In I-want-to-buy moments, consumers are ready to put their dollars behind their decision. For marketers, these particular micro-moments are an opportunity to close the deal. To better understand how people meet their needs, we asked 1,000 smartphone owners to keep a mobile diary. Here’s what I-want-to-buy moments look like:

**The Most Common Types of I-Want-to-Buy Moments**

- **Shopping** e.g. TV price comparisons
- **Food & Grocery** e.g. Best place to buy fresh vegetables
- **Restaurants & Bars** e.g. Pizza delivery near me

**Most Used Device in I-Want-to-Buy Moments**

- 65% of people use their phone in their I-want-to-buy moments

**Top 5 Ways People Address I-Want-to-Buy Moments**

- 71% visit a retailer website or app
- 64% use search
- 42% visit a non-retailer website or app
- 41% visit a store or other location
- 23% look at images or photos online

**What Happens in I-Want-to-Buy Moments Affects Purchase Decisions**

- Mobile’s influence: 79% of people took a relevant action on their phone prior to making a purchase.
- Search’s influence: 39% of purchasers were influenced by a relevant search.

**Why this matters**

Smartphones, and particularly mobile search, have a big influence on how people end up purchasing something after they turn to a device with the intent to get something done. Is your brand meeting people with relevant and useful information on mobile? Are you there when people search to get into the consideration set quickly before a purchase is made? And underpinning all of this, are you tracking and valuing these mobile interactions appropriately?

Source: Google/Purchased Digital Diary, “How Consumers Solve Their Needs in the Moment,” representative sample of U.S. smartphone users=1,000, responses=14,840, needs=10,540; smartphone users by need type=614-940; purchasers by need type=228-763, May 2016.