

Miva Merchant Offers Reasons Why Online Retailers Shouldn't Ignore Mobile This Holiday Season

/EINPresswire.com/ Mobile devices play a more important role in consumer holiday shopping habits.

Miva Merchant, a leading [ecommerce software](#) provider, encourages online retailers to pay close attention to changes in consumers' mobile shopping habits. Driving the need for merchants to become more mobile oriented is research by Microsoft that predicts that mobile shoppers will outnumber their desktop counterparts by 2014.

"Mobile devices are changing the way consumers shop, both in the store and online," says Jesse Ness at Miva Merchant. "More than half of consumers who access the Web while inside a retail store have stopped an in-store purchase because they were able to locate a better price for the item they planned to buy." Mobile consumers don't show a preference for online retailers over physical stores; they'll purchase from the merchant that provides the best price and most convenient shopping experience.

In-store coupons are growing in popularity among mobile users. According to Nielsen, more than 40% of mobile users have taken advantage of coupons and instant discounts in grocery and department stores, and nearly the same amount of consumers have used mobile coupons in clothing stores. Discounts aren't the only things shoppers are looking for; nearly three-fourths of mobile users have accessed the Web from inside a store to consult online reviews and conduct price comparisons among other retailers offering the same or similar goods.

Retailers can also improve potential customers' shopping experience by providing accurate, mobile-friendly map information, inventory information, special promotions and product information from their websites. Consumers look for a simple, yet information-rich mobile experience. For consumers who are ready to buy, ecommerce software that complements the mobile shopping experience is a must. Mobile users want a streamlined shopping experience that delivers the information they want in a mobile-enhanced format.

Miva Merchant, located in San Diego, CA is a leading supplier of complete, reliable, expandable and easy-to-use shopping cart software and services to small and medium-sized businesses. Miva Merchant ecommerce solutions are used by tens of thousands of online merchants and developers on an extensive network of hosting partners and business portals. For more

information about Miva Merchant [small business shopping cart](#) software, please visit Mivamerchant.com

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