

PRESS RELEASE

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Clothing top purchase by Europeans on their mobile devices

- *Ease of “one-click” ordering means shoppers could be impulse buying and missing out on the best deals*
- *Three fifths (58%) of Europeans with a mobile device use it to shop*
- *Turkey and Poland are the mobile shopping capitals of Europe, while Belgium and the Netherlands fall bottom*

European shoppers are buying more clothing on their mobile devices than any other product, according to a new European study conducted by Ipsos for ING.

Despite being an item consumers traditionally try before they buy, over a third (35%) of Europeans with a smartphone or tablet are using their handheld devices to get their fashion fix – and then hoping it fits.

Electronics (32%) and gaming products (19%) are the next most popular purchases among mobile shoppers, while groceries (17%), music (16%) and holidays (16%) follow after. (See table 1 for breakdown of key items by country).

The ING International Survey on Mobile Banking explores the mobile shopping habits of more than 10,000 consumers with a mobile device across Europe. Impulse buys through the ease of “one-click” ordering could be a factor behind Europeans splashing their cash on the move, with over half (55%) of mobile shoppers more inclined to buy from stores that save their payment details. The lure of these shortcuts also means consumers

are likely to be shopping around less and could be missing out on cheaper deals.

Across Europe, three fifths (58%) of consumers with a mobile device have used it to buy goods or services in the last 12 months, with the biggest shoppers in Turkey (84%), Poland (64%) and Romania (62%), reflecting the younger populations in these countries. Conversely, uptake has been slowest in Belgium (37%) and the Netherlands (42%), where populations are older (see table 2 below).

Mobile shopping is an activity most prevalent among those aged 25-34 years old with a mobile device (74%), however well over a third of those aged over 55 years with a smartphone or tablet (37%) are also using it to shop online.

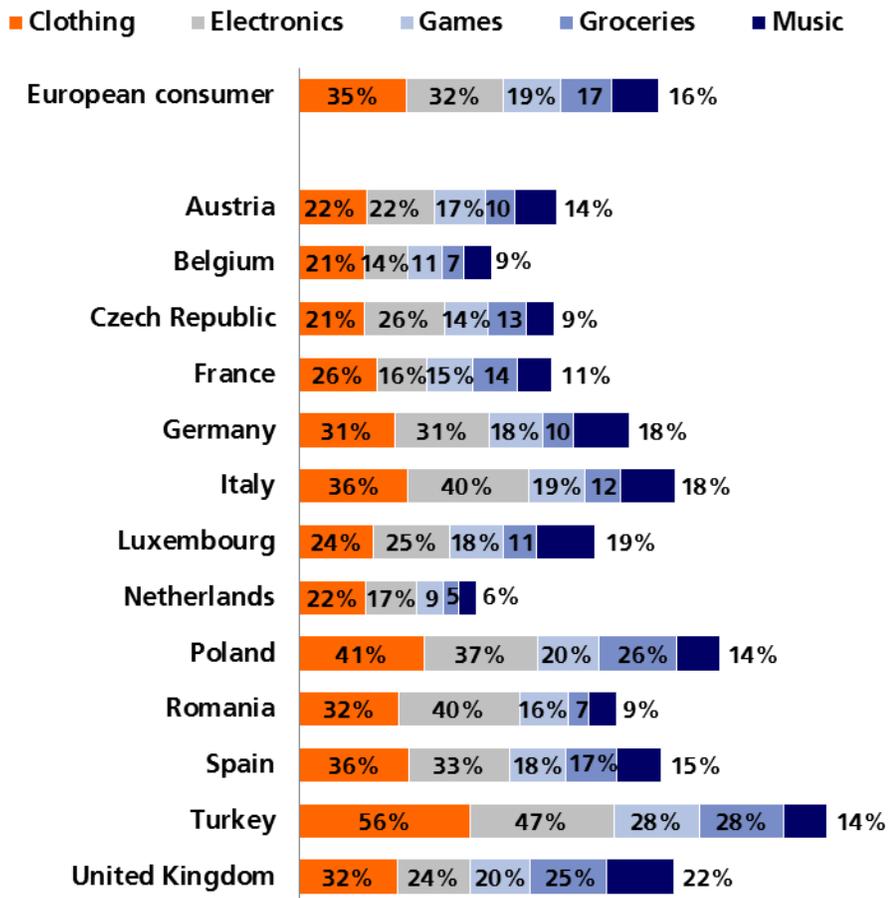
Almost two thirds (61%) of men with mobile devices use them to shop, versus just over half of women (54%). While female shoppers are most likely to purchase clothing (women: 37% v men: 33%), men prefer to buy electronics (men: 39% v women: 25%). Interestingly, it is also men who are most likely to buy a holiday using their mobile device (men: 17% v women: 14%).

