PAYPAL mCOMMERCE INDEX
AUSTRALIA 2017

CONTENTS

INTRODUCTION

Welcome to the PayPal mCommerce Index 2017, our review of the state of mobile commerce in Australia.

Launched in 2016, the Index aims to give readers a year-on-year (YoY) understanding of the evolving mobile commerce landscape and support Australian businesses to adapt to changing customer behaviour. This edition also includes special sections on app usage and the mCommerce behaviours of our youngest consumers, Gen Z.

Over the past year, we've seen the frequency of mobile purchases and mobile device preference grow significantly. According to our research, the number of Australian smartphone users who buy via mobile at least once a week has increased 12% (36% in 2016 vs. 48% in 2017) and a quarter of those surveyed now prefer smartphones over all other devices for making online purchases – a jump of almost 40% YoY (18% in 2016 vs 25% in 2017).

However, while mCommerce users are spending more frequently and preferring it more, the number of Australians using mCommerce has stayed relatively stable, moving from 71% in 2016 to 72% in 2017. Similarly, the large gap between the high level of consumer mCommerce adoption (72%) and business readiness is also stable. Only 51% of online businesses are optimised to accept mobile payments – an increase of just 2% YoY.

Although mCommerce adoption is stable, we have seen significant growth in growth in social commerce uptake by businesses. While consumer use of social commerce has remained steady (11% in 2016, 11% in 2017) there has been a 128% YoY growth in businesses accepting payments via social media platforms (7% in 2016, 16% in 2017).

Overall 2017 hasn't been easy for Australian retail. Local retailers are feeling the pressure of international competition, which is likely to increase. Add into the mix a combination of low wage growth[1], mortgage pressures and increasing cost of household basics[2] and we're looking at a tough environment for local businesses.

We hope that the PayPal mCommerce Index 2017 helps you to understand the Australian mobile commerce environment landscape, and where the opportunities for Australian businesses lie.

Libby Roy
Managing Director
PayPal Australia

1 http://www.abs.gov.au/ausstats%5Cabs@.nsf/mediareleasesbyCatalogue/955FBDF6A933C1FDCA2568A900136286?Opendocument
2 http://www.abs.gov.au/ausstats/abs@.nsf/0/97E70263E0B479CFCA257059007E19B6?OpenDocument

AT A GLANCE

CONTINUED mCOMMERCE OPPORTUNITY FOR AUSTRALIAN BUSINESSES

mCOMMERCE ADOPTION

72%

of consumers use mobile devices for payments (vs. 71% in 2016)

51%

of businesses are mobile-optimised (vs. 49% in 2016)

FREQUENCY OF mCOMMERCE

48%

of consumers make payments via mobile at least weekly (vs. 36% in 2016)

AVERAGE mCOMMERCE SPEND

$331

is the average consumer spend per month (vs. $330 in 2016)

SOCIAL COMMERCE

CONSUMER SOCIAL COMMERCE

11%

of consumers purchase via social media (Flat vs. 2016) using mainly Facebook (86%)

BUSINESSES GOING SOCIAL

16%

of businesses now accept payments via social platforms (vs. 7% vs. 2016)

30%

of businesses accept or plan to accept social payments in the next 6 months

APPS

BUSINESS APP ADOPTION

15%

of businesses have an app, an 88% YoY increase (vs. 8% in 2016)

CONSUMER REASONS FOR CHOOSING APP PAYMENTS

56%

If easier and better than the website

40%

If they were offered deals or promotion

GEN Z MOBILE SHOPPERS

82%

of Gen Z smartphone owners shop on mobile

58%

have made a spontaneous mobile purchase

55%

have abandoned a purchase via mobile if too long or difficult

mCOMMERCE IN AUSTRALIA

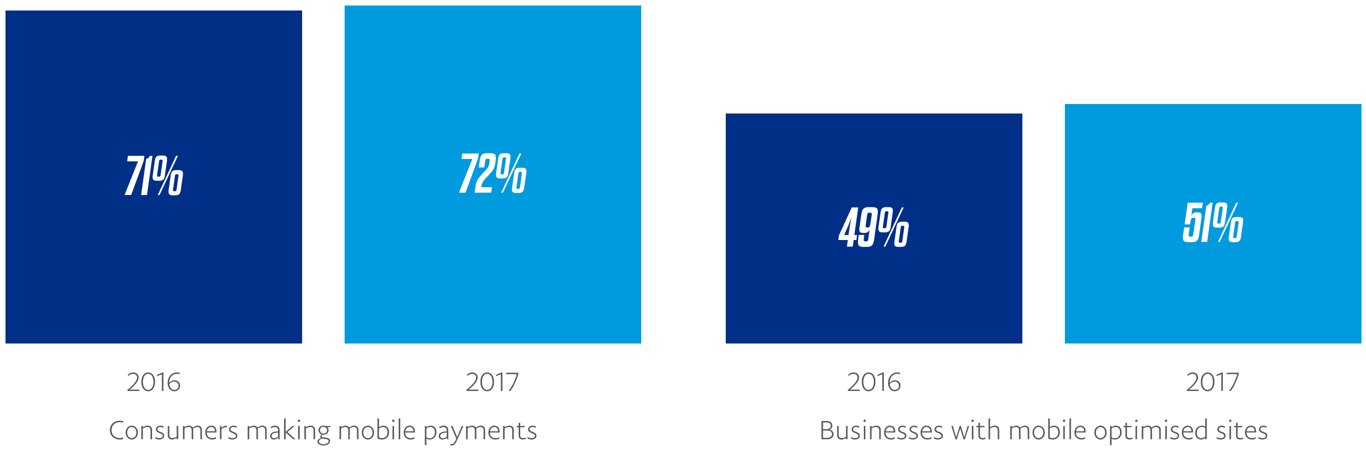
MCOMMERCE STATE OF PLAY

Nearly three-quarters (72%) of smartphone owners are using their mobiles to make payments, a figure that's steady with 2016 results (71%). Younger Australians have the highest adoption of mobile commerce with almost 9 out of 10 (87%) of under 35s using a mobile device to make online payments or purchases.

The significant gap between Australian consumer uptake of mobile commerce and business readiness to accept mobile payments is also stable. Only 51% of Australian online businesses are mobile-optimised, a rise of 2% from 2016.

Online businesses have, however, seen a 46% YoY increase in the percentage of sales taken via mobile (13% in 2016 vs 19% in 2017). Despite this increase, 49% remain not mobile-optimised with 36% of those believing their customers don't want to buy via mobile device and 37% with no plans to optimise in the future.

