Apps: How to realize their full value

Retail, Thailand
Background & Methodology
### Research overview

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Methodology</th>
<th>Respondent Criteria</th>
</tr>
</thead>
</table>
| 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 | 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*. | **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%.

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* Tops, Big C, Tesco, Makroclick, 7-Eleven, JD Central, Watsons TH, Home Pro, IKEA, Lazada, Shopee, Aliexpress, Shopat24
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%

#### Smartphone Storage
- Under 16GB: 1%
- 16GB: 8%
- 32GB: 17%
- 64GB: 36%
- 128GB: 27%
- Over 128GB: 9%

#### Prepaid vs Postpaid
- Advance top up online: 40%
- Advance top up in-store: 4%
- Contract/Fixed bills: 56%

#### Region
- 70% Metro
- 30% Non-Metro

Think with Google
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**
  Retail 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.
## Summary of Findings

### Method of preference to buy - Apps vs. Websites

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

*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

Reasons for engaging with brands through an app

<table>
<thead>
<tr>
<th>Category</th>
<th>Method of preference to buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing, shoes and accessories</td>
<td>App or Website</td>
</tr>
<tr>
<td>Beauty products (e.g. makeup &amp; skin care)</td>
<td>72%</td>
</tr>
<tr>
<td>Consumer electronics (TV, computer, smartphone, etc.)</td>
<td></td>
</tr>
<tr>
<td>Food (groceries and meals in-store)</td>
<td></td>
</tr>
<tr>
<td>Health products and supplements</td>
<td></td>
</tr>
<tr>
<td>Home furniture, lighting and household items</td>
<td></td>
</tr>
<tr>
<td>video / music subscriptions</td>
<td></td>
</tr>
<tr>
<td>baby products (e.g. diapers, baby lotion / powder)</td>
<td></td>
</tr>
<tr>
<td>Kids / baby clothes and toys</td>
<td></td>
</tr>
<tr>
<td>Gaming consoles, games and gaming subscriptions</td>
<td></td>
</tr>
<tr>
<td>Pet supplies or accessories</td>
<td></td>
</tr>
<tr>
<td>Automotive parts / accessories</td>
<td></td>
</tr>
<tr>
<td>I prefer the limited features</td>
<td></td>
</tr>
<tr>
<td>Kids / baby clothes and toys</td>
<td></td>
</tr>
<tr>
<td>Gaming consoles, games and gaming subscriptions</td>
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<tr>
<td>Automotive parts / accessories</td>
<td></td>
</tr>
</tbody>
</table>

Method of preference to buy

<table>
<thead>
<tr>
<th>Category</th>
<th>App or Website</th>
<th>In-store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing, shoes and accessories</td>
<td>63%</td>
<td>37%</td>
</tr>
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<td>35%</td>
</tr>
<tr>
<td>Consumer electronics (TV, computer, smartphone, etc.)</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>Food (groceries and meals in-store)</td>
<td>50%</td>
<td>66%</td>
</tr>
<tr>
<td>Health products and supplements</td>
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<td></td>
<td>1%</td>
</tr>
<tr>
<td>Automotive parts / accessories</td>
<td></td>
<td>0%</td>
</tr>
</tbody>
</table>

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.

74% will use apps to complete the majority of their retail purchases in the future (post Covid).

### Preferred Method For Retail Payments

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>27%</td>
</tr>
<tr>
<td>Debit / credit Cards</td>
<td>23%</td>
</tr>
<tr>
<td>Banking Apps</td>
<td>25%</td>
</tr>
<tr>
<td>E-Wallet Apps</td>
<td>26%</td>
</tr>
</tbody>
</table>

### Reasons To Using Apps For Purchases In Future

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>They have better deals and promotions</td>
<td>53%</td>
</tr>
<tr>
<td>I can compare prices much more easily</td>
<td>51%</td>
</tr>
<tr>
<td>It will be the most convenient option for me</td>
<td>50%</td>
</tr>
<tr>
<td>I find the prices are usually cheaper</td>
<td>50%</td>
</tr>
<tr>
<td>It is what I currently do</td>
<td>39%</td>
</tr>
<tr>
<td>I will look to shop online more in order to keep socially distanced</td>
<td>36%</td>
</tr>
<tr>
<td>The delivery is very useful</td>
<td>34%</td>
</tr>
<tr>
<td>I have become more comfortable with online shopping during Covid-19</td>
<td>33%</td>
</tr>
<tr>
<td>I have learnt how to shop online during Covid-19</td>
<td>32%</td>
</tr>
<tr>
<td>I can get more loyalty points</td>
<td>32%</td>
</tr>
<tr>
<td>It is easier to track how much I am spending</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: RT4. When you currently make retail purchases, what is your preferred method of payment? (cash, debit/credit cards, banking apps, e-wallet apps? 
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.
Online touchpoints (i.e. social media, advertising) are crucial to discovery and are complemented by offline word of mouth.

