

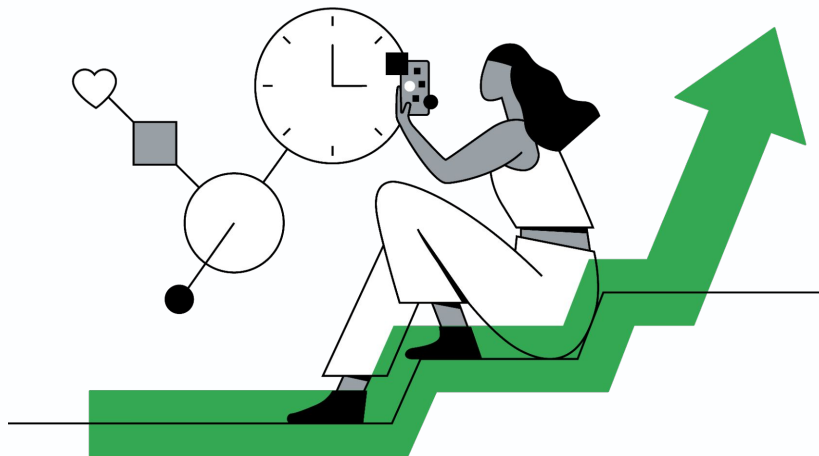
Think with Google

KANTAR

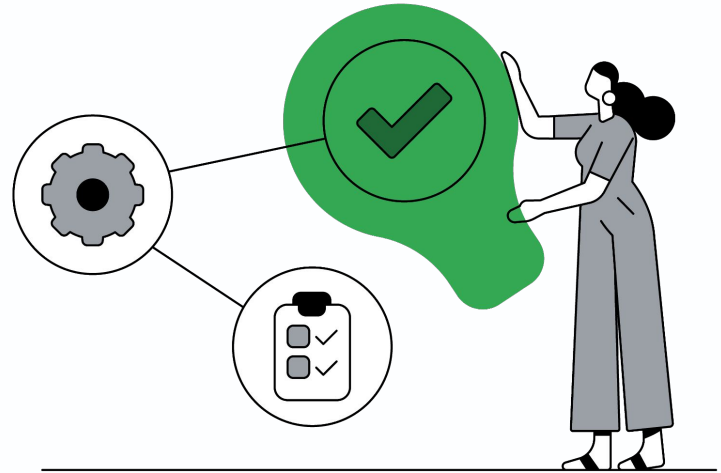
SIXTH
FACTOR

Apps: How to realize their full value

Retail, Thailand



Background & Methodology



Research overview



Objectives

Understand how apps can help improve business brand, growth, and revenue, particularly in light of changing behaviour as a result of COVID-19, by exploring the different and developing customer engagements on apps



Methodology

Part of a larger consumer research conducted among mobile app users covering Retail, Telco, and Finance verticals. n=1000 for Thailand Quantitative with 2 playgroups (n=4, each) per vertical for Qualitative. Research covered 9 brands and their respective apps as well as 4 marketplace apps*.

KANTAR

(Quantitative)

**SIXTH
FACTOR**

(Qualitative)



Respondent Criteria

Quantitative

- Frequent internet user
- 18-64 years old smartphone user
- Interacts with vertical via app

Qualitative

- Mixture of Male and Female heavy app users
- Light retail users: Use retail apps 1-3x a month & conducts 4 different app activities
- Heavy retail users: Use retail apps at least once a week & conducts 4 different app activities

Using screenout data, the incidence of retail app usage is approximately 85%.



Who are generally using retail apps?

Profiling

Gender

36% Male 64% Female

Age

44% (18-34) 56% (35-64)

Income

24,999 Baht or less	16%
25,000 - 49,999 Baht	38%
50,000 - 79,999 Baht	30%
80,000 Baht or more	16%

Internet Usage

99% Daily

Operating System

22% iOS 78% Android

Connected Devices

Smartphone	100%
Tablet	55%
Laptop computer	66%
Desktop computer	59%
Smart speaker	19%

Region

70% Metro 30% Non-Metro

Smartphone Storage

Under 16GB	1%
16GB	8%
32GB	17%
64GB	36%
128GB	27%
Over 128GB	9%

Prepaid v/s Postpaid

Advance top up online	40%
Advance top up in-store	4%
Contract/Fixed bills	56%



What insights did the research aim to uncover?

01 | What constitutes an 'effective' retail app for app users?

02 | How do app users perceive businesses who have an 'effective' app?

03 | What is the link between an 'effective' app and business outcomes?

04 | How are individual brands performing?

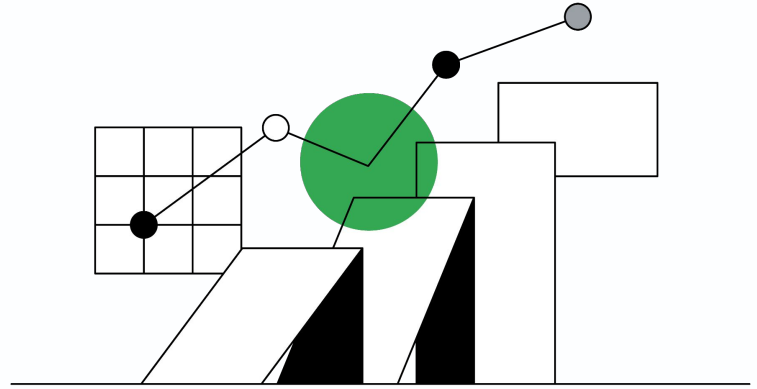
05 | Deep dive into consumer app behaviour: types of app activities, frequency of usage and reasons for install, deletion and usage

06 | What impact has the pandemic had on consumer behaviour in retail apps?

07 | What are the current and future payment habits of consumers who purchase retail products?



Summary of Findings



Introducing our 3 behavioral pillars that drive value for a brand in a consumer's app journey

App Discovery and Onboarding

Has the app been trialled following awareness and install?



Key for App Discovery and Onboarding

Consumers are beginning to form **affinity** with brands, which are aiming to create positive links to discovery metrics before engagement deepens.



App Engagement

How frequently is the app used?



Key for App Engagement

Consumers are using the app more frequently. Regular app usage links to increased **loyalty** and brand **satisfaction**.

App Satisfaction

How satisfied is the app user with the app?



Key for App Satisfaction

When consumers are highly satisfied with the app they will begin to **recommend** both the app and brand - which will help bring in more consumers to start their own **discovery** journey.



Introducing our 3 behavioral pillars that drive value for a brand in a consumer's app journey

Stages of App Discovery and Onboarding, App Engagement, App Satisfaction

App Discovery and Onboarding

Initial Awareness: shift between “Never heard of app” and “Heard a little”

Deeper Awareness: shift between “Heard a little” and “Heard a lot”

Installation: shift between “Heard a lot” and “Installed but not used”

Onboarding: shift between “Installed, not used” and “Tried app, still installed”

App Engagement

Regular Usage: shift between “Tried app, still installed” and “Use regularly”

Most Frequent: shift between “Use regularly” and “Use app most often”

App Satisfaction

Neutral: shift between “Dissatisfied (1-6)” and “Neutral (7-8)”

Positive: shift between “Neutral (7-8)” and “Satisfied (9-10)”



App Discovery and Onboarding:

Key insights and recommendations

Insights



- **Over 94%** of retail brand's customers are **aware of retail apps in surveyed**
- On average, **35%** of retail app users are **not using the apps of brands they have used in the past 3 months**
- App discovery is a starting link to building brand affinity
 - **70%** of successful onboarders have strong brand affinity
 - **30%** of successful onboarders "love" the brand
- **44%** of app users have installed at least one retail app but never used
- **Deal / promotions (57%)** and **personalised offers (54%)** are the key triggers to app downloads

Recommendations to improve brand metrics



- **Focus less on awareness of the app as awareness is high**
Time is better spent on promoting install or onboarding
- **Encourage installation through regularly used and influential touchpoints**
E.g. social networks and online video advertising
- **Word of mouth is crucial in Thailand**
Influence links to trust - family and friends are the most influential, followed by online reviews and then social media
- **Focus more on improving trial and keeping users engaged**
The key reason why some apps are not tried after install is a preference for other brands. Apps can entice new users through initial rewards but this doesn't necessarily guarantee continued usage. See reasons for continued usage

App Engagement:

Key insights and recommendations

Insights



- App engagement has a **strong positive correlation** with brand satisfaction and customer retention
 - **75%** users who use an app 'most frequent' are highly satisfied with the brand
 - All users (100%) who use an app 'most frequent' are "quite or very likely" to stay with the brand
- **71%** of app users prefer to **engage with brands via apps** - it's unsurprising that **multiple apps** currently owned.
- Over 80% state a **preference for apps** for key retail activities such as saving lists, writing reviews, looking at discounts, promotions and photos
- App users are encouraged to **continue usage** when apps are proven to be **secure (45%)**, when apps are **endorsed (37%)** and takes up **minimal memory (37%)**

Recommendations to improve brand metrics



- **Upkeep core features that bring app users back**
E.g. 82% of retail app users regularly check for discounts and promotions - these offers are key for both installation and continued engagement. Apps should personalize offers based on previous spending habits
- **Maximize opportunity areas around detailed information**
Retailers apps are a popular means to obtain detailed product information - reading reviews (57% perform regularly), compare products (46%), browse prices (44%), look at photos (42%). Many are reading reviews but few are writing. Could this be encouraged by a rewards scheme?
- **Raise awareness of underutilized yet helpful features**
Browsing more popular than purchase on apps - one driver could be that comfort levels with check-out process in apps is lower than for many other activities. Do consumers prefer to make purchases offline due to usability or security concerns?