MCOMMERCE ADOPTION



CONSUMER MOBILE PAYMENTS: DEVICE USAGE

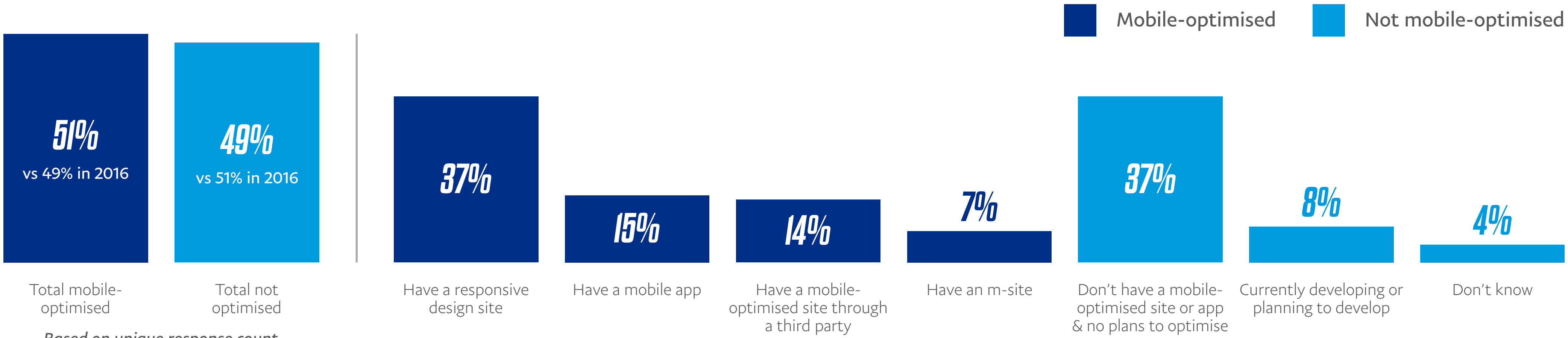
By gender and age

	TOTAL		GENDER		AGE		
	2016	2017	Male	Female	18–34	35–49	50+
Smartphone	59%	61%	58%	63%	83%	68%	34%
Tablet	42%	44%	45%	43%	46%	49%	39%
Smart Watch	n/a	2%	2%	2%	4%	2%	0%
Total Mobile	71%	72%	69%	74%	87%	77%	52%

MCOMMERCE STATE OF PLAY

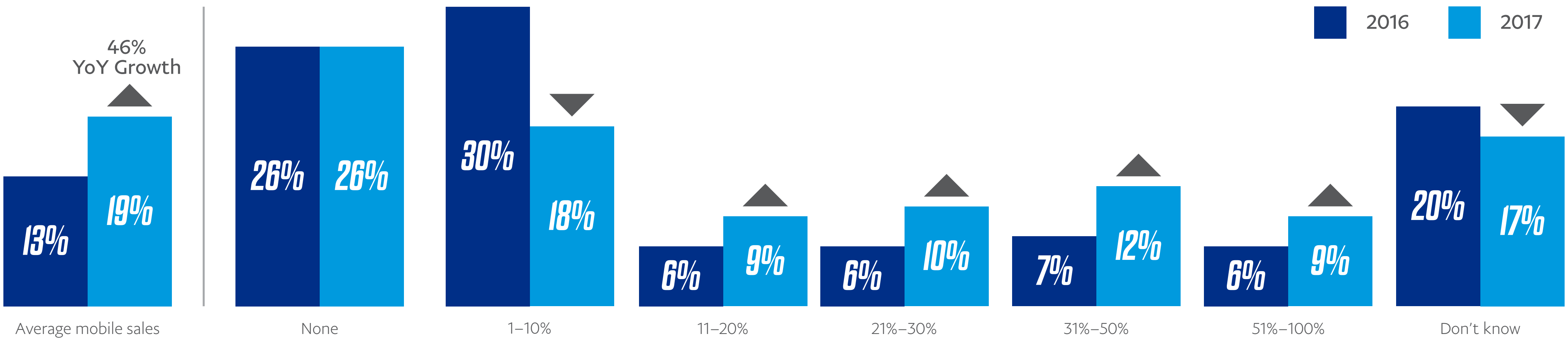
BUSINESS MOBILE OPTIMISATION

Breakdown of mobile optimisation for Australian businesses



Based on unique response count

PERCENTAGE OF SALES VIA MOBILE



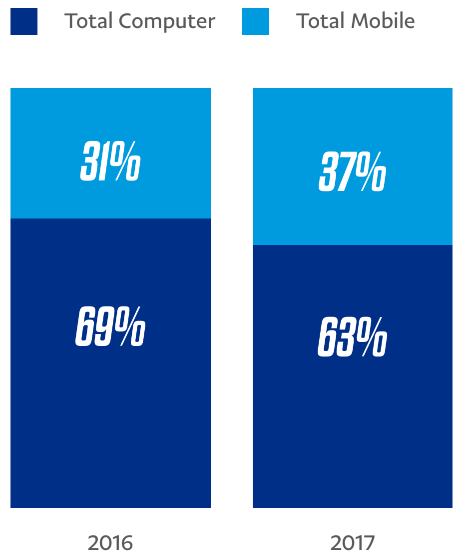
mCOMMERCE DEVICE PREFERENCE

Desktop and laptop computers remain the preferred devices for making online purchases (63% in 2017, 69% in 2016). However computers are rapidly losing ground to mobile devices, which at 37% have increased in preference by 6% (19% YoY growth) since 2016.

The shift away from using computers for online purchases has been driven by a decline in desktop and an equal rise in smartphone preference. A quarter of respondents (25%) now prefer transacting via their smartphones over any other device – a rise of 7% representing almost 40% YoY increase (18% in 2016 vs 25% in 2017). Comparatively, desktop preference for online payments dropped by 7% (34% in 2016 vs 27% in 2017).

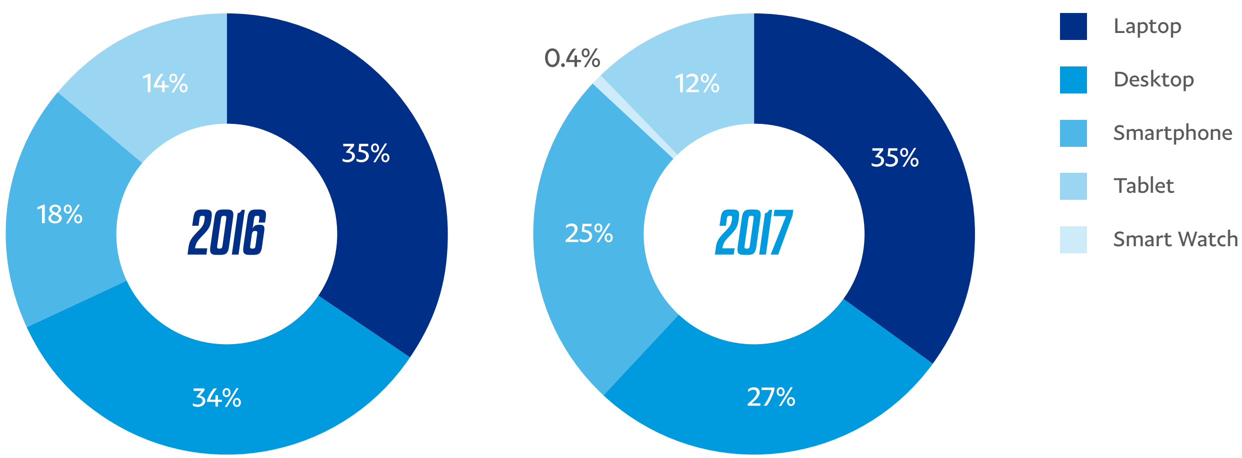
The rise in smartphone preference is seen across all demographics, with Australians aged 18-34 showing the highest preference for smartphones at 39%, 14% above the average and 9% higher than last year. However, the largest increase in smartphone preference is in the 35-50 age bracket, increasing by 11% in 2017 from 15% to 26%.

