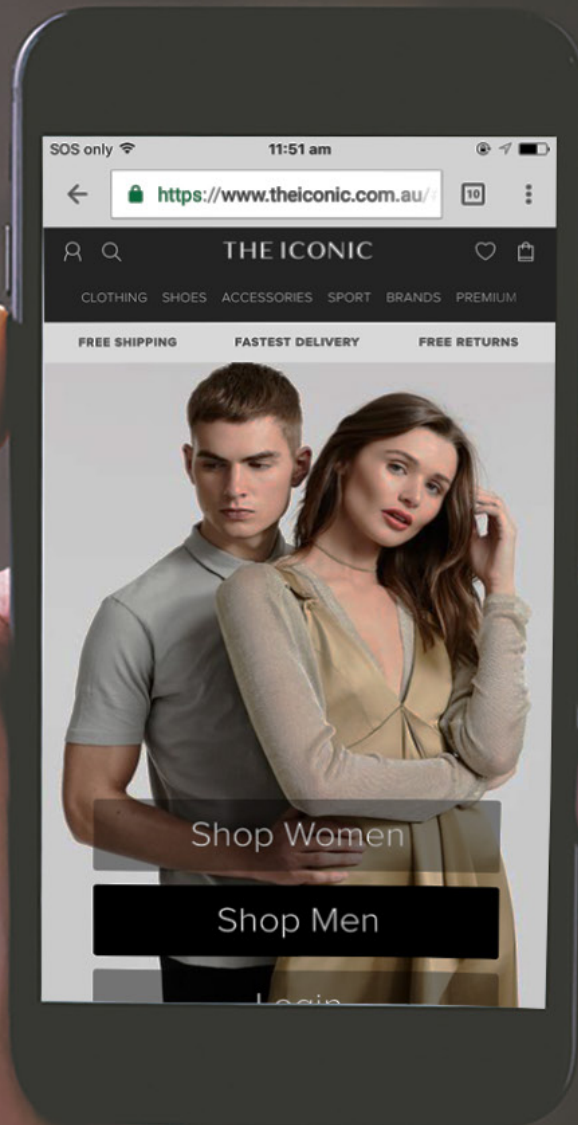


Hayden Gunther

iShop

How has Apple's iPhone changed the way we shop?



iShop

Hayden Gunther

Shopping: for most it is a necessity, for others it's an addiction. But one thing is for sure; we all do it. Smartphones revolutionised the way we spend our money, at the forefront of this revolution is Apple and their iPhone. Now even the least tech savvy person can buy a new outfit, laptop or even their groceries in the comfort of their pyjamas.