### Crucial Discovery Touchpoints

- **Online**:
  - I see it shared / talked about on social networks
  - Advertising on video sites (i.e. YouTube)
  - Featured apps within app stores
- **Offline**:
  - Family / friends recommend them
  - Advertising on video websites

### Typical touchpoints used

- **Niche Touchpoints**
  - Reading reviews online
  - Through brand website
  - Offline advertising
- **Crucial Touchpoints**
  - Friends / family recommended them
  - I see it shared / talked about on social media
  - Advertising on video sites (i.e. YouTube)
- **Secondary Touchpoints**
  - Staff recommended them
  - Search engine results
  - Searching within app store
- **Less Influential**
  - Advertising on search engines
  - Through news articles

Source: CJ5. How do you typically find out about new apps?

CJ6. How influential are these in persuading you to install a new 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

Typical touchpoints used

Online
- Reading reviews online
- Offline advertising
- Brand websites

Offline
- Staff recommended them
- Search engine results
- Searching within app store
- Advertising on websites
- Through news articles
- Advertising on video sites (i.e. YouTube)
- I see it shared / talked about on social media
- Friends / family recommended them

Source: CJ5. How do you typically find out about new apps?
CJ6. How influential are these in persuading you to install a new 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)

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

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.

Source: CJ3. Thinking specifically about <PIPE DUMMY CODE FROM S6a> apps, why do you decide to download and try these apps? Total Sample = 301

CJ4. Thinking of the reasons you chose previously, please rank in terms of importance when it comes to your decision whether to download a <PIPE DUMMY CODE FROM S6a> app.
Almost half of app users have unused retail apps installed due to other preferences and lack of time.

44% 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%

Source: CU3. How familiar are you with each of these apps? Drag each into the appropriate box below.
CU3a. Why have you installed retail apps but not used them?
Total Sample = 301, Have installed apps but not used = 132
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.

App Engagement

- Use app regularly: 88%
- Use app Most frequent: 97%
- Rated as great app (top2box): 95%

R² = 0.9427

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)......

<table>
<thead>
<tr>
<th>Affinity</th>
<th>Satisfaction</th>
<th>Retention</th>
<th>NPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>(among brand users)</td>
<td>(among brand users)</td>
<td>(among brand users)</td>
<td>(among brand users)</td>
</tr>
<tr>
<td>9.5 in 10 like / love the brand (top2box)</td>
<td>8 in 10 are satisfied with the Brand (top2box)</td>
<td>10 in 10 are likely to stay with the brand (top2box)</td>
<td>7 in 10 are likely to recommend the brand (top2box)</td>
</tr>
</tbody>
</table>

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

71% prefer to engage with brands through their apps

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

- 13% Via their website
- 8% Via an employee on the phone
- 6% Via email
- 2% Via an employee in person
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

Source: CU11. What activities do you regularly perform when you use apps?
Total Sample = 301
Apps are preferred and valued when they are user-friendly, convenient and save time

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>They are very user-friendly</td>
<td>68%</td>
</tr>
<tr>
<td>It is quicker</td>
<td>65%</td>
</tr>
<tr>
<td>I can do it from anywhere</td>
<td>54%</td>
</tr>
<tr>
<td>I find it easier</td>
<td>51%</td>
</tr>
<tr>
<td>I can access it any time of the day or night</td>
<td>49%</td>
</tr>
<tr>
<td>It is safer in the current climate (i.e. covid 19)</td>
<td>40%</td>
</tr>
<tr>
<td>It is the method I have always used</td>
<td>39%</td>
</tr>
<tr>
<td>They have all my details stored</td>
<td>33%</td>
</tr>
<tr>
<td>I can deal with all my accounts in one place</td>
<td>30%</td>
</tr>
<tr>
<td>It has all the features I need</td>
<td>22%</td>
</tr>
<tr>
<td>I prefer the security processes (i.e 2 Factor authentication )</td>
<td>18%</td>
</tr>
<tr>
<td>I prefer not having in-person interaction</td>
<td>18%</td>
</tr>
<tr>
<td>I prefer the limited features</td>
<td>15%</td>
</tr>
<tr>
<td>The app provides special features that other channels don't</td>
<td>13%</td>
</tr>
</tbody>
</table>

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)

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

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.

