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Consumers reveal mobile commerce preferences in new Web series

By [Chris Harnick](#)

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1020 Placecast has launched an online video series where consumers divulge their true feelings about mobile commerce.

The six-part Alert Shopper series was shot outside major retail locations. The Web video series is set to expose what American consumers want to use their mobile device for when it comes to shopping, mobile advertising, mobile marketing, coupons and

location-based services.

"Several patterns are emerging from our video interviews and research we conducted and commissioned by Harris Interactive," said Alistair Goodman CEO of 1020 Placecast, San Francisco.

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"One emerging theme is the ability to influence impulse purchases," he said. "For example, over 25 percent of women 18-44 who own cell phones report making impulse purchases at least one time per week.

"There is a big opportunity to influence these purchases with relevant mobile marketing based on place and time."

1020 Placecast is a location-based platform designed to use marketing on the Web and mobile to drive consumers to physical environments.

The Alert Shopper video series can be found at <http://blog.placecast.net>. It features both first-person and third-party research on consumer shopping habits and interest around the use of mobile devices and alerts while shopping.

The series will update monthly.

The Web series will cover trends found in multilocation retail outlets such as Sears, Target, Walmart, Best Buy, Kohl's, Home Depot, CVS, Macy's, Publix, JCPenney and Gap.

Restaurants such as Sonic, Applebee's, Chili's, Olive Garden, McDonald's, KFC and Wendy's will also be studied.

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Specialty stores such as Recreational Equipment Inc., American Eagle Outfitters, Pottery Barn, Williams Sonoma, Crate & Barrel, Coach and Chanel will also be examined.

In a recent study, eMarketer found that mobile commerce still has a few years to go before consumer adoption gains strong momentum.

There are a couple of key growth engines such as the increasing number of smartphone users and new mobile shopping applications offered by retailers and third-party developers.

The eMarketer study found Web-enabled mobile phone users are much more likely to employ their devices to get weather forecasts, read news, find movie times and bank online than to buy products.

Consumers are willing to use their mobile phones to buy items such as pizza, movie tickets and travel reservations. And some have even used their devices to buy consumer electronics, computers and apparel (see story).

1020 Placecast hopes multilocation retailers, quick-service restaurants and specialty stores will use the research to understand how to leverage the mobile platform and use digital programs to drive consumers to the physical store.

"The research we are conducting provides valuable insights about how to provide mobile marketing as a valuable consumer service, not an intrusion," Mr. Goodman said.

"The research confirms the unique and pivotal role of mobile phones in people's lives," he said. "Consumers report that their mobile devices are with them and an invaluable tool every waking minute of the day."

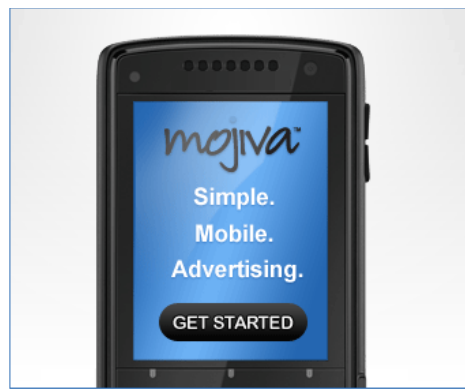
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