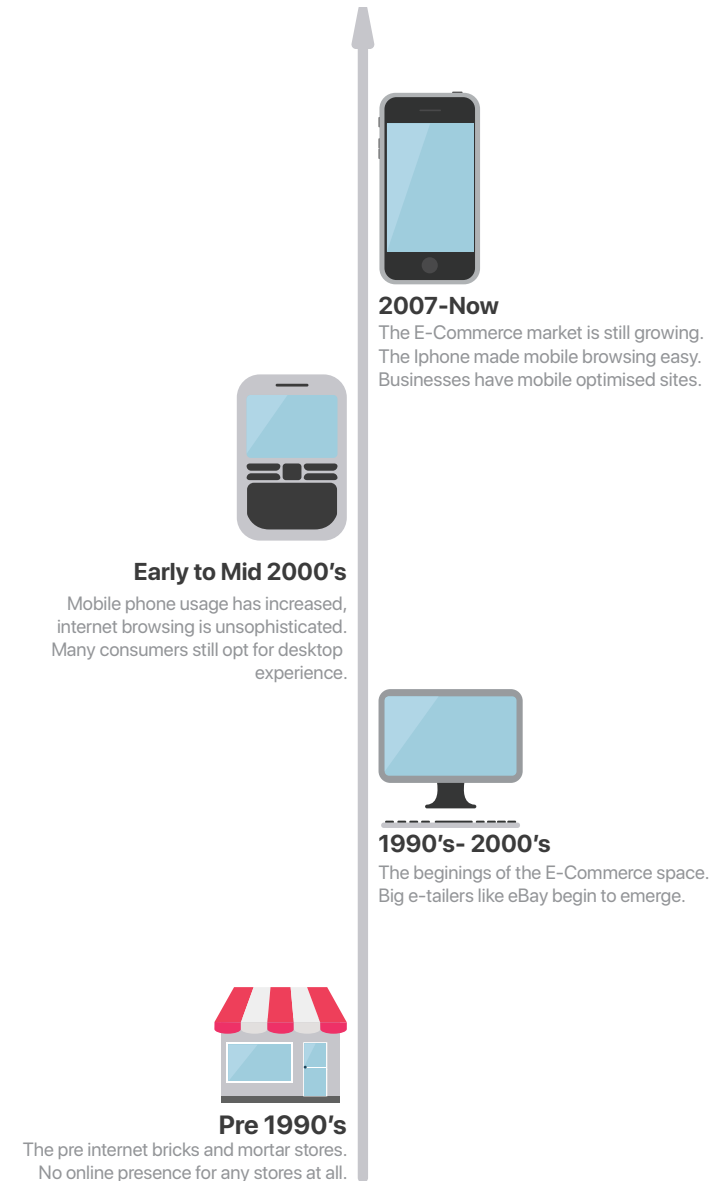
The 1990's saw a change in the commerce world, as traditionally, businesses required bricks and mortar establishments in order to sell their goods. The boom that came with the world's access to the World Wide Web, allowed a new type of business to emerge and e-tailers (like EBay) were the founding fathers of the e-commerce world.

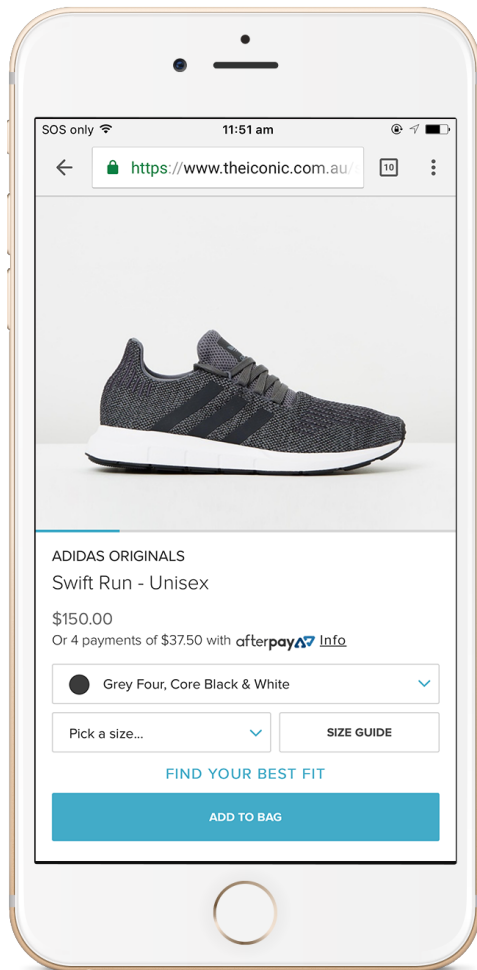
The turn of the millennium encouraged the growth of these e-tail businesses, with many brick and mortar stores turning to this evolving online space. The only issue was that people needed to be seated at a computer to take advantage of the new online market place. Early PDA's (Personal Digital Assistant) to the likes of the Blackberry or Nokia E63 in mid-2000's gave

users primitive access to the Internet, but the experience was poorly optimised for mobile and slow networks speeds often deterred users.

In 2007, Apple and Steve Jobs announced a product that redefined the mobile tech scene forever: the iPhone. For the first time, the Internet was easily accessible for everybody. The marketplace responded to this and quickly began to adapt to this new platform, while e-tailers began to create their own apps or m-apps to sell their products.