Source: CJ7. What encourages you to continue to use apps rather than delete/uninstall them? CJ8. Thinking of the reasons you chose previously, please rank in terms of importance when it comes to continuing your use of apps. Total Sample = 301
There is a strong preference for apps across all retail activities, particularly saving items and writing reviews.

<table>
<thead>
<tr>
<th>Activity</th>
<th>App Engagement</th>
<th>Mobile Website</th>
<th>Desktop Website</th>
<th>Store / Branch</th>
<th>Call centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save a list of wanted items</td>
<td>86%</td>
<td>8%</td>
<td>6%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Write and comment on reviews of the product</td>
<td>83%</td>
<td>8%</td>
<td>8%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Look at exclusive offers offered only through the app</td>
<td>82%</td>
<td>9%</td>
<td>5%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Look for discounts / promotions</td>
<td>82%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Read reviews</td>
<td>81%</td>
<td>5%</td>
<td>8%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Buy or bid for products</td>
<td>78%</td>
<td>9%</td>
<td>10%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Check or redeem rewards / Loyalty schemes</td>
<td>78%</td>
<td>6%</td>
<td>13%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Watch items that are up for auction</td>
<td>77%</td>
<td>6%</td>
<td>6%</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>Compare products with one another</td>
<td>75%</td>
<td>7%</td>
<td>8%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Find location, hours of stores</td>
<td>73%</td>
<td>8%</td>
<td>14%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Sell products</td>
<td>73%</td>
<td>9%</td>
<td>14%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Contact buyers / sellers</td>
<td>72%</td>
<td>9%</td>
<td>10%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Sell products</td>
<td>72%</td>
<td>9%</td>
<td>10%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Apply for new services and products</td>
<td>69%</td>
<td>10%</td>
<td>4%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>Change my delivery details</td>
<td>69%</td>
<td>14%</td>
<td>11%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Change my payment details</td>
<td>67%</td>
<td>8%</td>
<td>8%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Leave feedback for sellers</td>
<td>67%</td>
<td>8%</td>
<td>8%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Change what payment method I use</td>
<td>64%</td>
<td>10%</td>
<td>5%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>Engage with customer service</td>
<td>63%</td>
<td>6%</td>
<td>6%</td>
<td>16%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: CU14. Please tell us your preference for which method you would prefer to perform each activity shown below?

Total Sample = 350
Deal hunting is by far the most popular activity within retail apps (and may be exacerbated by the pandemic)

**Common Retail App Behaviours**

- Look for discounts / promotions: 82%
- Read reviews: 57%
- Check or redeem rewards / Loyalty schemes: 48%
- Look at exclusive offers offered only through the app: 47%
- Compare products with one another: 46%
- Browse availability and prices of products: 44%
- Look at photos of products: 42%
- Buy or Bid for products: 26%
- Save a list of wanted items: 24%
- Engage with customer service (text chat / chatbots etc): 23%
- Contact buyers / sellers: 22%
- Write and comment on reviews of the product: 21%
- Leave feedback for sellers: 20%
- Watch items that are up for auction: 20%
- Change what payment method I use: 19%
- Change my payment details: 17%
- Change my delivery details: 16%
- Find locations, hours of stores: 15%
- Sell Products: 13%
- Apply for new services and products: 12%

**Test Average**

Source: CU11. What activities do you regularly perform when you use <PIPE DUMMY CODE FROM S6a> apps?

Total Sample = 301
Apps are also used as a resource for obtaining more specific product details, e.g. reviews, prices and photos.