This increase in preference for mobile purchases and payments reflects the ongoing drivers for consumers, including convenience and improvements in mobile technology.



39% OF 18-34 YEAR OLDS LISTED SMARTPHONE AS THEIR PREFERRED DEVICE FOR SHOPPING ONLINE

CONSUMER DEVICE PREFERENCE



mCOMMERCE DEVICE PREFERENCE

PREFERENCE BY DEMOGRAPHIC

	TOTAL	GENDER		AGE		
		Male	Female	18–34	35–49	50+
Laptop	35%	33%	37%	35%	36%	35%
Desktop computer	27%	33%	21%	16%	23%	40%
Smartphone (e.g. iPhone, Samsung Galaxy)	25%	22%	27%	39%	26%	10%
Tablet (e.g. iPad, Samsung Galaxy Tab)	12%	10%	14%	8%	15%	14%
Smart Watch (e.g. Apple watch)	0%	0%	1%	1%	0%	0%
TOTAL COMPUTER	63%	66%	58%	51%	59%	75%
TOTAL MOBILE DEVICE	37%	33%	42%	48%	41%	24%

ALMOST TWO IN FIVE AUSTRALIANS PREFER TO USE A MOBILE TO MAKE ONLINE PAYMENTS OR PURCHASES

mCOMMERCE FREQUENCY

In line with increased preference to buy via mobile devices, Australians are also buying more often via mobile. Almost half our respondents (48%) now use their mobile device to make payments or purchases at least once a week, an increase of 12% from 2016.

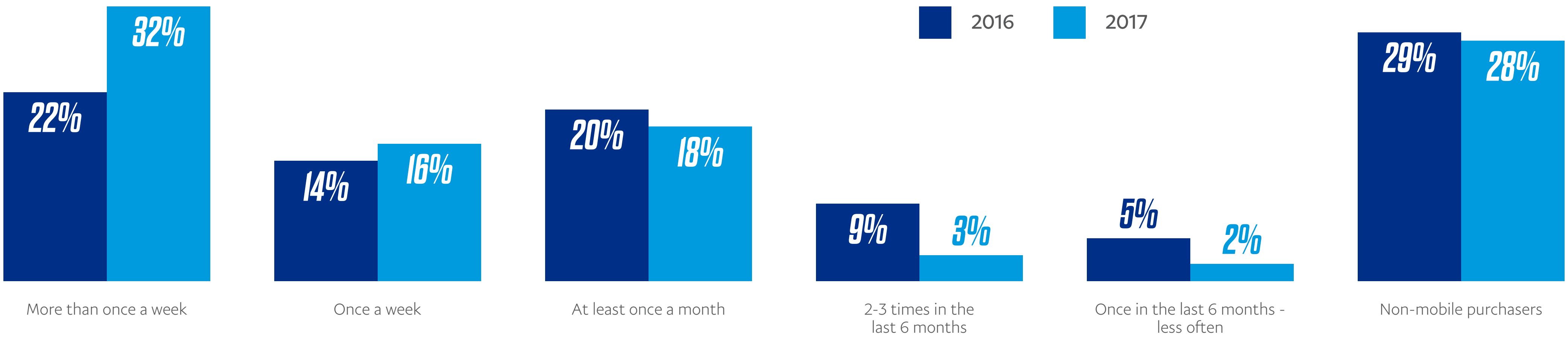
An increase in frequency of mobile payments is evident across all age groups. However younger Australians are more frequent mCommerce users with two thirds of 18-34 year olds transacting on a mobile device at least weekly (66%), compared to 47% in 2016.

Also purchasing more often is the 35-50 year old cohort with 49% now using their mobile at least weekly for purchases, compared to 37% in 2016.

With uplifts across the board, the overarching increase in mobile payment frequency suggests consumers are becoming habituated to the convenience of mCommerce.

mCOMMERCE FREQUENCY

FREQUENCY OF MOBILE PURCHASES OR PAYMENTS



mCOMMERCE FREQUENCY

By gender, age, income

	TOTAL		GENDER		AGE			INCOME			
	2016	2017	Male	Female	18–34	35–49	50+	< $60K	$60K - $99K	$100K - $149K	$150K +
Several times a day	1%	3%	2%	4%	6%	2%	1%	2%	4%	2%	4%
Daily	3%	7%	6%	8%	13%	7%	3%	6%	7%	7%	9%
Several times a week	18%	22%	19%	24%	28%	23%	15%	18%	19%	27%	24%
Once a week	14%	16%	16%	17%	19%	17%	12%	12%	17%	15%	21%
Fortnightly	9%	9%	10%	9%	10%	11%	8%	10%	9%	9%	7%
Monthly	11%	8%	8%	8%	7%	11%	7%	6%	10%	9%	8%
2 - 3 times in the last 6 months	9%	3%	4%	2%	2%	2%	5%	2%	4%	4%	2%
Once in the last 6 months	3%	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%
Less often	2%	1%	1%	1%	0%	2%	1%	1%	1%	0%	1%
Never purchase online	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%
Non-mobile purchasers	29%	28%	31%	26%	13%	23%	48%	39%	27%	25%	20%

CONSUMER mCOMMERCE SPEND

MCOMMERCE SPEND

The average monthly mCommerce spend by Australian consumers is $331 and remains steady from 2016 ($330).

Interestingly, older Australian mCommerce users (those aged 50+) have the highest monthly mobile spend, although this group has lower mCommerce adoption, preference and frequency. The monthly average spend of mCommerce users over 50 was $513, 13% higher than 35-50 year olds and 17% more than 18-34 year olds.

This suggests that once older Australians overcome the barriers to mCommerce, they have the potential to be a lucrative market for Australian online businesses.

AVERAGE MONTHLY SPEND

$331

2016:
$330 PER MONTH

AVERAGE MONTHLY MCOMMERCE SPEND

		GENDER		AGE		
	TOTAL	Male	Female	18 - 34	35 - 49	50+
Don't purchase on mobile devices	28%	31%	26%	13%	23%	48%
$0	3%	3%	3%	1%	2%	5%
$1 – $20	2%	3%	2%	4%	3%	1%
$21 – $50	6%	7%	5%	7%	9%	2%
$51 – $100	10%	9%	10%	14%	9%	6%
$101 – $200	11%	10%	12%	13%	12%	8%
$201 – $500	18%	15%	20%	23%	19%	12%
$501 – $1,000	12%	10%	13%	14%	13%	8%
Over $1,000	10%	11%	9%	11%	10%	10%
Total average spend	$330.9	$325.1	$336.8	$382.8	$348.9	$267.6
Average spend per mCommerce user	$462.8	$470.4	$455.6	$439.1	$451.7	$513.1

