

OPTIMISING THE “I-WANTS”: A MICRO-MOMENTS CONSUMER ENGAGEMENT

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Abstract: The objective of this paper, titled "Micro-moments consumer engagement: an integral review," is to take a look at the propelling relevance of micro-moments in the disciplines of consumer behaviour and the marketing process. In the contemporary world, where customers have enormous expectations for brands and are exceedingly demanding, marketers must adapt to the environment and rely on anything that will ensure their brand's sustainability in a highly competitive market. "Micro-moments," as the phrase implies, are brief periods during which customers make choices and establish preferences. As such, there are broadly four types of micro-moments, namely (a) I-want-to-know (b) I-want-to-do (c) I-want-to-go (d) I-want-to-buy. The subject matter has grown more relevant because of certain peculiar consumer behaviour that has been observed recently, coupled with technological changes. In contrast to earlier times, today's customers possess a vast array of easily accessible products on the internet, that they can access through any electronic device—ideally a smartphone. Furthermore, they are regarded as "attention deficient," which presents an opportunity for marketers. The ability to capitalize on micro-moments might seem "lucrative" at first glance, but they serve as an enormous challenge to marketers given that they are extremely rare opportunities. All of the problems descend from this: how can we, as marketers, capture consumers' attention in a brief amount of time—a micro-moment—and retain it there? What matters in this case is how a marketer delivers their products in a setting where the consumer is somewhat prone to being oblivious to the bias or brand consciousness that exists. Provided the substantial rise in internet-mobile commerce and the impact it has on corporate marketing strategies, the quest for a solution is indispensable.

Keywords: Micro-Moments, Know Moments, Do Moments, Go Moments, Buy Moments, consumer engagement.

1. INTRODUCTION

The consumer behaviour landscape has undergone a permanent transformation. In today's fast-paced business environment, the key to success lies in capitalizing on those critical moments when consumers make choices and develop preferences. These moments, strategically placed, can be found at various points in the consumer journey. There has been a noticeable change in the way people interact with media due to the rising popularity of mobile devices. No longer do we have the luxury of following a routine in our online activities. The traditional methods have been replaced by a wide range of fragmented interactions that now occur instantaneously.

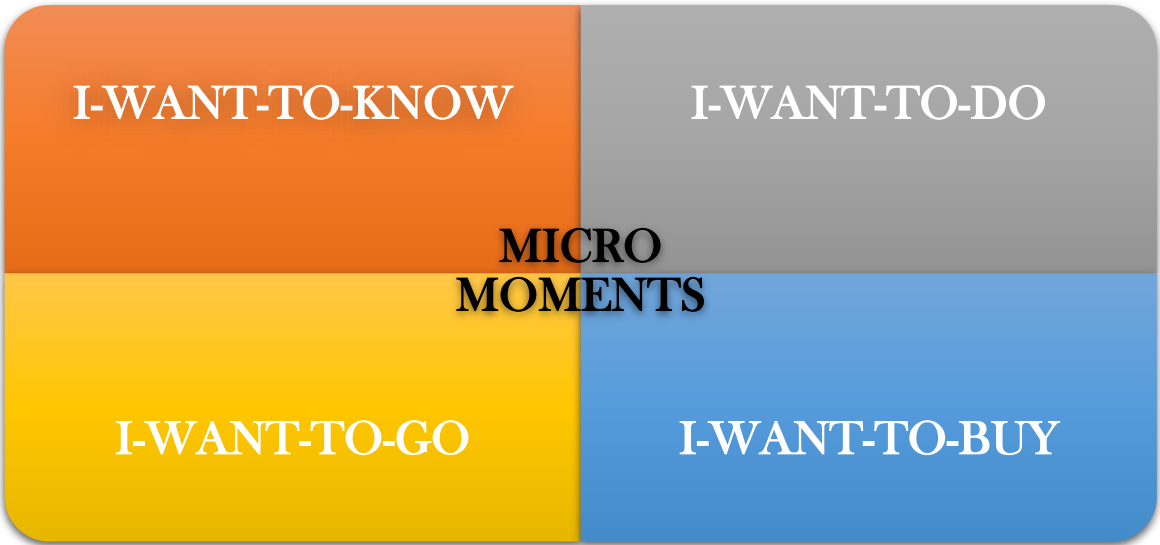
Every day, we encounter numerous moments in our lives—checking the time, exchanging messages with our loved ones, and interacting with friends on social media. The shift towards mobile-first is gaining momentum. Nowadays, people are using their mobile devices more than ever for internet searches, video consumption, shopping, and local search queries. This trend highlights the growing importance of mobile in our daily lives. Individuals often find themselves in micro-moments where they naturally turn to their smartphones to satisfy various needs, such as learning, performing, finding,

watching, or purchasing something. During these moments, choices are carefully considered and personal preferences begin to take shape.