App Satisfaction:

Key insights and recommendations

Insights



- App satisfaction is strongly correlated with brand recommendation - **89%** who positively rate an app regard themselves as brand promoters
- **71%** of app users would **prefer a multi-functional singular app** compared to multiple single purpose apps.
- Retailers can **meet changing consumer needs by providing convenience as well as safety** in this time in a pandemic world - **55%** strongly agree they can use them from anywhere, anytime and **50%** strongly agree apps keep them safe during Covid

Recommendations to improve brand metrics



- **Get the basics right, consistently**
Ensure critical tasks (e.g. comparisons, browsing, photos) are reliable, seamless & elicit high satisfaction. Bugs and inability to find products put users off from using the app
- **Promote and improve tasks with lower satisfaction**
Particularly those that are performed regularly and help during the pandemic - i.e. promotion and personalised offers
- **Innovate to meet consumer needs**
Keep buyers and sellers in the loop of the purchase journeys in an app. Push notifications and updates on current promotions and discounts can entice users to continue coming back, as they may want to build or redeem rewards



Apps are the overwhelming favourite for purchases of retail products

Method of preference to buy - Apps vs. Websites

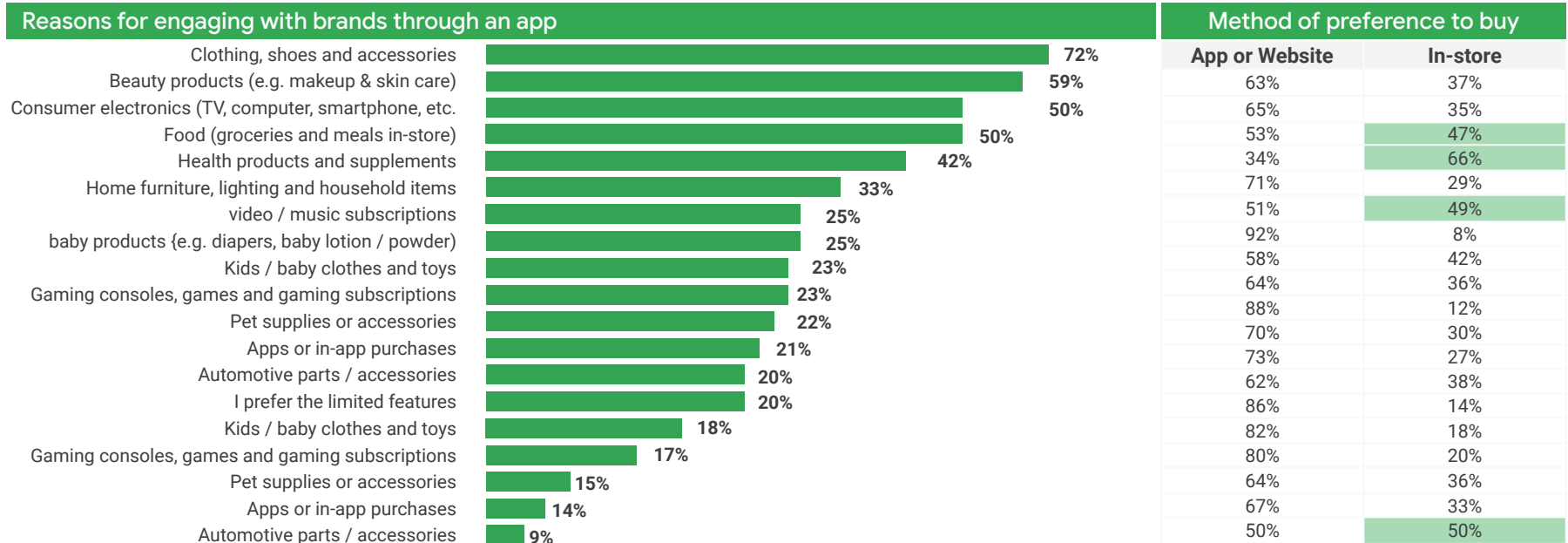
	App or Website		App	Mobile Web	Desktop Web
Clothing, shoes and accessories	63%	→	85%	9%	5%
Beauty products (e.g. makeup & skin care)	65%	→	91%	9%	1%
Consumer electronics (TV, computer, smartphone, etc.)	53%	→	75%	17%	7%
Food (groceries and meals in-store)	34%	→	79%	13%	8%
Health products and supplements	71%	→	73%	22%	4%
Home furniture, lighting and household items	51%	→	67%	27%	6%
Video/ music subscriptions	92%	→	75%	22%	3%
Baby products (e.g. diapers, baby lotion/powder, baby food/milk)*	58%	→	84%	12%	5%
Kids/baby clothes or toys*	64%	→	80%	20%	0%
Gaming consoles, games and gaming subscriptions	88%	→	72%	23%	5%
Pet supplies or accessories*	70%	→	78%	20%	2%
Apps or in-app purchases*	73%	→	77%	21%	2%
Automotive parts/ accessories*	62%	→	76%	16%	8%
Distance travel (flights, accomodation)	86%	→	61%	22%	18%
Ride-sharing travel (e.g. Uber, GoJek, etc.)*	82%	→	82%	16%	2%
Other entertainment (e.g. cinemas)*	80%	→	68%	29%	2%
Concerts and merchandise**	64%	→	68%	18%	14%
Hobbies**	67%	→	68%	18%	14%
Jewellery and watches**	50%	→	77%	23%	0%

*n<50 **n<30

Source: RT2. Thinking of the products you've recently bought, which method would you prefer to use when buying these products?
 RT2b. Thinking of the products you've recently bought, which method would you prefer to use when buying these products?
 Total Sample = 301



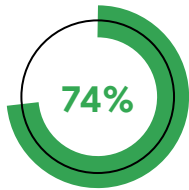
High engagement and low frequency products tend to be bought evenly between online and offline methods



Source: CU10. Which would be your preferred way to engage with <PIPE DUMMY CODE FROM S6a> brands? CU10a. You said you would prefer to engage with <PIPE DUMMY CODE FROM S6a> brands via apps. Why is this? Total Sample = 601; Prefer to engage via App n = 502

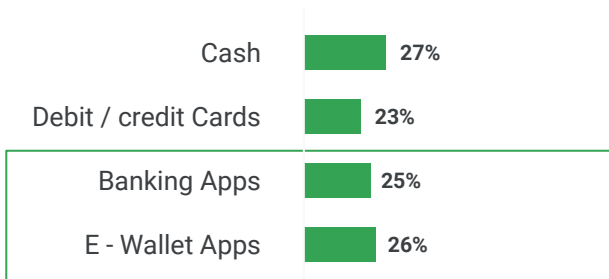


Despite an even spread of preferred retail payments now, three in four are likely to move to apps in the future



will use apps to complete the majority of their retail purchases in the future (post Covid)

Preferred Method For Retail Payments



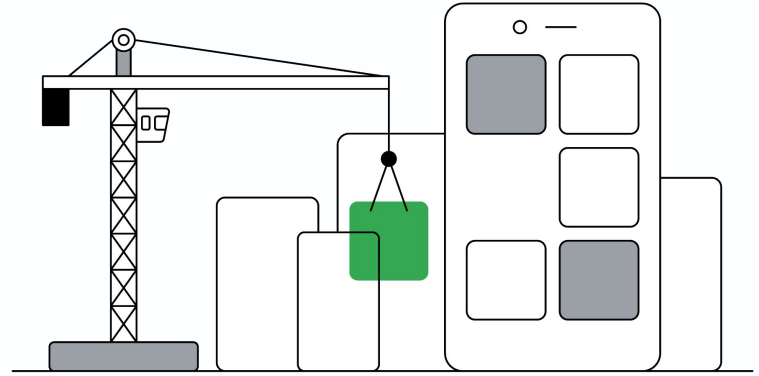
Reasons To Using Apps For Purchases In Future	
They have better deals and promotions	53%
I can compare prices much more easily	51%
It will be the most convenient option for me	50%
I find the prices are usually cheaper	50%
It is what I currently do	39%
I will look to shop online more in order to keep socially distanced	36%
The delivery is very useful	34%
I have become more comfortable with online shopping during Covid-19	33%
I have learnt how to shop online during Covid-19	32%
I can get more loyalty points	32%
It is easier to track how much I am spending	29%