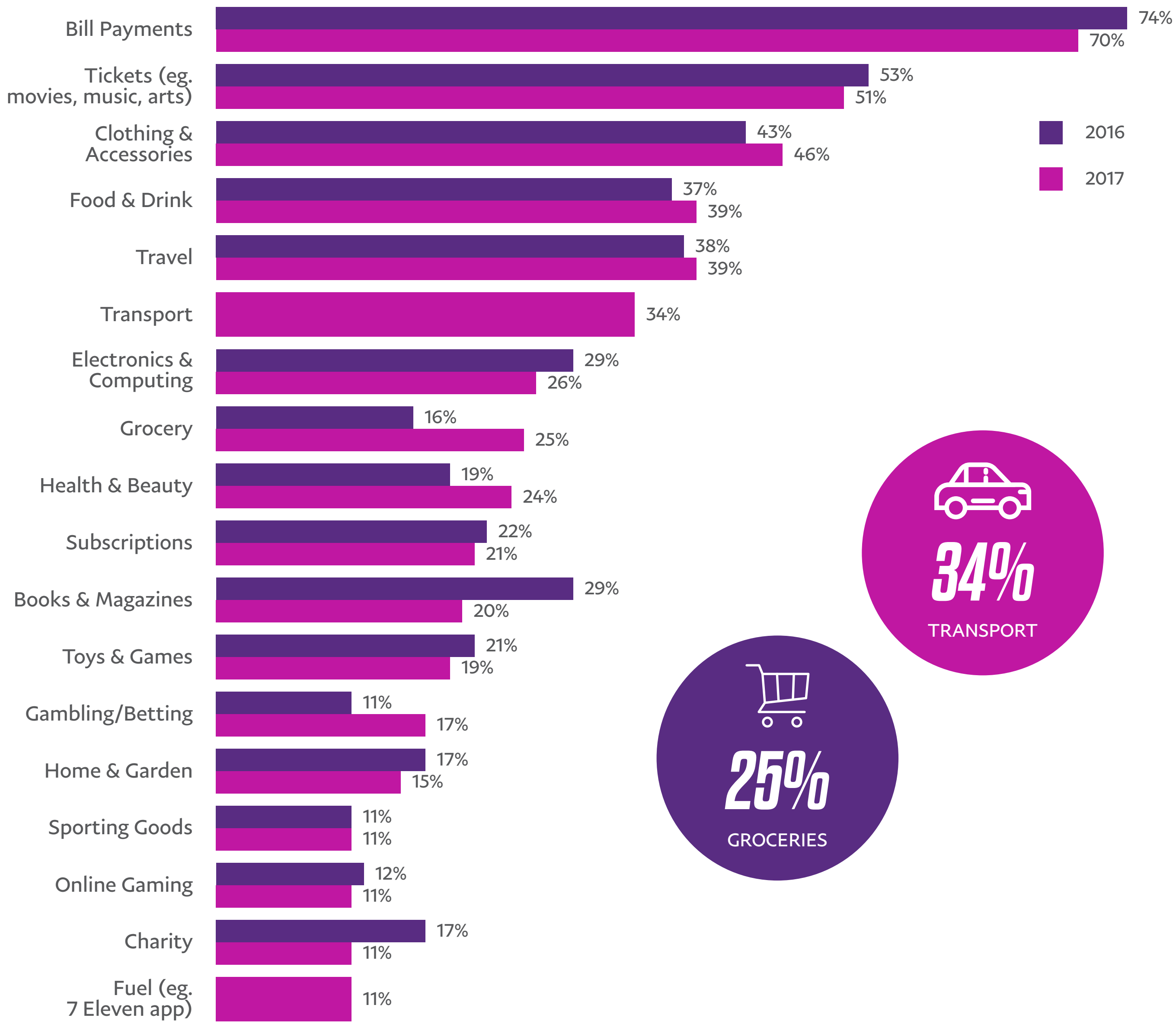
mCOMMERCE PURCHASING BY CATEGORY

Bill payments remained the most common mobile payment category in 2017 (70%), followed by tickets (51%) and clothing and accessories (46%).

Overall, groceries saw the largest increase in mobile purchasing from 2016, increasing 9% to 25%. The continued popularity of ride-sharing services, like Uber, and introduction of electronic ticketing for many of the country's public transport systems has seen the entry of 'transport' as a category in 2017, which now accounts for over a third of mobile purchases (34%).

Similarly, the emergence of fuel apps which let consumers secure and pay for better fuel prices made a strong entrance to the Index, with 11% of Australians saying they pay for fuel via their mobile device. The ongoing development of mobile apps and technology will continue to influence the categories that lead in mobile payments.

PayPal was the most used and most preferred mCommerce payment method with 72% of mobile purchasers using PayPal and 60% preferring it to other payment methods.



mCOMMERCE SITUATIONAL SPENDING

Three-quarters of mCommerce users prefer to shop and make payments on their mobile while in the comfort of their own home. *Nearly half of respondents make mobile purchases or payments while watching TV (45%), continuing the 'dual-screening' trend seen in 2016.*

Shopping or making mobile payments at work emerged as a key situation, with over a third of respondents admitting to shopping on-the-job (34%). The masters of multitasking, 18-34 year olds are the largest perpetrators, with 42% saying they make mCommerce payments while at work.

This year has also seen the emergence of new situational spending scenarios, including transacting on mobile while listening to audio. 18-34 year olds are most likely to make purchases while listening to a podcast or music (11%) compared to an average of 8% overall.

Younger respondents are also more likely to use their mobile for payments while on the go, with under 35s most likely to participate in mCommerce while travelling (29%).

76%

of Australians make mobile purchases or payments while at home relaxing

42% OF 18-34 YEAR OLDS SHOP ON THEIR MOBILE WHILE AT WORK

20% OF 18-34 YEAR OLDS MAKE MOBILE PAYMENTS OR PURCHASES WHILE AT THE SHOPS

45%

of Australians make mobile payments or purchases while watching TV

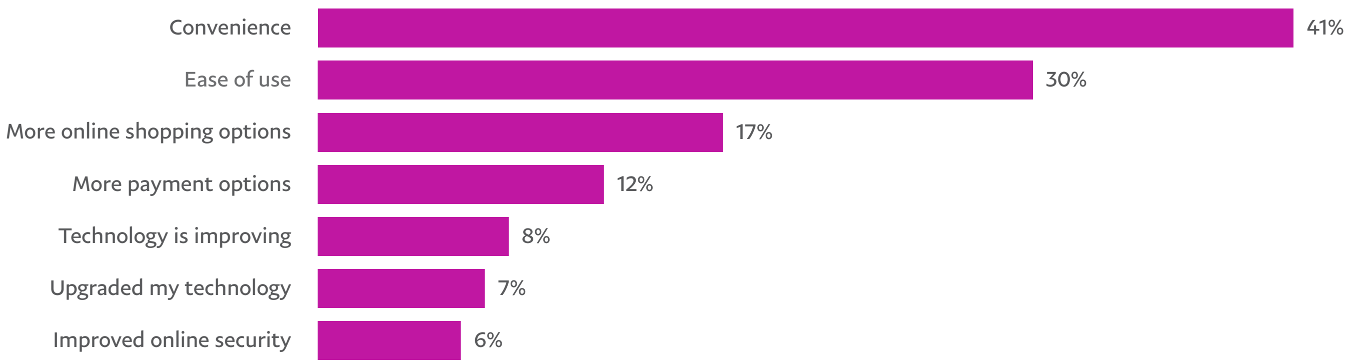
mCOMMERCE DRIVERS AND BARRIERS

Convenience and ease-of-use continue to be key drivers for mCommerce with over a quarter of respondents planning to make more mobile payments over the next year (27%).