Source: <https://learn.g2.com/micro-moments>

Currently, customer expectations have reached unprecedented levels. As consumers, we have grown accustomed to the convenience of having powerful computers in our smartphones. This has shaped our expectations, leading us to anticipate that companies will quickly deliver exactly what we need when we search for it. We strive for accuracy and efficiency in everything we do. Micro-moments occur when individuals turn to a product, gadget, or application to satisfy their desire for new information, participate in a specific activity, or make a purchase. Search engines provide a prime example of the importance of these seemingly small moments. Every search engine aims to match search intent with the most relevant results possible. In addition to search engines, there are other applications that can also take advantage of micro-moments. It is crucial for mobile marketers to nail these moments as people can be easily distracted and have a limited attention span. If you take too long to complete the task, users may be inclined to turn to your competition for a faster alternative.



Micro-moments play a pivotal role in the decision-making process for customers and, as a result, greatly impact their purchase behaviour. By understanding and capitalizing on these micro-moments, online market offers may significantly influence customer behaviour and boost income.

- **I-WANT-TO-KNOW MOMENTS EXPECTATIONS:**

The "I-want-to-know" micro-moment suggests the brief span of time when a user of an electronic gadget, almost always a smartphone, strives to accumulate or comprehend data and information. Most often, curiosity or inquisitiveness as opposed to a desire to buy something prompts such an action. Given the enormous potential of these events as a tool for marketing, marketers must make sure their brands are present where their attendance could be capitalized. Today's users, in contrast to those in the past, dearth of attention, demand quick responses, and are equipped with a readily available abundance of information. Thus, it is indispensable that marketers seize this critical chance to influence consumer decisions.

When a consumer turns to an electronic gadget to look up information, thereby exhibiting an i-want-to-know moment, they expect immediate solutions to their queries. As mentioned before, today's consumers lack an attention span and are spoilt for choices, they demand service providers to remain prepared. It can also be safely assumed that they wouldn't spend more than a minute before moving on to other content given a piece of content, making the environment utterly competitive. Around the world today, consumers of data are dependent on the internet in general and search engines like Google in particular. It is almost as if it has become a 'reflex' movement for people, where lack of knowledge, clarity, data or wisdom triggers people to immediately look for substance on the internet. Coupled with the above-mentioned behaviour of consumers, they wish marketers to provide apt, specific, and personalised solutions. Google argues that consumers are more committed to their immediate needs than to a particular brand or product, demonstrating that they are inclined to consume what they find important at the moment in time.

- **I-WANT-TO-DO MOMENTS EXPECTATIONS:**

When customers have "I want to do" moments, it means they reach out for assistance in completing a job or obtaining an item that was previously beyond their knowledge base. When faced with such a situation, people often seek guides, manuals, or tutorials to help them achieve their goals. When consumers encounter a task that requires their independent attention but does not possess the necessary expertise, the aforementioned problem usually emerges. To get the job done well, people often turn to internet tools like social media, search engines, and tutorials to get the lowdown.

Micro-moments provide an intent-rich purchase to persuade advertisers to care more about mobile friendliness and Search Engine Result Page [SERP] ranking for a pleasant user experience. Your website's result pages will be more accessible thanks to Accelerated Mobile Pages, or AMP. Take, as an example, Imagine a housewife who is planning a lavish feast for a gathering of friends. To master a certain cuisine, they could look up recipes and cooking methods online. This individual is in the midst of an "I want to do" moment and is looking for resources to help them accomplish their culinary goals, such as trying out a new technique or a creative dish. The websites might collaborate with a chef's YouTube channel to showcase his utensils, pots, pans, and more. We may both benefit from the home cook's fleeting flash of brilliance thanks to this partnership.