The iPhone sparked a massive change in the technological world and electronics manufactures all wanted a piece of the smartphone pie. It soon became commonplace to see an iPhone in someone's hand. What this meant was the consumer had more power than ever, with a whopping 82% of people using the phone in the pre-purchase process. The new power possessed by the shopper allowed businesses to gather their browsing habits and provide tailored promotions.





Businesses want our money and we want to give it to them and the iPhone laid the groundwork for the entire new marketplace. With its easy to use web browser and innovative App Store, consumers have two new entry points.

M-apps or M-sites are in browser sites that are optimised for mobile devices with built in commerce modules. M-sites have mass appeal and are usually the cost effective solution, often utilised by smaller retailers or internet start-ups.

Apps are much like M-sites in their structure but have a permanent position on the user's device, often providing dedicated users with frequent rewards or discounts. Apps are much more expensive to build and are usually used by big box stores or super markets.

The desktop experience is still king when it comes to online shopping, but that doesn't mean the iPhone hasn't made an impact on the way we shop. 29% of all online shopping is done on a mobile device.

In reality that is still quite a large amount of sales, most of which come through m-sites rather than apps.

More importantly, the iPhone gave the consumer power; the more power the consumer has, the more competition there is. Consumers are looking for a bargain and the iPhone gave the people what they wanted.

References:

Brown,M. (2012) 5 Ways the iPhone Will Affect Ecommerce. Retrieved from: <https://pfsweb.com/blog/5-ways-the-iphone-5-will-affect-ecommerce/>

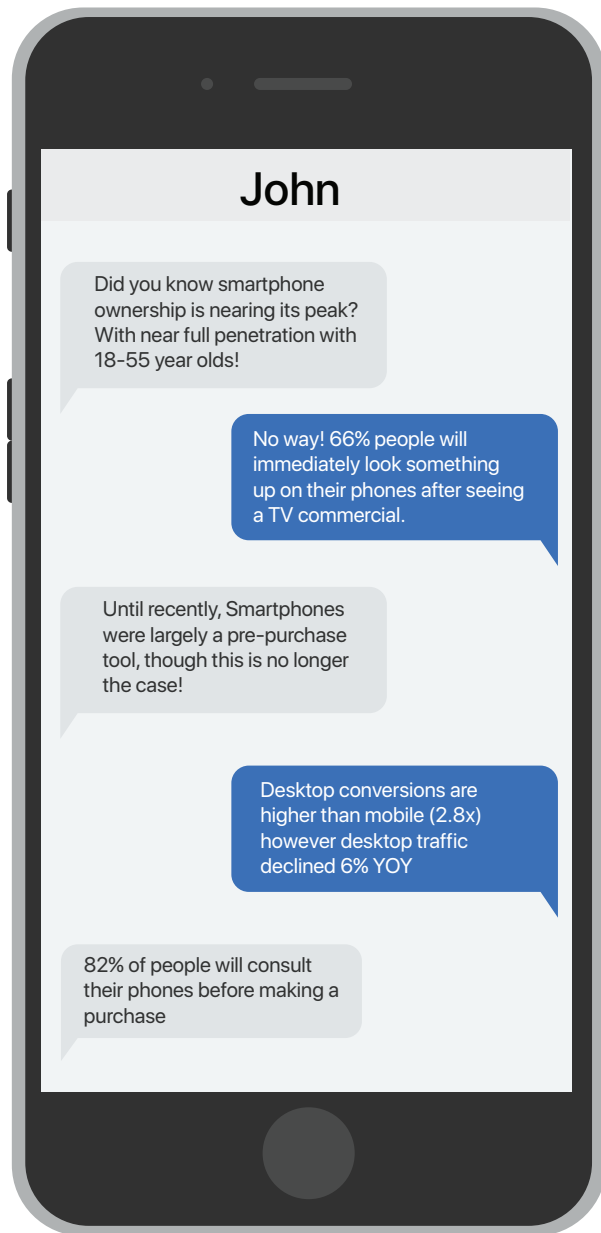
Avactis.(2014) How the iPhone has changed the world of e-commerce. Retrieved from: <https://www.avactis.com/blog/iphone-6-changed-world-e-commerce/>

