

STAT: PHONE-ADDICTED CONSUMERS MAKE IMPULSE PURCHASES

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A recent survey found that American shoppers who used their phone in-store for activities unrelated to shopping were 9% more likely to make impulse purchases.

Source: Fairfield University

Multitasking while shopping can make consumers buy items they didn't intend to, according to **new research** by Fairfield University. For the study, the team analysed data from shoppers in mass merchandise stores such as Target and Costco across the US, questioning them on what they intended to buy when entering the store, and what they actually bought – and how they used their phone in-store – on their way out.

The findings showed that when shoppers used their phone in ways unrelated to shopping – such as listening to a podcast or talking to friends – they were 9% more likely to make impulse purchases. According to the study, these results align with previous consumer research that suggests that 'when people are overtaxed mentally, they tend to lose self-control'.

In line with our macrotrend **The Focus Filter**, in an era of non-stop digital distraction retailers are challenged to create spaces that are inspiring without being overwhelming.