

# Exploring Fuel Buying Behavior

Related to Mobile Applications, Rewards, and Mobile Pay



## See how reward/loyalty programs, mobile apps, and payments affect fuel purchasing decisions

The continued growth of mobile app usage by U.S. fuel buyers has spurred fuel brands to build new online loyalty programs. But there is a knowledge gap related to the effects of loyalty programs on fuel purchases.

The NPD Group's new report, **Exploring Fuel Buying Behavior Related to Mobile Applications, Rewards, and Mobile Pay** explores the impact of loyalty programs and mobile apps on consumers' fuel choices and brand loyalty. Its deep data and expert analyst insights support the development of effective manufacturer loyalty programs, mobile pay options, and other apps, helping you identify and reach new customers and bring existing ones back to the pump.

### Business Benefits

- Gain insight into consumers' consideration and usage of rewards programs and offerings to inform your critical marketing decisions
- Understand program members' use of different types of mobile apps and mobile payment options to inform corporate partnership decisions and drive mobile pay solutions
- Explore fuel buyers' media consumption (including streamed content) to refine targeting and strengthen promotional campaigns

## Key Measures

- New insights about heavy, medium, and light fuel buyers' fuel rewards program participation
- Discount/rewards program as a reason for purchase—trended and gas prices
- Demographics of fuel rewards program participants, mobile app, and mobile pay users
- Motivations to continue purchasing fuel, including detail on loyalty program offers and purchase drivers
- Use of other brands' rewards/loyalty programs among users of specific fuel rewards programs

## Methodology

Information in this report is based on a June 2018 survey of 1,515 U.S. adult smartphone owners who purchased fuel in the past 30 days. Questions assessed usage and behaviors surrounding mobile apps, mobile payments, rewards programs, and media consumption.

## Industry Expertise

The automobile is central to the American story. We are a people of movement and change. The businesses of the automotive aftermarket and petroleum-marketing industries—integral to that vision of America—know all about change. The NPD Group is where those businesses turn when seeking to understand how American consumers' buying patterns are shifting.

For more than a quarter century we've tracked buying trends, collected consumer data, surveyed drivers and DIYers, and crunched the numbers—all to support industry leaders in their strategic decision-making.

## Learn More

To learn more, contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

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