Nielsen.(2016) Mobile Money. Pg 2-27. Retrieved from: <http://www.nielsen.com/us/en/insights/reports/2016/mobile-money.html>

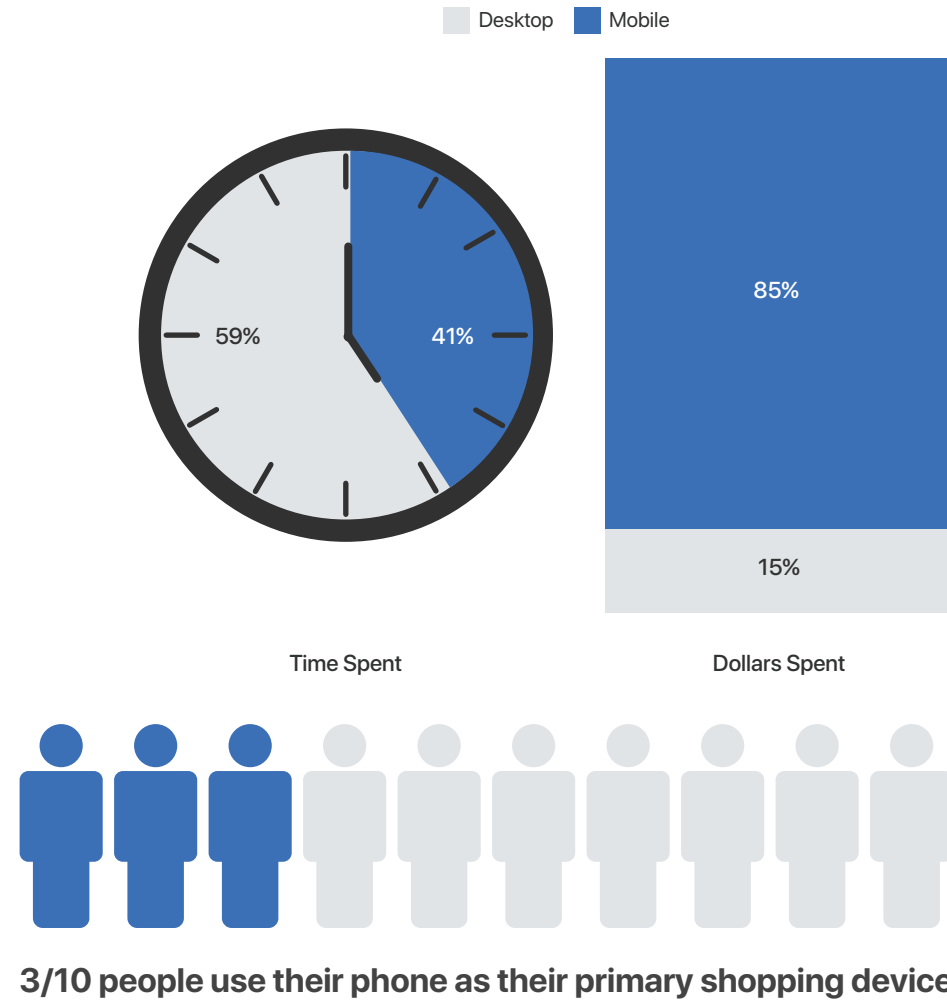
Joynt.N.(2015) How the iPhone Ignited Mobile Commerce & Transformed Retail. Retrieved from: <https://www.mozu.com/blog/how-the-iphone-ignited-mobile-commerce-transformed-retail/>

Nielsen.(2017) Swipe to Buy. Pg 2-13. Retrieved from: <http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2017-reports/swipe-to-buy-digital-retail-report.pdf>