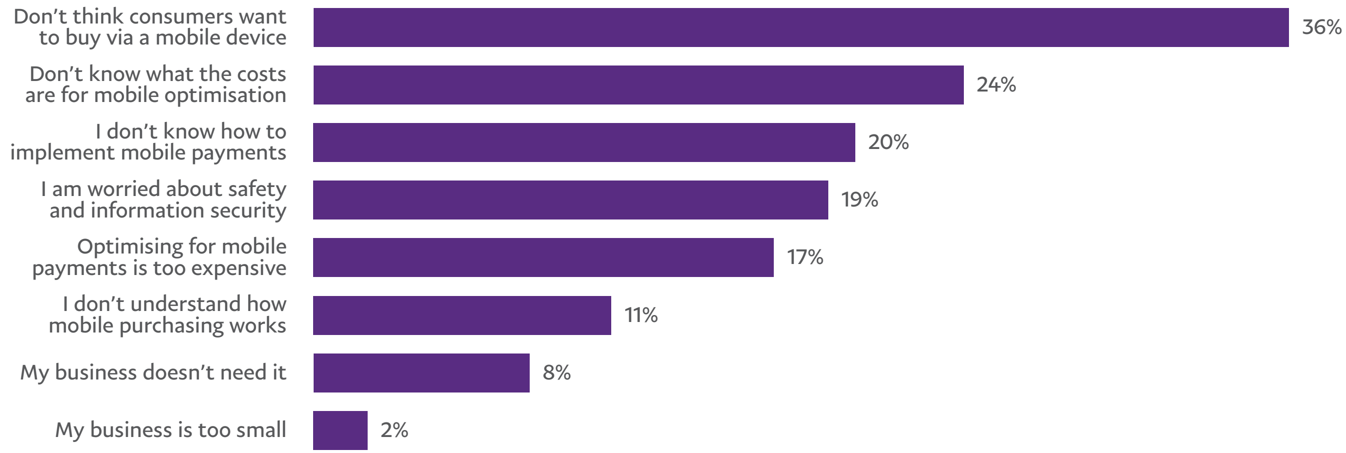
For those aged 18-34, the growing choice of online retailers and products is also a driver for mobile transactions (18%), while other age demographics report that they will make more mobile payments after upgrading their device. 12% of all respondents have indicated they will make more mobile payments due to more payment options being available.

While nearly three quarters of consumers are shopping on their mobiles (72%), 36% of non-mobile-optimised businesses believe their customers don't want to buy via mobile, with 17% believing optimising for mobile is too expensive.

CONSUMER DRIVERS OF mCOMMERCE



BUSINESS BARRIERS TO mCOMMERCE



MCOMMERCE DRIVERS AND BARRIERS

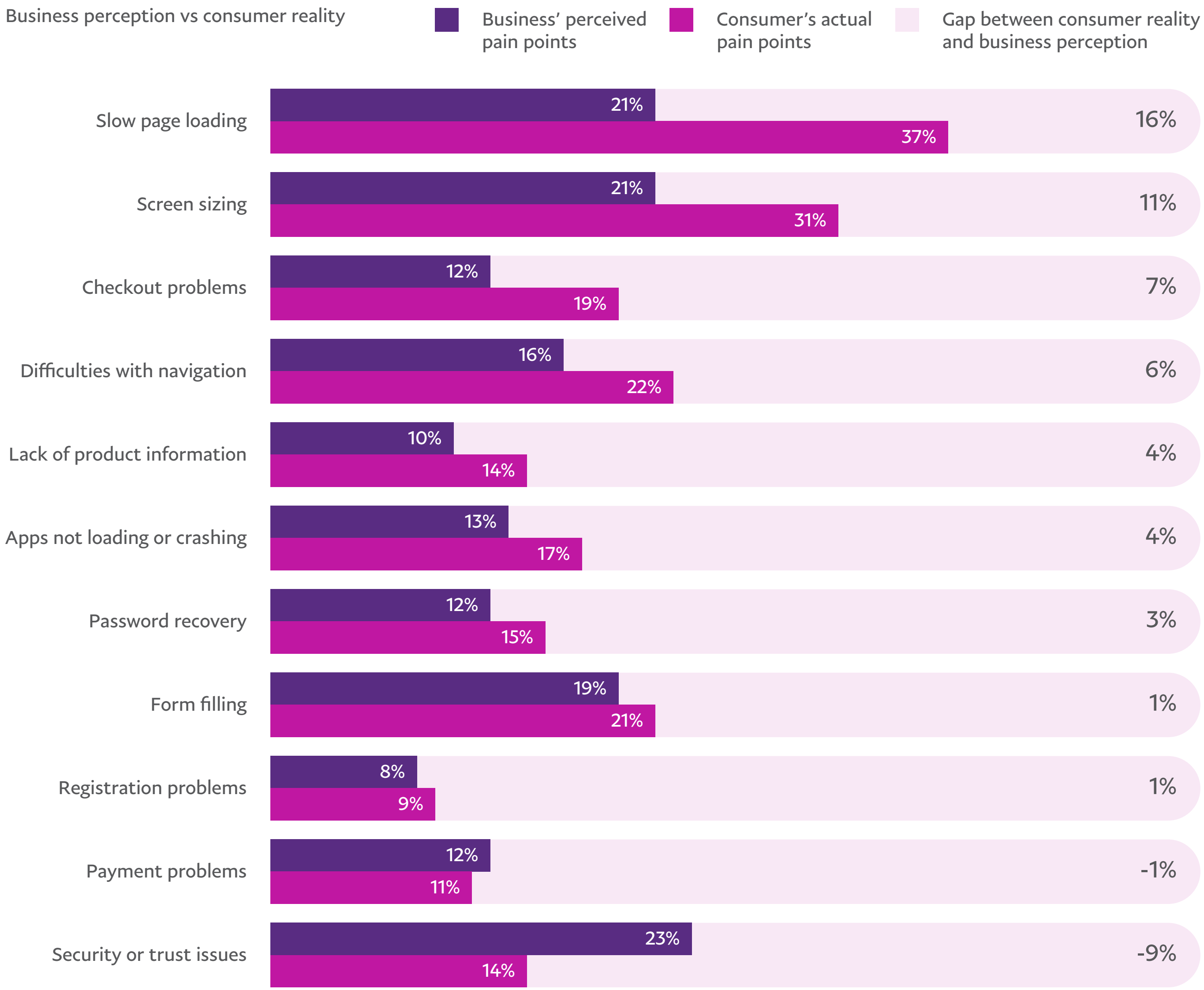
When it comes to mCommerce barriers, Australian consumers listed slow page loading (37%), screen sizing (31%) and difficulties with navigation (22%) as their main pain points.

In comparison, Australian businesses listed security or trust issues (23%), slow page loading (21%) and form filling (19%) as the top three barriers for consumers shopping via mobile.

This disconnect highlights the continued gap between consumer experience and business understanding in relation to mCommerce and helps pinpoint areas where businesses could better meet their customer needs.