- **I-WANT-TO-GO MOMENTS EXPECTATIONS:**

In today's information age, moments when people want to go somewhere are incredibly important, as the location of a person holds significant value. From a marketing perspective, the 'near me' option can be seen as a way to bring opportunities closer to you. The importance of the location is growing steadily, yet it is often overlooked. People in a town often conduct nearby searches to find the most convenient services. Thus, prioritizing the optimization of the location is crucial for every commercial outlet. As we delve into the study of the latest consumer trends, it becomes evident just how crucial digital assistance is for them. These aspects of the new consumer market should be seen as opportunities for business ventures, rather than vulnerabilities. Having a strong online presence is crucial for any organization in today's digital landscape. For instance, if you're running a cafe and someone new to the area wants to find services like yours, they would likely turn to online platforms. By updating your location with optimized details, you can attract potential customers who may become regulars based on the quality of your service.

"I-want-to-go" moments occur when consumers have a strong want to go someplace, such to get food or a certain item for a project. People now rely heavily on internet searches to find places to go, therefore capitalizing on those times is crucial for recruiting clients. When people say, "I want to go," a lot of times, they mean "near me" searches. Someone may, for example, type "hardware stores near me" or "restaurants near me" into a search engine. The majority of these searches are broad rather than targeted, so you may expect very few individuals to be interested in your brand. Whoever is nearest to them and can provide their requirements will pique their interest instead.

- **I-WANT-TO-BUY MOMENTS EXPECTATIONS:**

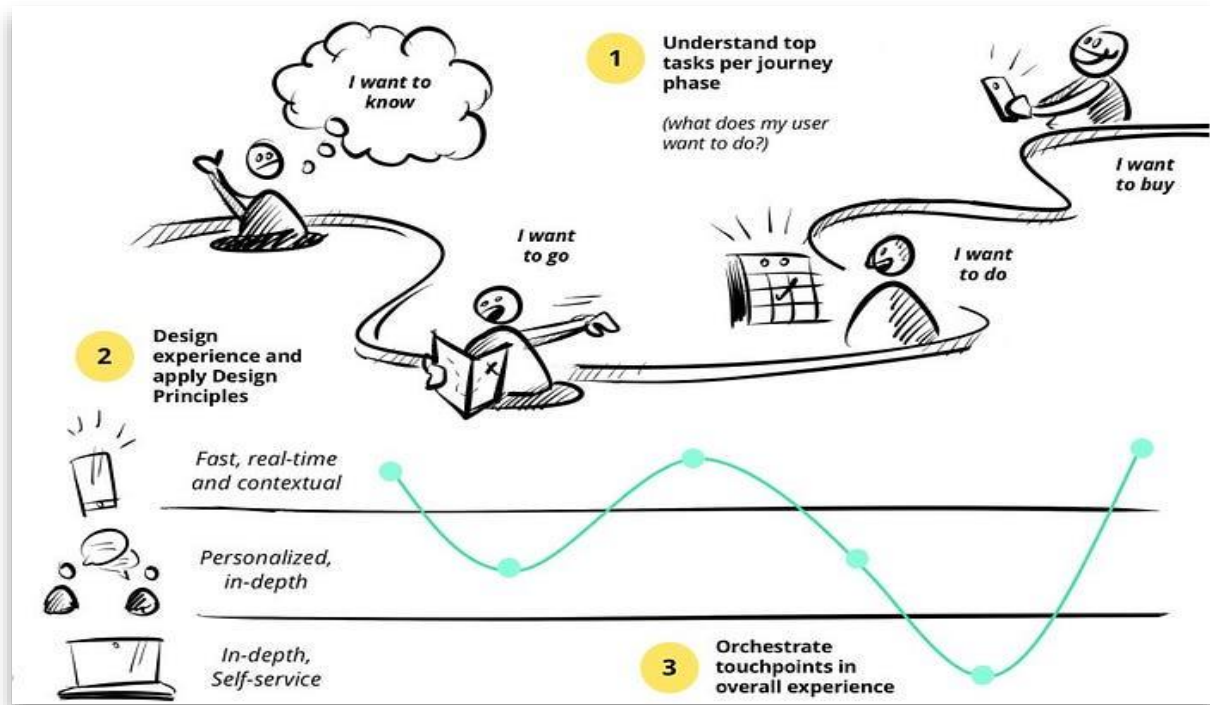
In today's fast-paced world, shopping is a 24/7 activity for the always-connected consumer. In today's digital age, our reliance on technology has become second nature. Whether it's a simple everyday purchase or a more significant investment, we instinctively reach for our devices. These micro-moments occur frequently throughout the day as we make decisions about what to buy. What option would be the most optimal? Is it within my budget to purchase this? Is it worth the investment? These moments of consumer intent to purchase are crucial for both consumers and brands. There are great chances to establish connections, especially on mobile devices. It is worth noting that a significant majority of individuals who utilize a mobile device for research ultimately proceed to complete a purchase. There are various approaches available to analyze customers' behaviours in this manner. Utilizing various tools such as browser push notifications, rich lead profiling, and content customization, the digital marketing environment enhances the online platform's marketing strategies.