Source: RT4. When you currently make retail purchases, what is your preferred method of payment?
 RT5. Thinking into the future (i.e. post Covid-19), which method do you think you will complete the majority of your retail purchases?
 RT6. Why will you look to complete most of your retail purchases via apps?
 Total Sample = 301; Users purchasing with apps in future = 224

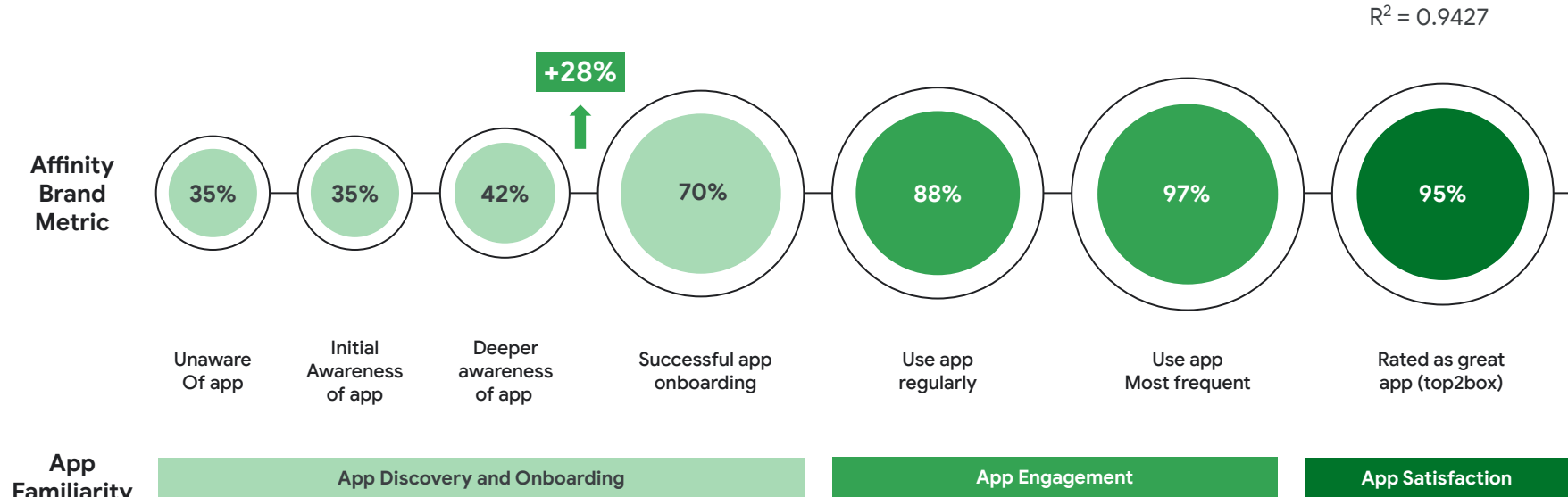


App Discovery and Onboarding

How does onboarding of an
app impact brand metrics?



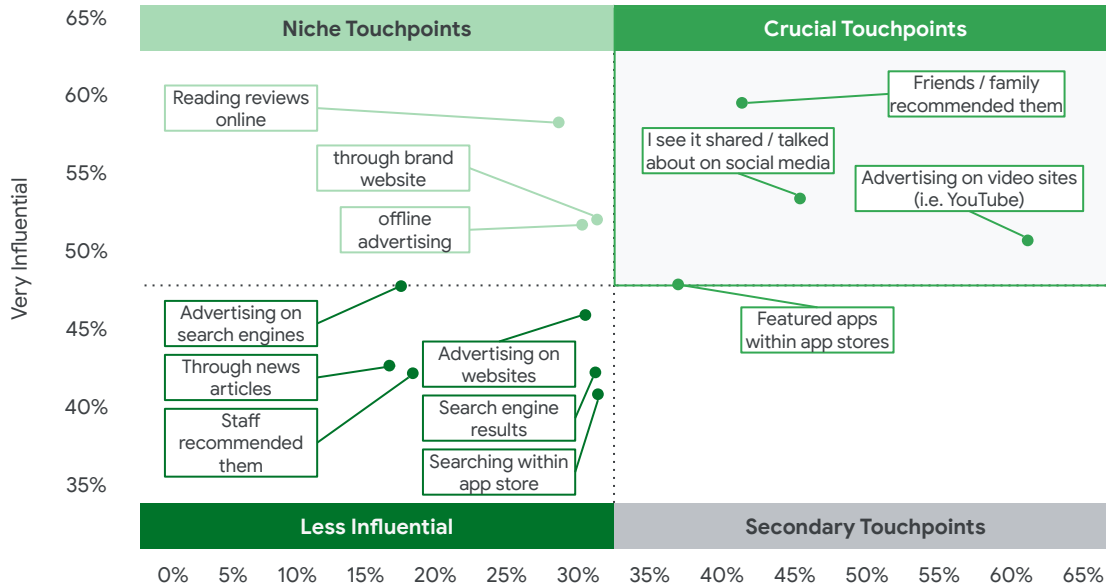
The highest increase in brand affinity occurs when a user transitions from install to successfully onboarding on an app



Affinity = the extent to which an app user loves the brand



Online touchpoints (i.e. social media, advertising) are crucial to discovery and are complemented by offline word of mouth



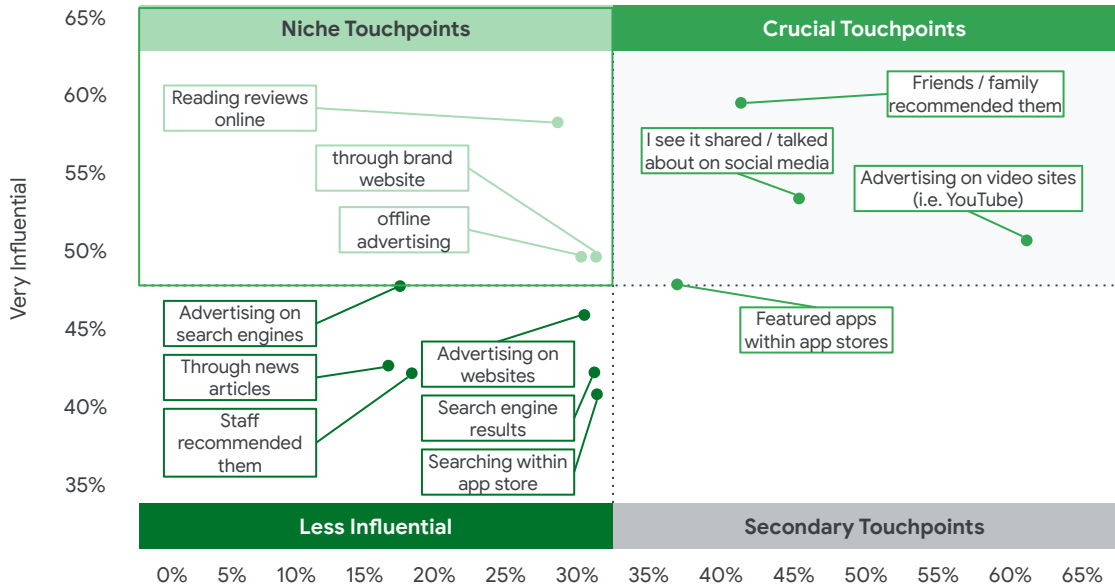
Crucial Discovery Touchpoints	
Touchpoints that are frequently used and influential in installation decision making	
Online	Offline
I see it shared / talked about on social networks	Family / friends recommend them
Advertising on video websites	

Typical touchpoints used

Source: CJ5. How do you typically find out about new <PIPE DUMMY CODE FROM S6a> apps? CJ6. How influential are these in persuading you to install a <PIPE DUMMY CODE FROM S6a> app? Total Sample = 301



Online reviews are hugely influential but not used by everyone - can they be leveraged further?