MCOMMERCE PAIN POINTS

Business perception vs consumer reality



SOCIAL COMMERCE

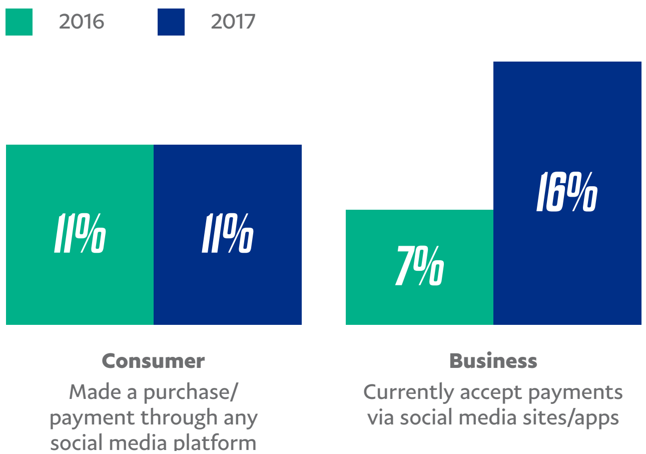
SOCIAL COMMERCE STATE OF PLAY

Younger Australians are leading the charge on social commerce with 19% adoption. However the largest growth in adoption is on the business side with 16% of businesses now accepting payments via a social media site, a 128% YoY growth (7% in 2016).

While four in five Australian businesses still don't sell via social platforms (83%), it's encouraging to see that 30% of businesses have plans to accept social payments within the next six months – this compares to just 11% in 2016, a clear change in perception by Australian businesses.

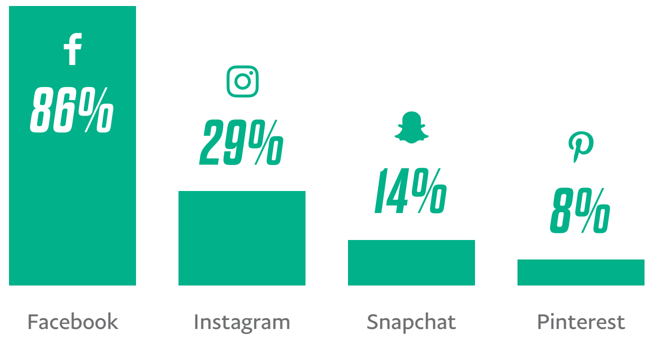
Facebook continues to be the most popular platform for Australian consumers who purchase via social platforms (86%) with Instagram a distant second at 29%.

SOCIAL COMMERCE ADOPTION



CONSUMER SOCIAL COMMERCE

By channel



CONSUMER SOCIAL COMMERCE ADOPTION

By channel, gender and age

		GENDER		AGE		
	TOTAL	Male	Female	18 - 34	35 - 49	50+
Facebook (incl. Messenger)	10%	7%	12%	16%	10%	3%
Snapchat	2%	1%	2%	3%	1%	1%
Pinterest	1%	1%	1%	1%	1%	1%
Instagram	3%	2%	5%	7%	1%	1%
Other	0%	0%	0%	0%	0%	0%
Made a purchase through a social media platform in last 6 months	11%	8%	15%	19%	11%	4%
No purchases through social media platforms in the last 6 months	89%	92%	85%	81%	89%	96%

SOCIAL COMMERCE DRIVERS AND BARRIERS

As social media increasingly becomes part of consumers' lives and business operations, the data shows attitudinal barriers towards social commerce are in decline.

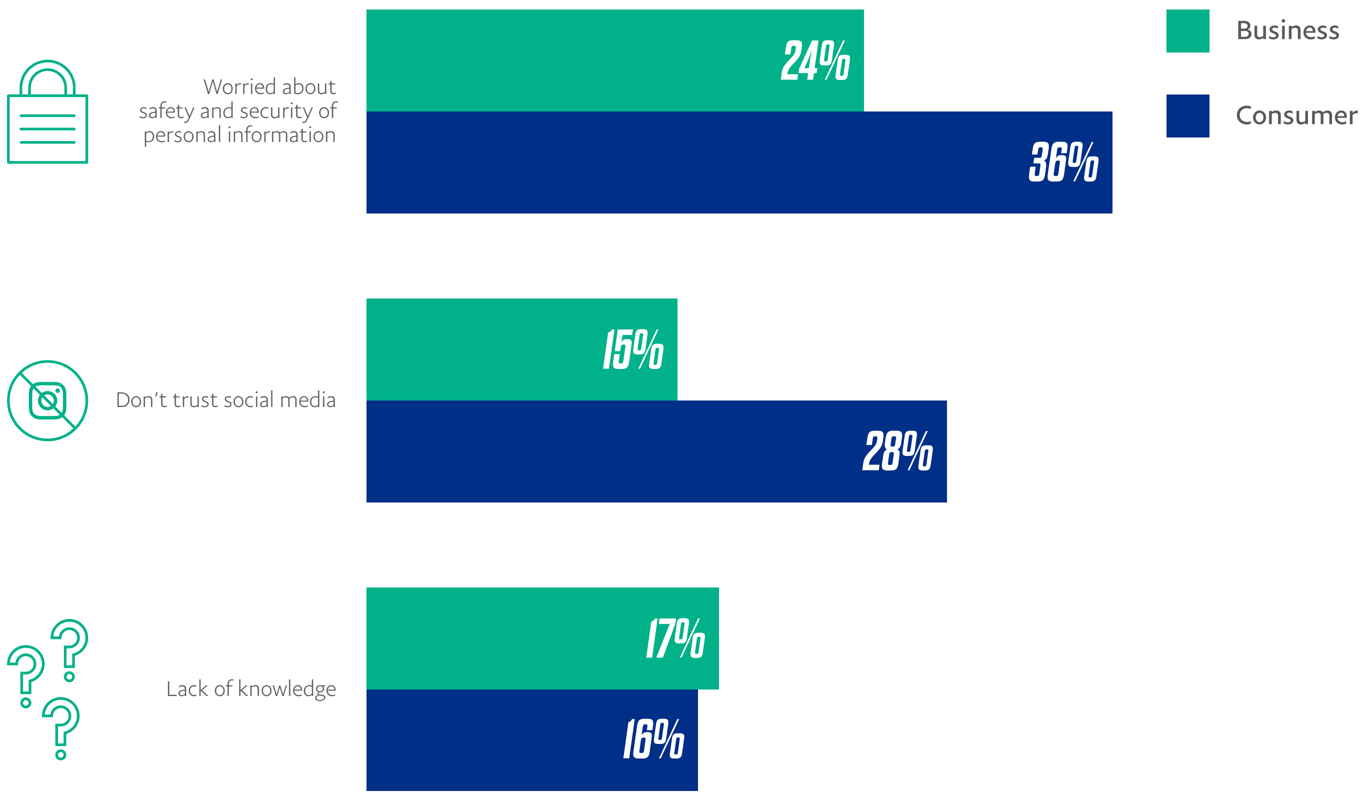
Consumers are becoming less concerned with linking their financial details to social media. 46% of mobile shoppers said they didn't want their financial details linked (down from 59% in 2016).

While mCommerce users are more comfortable with linking their financial details to social media platforms, security remains a key consideration. Over a third (36%) are concerned about the safety of their personal details in relation to social commerce (38% in 2016) and a further 28% of respondents don't trust social media.

Holding relatively steady YoY, 26% of businesses believe their customers do not want to buy through social media (28% in 2016). However with 11% of all Australian smartphone users having purchased via social platforms and 13% buying something they'd seen on social media, businesses may need to adapt their strategies to meet consumers where they are transacting and forming purchase decisions.