The internet platforms mirror the restlessness of today's generation. They have experienced a significant shift in their daily routines due to the prevalence of devices that provide instant access to information and the availability of high-speed internet. When faced with any inconvenience, individuals tend to quickly explore alternative options. Those moments when customers feel a strong desire to make a purchase are the ones that catch my attention as a marketing analyst. Maybe the cause lies in the limited-time promotion for consumers or the stability of their financial situation. Just like a marketing analyst, a marketer excels at predicting key moments and leveraging them to promote and sell products and services. For this particular situation, the client's primary concern is the immediate availability of the product or service. If it is not readily accessible, they may start looking for other options.

- **LEVERAGING "I-WANTS":**

From the vantage point of a marketer, micro-moments host enormous potential. As was previously said, a consumer loses brand consciousness during an "i-want-to-know" micro-moment, thereby birthing a narrow window of opportunity for marketers to convey their products and create an impression of their own. As such, how the marketer chooses to take advantage of the opportunity is entirely up to their discretion. Having said that, capturing consumers' attention is an extraordinarily challenging endeavour. What a marketer ought to do in a scenario like this is use some of the most fundamental marketing techniques. As marketers, we may begin by acknowledging that the window of opportunity is exceptionally narrow and competitive and that consumers are capable of substituting us at their tips. Doing so could prove very helpful in devising strategies to capitalize on such a challenging environment. Additionally, we need to get acquainted with the ecosystem of contemporary markets. The rapid adoption of mobile devices as well as the widespread use of mobile applications have fuelled the growth of mobile commerce (or m-commerce) worldwide (Xu et al., 2016); as such, we should ideally continue to be the 'most' invested in mobile-internet commerce. A recent Google/Ipsos study (Ramaswamy, 2015) indicated that 91% of US-based smartphone users look up information on their smartphones while in the middle of a task. A similar study (Google, 2016) revealed that 88% of online users accessed a device for immediate information or ideas, while 78% of smartphone users regularly turn to their smartphones for ideas while doing a given task. Taking into account all of these findings and studies, marketers may benefit immensely from the mobile internet ecosystem. Thus far, we have rearranged our priorities, at least temporarily, but the problem persists as to how we, as marketers, not only penetrate the ecosystem of mobile-internet commerce but also become the customer's preferred option for something as simple as an "i-want-to-know" task, where it is assumed that a customer would spend a negligible amount of time looking for a brand. In this setting, marketers need to emphasize their online presence. To put it simply, their product should be practically

everywhere, able to reach the right people at the right moment, with the absolute minimal requirements of accuracy and comprehension. Additionally, service providers must go extensively into the realms of data and software optimization.



