



EDUCATION & INSIGHTS

The Insights Briefing

A monthly look at changing
behaviors around the globe.

May 2023

At a glance

Google's Global Market Insights team keeps tabs on the many ways consumer behaviors are evolving. We're observing consumers being more intentional and specific than ever, making more conscious decisions, and using digital resources more often to get information and help with brand evaluation – whether they're shopping in store or online.

Google is continuing to evolve the Search experience for customers and consumers whose needs and decisions are more complex. People are managing complexity by turning to helpful resources for more personalized information.

So what? It's harder for marketers to predict a consumer's next step. Showing up on platforms that are helpful to consumers allows advertisers to **reach the right person at the right time with the right message and on the right platform.**



Help! How consumers ask for assistance in **the journey**

As we said last month, **the consumer journey is more complex than ever before**. It's no wonder then that 15% of searches are new on Google every day.¹ Consumers have more choices and are increasingly turning to online resources for help determining which items are right for them.

THE IMPORTANCE OF RESEARCH



Consumers are using research to become informed and feel reassured that they are making a good decision before they purchase.

- **75%** of consumers in surveyed markets say it is important to research all relevant information about a product/service before making a purchase.²
- **40%** of consumers in surveyed markets think it's important to research before making a purchase to ensure that they are buying from a reliable/trustworthy source.²
- Across surveyed markets, the top reasons why consumers think it's important to research before making a purchase are to find the best deals (**48%**), to ensure good quality (**47%**), and to make sure their needs are met (**45%**).²
- And it's not just high-priced items. **76%** of consumers across surveyed markets said that if they were looking to buy a more affordable brand they would be more likely to do research.³

¹ Google Internal Data, Jan 2022.

² Google-commissioned Ipsos Consumer Continuous, US, CA, UK, FR, DE, IT, AU, JP, IN, BR, MX, ES, ZA, KR, ~n=500-1,000 at least weekly online consumers 18+ per market, Apr 6-10, 2023.

³ Google-commissioned Ipsos Consumer Continuous, US, CA, UK, FR, DE, IT, AU, JP, IN, BR, MX, ES, ZA, KR, ~n=500-1,000 online consumers 18+ per market, Apr 6-10, 2023.



Global consumer context: Using research to plan for what's next

THE ROLE OF GOOGLE



Consumers use many resources to determine what, when, and where to buy. But Google continues to be an important source for gathering the type of information needed to make purchase decisions.

- When researching or gathering information for any purchase, **64%** of consumers in surveyed markets say they regularly use Google Search as a source of information.⁴
- **44%** of consumers in surveyed markets say they go to Google for information on the reputation of a brand they are considering. This is significantly higher than those who say they go to social media or the brand or company's website.⁴
- **33%** of consumers in surveyed markets say they go to Google for the latest releases of brands. This is significantly higher than those who say they go to social media or the brand or company's website.⁴

TRIED-AND-TRUE RESULTS



With so much information available, **Google is seen as a tool that delivers reliable and diverse results to consumers.**

- Consumers in surveyed markets agree that Google connects them to diverse sources of information (**75%**). This is higher than social media (**40%**) and marketplaces (**57%**).⁴
- **69%** of consumers in surveyed markets agree that Google is a reliable source of information they use when researching or shopping for items.⁴

⁴ Google-commissioned Ipsos Consumer Continuous, US, CA, UK, FR, DE, IT, AU, JP, IN, BR, MX, ES, ZA, ~n=500-1,000 at least weekly online consumers 18+ per market, Apr 6-10, 2023.



The helpfulness of Search

Consumers are turning to Google for help at various stages in their purchase journeys, from their moment of inspiration through to their decision on where to make their purchase. This month, we looked at a few of the rising questions consumers have asked Google over the past few months.

Month-over-month growth in searches for:



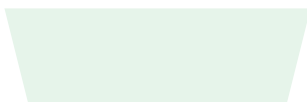
Upper funnel

How long does it take to run	78%
When is watermelon season	63%
When is teacher appreciation week	494%



Mid funnel

How does leasing a car work	8%
How to make hummingbird food	231%
How to plant tomatoes	92%



Lower funnel

Where to buy	19%
Where to get a money order	14%

Post-purchase

How to remove tan from hands	93%
How to remove temporary tattoos	19%