Common Retail App Behaviours

- Look for discounts / promotions: 82%
- Read reviews: 57%
- Check or redeem rewards / Loyalty schemes: 48%
- Look at exclusive offers offered only through the app: 47%
- Compare products with one another: 46%
- Browse availability and prices of products: 44%
- Look at photos of products: 42%
- Buy or Bid for products: 26%
- Save a list of wanted items: 24%
- Engage with customer service (text chat / chatbots etc): 23%
- Contact buyers / sellers: 22%
- Write and comment on reviews of the product: 21%
- Leave feedback for sellers: 20%
- Watch items that are up for auction: 20%
- Change what payment method I use: 19%
- Change my payment details: 17%
- Change my delivery details: 16%
- Find locations, hours of stores: 15%
- Sell Products: 13%
- Apply for new services and products: 12%

Source: CU11. What activities do you regularly perform when you use <PIPE DUMMY CODE FROM S6a> apps?
Total Sample = 301
There appears to be some lack of comfort in purchasing within apps compared to other activities.

Common Retail App Behaviours

- Look for discounts / promotions: 82%
- Read reviews: 92%
- Check or redeem rewards / Loyalty schemes: 88%
- Look at exclusive offers offered only through the app: 91%
- Compare products with one another: 91%
- Browse availability and prices of products: 92%
- Look at photos of products: 93%
- Look for discounts / promotions: 20%
- Save a list of wanted items: 88%
- Engage with customer service (text chat / chatbots etc): 88%
- Contact buyers / sellers: 88%
- Write and comment on reviews of the product: 88%
- Leave feedback for sellers: 88%
- Watch items that are up for auction: 88%
- Change what payment method I use: 87%
- Change my payment details: 86%
- Change my delivery details: 86%
- Find locations, hours of stores: 85%
- Sell Products: 86%
- Apply for new services and products: 85%

Source: CU11. What activities do you regularly perform when you use <PIPE DUMMY CODE FROM S6a> apps?
Total Sample = 301
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**
  Retail 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...

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.

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

App Satisfaction

R² = 0.9427
... 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).....

<table>
<thead>
<tr>
<th>Affinity (among brand users)</th>
<th>Satisfaction (among brand users)</th>
<th>Retention (among brand users)</th>
<th>NPS (among brand users)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.5 in 10 like / love the brand (top2box)</td>
<td>8.5 in 10 are satisfied with the Brand (top2box)</td>
<td>10 in 10 are likely to stay with the brand (top2box)</td>
<td>9 in 10 are likely to recommend the brand (top2box)</td>
</tr>
</tbody>
</table>

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 |

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

Source: CU13. How satisfied are you with your app experience when it comes to the following activities within your <PIPE DUMMY CODE FROM S6a> apps?

CU12. How frequently do you perform the following activities within your <PIPE DUMMY CODE FROM S6a> apps?

Total Sample = 301

Source: CU13. How satisfied are you with your app experience when it comes to the following activities within your <PIPE DUMMY CODE FROM S6a> apps?

CU12. How frequently do you perform the following activities within your <PIPE DUMMY CODE FROM S6a> apps?

Total Sample = 301
Offers and rewards are looked for frequently but fall on the lower end of satisfaction

Source: CU13. How satisfied are you with your app experience when it comes to the following activities within your apps?

CU12. How frequently do you perform the following activities within your apps?

Total Sample = 301

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
Deletion Top 10

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

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

Source: CJ9. Thinking now specifically about <PIPE DUMMY CODE FROM S6a> apps, what are the typical reasons why you delete / uninstall these?
CJ10. Thinking of the reasons you chose previously, please rank in terms of importance when it comes to deleting a <PIPE DUMMY CODE FROM S6a> app
Total Sample = 301
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."

Source: CU13. How satisfied are you with your app experience when it comes to the following activities within your <PIPE DUMMY CODE FROM S6a> apps?

CU12. How frequently do you perform the following activities within your <PIPE DUMMY CODE FROM S6a> apps?

Total Sample = 301
... 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”

Source: CU13. How satisfied are you with your app experience when it comes to the following activities within your <PIPE DUMMY CODE FROM S6a> apps?
CU12. How frequently do you perform the following activities within your <PIPE DUMMY CODE FROM S6a> apps?
Total Sample = 301
and have visibility in their delivery status as part of their purchase journey.

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”

Source: CU13. How satisfied are you with your app experience when it comes to the following activities within your <PIPE DUMMY CODE FROM S6a> apps?
CU12. How frequently do you perform the following activities within your <PIPE DUMMY CODE FROM S6a> apps?
Total Sample = 301
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