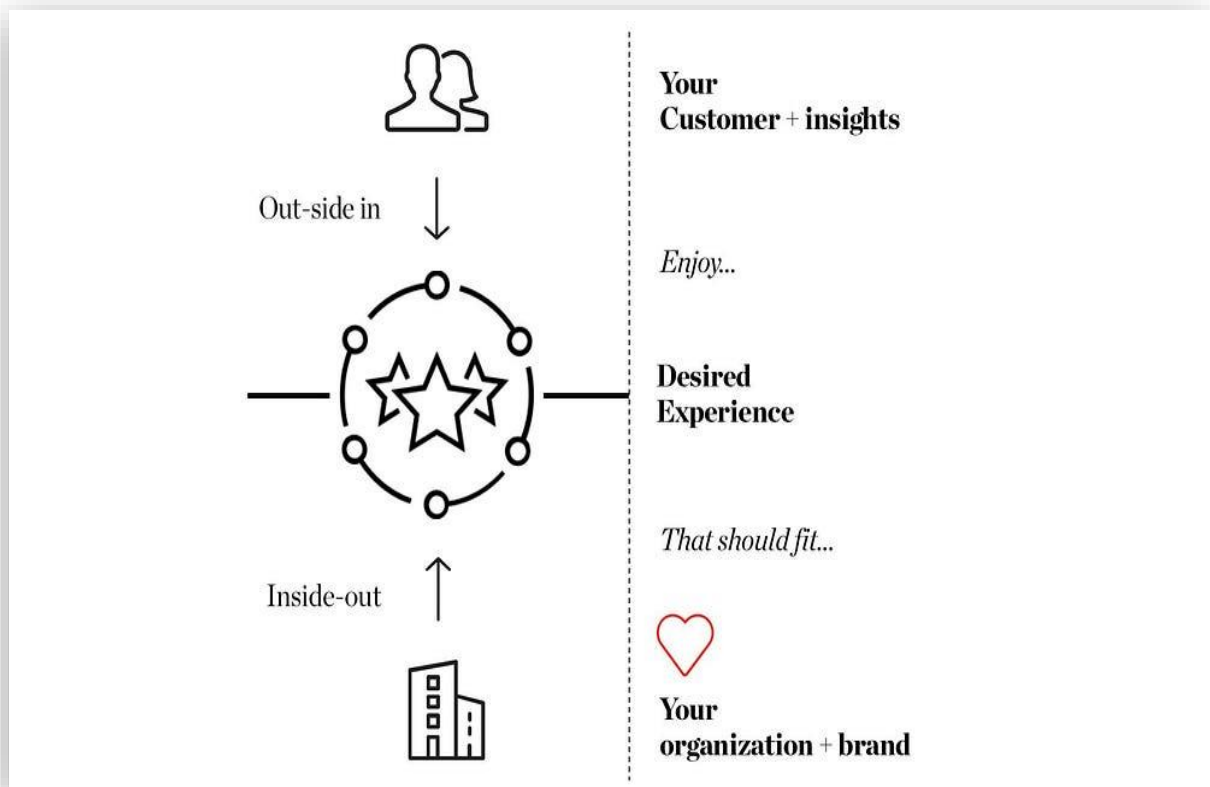
Source: UX Collective

Understanding the significance of being present in these moments is crucial for marketers, yet unfortunately, many fail to recognize its importance. Marketing is predominantly focused on brand moments and milestones, tied to campaign flights and product launches, rather than personal moments like these. It's quite straightforward. Many marketing plans rely on traditional one-way media, where brands broadcast their messages to large audiences. Traditional media cannot provide clear indications of intent, making it challenging to determine if there is a genuine need or desire for your product. However, when individuals inquire about how to accomplish a task, it indicates a specific need. Seems like someone needs assistance. In today's digital landscape, brands have the opportunity to swiftly address inquiries and provide assistance precisely when it is most crucial. When brands can accomplish this, they have the potential to gain customer loyalty and increase sales. It's interesting to note that a significant number of millennials have made purchases after watching instructional videos.

Recognizing the importance of cues and trigger events, consumers are more likely to seek assistance or guidance when faced with a task.

These catalysts can come from various sources, whether they arise internally or externally, and can trigger a person's need or desire to take action. Unlike a market research analyst, cues are hints or indicators that prompt individuals to seek out information, instructions, or resources. To effectively connect with consumers and provide meaningful assistance, companies and marketers must possess a comprehensive grasp of trigger events and cues during the "I Want to Do" moment. With the advancements in technology, the "I Want to Do" moment in marketing has undergone a significant transformation. Information and resources are now easily accessible to a larger audience, while customised experiences and enhanced accessibility through mobile devices and voice support have become the norm. Consumers today have access to a wide range of immersive experiences, interactive tools, and multimedia content, enabling them to make informed choices and engage in various activities with unparalleled comfort. To fully capitalize on the potential of these innovations, marketers must adapt by harnessing new technology, tailoring content for online platforms, and providing assistance to customers in their moments of need.

Recognizing those moments of desire to make a purchase can be beneficial for more than just spontaneous buying decisions. Significant choices such as purchasing a vehicle, investing in a new house, or planning a vacation can also elicit a strong response, as demonstrated by Erica's experience. Consider the car industry as an illustration: there has been a significant 51% year-over-year growth in mobile searches.⁸ In today's market, the director of new and conventional media at Toyota, Dionne Colvin-Lovely, emphasized that the path to purchase has become increasingly dynamic. Mobile devices play a significant role in the car shopping journey, with consumers relying on them both at the initial stages and during the middle of their purchase process. Even when physically present at the dealership, people continue to use their mobile devices to conduct further research and explore their options online.