The Impact of mobile



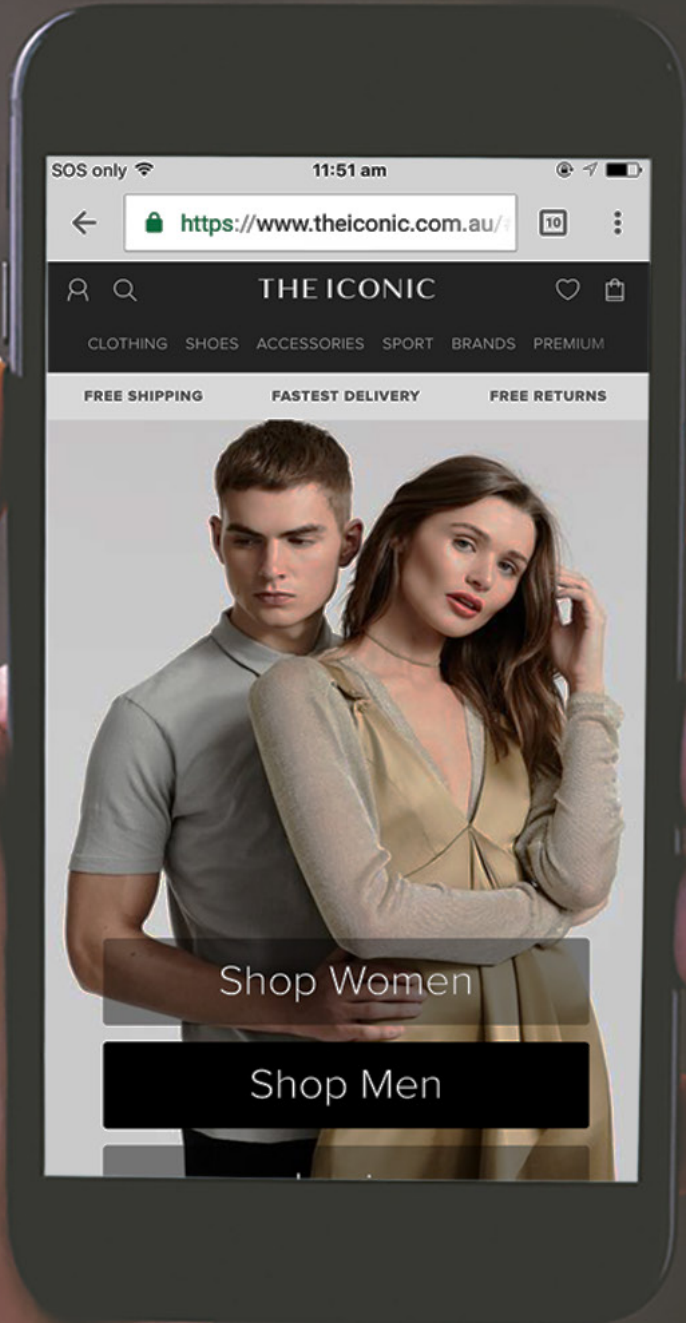
Time Spent Vs. Dollars Spent On Retail



Hayden Gunther

iShop

How has Apple's iPhone changed the way we shop?



iShop

Hayden Gunther

Shopping: for most it is a necessity, for others it's an addiction. But one thing is for sure; we all do it. Smartphones revolutionised the way we spend our money, at the forefront of this revolution is Apple and their iPhone. Now even the least tech savvy person can buy a new outfit, laptop or even their groceries in the comfort of their pyjamas.

The 1990's saw a change in the commerce world, as traditionally, businesses required bricks and mortar establishments in order to sell their goods. The boom that came with the world's access to the World Wide Web, allowed a new type of business to emerge and e-tailers (like EBay) were the founding fathers of the e-commerce world.

The turn of the millennium encouraged the growth of these e-tail businesses, with many brick and mortar stores turning to this evolving online space. The only issue was that people needed to be seated at a computer to take advantage of the new online market place. Early PDA's (Personal Digital Assistant) to the likes of the Blackberry or Nokia E63 in mid-2000's gave users primitive access to the Internet, but the experience was poorly optimised for mobile and slow networks speeds often deterred users.