Opportunity / invest touchpoints	
Touchpoints that are frequently used and influential in installation decision making	
Online	Offline
Reading reviews online	Offline advertising
Brand websites	

Typical touchpoints used

Source: CJ5. How do you typically find out about new <PIPE DUMMY CODE FROM S6a> apps?
 CJ6. How influential are these in persuading you to install a <PIPE DUMMY CODE FROM S6a> app?
 Total Sample = 301



There is an opportunity to drive app discovery with a value proposition that includes rewards and product authenticity

First use of an app tends to be driven by cost savings expectations



Key ask: Offer exclusive app-only prices, limited promotions or free services

How: Consumer suggestions

Offer first-time discounts, exclusive prices on app only, limited-time promotions or free services such as delivery, after-sales

Loyalty programs are a strong driver of app discovery



Key ask: Attractive loyalty programs

How: Consumer suggestions

Features in the app such as loyalty rewards like accumulation of points, redemption of rewards, member-only promos or discounts

Product authenticity is an opportunity for retail apps to differentiate



Key ask: Provide authentication systems or some form of reassurance

How: Consumer suggestions

A credible proposition for singular brand app or specialty retail app, especially for categories of higher value items



Money saving promotions and personalised offers can help to initiate app download

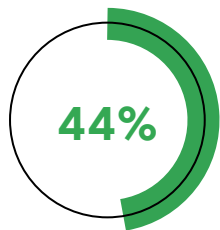
Installation Triggers (Top 10)

I like looking for deals and promotions	57%
They offer personalised offers and incentives	54%
I wanted to be able to compare products	48%
I wanted to look for a specific product	41%
It had features that looked useful	40%
It is a safer option during Covid-19	38%
It is from a well known brand	32%
Everyone uses this app / I was recommended to use it	28%
I wanted to be able to buy/bid on products on the go	26%
The app was highly rated on an app store	21%

Money-saving is at the forefront of consumers minds - especially when many are facing financial difficulties due to the pandemic. Promotions can help drive app install though personalisation will help keep consumers engaged.

Functionality is also key - particularly when it comes to comparisons.

Almost half of app users have unused retail apps installed due to other preferences and lack of time



have installed at least one retail app but never used

Reasons to install but not use

I use a different app instead	55%
I haven't had the time	25%
The app design or user experience is complicated	19%
I need someone to help me / teach me more	15%
I don't understand what the app provides me	15%
The sign up process looks complex	12%
It is too risky to sign up to new products during Covid-19	11%



App Discovery and Onboarding:

Key insights and recommendations

Insights



- **Over 94%** of retail brand's customers are **aware of retail apps in surveyed**
- On average, **35%** of retail app users are **not using the apps of brands they have used in the past 3 months**
- App discovery is a starting link to building brand affinity
 - **70%** of successful onboarders have strong brand affinity
 - **30%** of successful onboarders "love" the brand
- **44%** of app users have installed at least one retail app but never used
- **Deal / promotions (57%)** and **personalised offers (54%)** are the key triggers to app downloads

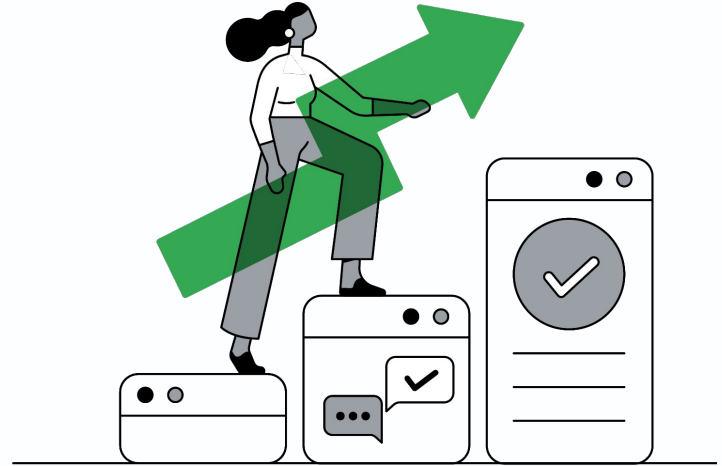
Recommendations to improve brand metrics



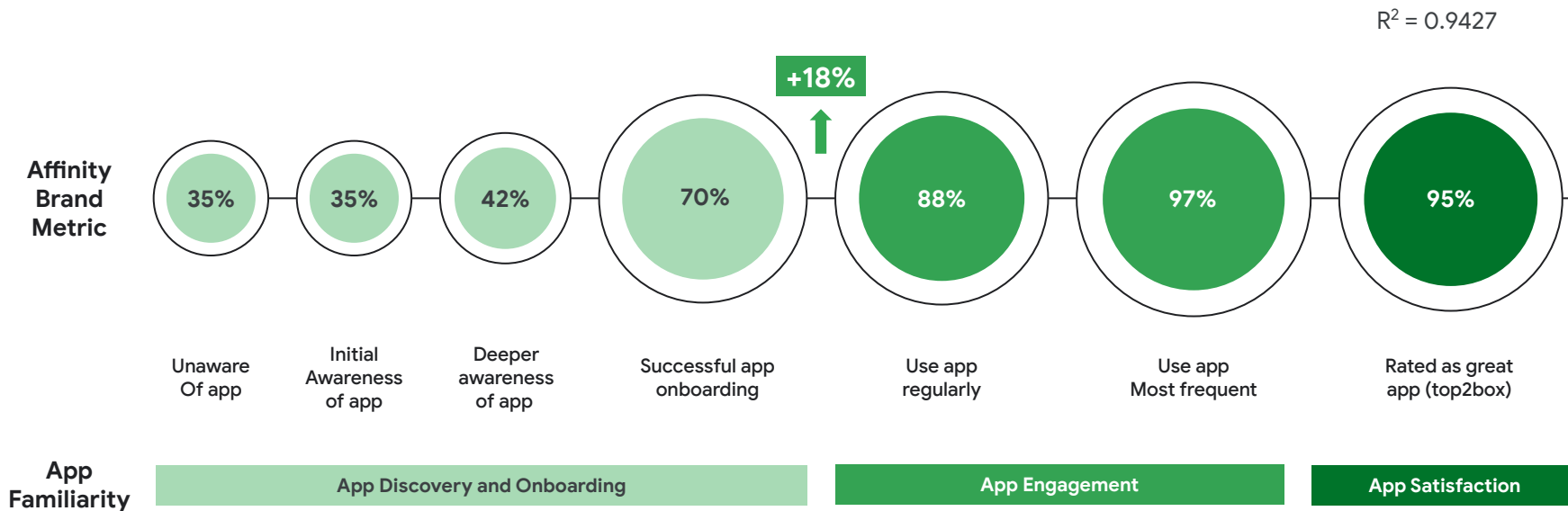
- **Focus less on awareness of the app as awareness is high**
Time is better spent on promoting install or onboarding
- **Encourage installation through regularly used and influential touchpoints**
E.g. social networks and online video advertising
- **Word of mouth is crucial in Thailand**
Influence links to trust - family and friends are the most influential, followed by online reviews and then social media
- **Focus more on improving trial and keeping users engaged**
The key reason why some apps are not tried after install is a preference for other brands. Apps can entice new users through initial rewards but this doesn't necessarily guarantee continued usage. See reasons for continued usage

App Engagement

How frequently is the app used?



There is another jump in brand affinity when a user moves towards using an app regularly



 Affinity = the extent to which an app user loves the brand



So how do we deepen engagement?

After increased usage where an app become the favoured app (“most frequent” used).....

Affinity (among brand users)	Satisfaction (among brand users)	Retention (among brand users)	NPS (among brand users)
9.5 in 10 like / love the brand (top2box)	8 in 10 are satisfied with the Brand (top2box)	10 in 10 are likely to stay with the brand (top2box)	7 in 10 are likely to recommend the brand (top2box)

Key for App Engagement

01 Brand affinity is strongly linked to levels of app engagement

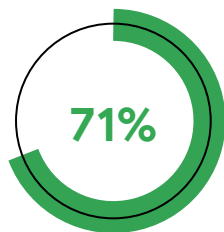
02 Correlation with brand satisfaction has risen dramatically as engagement deepens

03 Nearly all consumers are likely to stay with the brand. Very strong correlation

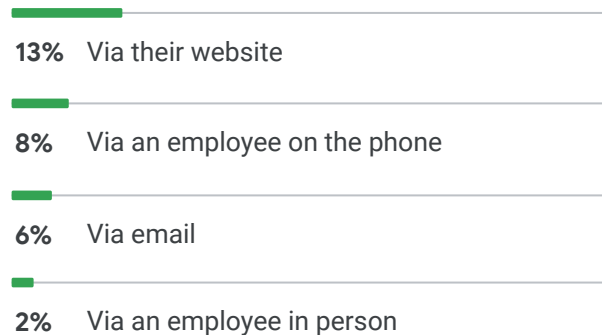
04 Correlation with recommendations has risen as engagement deepens - links to the stronger brand affinity