Source: UX Collective

In today's fast-paced world, companies must prioritize delivering instant gratification and relevancy to their customers due to the overwhelming amount of information available. "The expectations of today's car buyers are shifting as a result of the rapid evolution of mobile technology," Colvin-Lovely comments. As consumers engage with various content related to cars, we aim to ensure a seamless experience in accessing relevant information about Toyota. She describes the various mobile strategies employed, such as high-impact sponsorships and takeovers, as well as dynamic, hyper-targeted, location-triggered placements. These tactics were utilized to ensure that Toyota remained at the forefront of people's thoughts during critical moments.

• **DIGITAL MARKETING AND AI IN MICRO-MOMENTS:**

Various digital tools and strategies are utilized in micro-moment marketing to effectively engage consumers and influence their decision-making process. Ensuring that brands' offerings and content are easily discoverable by consumers when they need them is a crucial aspect of effective marketing. One of the key strategies and tools used for this purpose is SEO (Search Engine Optimization). By strategically incorporating relevant keywords and phrases into their website content, product descriptions, and blog posts, brands can significantly enhance their visibility in search engine results pages (SERPs). PPC advertising allows marketers to display targeted ads to customers based on their search queries and browsing habits. PPC ads can strategically target customers during key moments, guiding them to landing pages or product pages that meet their

specific needs and interests. SEM, or Search Engine Marketing, is all about boosting visibility and driving traffic from search engines. It encompasses a range of strategies, including SEO and PPC, to achieve these goals. By combining SEO strategies with targeted PPC advertising, brands can effectively reach and engage potential customers during consumers' micro-moments. This enables brands to appear in search results at the optimal time for consumers to receive relevant information or products. Electronic kiosks, also known as E-KIOSKS, provide customers with interactive touchpoints in physical retail environments.



Source: <https://www.monolithimc.com/micro-moments-strategy>

They offer a convenient way for customers to access information, ask questions, and complete purchases. With E-KIOSKS, consumers can easily access product information, user evaluations, and instructions whenever they need them. This seamless integration of offline and online channels ensures smooth interactions and helps users make informed decisions during their micro-moments. Chatbots offer customers personalized, real-time support through conversational interfaces such as messaging apps or website chat widgets. Chatbots can engage with customers during moments when they express a desire to accomplish something, by addressing their queries and offering tailored suggestions. By assisting customers in finding the most suitable products or services, their overall experience is enhanced.

Through the analysis of vast amounts of data, artificial intelligence (AI) systems offer valuable solutions for micro-moment marketing. AI enables personalized experiences by accurately anticipating and fulfilling user needs in real time using personalization and predictive capabilities. With micro-moments, chatbots and virtual assistants are there to provide immediate support, while automation helps to optimize marketing efforts. In today's ever-changing landscape, brands have the opportunity to truly connect with consumers by harnessing the power of AI. By utilizing this technology, brands can enhance engagement, drive conversions, and foster long-term loyalty.

2. CONCLUSION

How people find information and make purchases has been revolutionized by the rise of micro-moments. Micro-moments are those brief but significant times when people use their phones to research, compare items, or make a purchase. In the dynamic realm of marketing and advertising, it is now essential for organizations to grasp and capture micro-moments to reach their target audience successfully. When people experience a micro-moment, they fall into one of four main types: curiosity, navigation, action, or purchase. Maintaining material relevancy, updating it often, and optimizing it for mobile devices are all critical for organizations to get the most out of their content. Not only that, but it's critical to quickly and efficiently grab the target audience's attention while providing them with relevant and tailored content that meets their needs.

Mobile gadgets are indispensable in the modern environment. People nowadays depend on their mobile devices, such as smartphones and tablets, to access information swiftly and make purchases even while they're on the go. Organizations must make mobile optimization a top priority, guaranteeing that their content is accessible, readable, and engaging on mobile devices. Businesses need to keep a careful eye on key performance indicators including revenue, time on site, engagement, bounce rate, conversion rate, and engagement rate to assess the efficacy of micro-moment marketing initiatives. Businesses may gain a better understanding of the impact of their efforts and identify areas for improvement by meticulously analysing these indicators. In the end, content marketing will be significantly affected by the rise of micro-moments. Staying current and optimizing content for these occasions is critical for organizations to catch the attention of their target audience and generate success.

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