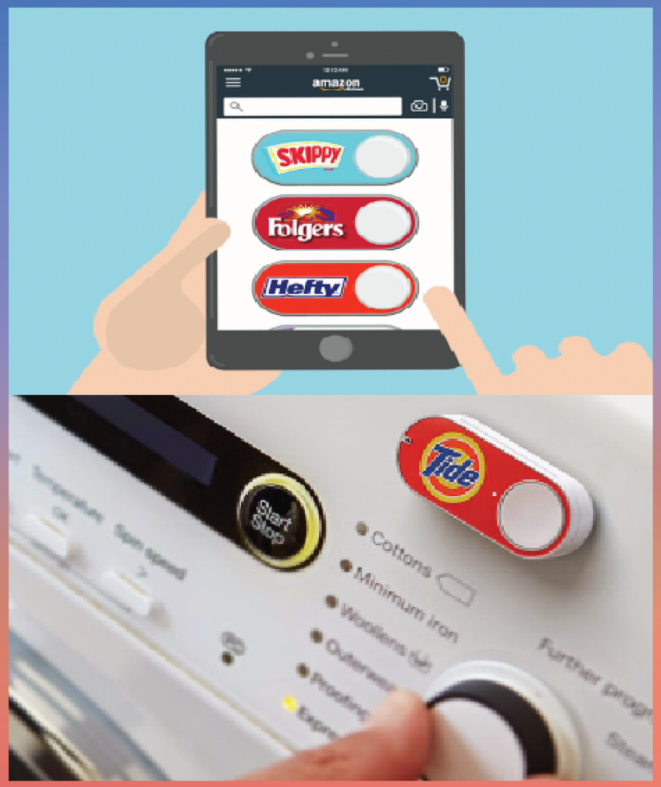
SKIP THE TRIP. ONE HOUR DELIVERY.



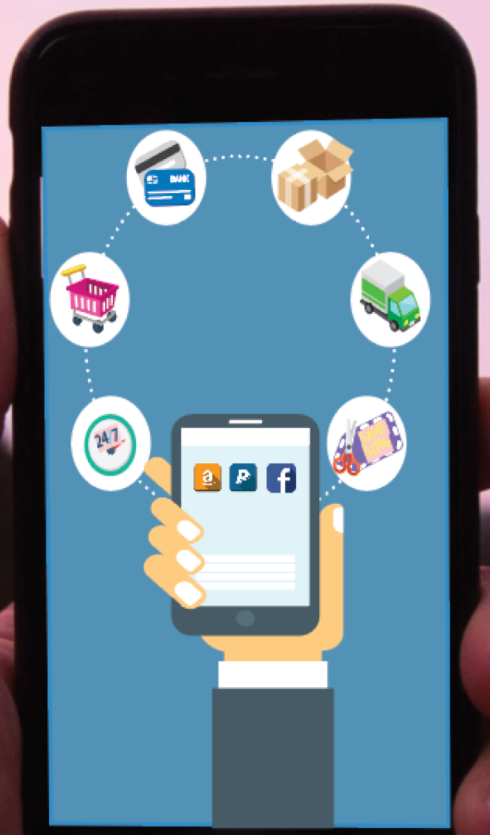


amazon

PrimeNOW



- Delivery is unavailable on the second day after launch due to over-subscription [15]
- Delivery using taxis and private hires [18]
- Usage of promotional code, points
- Amazon Dash
  Smart devices to automatically order groceries and supplies [19]
  (not in Singapore yet)



FUTURE TRENDS

- Unified electronic payment platform
- Usability and acceptance by older generations in mobile applications shopping
- Artificial intelligence mobile app
- Augmented reality in mobile shopping experience

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