Apps are the preferred channel for app users to interact with a retail brand



prefer to engage
with brands
through their apps



Apps users have multiple retail apps installed

6.6

retail apps
installed on
average

6

activities are
regularly
performed in
retail apps, on
average

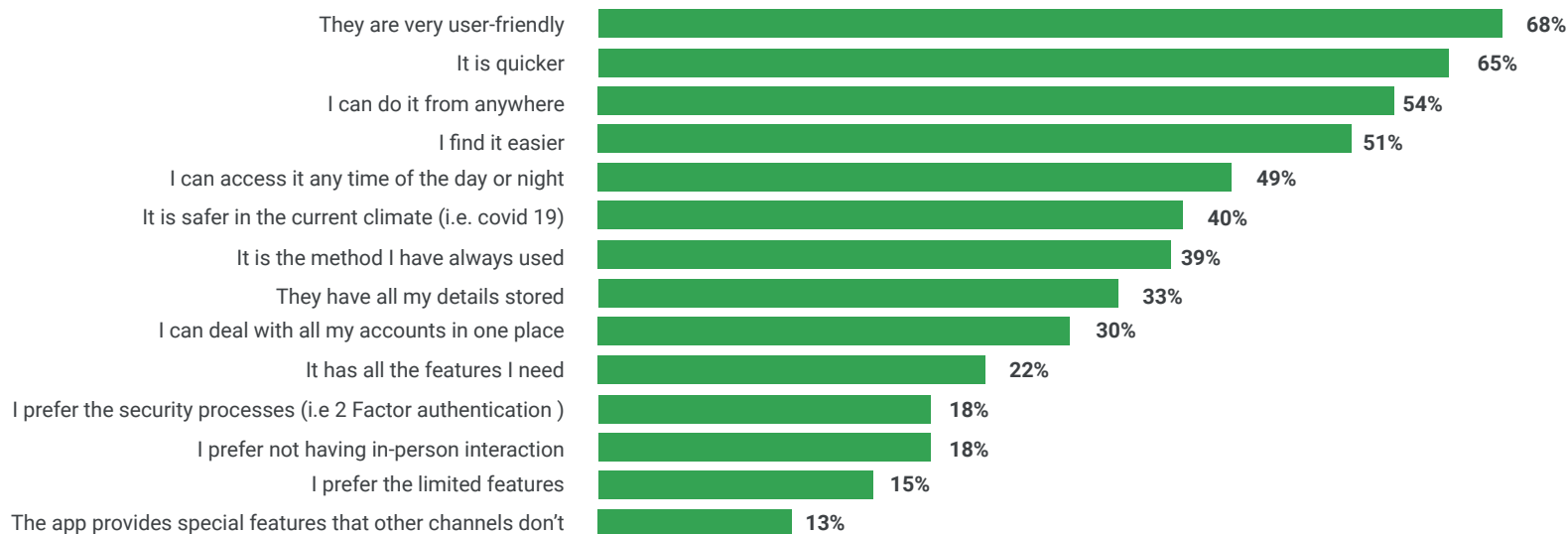
5

activities are
performed
weekly, on
average



Apps are preferred and valued when they are user-friendly, convenient and save time

Reasons for engaging with brands through an app



Source: CU10. Which would be your preferred way to engage with <PIPE DUMMY CODE FROM S6a> brands? CU10a. You said you would prefer to engage with <PIPE DUMMY CODE FROM S6a> brands via apps. Why is this?
Total Sample = 350; Prefer to engage via App n = 218



App users continue to use apps when they are assured on data security and when backed up by influencer endorsement

Continued Usage (Top 10)

If it proved it was secure and safe	45%
If a social media influencer endorsed it	38%
If it takes up less memory on my smartphone	37%
If the app was updated regularly with new, useful features	37%
If I saw the app used / talked about on social media	34%
If the app was updated regularly to fix bugs	31%
I have to use the app as it is with my provider	27%
When the app notifies me of any changes	25%
If it shows its relevance during COVID-19	23%
If it sends useful notifications	22%
If it proved it was secure and safe	45%

App users are generally trusting of apps in terms of data security but any lapses would result in potential deletion. Even if current levels of trust appear solid - things can easily change and apps need to ensure security is always a top priority.

Interestingly, celebrity and influencer endorsements are popular to encourage usage - as well as being heavily discussed on social media.

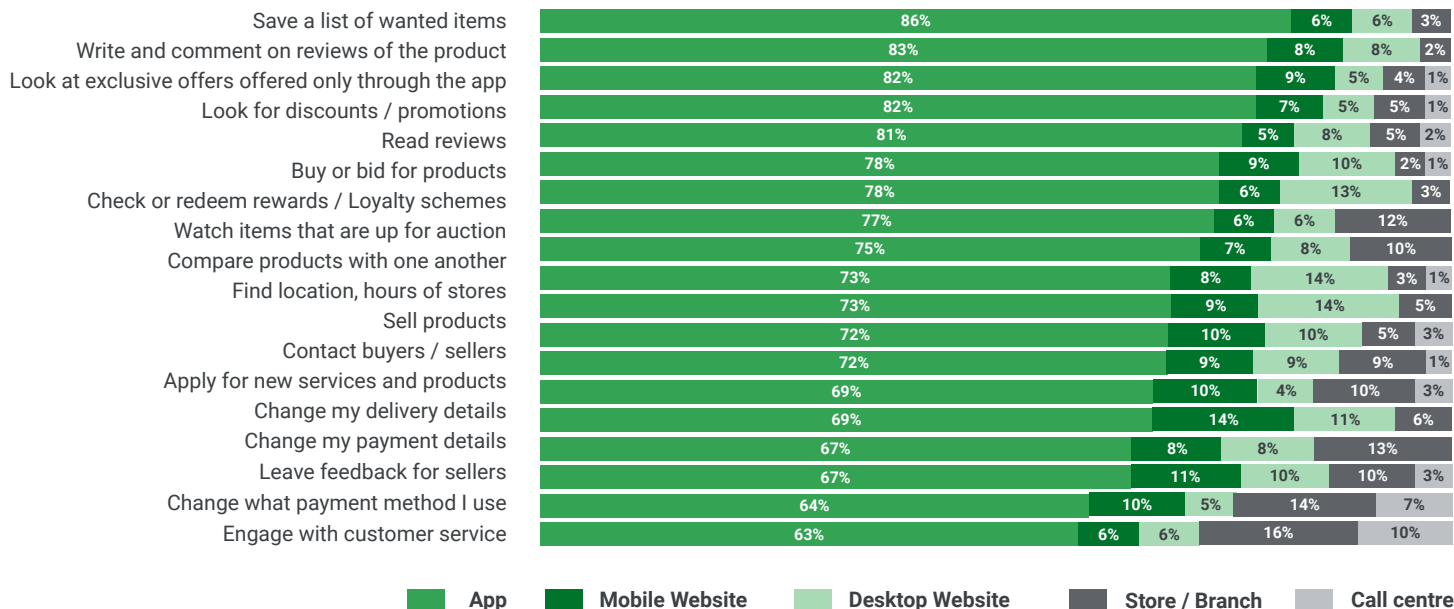
Thai consumers potentially have several retail apps for different needs - some may be used frequently and others on a rarer frequency. If they take up little memory they are more likely to be kept and used - some may be deleted and reinstalled as and when needed.

Regular updates are key - and it seems consumers may want these to take the form of promotions and personalised offers which help increase usage and engagement.



There is a strong preference for apps across all retail activities, particularly saving items and writing reviews

