

A person is shown in profile, looking down at a smartphone held in their hands. The scene is set at night, with a dark background filled with out-of-focus, colorful bokeh lights in shades of white, yellow, and purple. The person's face is partially illuminated, and their hair is dark. The overall mood is focused and modern.

# **MICRO-MOMENTS IN APAC**

Mobile consumer behavior in 2016

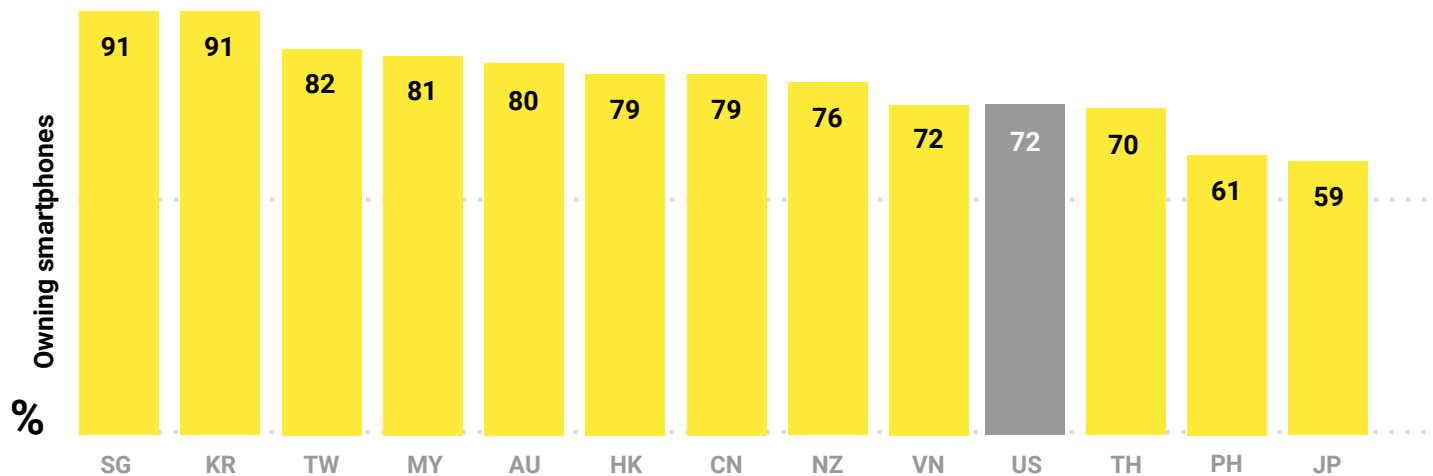
Google

# Mobile adoption in Asia is far ahead of the West

Asia has four of the top 10 markets when it comes to smartphone adoption.

Singapore and South Korea are tied for 4th place at (91%).

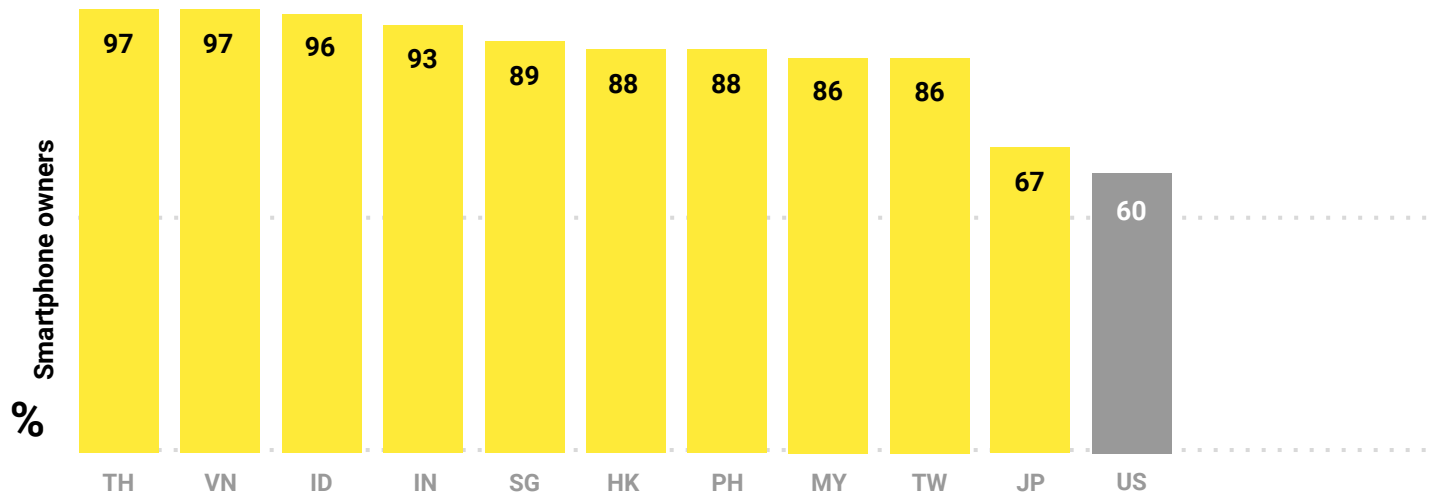
Smartphone adoption rate



# Asia's consumers know what they want, and they want it *now*

Consumers in Asia are making purchase decisions faster than ever before – and faster than in the West.

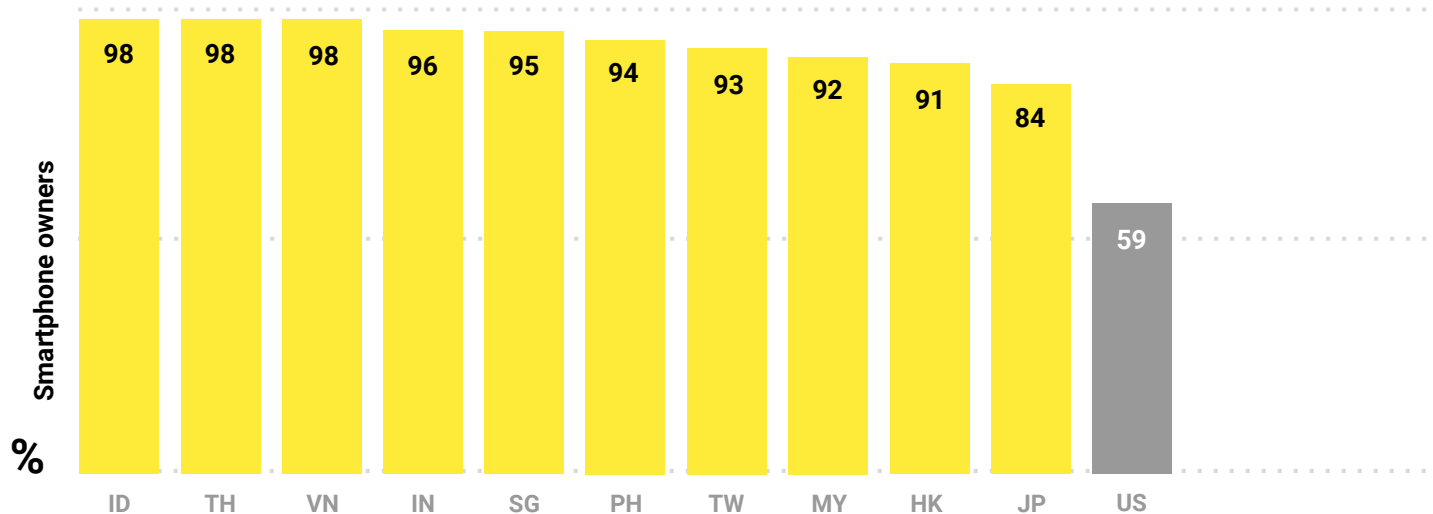
## Making purchase decisions more quickly because of online research



# Asia's consumers know what they want, and they want it *now*

Asia's consumers' decisions aren't just fast, they're also better informed.

