

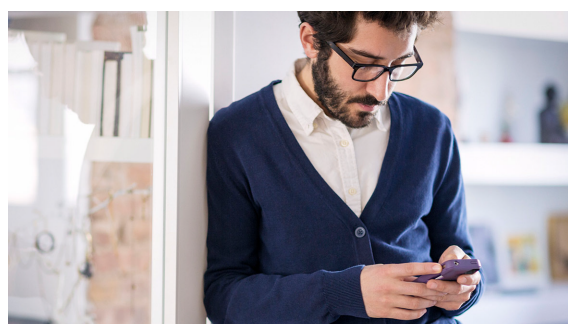


The 4 New Moments Every Australian Marketer Should Know

Consumer behaviour and expectations have forever changed. With powerful phones in our pockets, we do more than just check the time, text a spouse, or catch up with friends. We turn to our phones with intent and expect brands to deliver immediate answers. It's in these I-want-to-know, I-want-to-go, I-want-to-do, and I-want-to-buy moments that decisions are made and preferences are shaped.



We surveyed smartphone users across Australia and found they access the internet more often now, but in shorter bursts. Eighty-five percent have used their phones for at least one of these four types of micro-moments in the last four weeks.



I-want-to-know moments

81%

of smartphone users say that the internet searches they do on their phones are more focused on information they need immediately.

55%

of smartphone users reach for their phones when an unexpected situation or problem arises.



I-want-to-go moments

63%

of smartphone shoppers used their phones to locate a local professional service (for example a doctor, dentist, or accountant) in the last six months.

1 in 2

smartphone users used his or her phone to choose where to eat in the last four weeks.



I-want-to-do moments

87%

of 18- to 24-year-old women have used their phones to search for health and beauty how-to content in the past three months.

58%

of smartphone users searched for information, ideas, or advice on "how to fix" something on their phones in the last three months.



I-want-to-buy moments

68%

of smartphone shoppers have used their phones to search for information about an item they were looking to buy while in a store.

50%

of all smartphone users have used their phones to discover and buy new brands they had little knowledge of previously.

Source

Google/Galaxy, "Micro-Moments Study," Australia, June 2015, n=1002 smartphone users.