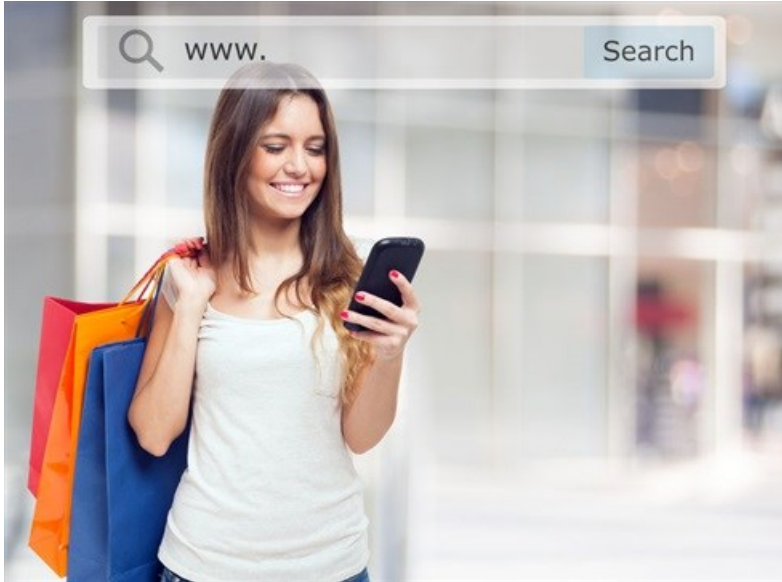


# New report indicates mobile showroaming may encourage sales

If, as a retailer, you have spent the last few years losing sleep over showrooming - where shoppers go into a physical store to touch and feel merchandise, only to jump on their mobile device and make the purchase online - then the results of the latest TNS Global study might be a surprise.



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Far from trying to head off the rise of mobile shopping, the greatest opportunity might lie in encouraging it! For the research, the company delved into asking far more useful questions such who actually uses shopping apps and when, how often and for what.

The results are surprising and suggest the need for a major rethink on mobile's current and potential role, particularly for retail strategies that enable sales through multiple means.

If mobile has been earmarked as the new frontline for retailers, then get ready to make mobile work for you. Read more on how to map the real influence of mobile on shopping and see how other brands are making the most of consumer behaviours by downloading the report "[Truth about mobiles and shopping](#)".

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