Activity Preference

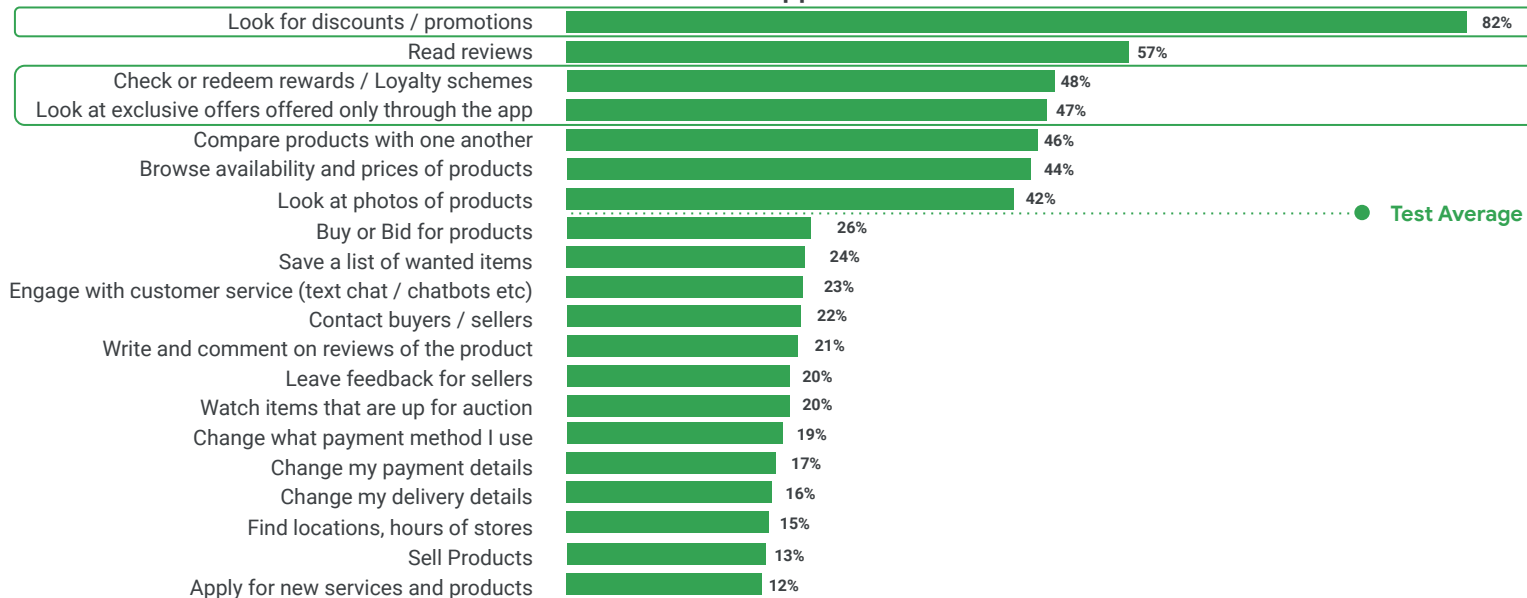


App Average: 74%



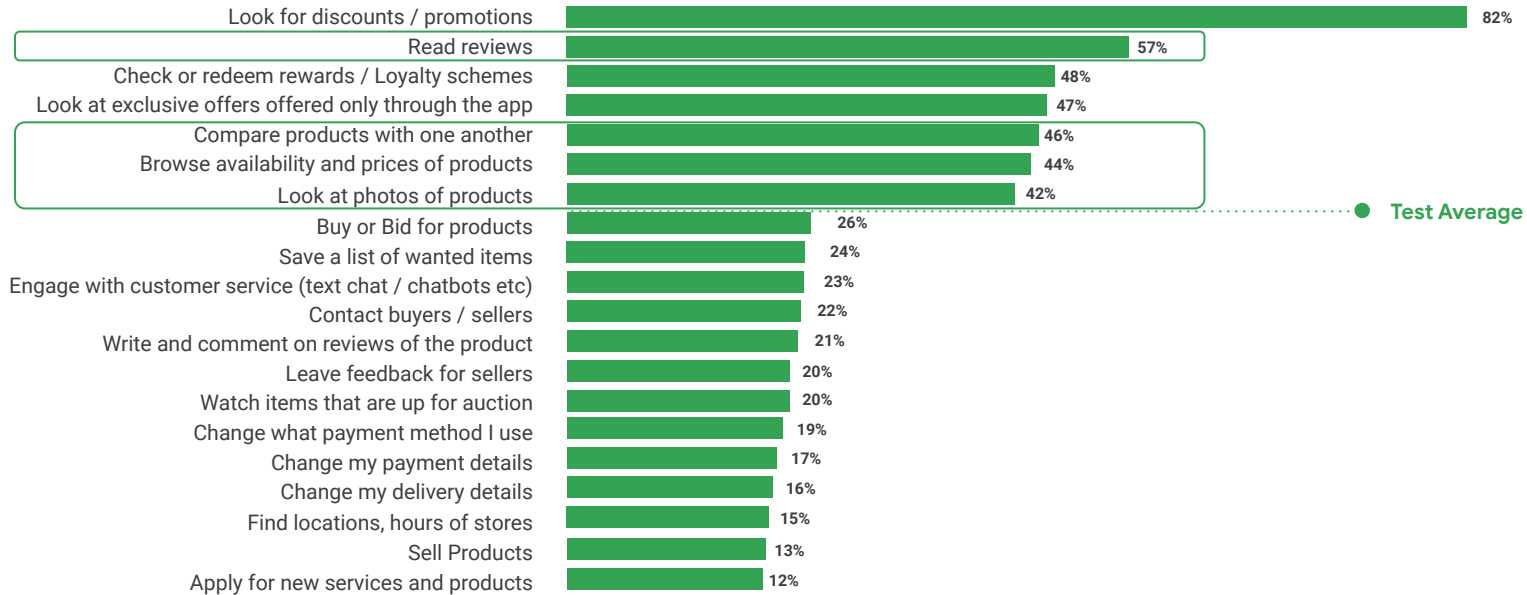
Deal hunting is by far the most popular activity within retail apps (and may be exacerbated by the pandemic)

Common Retail App Behaviours



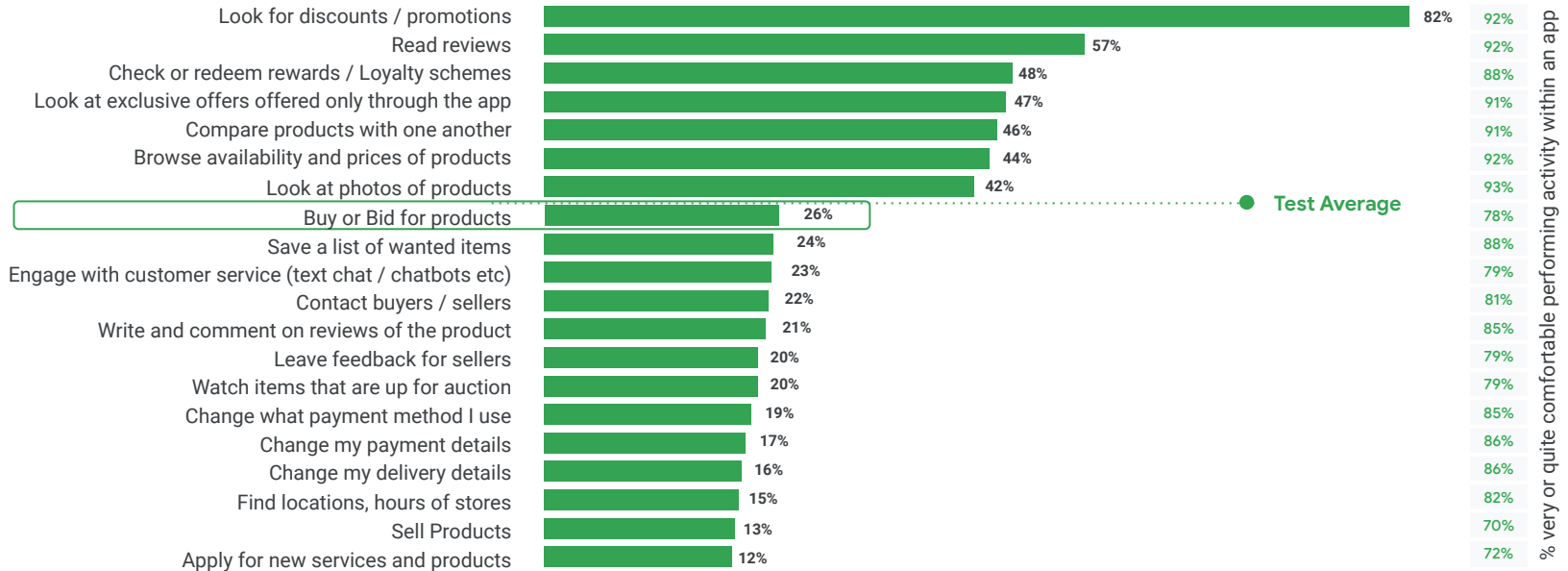
Apps are also used as a resource for obtaining more specific product details, e.g. reviews, prices and photos

Common Retail App Behaviours



There appears to be some lack of comfort in purchasing within apps compared to other activities

Common Retail App Behaviours



Reviews are an important part of the retail app experience

A rewards scheme motivates consumers to write reviews

The current scheme of rewarding shoppers for contributing reviews works well - some do make the effort of writing reviews to collect points and rewards.

Consider introducing a **tiered reward scheme** to customers who **consistently** contribute great reviews - to encourage more, and better quality reviews, e.g. platinum customers who contributed more than x number of reviews get more rewards/ points for writing reviews.

“ On App A, we get points and rewards after writing reviews. It is also easy to write reviews there.

- Light app user

Thai consumers are keen to socialize their shopping experience

Thai consumers are **eager to share about great shopping experiences, and recommend sellers/ shops to people around them** - reviewing the shopping experience do not just happen on marketplace apps.

Social media is a preferred channel to share their retail experiences intimately with their friends and family. Hence, there is an opportunity to **encourage writing reviews by making it easy for app users to share their reviews on social media.**

“ I want to share about the experience with my friends so they can see what I like. When I like the item, I also want my friends to buy it.