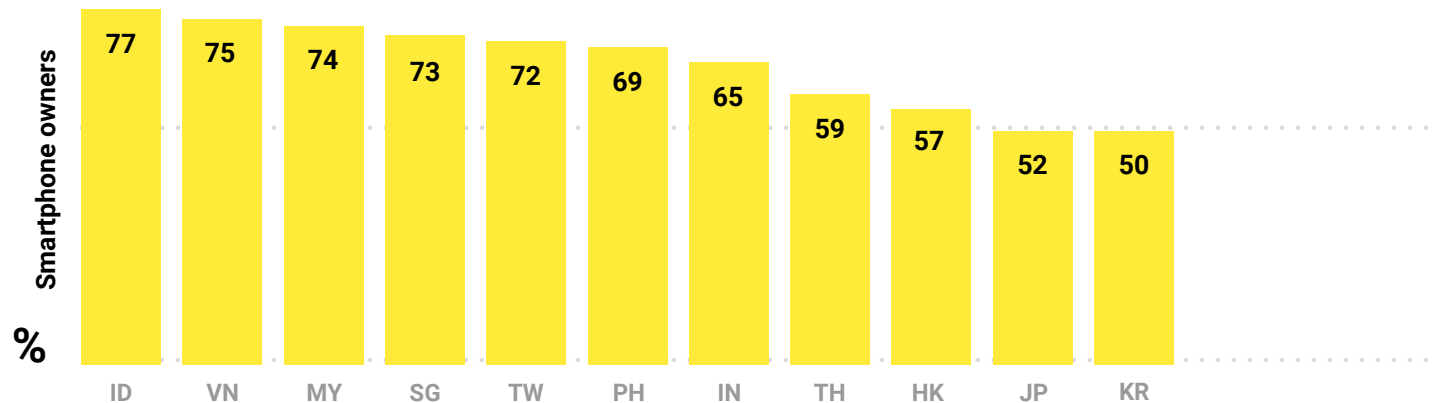
## Making more informed purchase decisions because of online research



# Asia's consumers know what they want, and they want it *now*

Micro-moments matter to brands because in them, decisions are being made and preferences are being shaped.

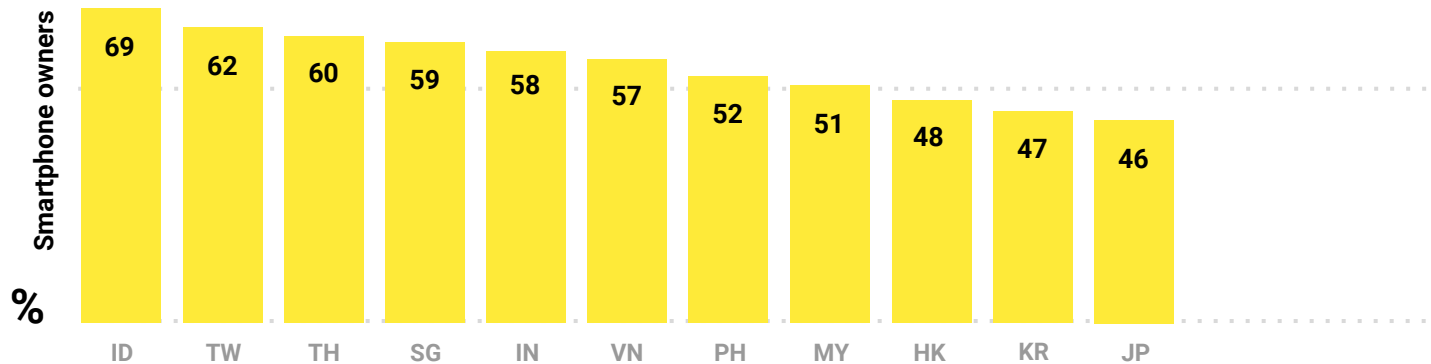
## Visited a store or related website



# Asia's consumers know what they want, and they want it *now*

Micro-moments matter to brands because in them, decisions are being made and preferences are being shaped.

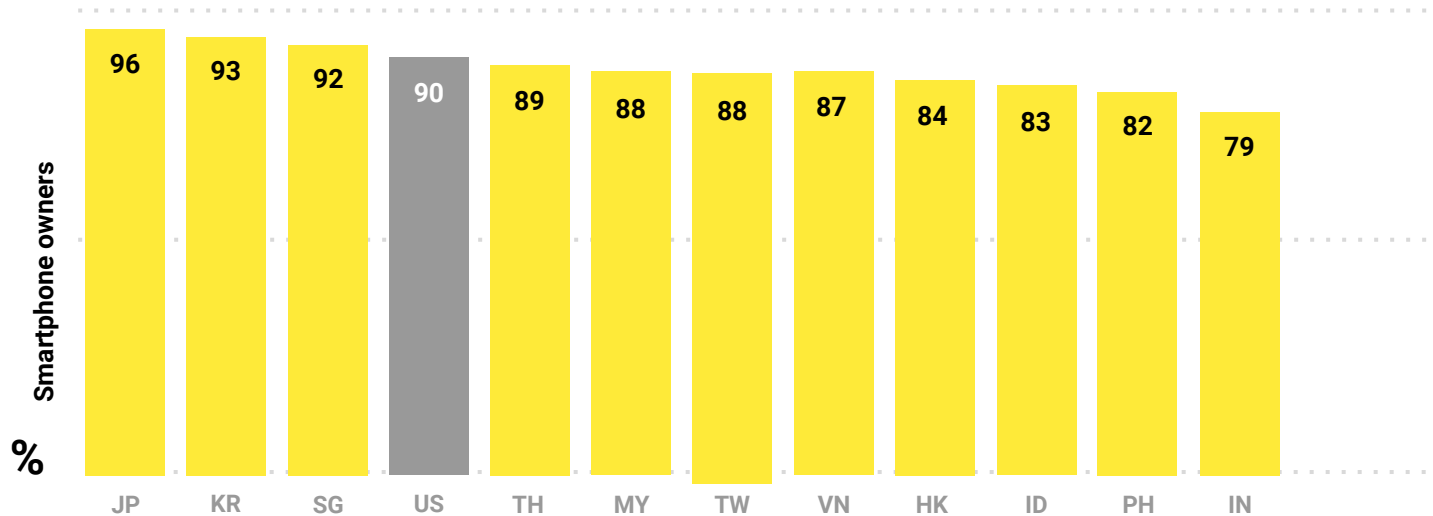
## Considered purchasing a brand



# In Asia, brand loyalty is built moment by moment

Consumers in Asia are open to new brands. A vast majority are uncertain of a specific brand they want to buy. This is a clear opportunity for brands to win them over – one micro-moment at a time.