In 2007, Apple and Steve Jobs announced a product that redefined the mobile tech scene forever: the iPhone. For the first time, the Internet was easily accessible for everybody. The marketplace responded to this and quickly began to adapt to this new platform, while e-tailers began to create their own apps or m-apps to sell their products.

The iPhone sparked a massive change in the technological world and electronics manufactures all wanted a piece of the smartphone pie. It soon became commonplace to see an iPhone in someone's hand. What this meant was the consumer had more power than ever, with a whopping 82% of people using the phone in the pre-purchase process.

The new power possessed by the shopper allowed businesses to gather their browsing habits and provide tailored promotions.

Businesses want our money and we want to give it to them and the iPhone laid the groundwork for the entire new marketplace. With its easy to use web browser and innovative App Store, consumers have two new entry points.

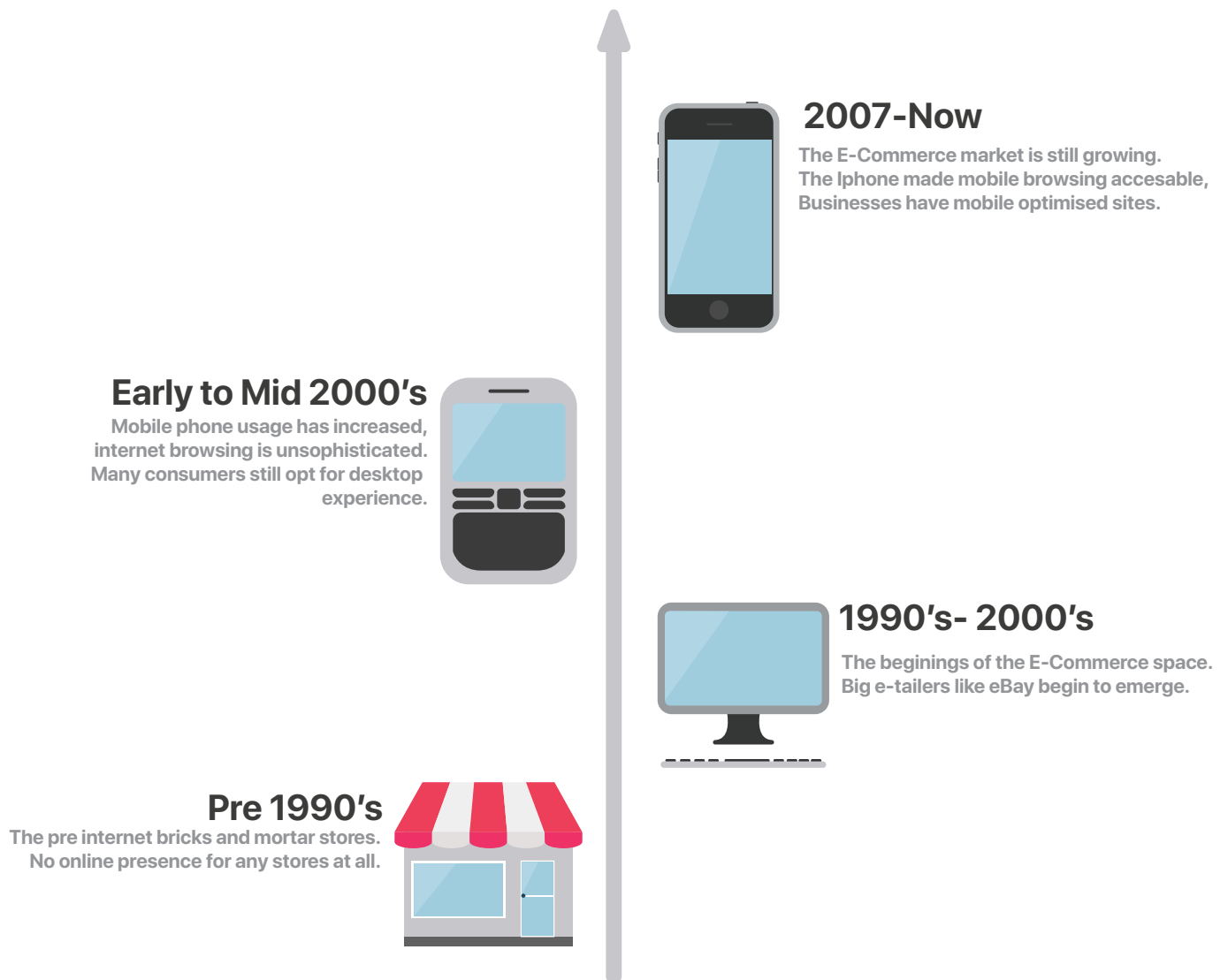
M-apps or M-sites are in browser sites that are optimised for mobile devices with built in commerce modules. M-sites have mass appeal and are usually the cost effective solution, often utilised by smaller retailers or internet start-ups.