- Light app user

“ If something is really cool and good, I am so impressed, and seller is really nice, and get free stuff, and treated customer well - I will write review for him/ her.

- Light app user



There is also an opportunity to engage consumers more with a complete end-to-end shopping journey on the app

From 'sales transaction' to 'holistic experience'

For online shopping, the journey ends only after consumers receive the product, not when they 'check-out' of the cart



Resolve disputes: If there are issues with the product or delivery, options to contact sales support through the app needs to be easily available i.e., live chat (currently, specialty retail and single brand apps are not doing this well)

Direct real-time tracking: Provide the up-to-date detailed tracking on the app instead of requiring consumers to go to a third party

From 'Shopping reviews' to 'Social reviews'

Thai consumers are keen to socialize their shopping experience - encourage more authentic reviews by easily socializing them



Socialize reviews: Allow consumers to easily share their reviews on the shopping app onto their social media accounts and vice versa

Rewards scheme: Introduce a tiered reward scheme for customers who consistently contribute great reviews i.e., Platinum customers who contributed more than x number of reviews get more rewards/ points for writing reviews



App Engagement:

Key insights and recommendations

Insights



- App engagement has a **strong positive correlation** with brand satisfaction and customer retention
 - **75%** users who use an app 'most frequent' are highly satisfied with the brand
 - All users (100%) who use an app 'most frequent' are "quite or very likely" to stay with the brand
- **71%** of app users prefer to **engage with brands via apps** - it's unsurprising that **multiple apps** currently owned.
- Over 80% state a **preference for apps** for key retail activities such as saving lists, writing reviews, looking at discounts, promotions and photos
- App users are encouraged to **continue usage** when apps are proven to be **secure (45%)**, when apps are **endorsed (37%)** and takes up **minimal memory (37%)**

Recommendations to improve brand metrics

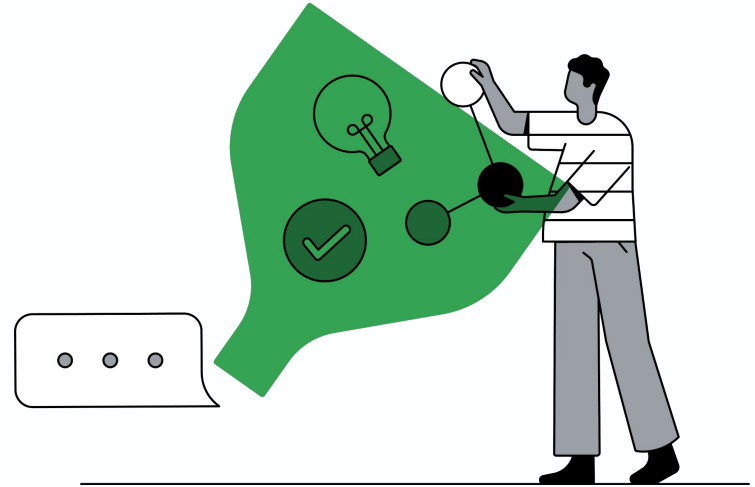


- **Upkeep core features that bring app users back**
E.g. 82% of retail app users regularly check for discounts and promotions - these offers are key for both installation and continued engagement. Apps should personalize offers based on previous spending habits
- **Maximize opportunity areas around detailed information**
Retailers apps are a popular means to obtain detailed product information - reading reviews (57% perform regularly), compare products (46%), browse prices (44%), look at photos (42%). Many are reading reviews but few are writing. Could this be encouraged by a rewards scheme?
- **Raise awareness of underutilized yet helpful features**
Browsing more popular than purchase on apps - one driver could be that comfort levels with check-out process in apps is lower than for many other activities. Do consumers prefer to make purchases offline due to usability or security concerns?



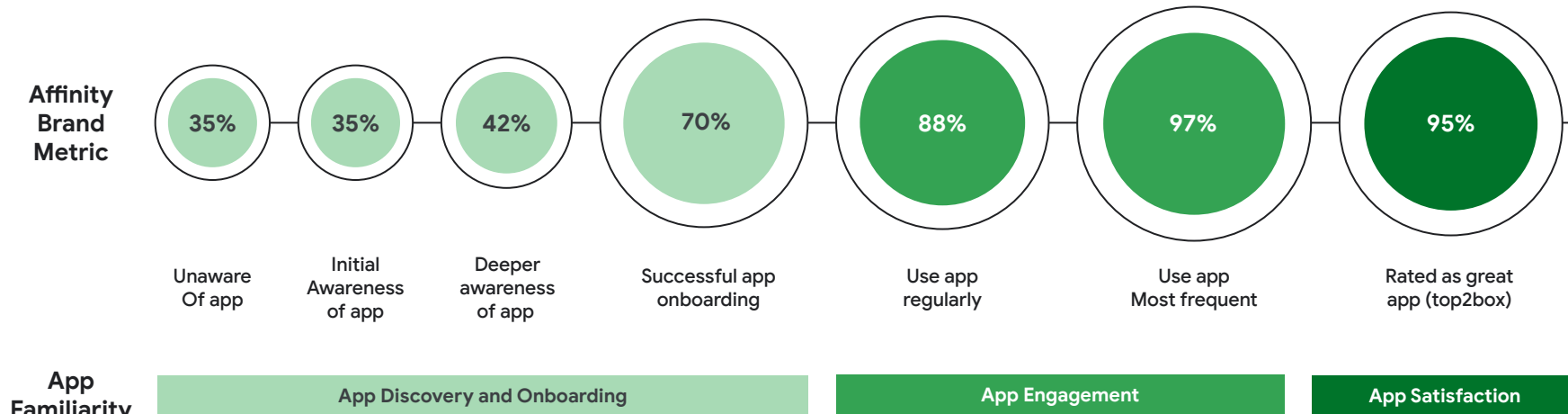
App Satisfaction

How satisfied is the user with the app?



Increasing app satisfaction creates not only strong links to brand affinity...

$R^2 = 0.9427$



■ Affinity = the extent to which an app user loves the brand

When consumers are satisfied with their app there are strong positive links with all metrics

If recommendation is high, it will lead to new consumers starting their app journey



... but also to brand satisfaction, retention and likelihood to recommend the brand. So how do we increase app satisfaction?

When app users are highly satisfied with the app (9 or 10 out of 10).....

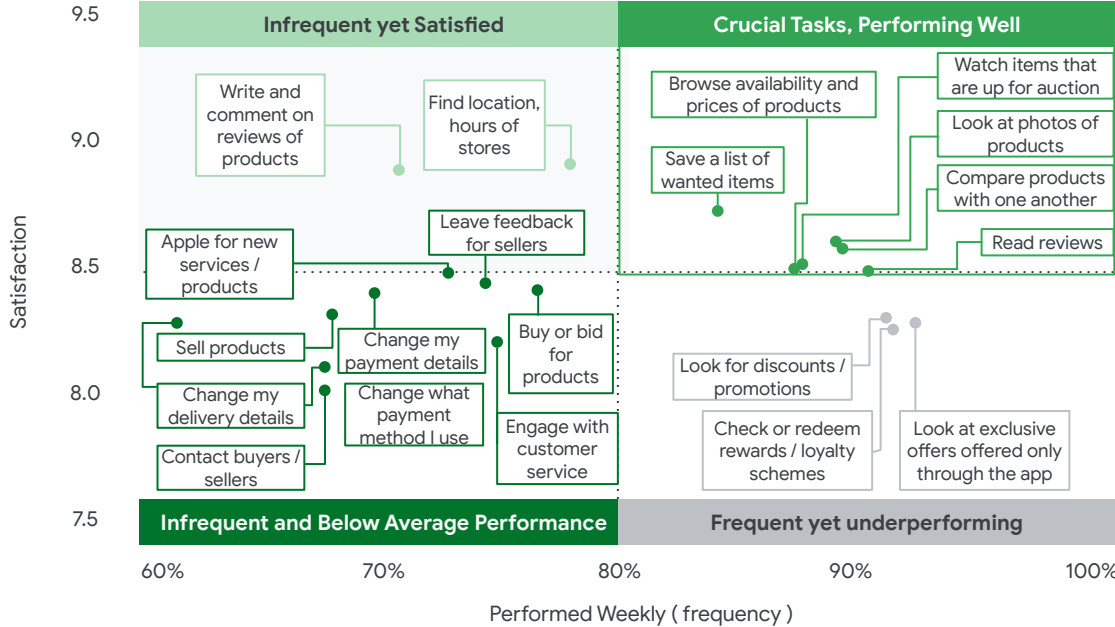
Affinity (among brand users)	Satisfaction (among brand users)	Retention (among brand users)	NPS (among brand users)
9.5 in 10 like / love the brand (top2box)	8.5 in 10 are satisfied with the Brand (top2box)	10 in 10 are likely to stay with the brand (top2box)	9 in 10 are likely to recommend the brand (top2box)