SOCIAL COMMERCE BARRIERS

Consumer vs business



ON TREND: THE AUSTRALIAN APP STORY AND GENERATION Z

APP LANDSCAPE IN AUSTRALIA

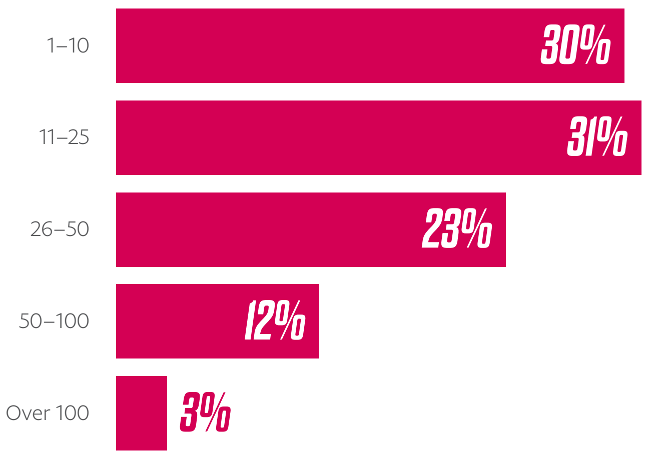
The average Australian smartphone owner has 29 apps installed and one in seven (15%) has more than 50 apps installed on their mobile devices. More than half of Australians (56%) would choose to use an app if the experience was easier and better than the website while 40% would choose to purchase via an app if they were offered exclusive promotions.

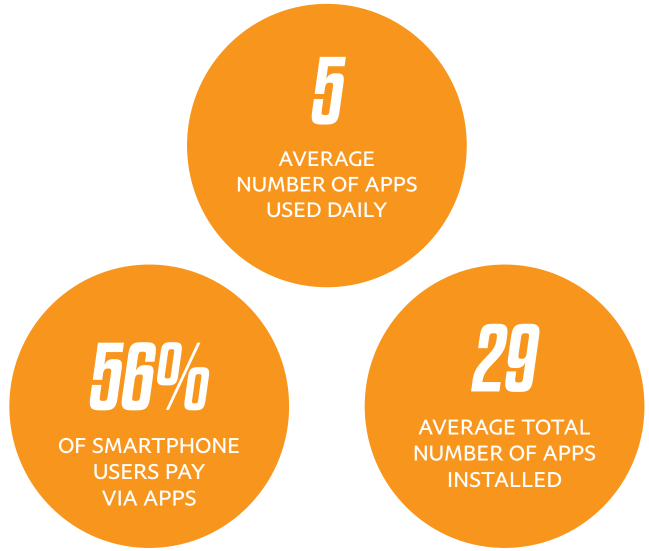
App development among Australian businesses has seen strong growth in 2017, with 15% stating they currently have an app, a YoY increase of close to 88% (8% in 2016). In total, 42% of Australian businesses have, or plan to have, an app within the next three years to meet consumer demand.

Apps are a strong driver of mobile transactions with more than a quarter (27%) of all smartphone users making app payments at least once a week. Younger shoppers (18-34) purchase via apps most frequently, with two in five making app payments at least once a week (39%).

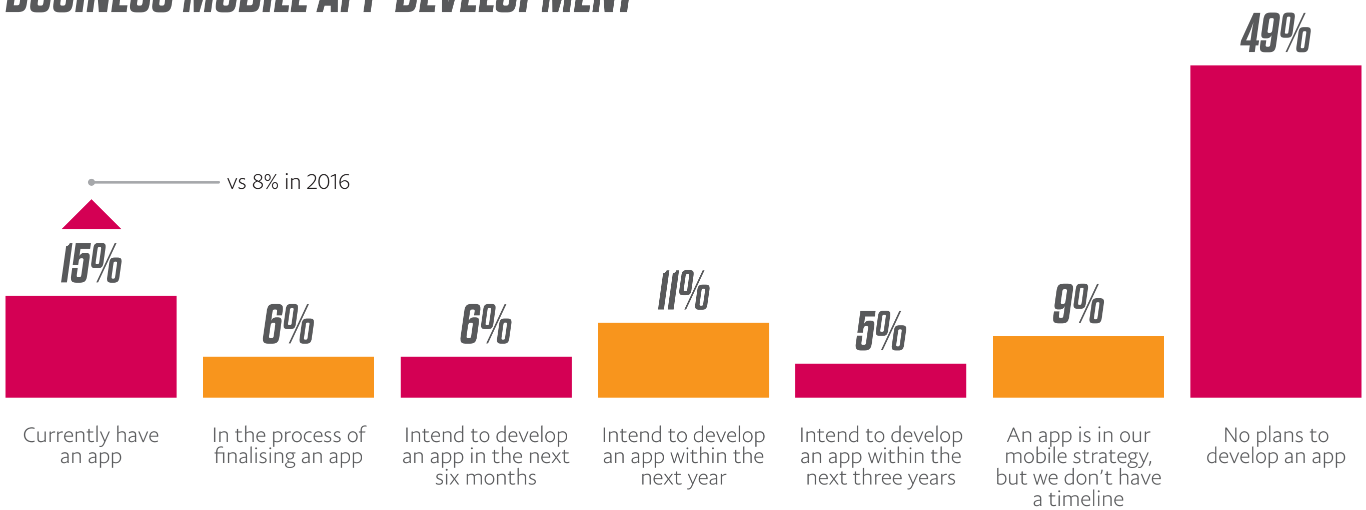
The average respondent uses only 5 apps a day and 9 different apps per month and nearly half (48%) will delete an app if it doesn't offer more than the mobile browser. This suggest that if a business does develop an app it has to have better functionality and/or offer benefits beyond what is available on the mobile site.