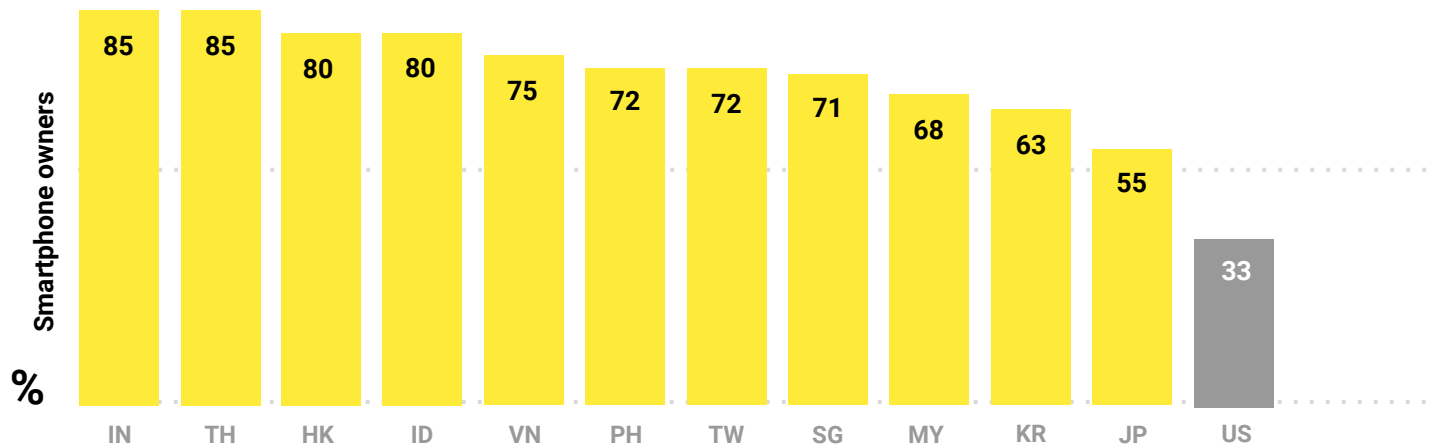
## Not absolutely certain of a brand choice



# In Asia, brand loyalty is built moment by moment

Consumers in Asia are happy to switch brands if need be. Even when consumers do have a particular brand in mind, the right information at the right time can give them a shot at their competitors.

Have purchased a brand they would not normally consider because of relevant information available on their smartphones in the moment

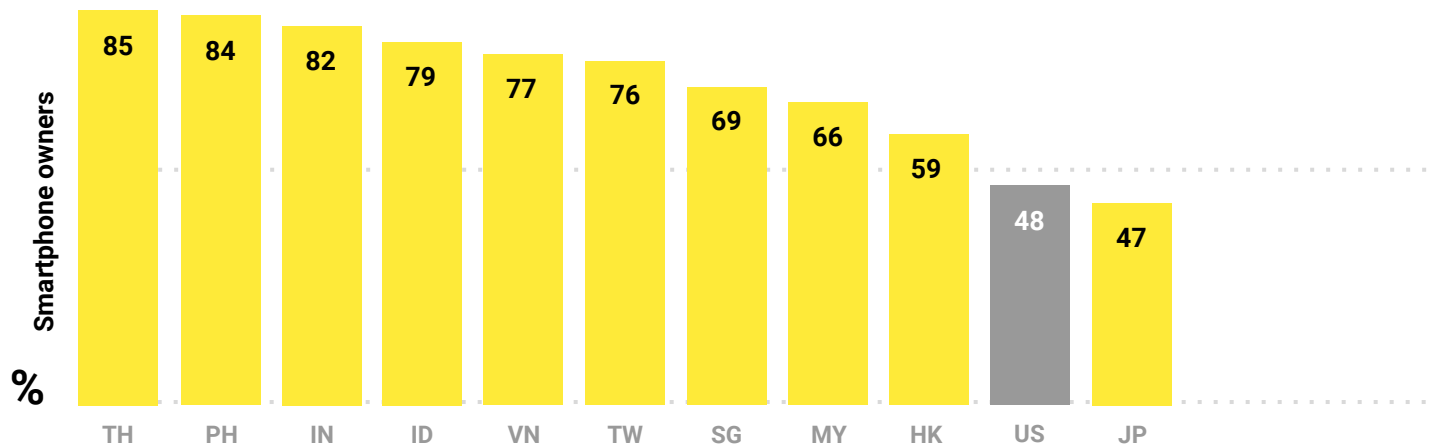




# Consumers in Asia prefer helpful brands

Consumers In Asia love helpful videos more than in the West.

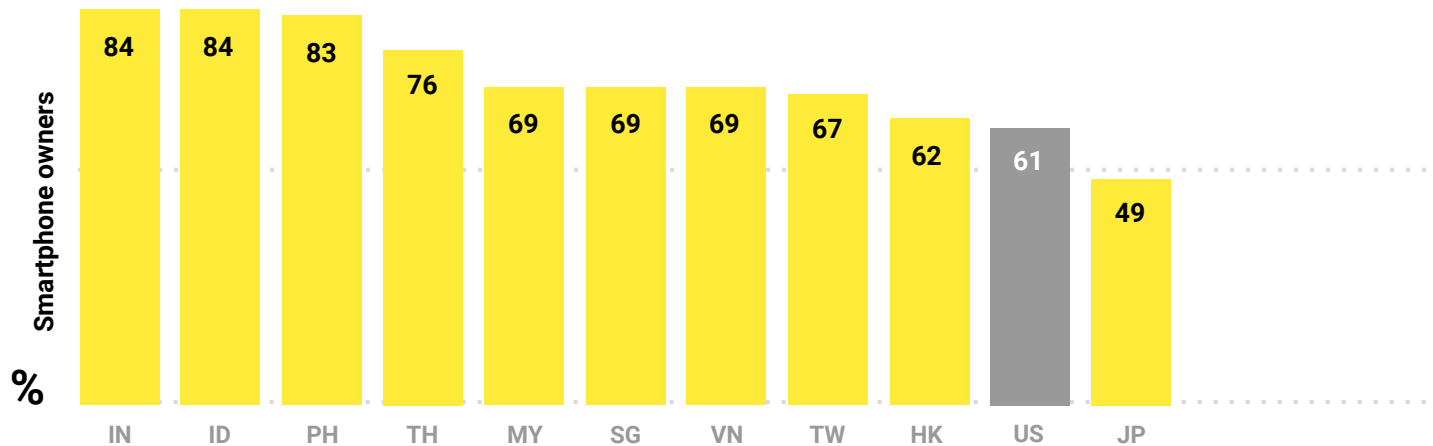
## More likely to buy from companies who provide instructional video content



# Consumers in Asia prefer helpful brands

Consumers in Asia expect contextual relevance.

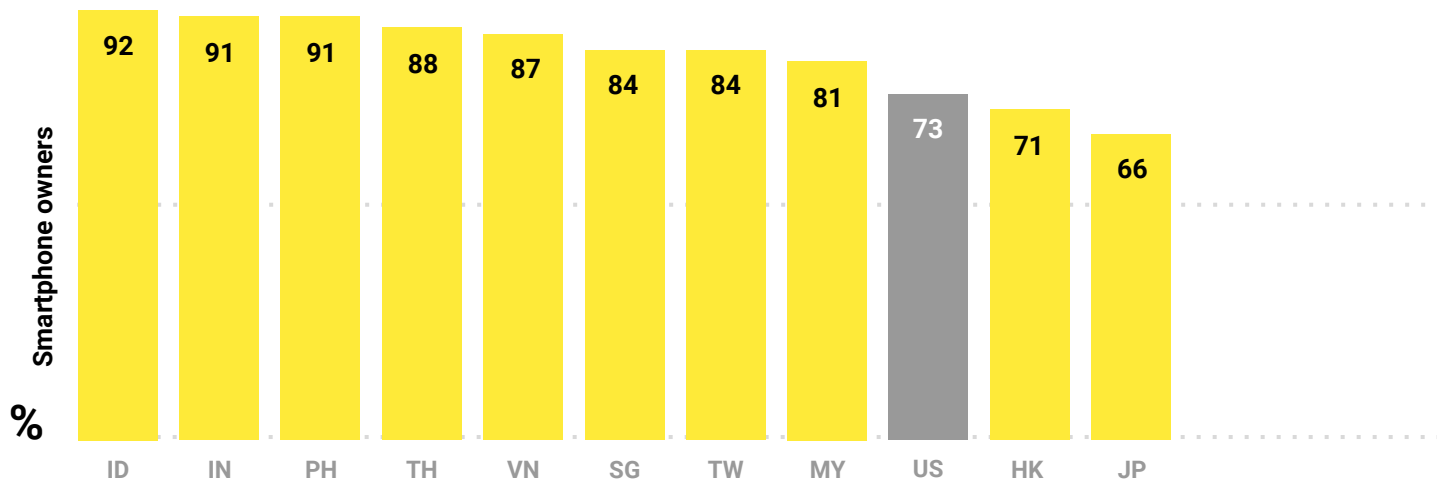
## More likely to buy from companies whose mobile sites or apps tailor information to their location



# Consumers in Asia prefer helpful brands

Consumers in Asia reward quick, clear answers with sales.