When consumers are satisfied with their app there are strong positive links with all metrics

If recommendation is high, it will leading to new consumers starting their app journey



Many derive strong appreciation from having access to community opinions when in retail apps (i.e. photos, reviews)

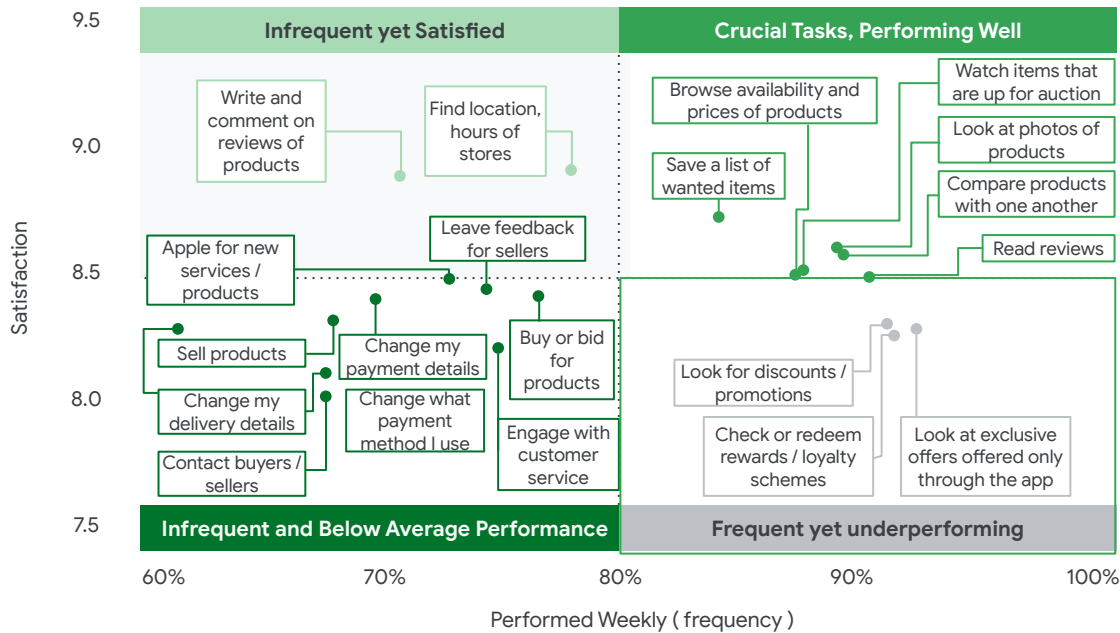


Frequent Activities X Satisfaction

Apps need to continue to deliver to these critical activities.



Offers and rewards are looked for frequently but fall on the lower end of satisfaction



Frequent Activities X Satisfaction

What can brands do to improve their offers to consumers? Do they need to be better personalized, more frequent or offer bigger savings?



To build app satisfaction, provide stronger personalization features and an immersive shopping experience

Rewarding loyalty expectation

Shoppers who return to same brands/ retailers again and again get motivated by the privilege given specially to loyal customers. Attractive loyalty programs help to increase app satisfaction.

New discoveries expectation

The excitement and thrill of discovering something new, something different every time they go shopping is part of the fun of shopping. It could be discovering a new brand / product, or stumbling on a great deal / promotion. Brands who provide immersive shopping experiences are able to give customers and opportunity to experience new things

“ It would be good if they have a feature to ‘favourite’ items where I can set items to my favourites. Sometimes it is hard to find the same items. Will be good if the favourites can be categorised as well - for e.g. tech faves from other category faves

- Light app user



There is an opportunity to deliver next level services to ensure continuous 'upgrade'

From 'Standardised' to 'Personalized'

A personalized shopping experience based on preferences and shopping history - from recommendations, favourites, to rewards



Intuitive recommendations: When buying products, recommend complementary products (e.g. accessories to electronic gadgets) or installation services when applicable (e.g. buying furniture)

Tiered loyalty program: Reward customers who engage more, shop more and spend more with the app

From 'ad hoc purchases' to 'regular purchases'

Support the habit of online shopping for daily essentials, particularly for low involvement purchases



Provide shortcuts: Improve shopping experience by providing shortcuts and recommendations to shorten the shopping process, particularly for routine and low involvement purchases

Action reminders: Offer relevant and useful features such as shopping reminders or promotions for purchases that repeated regularly

From 'shopping' to 'shoppertainment'

Inject fun and entertaining elements into the shopping experience to increase app satisfaction



Mini games: Learn from marketplace apps who have incorporated gaming elements into the app that is not only entertains shoppers but allows them to obtain rewards and build loyalty with a brand

Enhance 'discovery' on apps: Provide suggestions on other similar products, or recommend based on preferences, shopping history, saved items



Lack of usage, frustrating ads and interfaces will lead to deletion

Deletion Top 10

It has bugs / keeps crashing	37%
There were too many ads	34%
It takes up too much memory on my smartphone	32%
I don't use it enough	30%
I could not find the products I was after	28%
It's too difficult to use	27%
It gives too many push notifications	27%
I had security and/or privacy concerns	27%
It seemed to be draining my battery	22%
It was using too much data from my mobile data plan	21%

Unsurprisingly, app users will lose patience with apps that deliver a poor and frustrating performance. Updates need to regular to fix bugs and improve features to keep app users happy and frequently using apps.

If consumers can not find the products they are after it will limit usage and end in deletion. Therefore, the critical browsing and comparisons functions need to be effective and easy to use.

Although larger multi-purpose retail apps which will take up more room are preferred generally, some app users have concerns over storage and battery.

Retail app deletion is rare as app users will be linked to apps by their favourite retailers. However retailers still need to meet app expectations or brand equity can suffer	47% do not delete retail apps	27% delete retail apps less often than every few months
---	---	---



Retail app users are looking for more delivery options...



Delivery options

In market, some users have expressed interest in being able to choose their delivery service. Some may have faced bad experiences in the past, and have a lack of trust in current options. People want to be reassured of their deliveries, or expect monetary compensation

- **“No delivery fee for area out of service** or a discount”
- “Many categories of products, various goods, and **different delivery services in one app**”
- “I want the service that **let the customers choose the means of transportation**. Currently, there are some apps that don't let the customers choose the means of transportation they prefer. The **customers don't know which one will be the one deliver the products. In some areas, the service quality may varied**. Letting the customers choose is probably better for the service. If the app already has this service, keep it. I think it's one of the strength that makes the customers want to use the service.”



... ways to collect and use reward points...



Reward points collection

When people look to purchase products, many are wary of different ways to reduce the cost of the initial purchase; points and rewards help drive this incentive to continue buying, but users are looking for quicker processes of exchange, or alternative methods to gain more points

- “**Exchange points** for code for food delivery”
- “When buying the products, the **points should be instantly added for the member** without having to tell the staffs.”
- “If I **pick up the products by myself** or order a lot of products, I'll **get more discounts** or cash coupons”
- “**Instantly** gives out **discount** coupon **when there's a** special **promotion**”



... and have visibility in their delivery status as part of their purchase journey.



Delivery status and journeys

People want to be aware of discounts, deliveries, changes in product conditions, all things that have an influence on their initial decision to make a purchase. Keep users in the loop through the entire purchase journey to lower frustration in the event of changes

- “The **ads are videos for the people who sell the products** by themselves”
- “This refunding feature already exists but it makes returning broken items or getting a replacement more clear. **Some products are cheap but the shops don't approve a refund**”
- “**Notifies me** when the **products** I regularly buy **are on sale**”
- “**Pop-up notifications** outside the app **for delivery activities**”



App Satisfaction:

Key insights and recommendations

Insights



- App satisfaction is strongly correlated with brand recommendation - **89%** who positively rate an app regard themselves as brand promoters
- **71%** of app users would **prefer a multi-functional singular app** compared to multiple single purpose apps.
- Retailers can **meet changing consumer needs by providing convenience as well as safety** in this time in a pandemic world - **55%** strongly agree they can use them from anywhere, anytime and **50%** strongly agree apps keep them safe during Covid

Recommendations to improve brand metrics



- **Get the basics right, consistently**
Ensure critical tasks (e.g. comparisons, browsing, photos) are reliable, seamless & elicit high satisfaction. Bugs and inability to find products put users off from using the app
- **Promote and improve tasks with lower satisfaction**
Particularly those that are performed regularly and help during the pandemic - i.e. promotion and personalised offers
- **Innovate to meet consumer needs**
Keep buyers and sellers in the loop of the purchase journeys in an app. Push notifications and updates on current promotions and discounts can entice users to continue coming back, as they may want to build or redeem rewards



—
Thank you