The report found that those who bank using a smartphone or tablet are also more likely to be mobile shoppers. Four fifths (79%) of those questioned have bought an item using their mobile device in the last year, compared with a third (34%) of non-mobile bankers.

ING Senior Economist, Ian Bright commented: *“Mobile devices are revolutionising the way we manage money. Across Europe it is becoming common for people to shop using a mobile device, and “one-click-hope-it-fits” technology is making it even easier than ever for consumers to get what they want, especially when it comes to retail.*

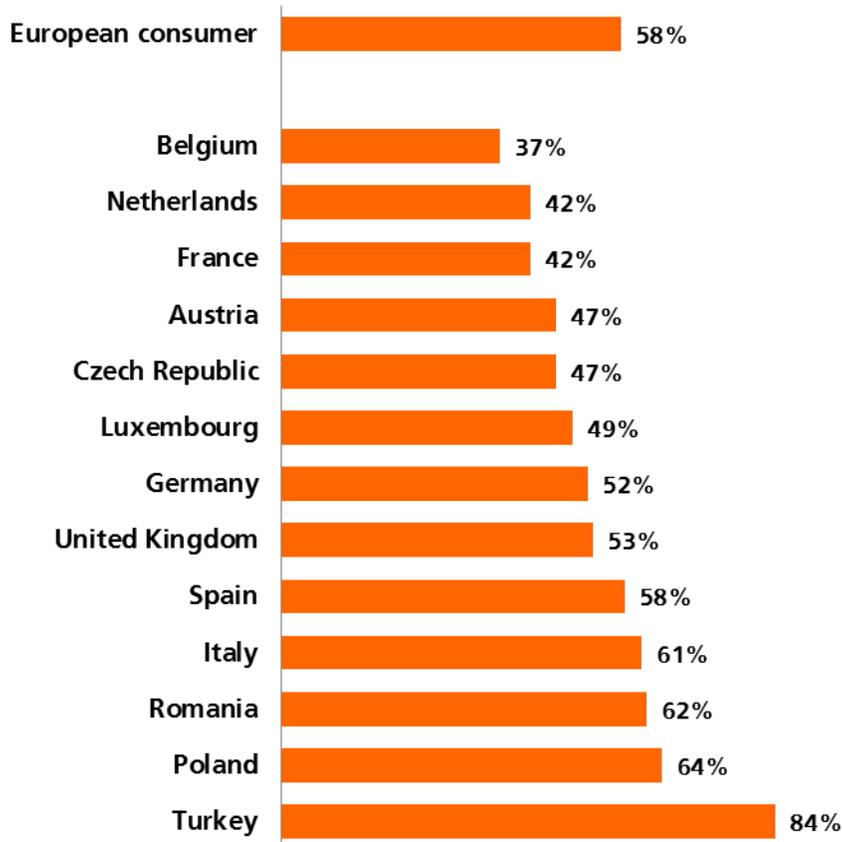
“While this can give consumers greater choice and put them more in control of their finances, it’s important they don’t forget to search for the best deal, rather than buy on impulse. The increasing acceptance of mobile shopping and mobile payments is contributing to cash being used less often. Some could eventually say goodbye to cash for good.”

Table 1: Top purchases across Europe using a mobile device in the past 12 months



Sample size: 10,169

Table 2: European League of Mobile Shoppers - consumers who have purchased an item using a mobile device in the past 12 months by country



Sample size: 10,169

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NOTE TO EDITORS

The ING International Survey of 14,829 people was conducted by Ipsos using internet-based polling. Fifteen countries were surveyed overall: Austria, Belgium, Czech Republic, France, Germany, Italy, Luxembourg, the Netherlands, Poland, Romania, Spain, Turkey and the United

Kingdom (13 European nations) and respondents from the USA and Australia. Polling took place between 16 January and 2 February 2015. The full report is available [here](#).

The ING International Survey is produced three times a year by ING eZonomics. It is about money and life - combining ideas around financial education, personal finance and behavioural economics to produce regular and practical information about the way people manage their money – and how this can affect consumers' lives.

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ING Group shares are listed (in the form of depositary receipts) on the exchanges of Amsterdam (INGA NA, ING.AS), Brussels and on the New York Stock Exchange (ADRs: ING US, ING.N).

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