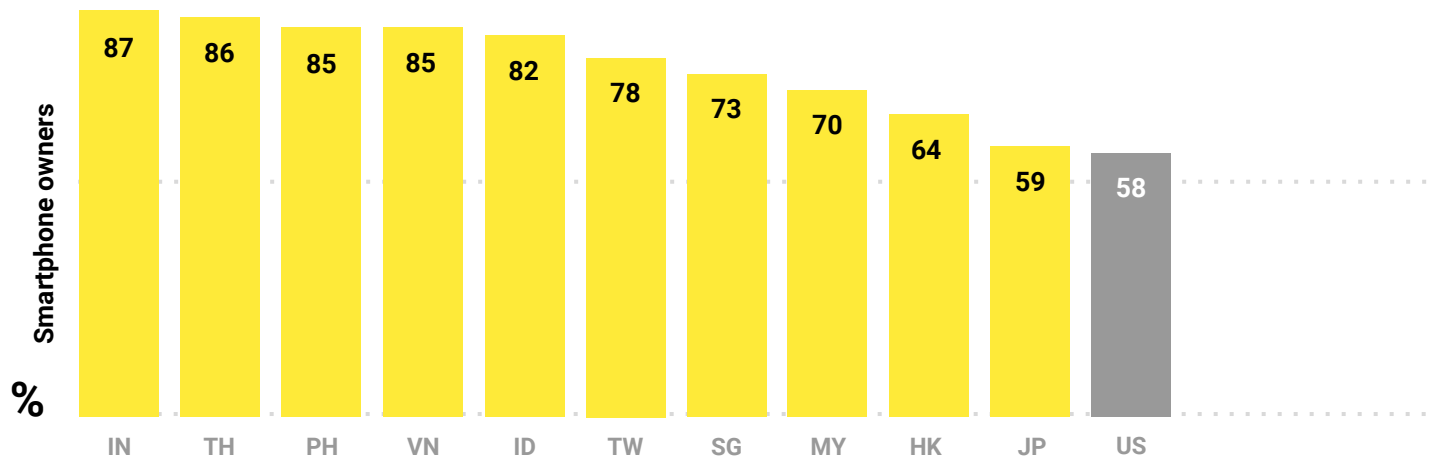
## More likely to buy from companies whose mobile sites or apps help them easily find answers to questions



# Consumers in Asia prefer helpful brands

Consumers in Asia reward quick, clear answers with sales.

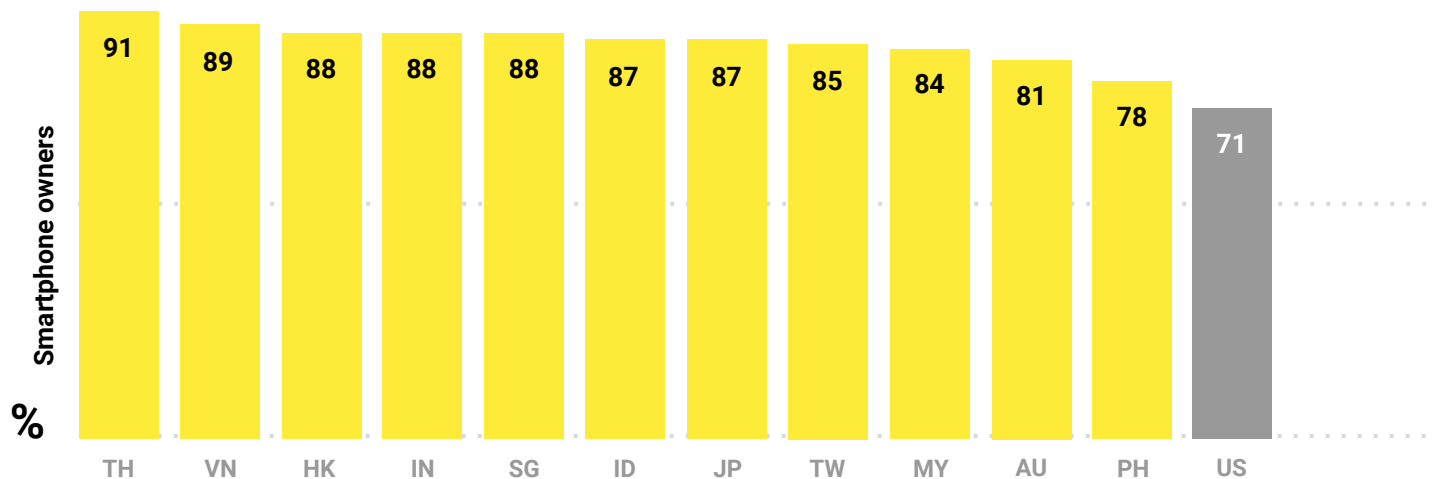
## More likely to buy from companies whose mobile sites or apps allow for quick purchases



# In Asia, the online and offline worlds are blurred

Consumers in Asia use smartphones to help them find stores more than in the West.

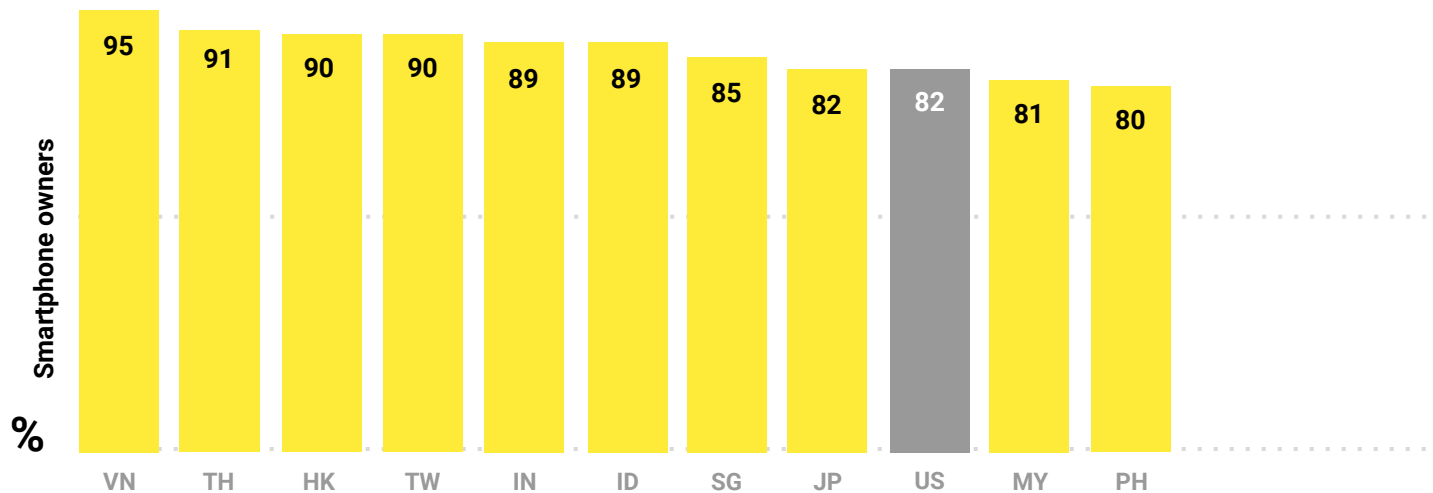
## Have used a store locator (e.g. map) to find a store location



# In Asia, the online and offline worlds are blurred

Consumers in Asia turn to mobile inside shops more often than in the West.

