

Mobiles retailing

[Business](#), [E-Commerce](#)



Mobiles retailing The world is becoming more digitalized and as such the future of mobile transaction and mobile ordering are likely to be bright. More customers are embracing the idea of making orders through their mobile phone as evident in many developed and developing countries. Currently, mobile alone is 29% of eCommerce transactions globally with approximately 34% evident in the US. There better mobile transaction and solution emerging such Mobi2Go, SMBs that have in recent days encouraged companies such as BJ's Restaurant and Chipotle to implement this in ordering and service provision. The mobile solution providers have made this possible through the provision of a wide range and convenient mobile platforms.

Smartphone is making all this possible as their sales and eventual effectiveness in eCommerce is proving and surpassing Tablets. For instance in the US, a larger percentage of the mobile transaction come from the Smartphones and this trend is forecast to be more prevalent. The introduction of large sized smartphones such as Samsung Galaxy and iPhone 6 has been a boost as more consumers increasingly prefer Smartphone arena for mobile transactions and ordering. Despite the fact that the conversion rates on smartphone tend to be a lower compared tablet or desktop, they are increasingly preferred by owners since they generate more transactions because of significantly higher traffic. Looking at the rate at which the Japanese employ Smartphone for various mobile transactions (90%) the future looks bright for Smartphones in mobile retailing. For the US, the situation is likely to improve in future as higher mobile conversion rates are expected due to increasingly turning browsing into completed mobile

purchases.

One probably trend forecast to be more prevalent in mobile retailing in future is increased mobile retailing of Fashion and Luxury products. Luxury goods and fashion retailers are controlling the industry in m-commerce, and as more shoppers increasingly to embrace mobile services in and out of fashion stores, likewise these retailers are forecast to continue broadening the gap existing between leaders and laggards. Closely related to this, Fashion and Luxury products retailers are currently having the highest share of mobile transactions. The world has also witnessed the first ever shoppable social network that will continue trending. The introduction of Net Set app will allow various users to shop while socializing with the stylish Net-A-Porter community. Various online beauty products have been made possible through better mobile solutions that enable fashion and retailers enjoy convenient and personalized shopping experience. This has led to the emergence of Fendi E- shop and Chanel Online Beauty Products both which are expected to be embraced more by Fashion and Luxury products retailers.

Today the conversion funnel for a smartphone is not the same in various countries. The trend likely to be witnessed in future is that where advertisers in Western markets localities will concentrate on improving their product mobile websites, resulting to dramatically increased product browsing. Likewise, purchase rates are likely to improve as mobile transactions become more unified and seamless. In this regard, it is predicted that we'll witness the inclining point where mobile will eventually capture a substantial share of combined e Commerce platform.

REFERENCES

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