

## THE 'SOCIAL' SHOPPER

Consumers talk about what they want to buy and make recommendations via social media. And when it's time to buy, they look to other shoppers.

**86%** Of millennials believe user-generated content is a good indicator of product quality\*

**28%** Use social media to consult friends or colleagues before purchasing

**27%** Post reviews of products/services online

## SHIFTING VIEWS IN-STORE

Comparison shopping abounds, with mobile apps giving shoppers access to better deals online or in-store. Consumers see opportunities that await them with enhanced location-based marketing.

Interested in receiving offers/coupons on phone while in-store



Smartphone users who comparison shop with their phones in-store

## SEEKING A SEAMLESS SOLUTION

Consumers want a seamless shopping experience. They want to receive discounts and special offers on their smartphones and laptops, and they want to move from one device to another without starting their shopping experience all over again.

**83%**

Want companies to do a better job of connecting online and in-store shopping experiences

**50%**

Want to start a purchase on a computer and finish with mobile device

## THE PROMISE OF MOBILE WALLET

Consumers look to their banks and credit card companies to provide secure, swift mobile wallets. But already, 1 in 10 would consider selecting a non-bank mobile wallet partner.

**29%** Of consumers ages 18-34 are interested in a mobile wallet

**10%** Would consider switching to a non-bank (Amazon, PayPal, Apple) for banking needs

**56%** Would trust a mobile wallet from their own bank or credit card company

## A LIFE LIVED ONLINE

DESKTOP/LAPTOP	SMARTPHONE/TABLET	
<b>88%</b>	<b>47%</b>	BANK
<b>81%</b>	<b>30%</b>	PAY BILLS
<b>87%</b>	<b>54%</b>	COMPARISON SHOP
<b>91%</b>	<b>37%</b>	MAKE PURCHASES

Consumers were once wary of performing financial transactions online. Today, the vast majority of computer users bank, pay and buy online, with a significant amount of smartphone and tablet owners doing the same on the go.

## UNIVERSAL COMMERCE: The Tale of a Modern Shopper

Once upon a time, shoppers would open the Sunday paper, scan the ads and head to the store with money in hand ... but not anymore. Consumers are in a romance with phones, tablets, computers and social media not only when they shop, but also when they bank and pay bills. As consumers' financial and shopping habits converge online, they will be looking for a seamless experience, giving financial institutions the chance to create new and unique experiences.

\*Bazaarvoice and the Center for Generational Kinetics Release New Study on How Millennials Shop" Bazaarvoice, n.p. Web. 30, Jan. 2012.