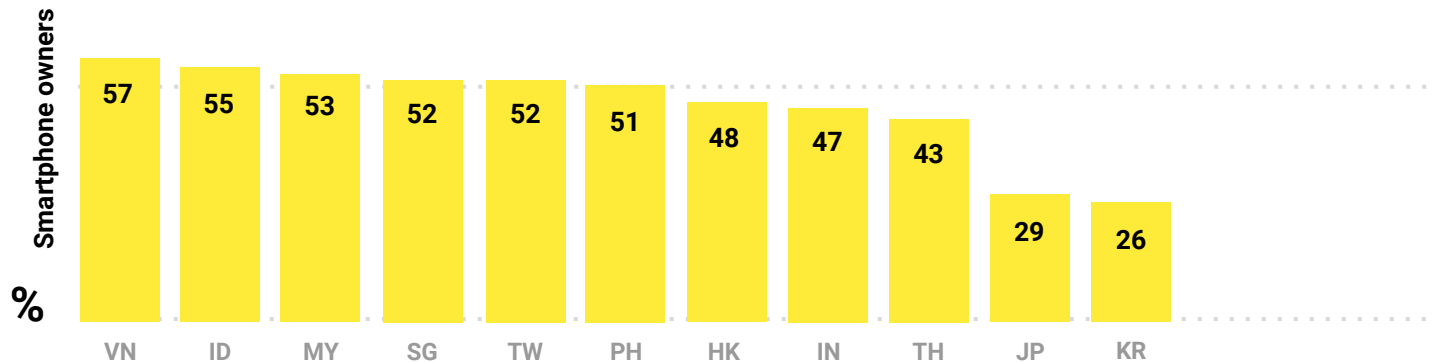
## Have consulted their smartphone while making a purchase in a store



# In Asia, the online and offline worlds are blurred

Mobile drives in-store sales.

## Visit a store to research further after seeing an online message from the company



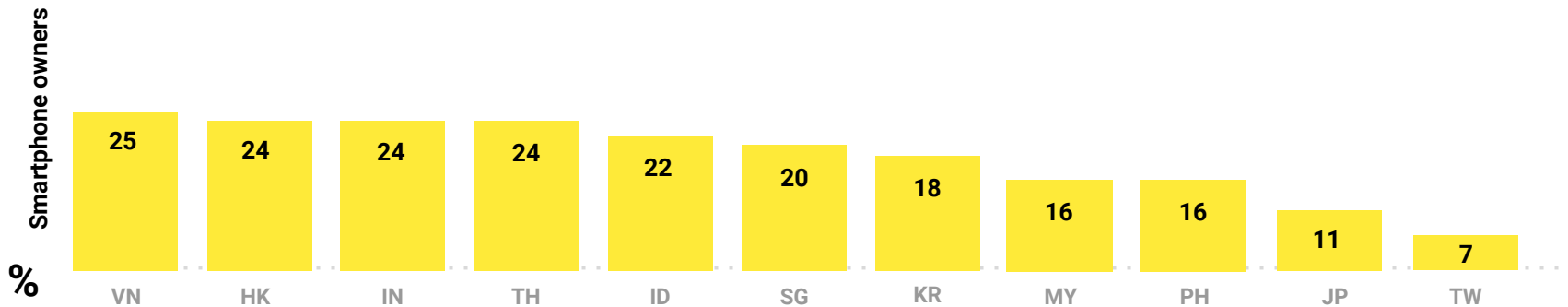
*Which actions have you taken after seeing a message from a company on your smartphone (e.g. online ad, video or website content) that is relevant to you?*

Google/Ipsos Consumers in the Micro-moment Survey, APAC - 2016, n=10,790, based on smartphone users

# In Asia, the online and offline worlds are blurred

Mobile drives in-store sales.

## Purchase offline after seeing an online message from the company



Which actions have you taken after seeing a message from a company on your smartphone (e.g. online ad, video or website content) that is relevant to you?



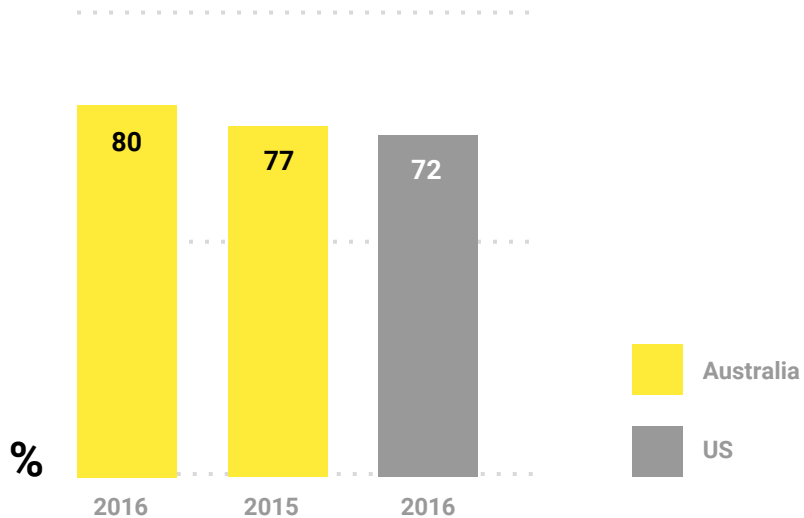
# **COUNTRY-SPECIFIC**

———— Insights ————



# Smartphone users' micro-moments in Australia

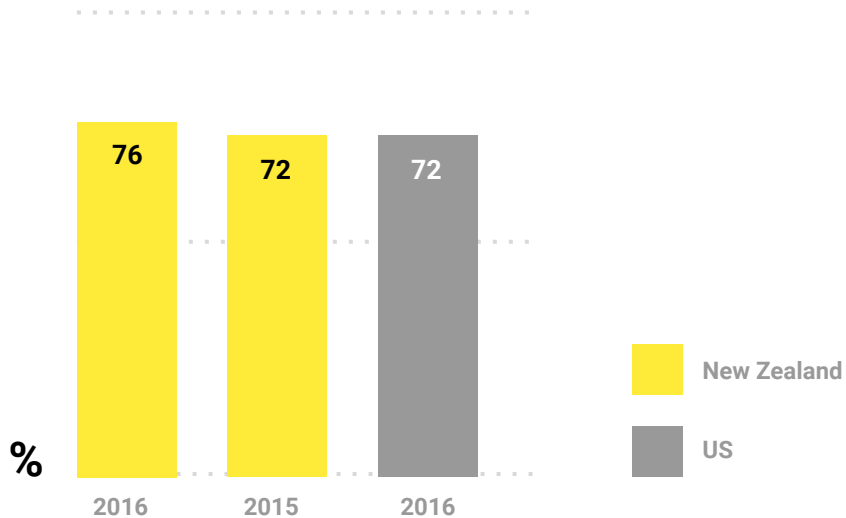
Smartphone adoption in Australia hit 80% in 2016, compared to 77% last year (above 72% in US).





# Smartphone users' micro-moments in New Zealand

Smartphone adoption hit 76% in 2016 (above 72% in US), compared to 72% last year.





