Will Mobile Shopping Save Last-minute Shoppers?

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Growing up I always knew December 24th was a very important day for my father. He would wake up early (well, late for him), make a pot of coffee and call upstairs for my sisters and me. After a few minutes, and a few more shouts from Dad, we'd all eventually make our way downstairs. We knew very well what to expect, as every year without fail he would wait until Christmas Eve to go shopping for Mom.

In 2011, the National Retail Federation said 37 million Americans hadn't even started their Christmas shopping until two weeks before the big day. Unsurprisingly, many retailers claim that men make up a big portion of last-minute shoppers, one

claiming as much as 80 percent.

Could mobile shopping end the last minute frenzy? Paypal thinks so. Me, I'm not so optimistic.

According to research commissioned by online payment service Paypal, the number of British men waiting until the last minute is likely to halve this year, with a forecasted drop from 14 percent on Christmas Eve in 2011 to just 7 percent in 2012 – and smartphones and tablets are playing a huge role. Over time, retailers have been creating more compelling mobile shopping experiences, and it's showing. Not only are they seeing an increase of new business, but relationships with existing customers are intensifying as retailers begin to understand the dynamic between consumers and their mobile devices.

Gathering information about products, and conducting price comparisons, is always right at your fingertips – and it's easy. Simplicity and speed (except for on Cyber Monday), especially during checkout, is why so many men (and women) are taking part.

Now only time will tell if this year's numbers will decrease thanks to mobile shopping, allowing men to skip the dreaded department store walkthrough. As for this December 24th, you can find me (with Dad close nearby) at our local department store, as stocking stuffers are definitely not something he would purchase online. But who knows, maybe he'll surprise us.

Questions? Comments? Email me! janine.mooney@advantagemedia.com [1]

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