Apps are much like M-sites in their structure but have a permanent position on the user's device, often providing dedicated users with frequent rewards or discounts. Apps are much more expensive to build and are usually used by big box stores or super markets.

The desktop experience is still king when it comes to online shopping, but that doesn't mean the iPhone hasn't made an impact on the way we shop. 29% of all online shopping is done on a mobile device.

In reality that is still quite a large amount of sales, most of which come through m-sites rather than apps.

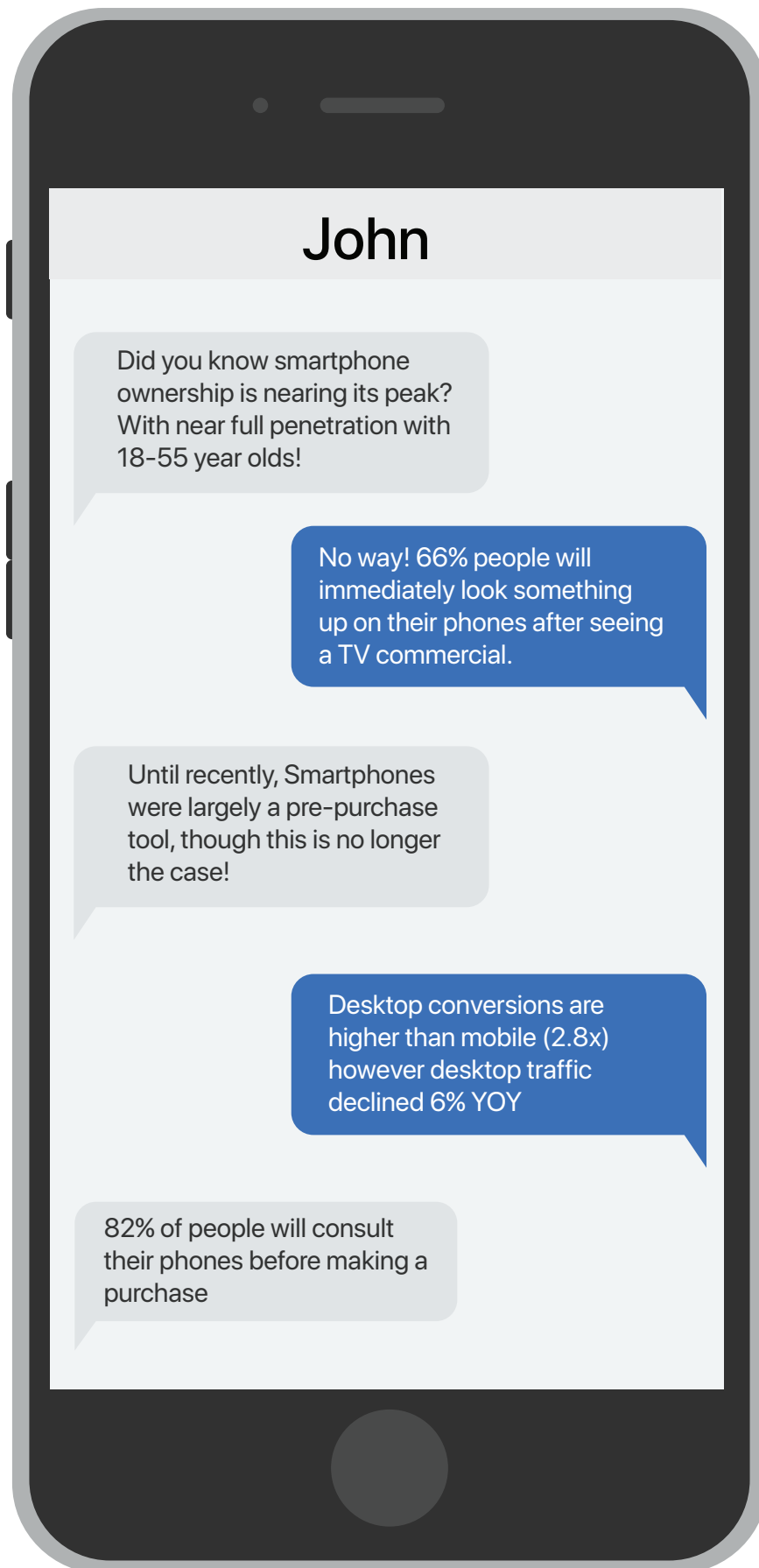
More importantly, the iPhone gave the consumer power; the more power the consumer has, the more competition there is. Consumers are looking for a bargain and the iPhone gave the people what they wanted.