# Smartphone users' micro-moments in India

**85%**

have purchased a brand they wouldn't normally consider because of relevant information available through their phones

**84%**

are likely to buy a product from a brand whose mobile site or app tailors information to their location

**74%**

find it important that, while watching videos on phones, the ad content complements the content they're watching

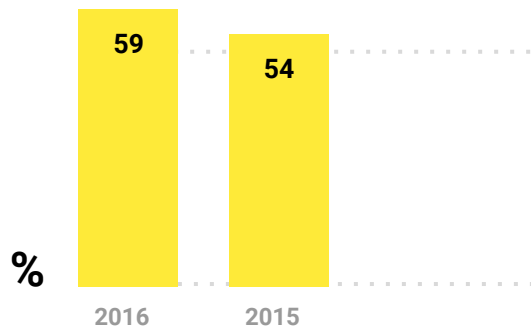
**72%**

turn to their phones right away when they want to buy something



# Smartphone users' micro-moments in Japan

Smartphone adoption in Japan hit 59% in 2016, compared to 54% last year.





# Smartphone users' micro-moments in Japan

**96%**

are not absolutely certain of the specific brand they want to buy when they start researching online

**84%**

say because of online research, they are making more informed decisions now as compared to a few years back

**58%**

turn to their phones right away when an unexpected problem arises (e.g a flat tire)

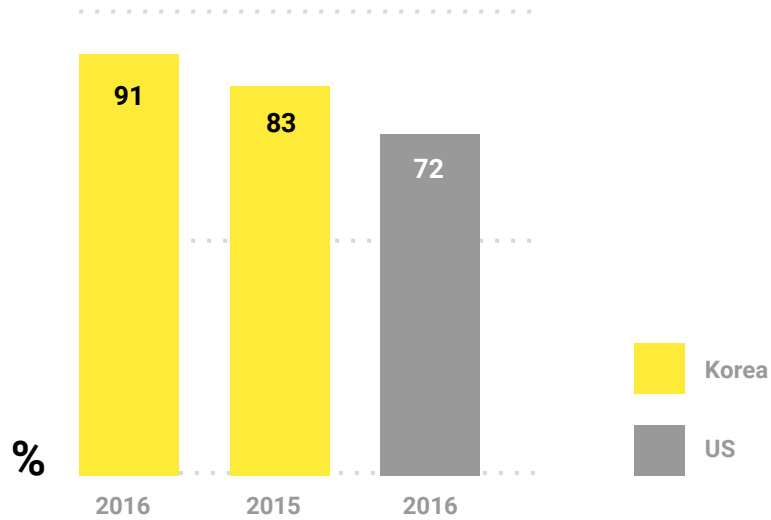
**55%**

have discovered a new brand through search results



# Smartphone users' micro-moments in Korea

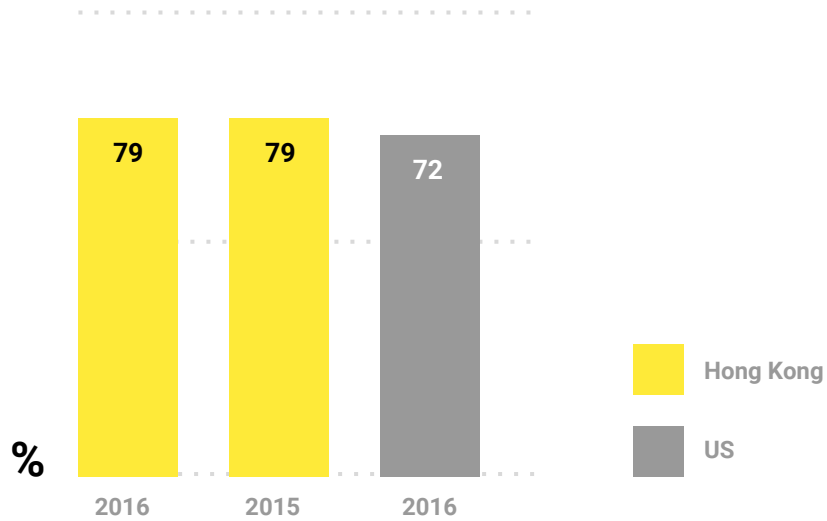
Smartphone adoption hit 91% in 2016, compared to 83% last year (well above 72% in US).





# Smartphone users' micro-moments in Hong Kong

Smartphone adoption in Hong Kong is steady at 79% (above 72% in US), the same as 2015.







# Smartphone users' micro-moments in Hong Kong

93%

have used their phone to research a product/service

41%

look up videos related to a product/service on their phones to help decide what to buy while in a store

37%

tell others about a brand after seeing a relevant message from a company online (e.g ad, video or website content)

80%

have purchased a brand they wouldn't normally consider because of relevant information available through their phones in the moment (US: 33%)

33%

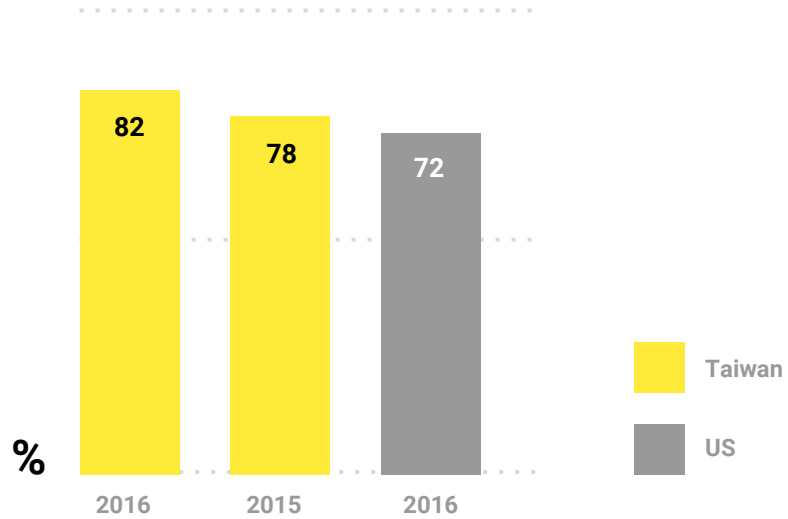
 Hong Kong

 US



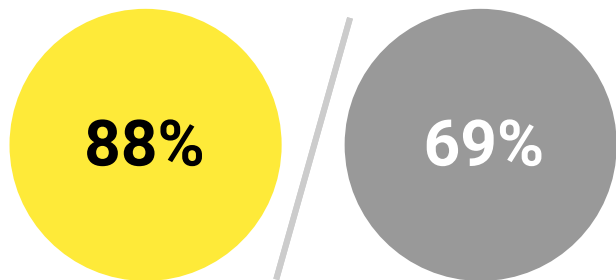
# Smartphone users' micro-moments in Taiwan

Smartphone adoption hit 82% in 2016, compared to 78% last year (above 72% in US).

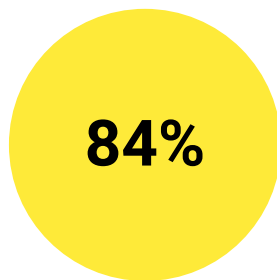




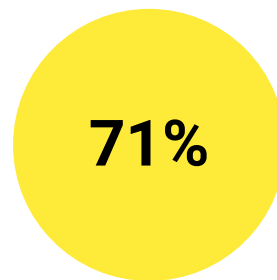
# Smartphone users' micro-moments in Taiwan



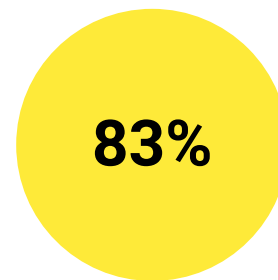
agree that quality, timing or relevance of a company's message influences their perception of the brand (compared to 69% in US)



are more likely to buy from companies whose mobile app or site helps them find answers to questions easily