AVERAGE NUMBER OF APPS INSTALLED



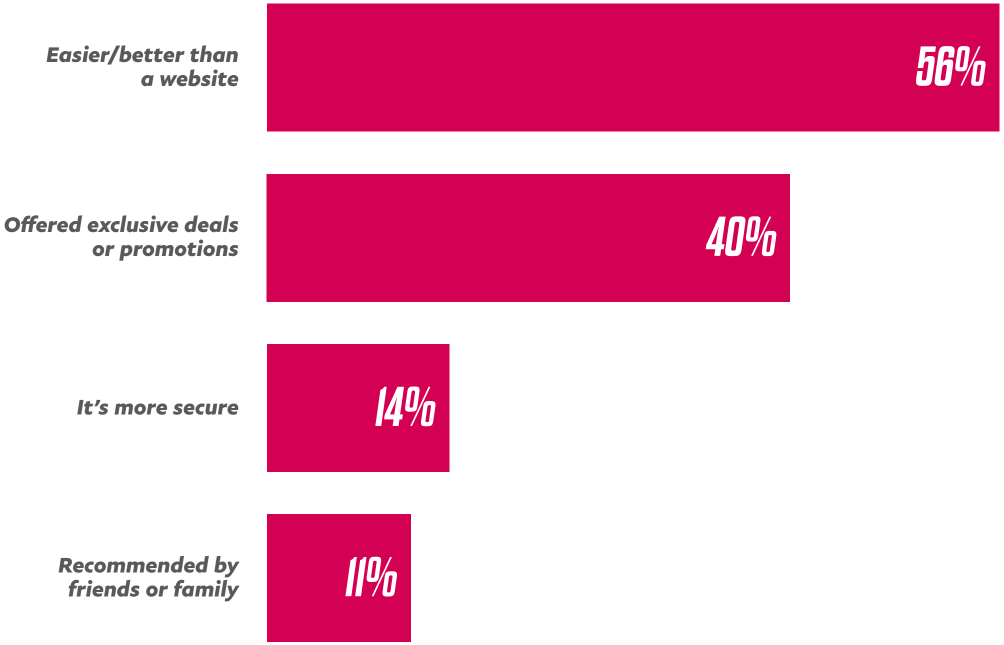


BUSINESS MOBILE APP DEVELOPMENT



APP LANDSCAPE IN AUSTRALIA

REASONS FOR CHOOSING APP PAYMENT



FREQUENCY OF APP PAYMENTS

		GENDER		AGE		
	TOTAL	Male	Female	18 - 34	35 - 49	50+
Several times a day	1%	1%	1%	2%	1%	0%
Daily	3%	3%	4%	6%	3%	1%
Several times a week	11%	12%	11%	17%	11%	16%
Once a week	11%	10%	12%	14%	14%	6%
Fortnightly	10%	10%	11%	13%	11%	6%
Monthly	12%	12%	12%	11%	18%	8%
2 – 3 times in the last 6 months	8%	8%	7%	9%	5%	9%
Once in the last 6 months	2%	2%	2%	3%	1%	2%
Less often	7%	7%	7%	8%	6%	7%
Never purchase online	6%	6%	6%	5%	7%	8%
Non-mobile purchaser	28%	31%	26%	13%	23%	48%

UNDERSTANDING THE IMPACT OF GEN Z

Born into a world of computers, internet and smartphones, Generation Z[3] is Australia's most mobile-savvy and experience-orientated generation.

Inherently digital, 82% of Gen Z use their smartphones for shopping and they expect more from Australian businesses. The generation is more attuned to a negative mCommerce experience than any other generation surveyed: 43% of Gen Z mobile shoppers stating they had experienced slow page loading (in comparison to 39% of Millennials and 38% of Gen X); 40% said they had issues with screen sizing (compared to 36% of Millennials and 30% of Gen X); and 35% said they had experienced check out problems (compared to 22% of Millennials and 16% of Gen X).

In fact, 55% of Gen Z mobile shoppers said they have abandoned a purchase or payment on a mobile device because it was too long or difficult.

However, despite these barriers, Gen Z are the generation most likely to make a spontaneous purchase or payment on their mobile device (58% compared to 51% of Millennials, 36% of Gen X and 37% of Baby Boomers). Gen Z were also most likely to have increased their number of mobile payments over the past year (45%) compared to 42% of Millennials, 41% of Gen X and 38% of Baby Boomers.

GEN Z – 18-22
MILLENNIALS – 23-34
GEN X – 35-49
BABY BOOMER – 50-64
SILVER – 65+

82%
of Gen Z smartphone owners shop on mobile

58%
of Gen Z mobile shoppers have made a spontaneous purchase or payment

33%
of Gen Z mobile shoppers make purchases when socialising with friends

55%
of Gen Z mobile shoppers have abandoned a payment if too long or difficult

28%
of Gen Z mobile shoppers make payments while listening to audio content (eg. podcasts or Spotify)

3 For the purpose of this report a Generation Z (Gen Z) mobile shopper is defined as one aged 18+, born after 1995 who purchases via mobile device. Gen Z mobile shoppers responding to this survey were aged 18-22.

UNDERSTANDING THE IMPACT OF GEN Z

mCOMMERCE EXPERIENCE ISSUES

By generation

	TOTAL	18-22 Gen Z	23-34 Millennials	35-49 Gen X	50-64 Baby Boomer	65+ Silver
Slow page loading	37%	43%	39%	38%	34%	21%
Screen sizing	31%	40%	36%	30%	25%	18%
Difficulties with navigation	22%	23%	23%	22%	23%	15%
Form filling	21%	20%	24%	18%	19%	18%
Checkout problems	19%	35%	22%	16%	16%	15%
Apps not loading	17%	25%	23%	17%	8%	10%
Password recovery problems	15%	5%	16%	17%	14%	18%
Security or trust issues	14%	13%	18%	13%	10%	10%
Lack of information	14%	20%	18%	7%	16%	15%
Payment problems	11%	8%	14%	10%	10%	8%
Registration problems	9%	5%	11%	8%	9%	5%

METHODOLOGY

RESEARCH OVERVIEW

This research report was produced by PayPal Australia Pty Limited ABN 93 111 195 389 AFSL 304962, based on a study conducted by ACA Research with n=1,011 consumers and n=408 businesses. It contains general observations about trends in mobile commerce, and does not take into account the objectives, situation or needs of any specific business or individual.

The consumer research conducted by ACA Research consisted of a 10 minute online survey of n=1,011 Australian smartphone users aged 18 and older, exploring adoption, usage and sentiment towards mobile and social commerce. In addition, ACA Research conducted a 5 minute online survey of n=408 business decision makers within Australian small and medium B2C retailers and merchants who sold or took orders online, exploring their attitudes and behaviours around mobile and social commerce.

Numbers may not add to 100% due to rounding.

SAMPLING

Consumer – The consumer research consisted of a sample of n = 1,011 Australian smartphone users aged 18+ (which represents approximately 82% of total Australian population 18+). Quotas were set on age, gender and location, to ensure data was nationally representative. Significance testing was conducted at a 95% confidence interval, with a potential sampling error of 3.08%.

Business – The business research consisted of a sample of n = 408 decision makers within Australian small and medium businesses. All businesses had to sell partially or wholly to consumers, and also sell or take payments online. Quotas were set on turnover and location, to ensure data was a reliable cross section of Australian businesses. Significance testing was conducted at a 95% confidence interval, with a potential sampling error of 4.85%.

PRESS CONTACT

To contact the PayPal Australia media team, please email paypal@edelman.com

METHODOLOGY

Online self-completion survey. The research was carried out in compliance with the AMSRS Guidelines and National Privacy Principles. Sample was sourced through consumer and business research panels, with participants incentivised for completing the survey.

TIMING

The research was in field from Friday 11th to Monday 21st August 2017.

ABOUT PAYPAL

Fueled by a fundamental belief that having access to financial services creates opportunity, PayPal (NASDAQ: PYPL) is committed to democratizing financial services and empowering people and businesses to join and thrive in the global economy. Our open digital payments platform gives PayPal's 218 million active account holders the confidence to connect and transact in new and powerful ways, whether they are online, on a mobile device, in an app, or in person.

Through a combination of technological innovation and strategic partnerships, PayPal creates better ways to manage and move money, and offers choice and flexibility when sending payments, paying or getting paid. Available in more than 200 markets around the world, the PayPal platform, including Braintree, Venmo and Xoom, enables consumers and merchants to receive money in more than 100 currencies, withdraw funds in 56 currencies and hold balances in their PayPal accounts in 25 currencies.

BUSINESS CONTACT

To find out how to optimise your mobile or social payments contact PayPal Australia on 1800 729 725 or visit PayPal.com.au/business

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