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according to a recent study.

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Most mobile shoppers redeemed a coupon directly from their mobile device last year, according to a recent study.

Commissioned by Key Ring, a Gannett Company, the study found that 75 percent of mobile shoppers redeemed a coupon from their mobile device in 2013, up more than five percent year-over-year. The study also showed that 80 percent of shoppers said their perception of a retailer would change for the positive if the retailer offered mobile deals and coupons.

Consumers also reported that the biggest influence driving them to make a purchase is “an item being on sale.” Nearly all shoppers (96 percent) surveyed said that they look at weekly sales circular before shopping and more than half of mobile shoppers report that they would be more likely to look at the circular if they could access it on their phones.

“Bringing an intuitive and fast circular experience to our mobile shopping platform has been a great success,” said Chris Fagan, Key Ring CEO. “Consumers win because they can access more than 170 exclusive circulars on their phone. Consumer packaged goods companies and retailers win because they can connect with shoppers during the path to purchase. Shoppers' expectations for relevant, personal, and easily accessible mobile experiences will continue to be a strong focus for marketers trying to maximize the potential of the ever growing number of mobile phones across the country.”

The survey included more than 25,000 mobile shoppers.

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