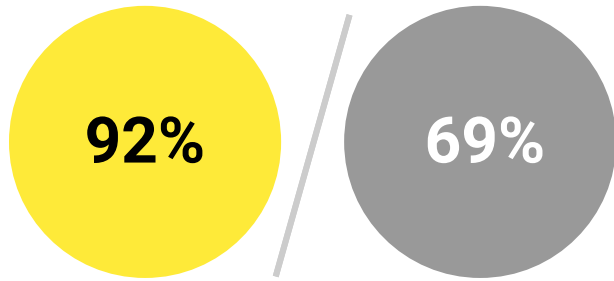
have discovered new products or brands from search results



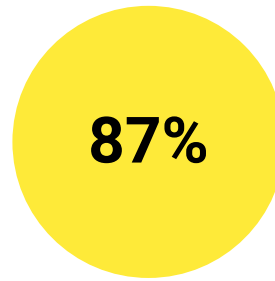
have purchased a brand they wouldn't normally consider because of relevant information available through their phones in the moment



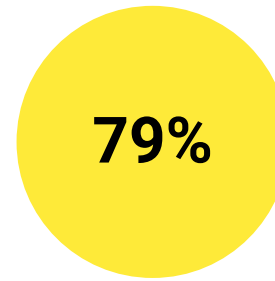
# Smartphone users' micro-moments in Indonesia



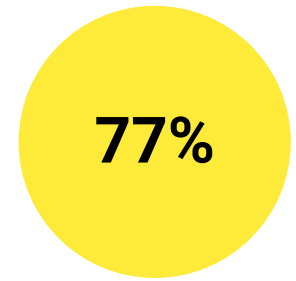
are more likely to buy from companies whose mobile app or site helps them find answers to questions easily (compared to 69% in US)



have changed their mind about buying a brand while in a store because of reading about another brand on their phones



have discovered new products or brands from search results



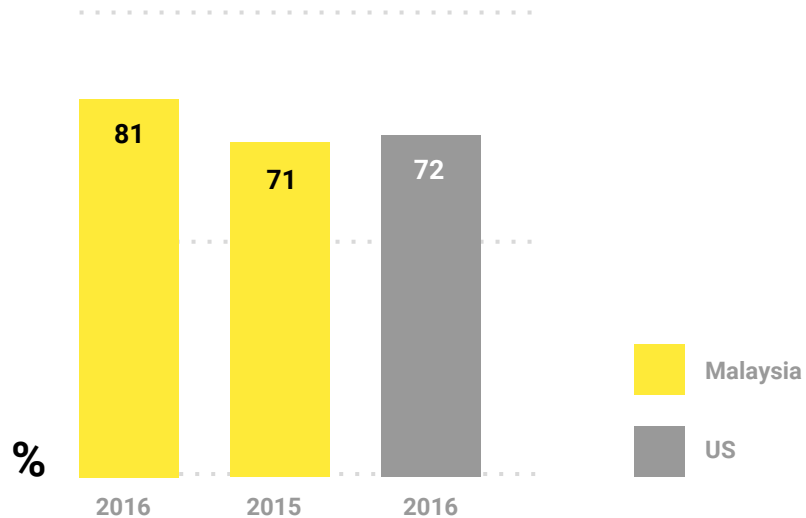
visit a store or a related website as a result of using their phone to research a product/ brand they are thinking about buying





# Smartphone users' micro-moments in Malaysia

Smartphone adoption hit 81% in 2016, compared to 71% last year (above 72% in US).





# Smartphone users' micro-moments in Malaysia

**95%**

have used their phones to gather information for the purchase of a product/service

**82%**

have purchased a brand they wouldn't normally consider because of relevant information available through their phones in the moment

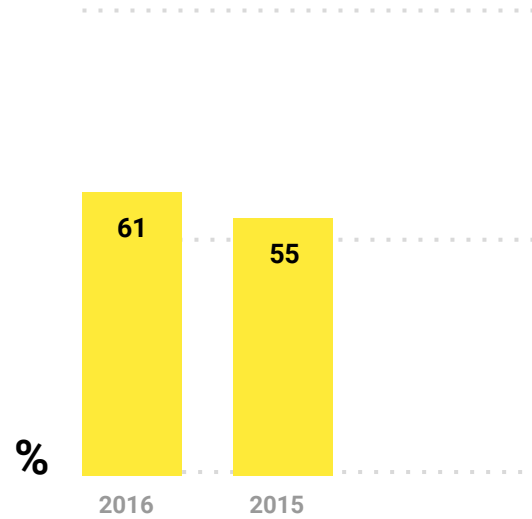
**66%**

are more likely to buy from companies whose mobile app or site provides instructional video content



# Smartphone users' micro-moments in the Philippines

Smartphone adoption hit 61% in 2016, compared to 55% last year.





# Smartphone users' micro-moments in the Philippines

**66%**

watched a related YouTube video as a result of using their smartphone to research a product/brand they were thinking of buying

**94%**

say that they are now making more informed decisions because of online research as compared to a few years back

**62%**

turn to their smartphone for ideas multiple times a day, making the Philippines the 2nd highest in APAC in terms of smartphone usage

**88%**

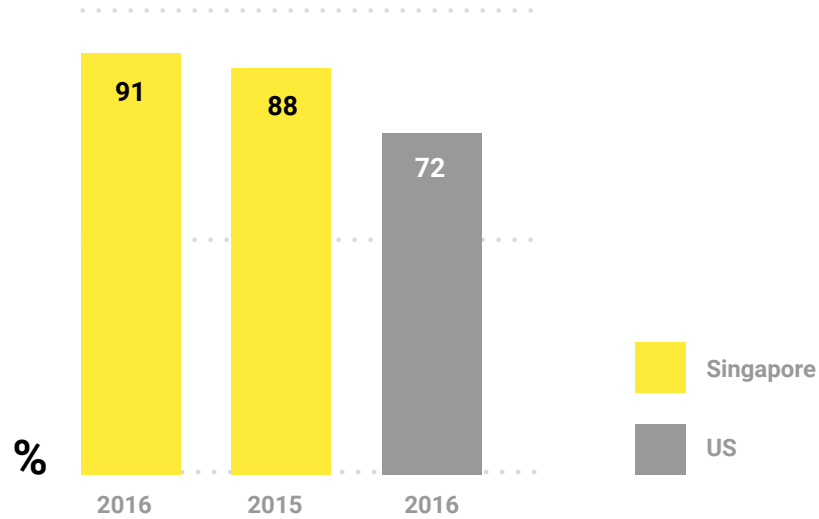
are not absolutely certain of the specific brand they want to buy when they start researching online





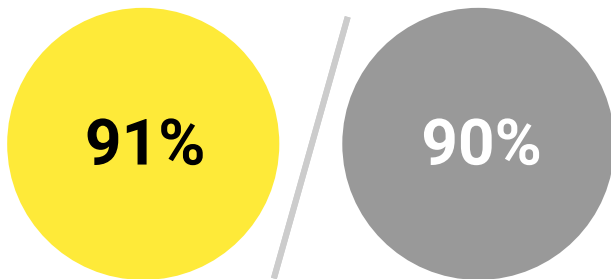
# Smartphone users' micro-moments in Singapore

Smartphone adoption hit 91% in 2016, compared to 88% last year (well above 72% in US).