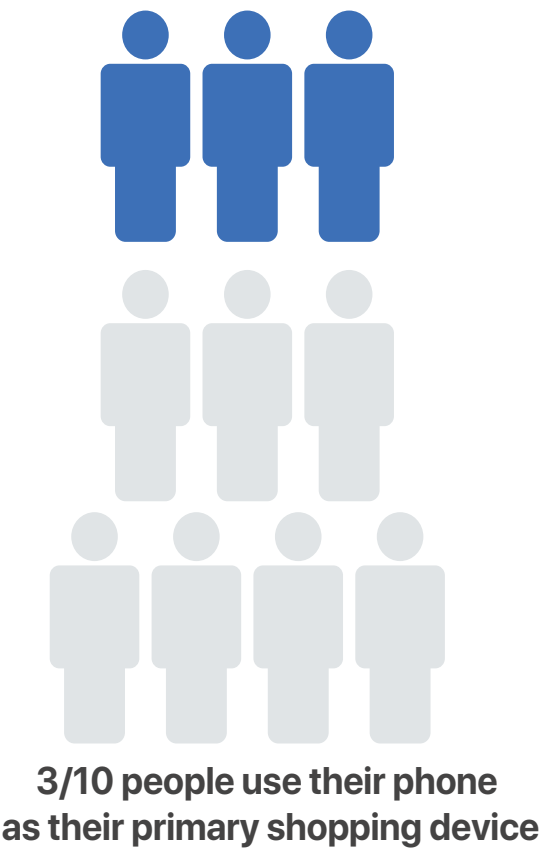
References:

- Brown,M. (2012) 5 Ways the iPhone Will Affect Ecommerce. Retrieved from: <https://pfsweb.com/blog/5-ways-the-iphone-5-will-affect-ecommerce/>
- Avactis.(2014) How the iPhone has changed the world of e-commerce. Retrieved from: <https://www.avactis.com/blog/iphone-6-changed-world-e-commerce/>
- Nielsen.(2016) Mobile Money. Pg 2-27. Retrieved from: <http://www.nielsen.com/us/en/insights/reports/2016/mobile-money.html>
- Joynt.N.(2015) How the iPhone Ignited Mobile Commerce & Transformed Retail. Retrieved from: <https://www.mozu.com/blog/how-the-iphone-ignited-mobile-commerce-transformed-retail/>
- Nielsen.(2017) Swipe to Buy. Pg 2-13. Retrieved from: <http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2017-reports/swipe-to-buy-digital-retail-report.pdf>

Impact of mobile



Impact of mobile



Time Spent Vs. Dollars Spent On Retail