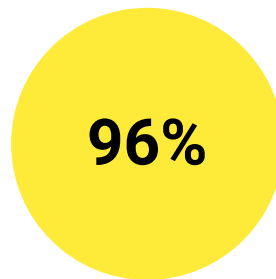




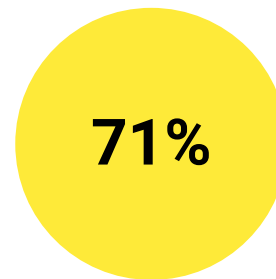
# Smartphone users' micro-moments in Singapore



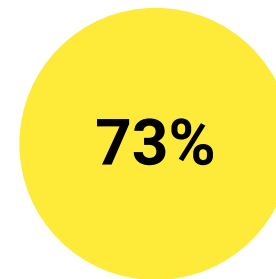
of smartphone users are not absolutely certain of the specific brand they want to buy when they begin looking for information online (US: 90%)



of smartphone users have used their smartphones to gather information for the purchase of a product/service



have purchased a brand they wouldn't normally consider because of relevant information available through their phones in the moment



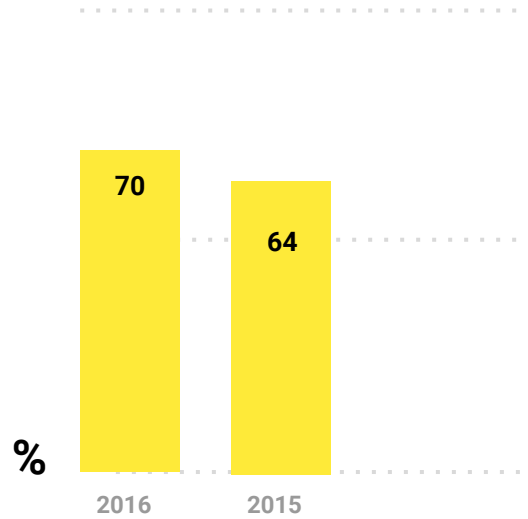
of smartphone users have visited a store or a website as a result of using their smartphones to research a product they are thinking about buying





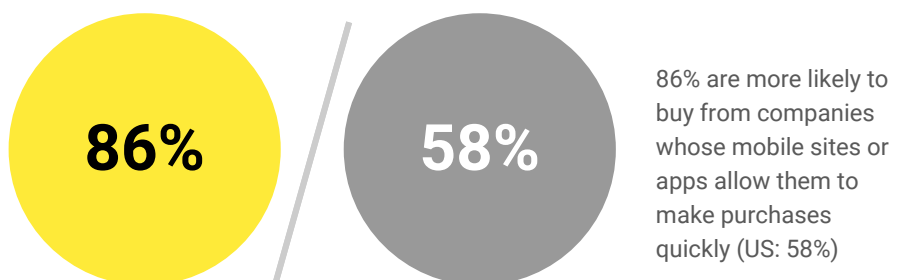
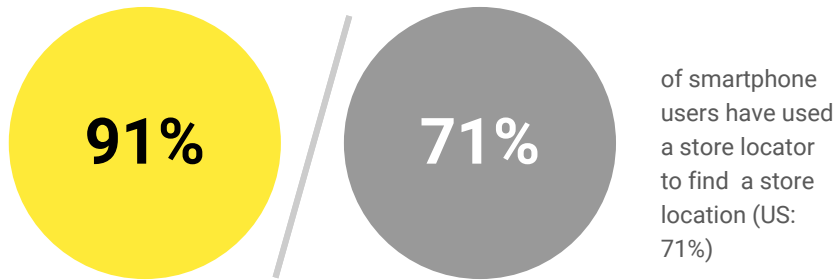
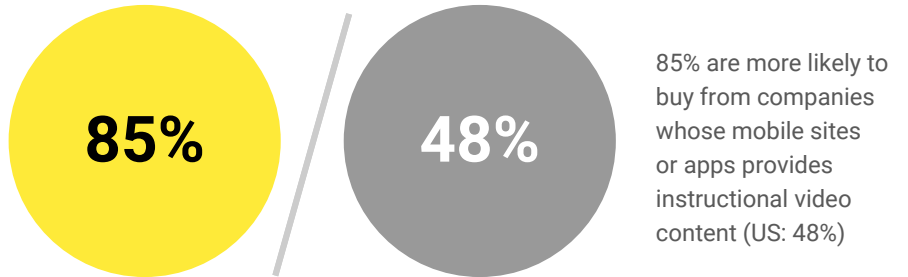
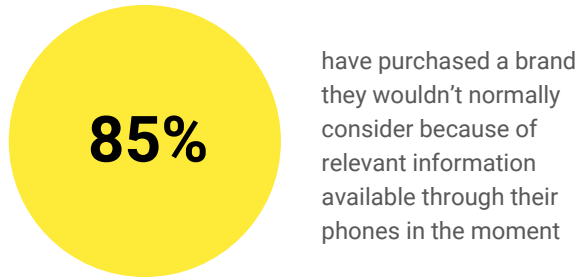
# Smartphone users' micro-moments in Thailand

Smartphone adoption hit 70% in 2016, compared to 64% last year.





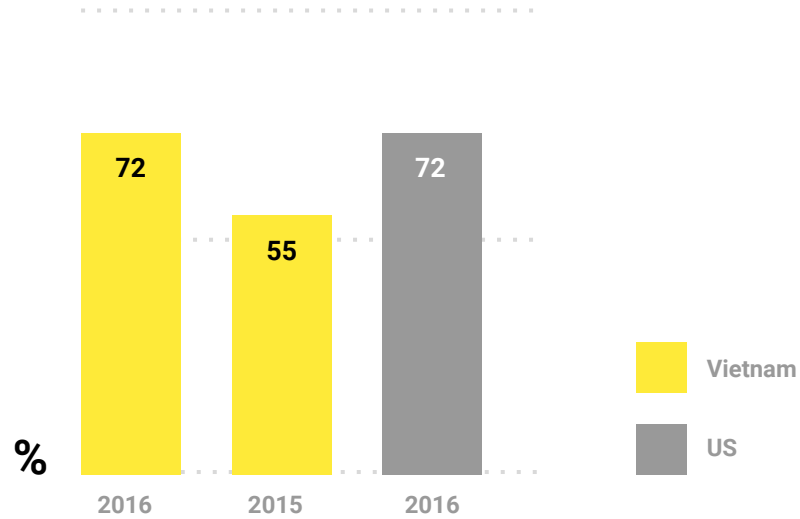
# Smartphone users' micro-moments in Thailand





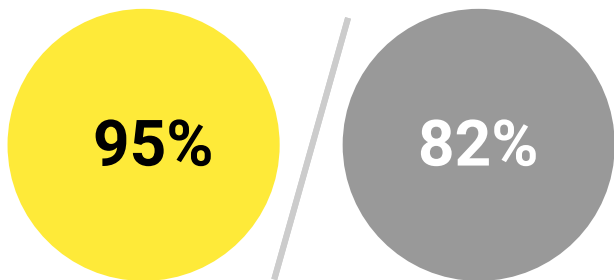
# Smartphone users' micro-moments in Vietnam

Smartphone adoption hit 72% in 2016, compared to 55% last year (on par with 72% in US).

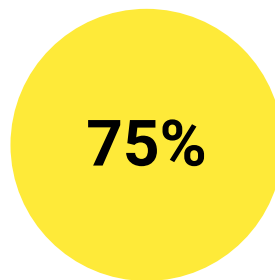




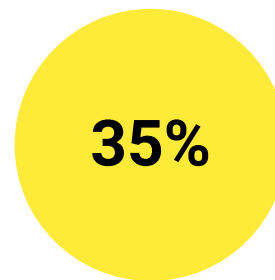
# Smartphone users' micro-moments in Vietnam



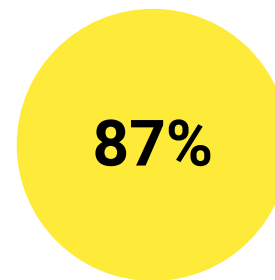
consult their phones on purchases they're about to make while in a store (US: 82%)



have discovered new products/brands online through search results



purchase a company's product offline after seeing a relevant message from the company (e.g. online ad, video or website content) on their smartphone



are not absolutely certain of the specific brand they want to buy when they start researching online

