

**YouGov**<sup>®</sup>



# **eSuperbrands**

## The consumer perspective



# Introduction

- § 1,417 consumers were contacted through the leading online research agency YouGov. This survey was carried out between 30th September-3rd October 2006.
- § Consumers were asked to evaluate the importance of branding on the internet and the success of eSuperbrands using the following criteria:
  - § Brand recognition
  - § Brand Value
  - § Trust in brands
  - § Quality of product or service
  - § Advertising/Marketing
  - § Web usage
  - § Online purchasing decisions
  - § Offline brand presence verses online.



# eSuperbrands 2006/2007

1JOB.co.uk, 192.com, 50connect.co.uk, 888.com, allcures.com, Auto Trader, Avon, bbc.co.uk, Betfair, Boys Stuff, British Airways London Eye, confetti, crocus, DatingDirect.com, dubit, eBay.co.uk, Faceparty, Firebox, Friends Reunited, Google™, HalifaxHomeFinder, JobServe, Jobsite, Littlewoods even more, MAXIM, moneynet, Moonfruit, MyTravel.com, myvillage.com, Nectar, NetNames, OUT-LAW, PhotoBox, Primelocation.com, River Island, Streetmap, teletextholidays.co.uk, ThomsonLocal.com, Times Online, tiscali, TOPSHOP, toptable.co.uk, Totaljobs.com, UpMyStreet, What Car?, Yell.com

**According to consumers eSuperbrands have the following qualities...**

**§High quality service and product**

**§Trusted by the consumer**

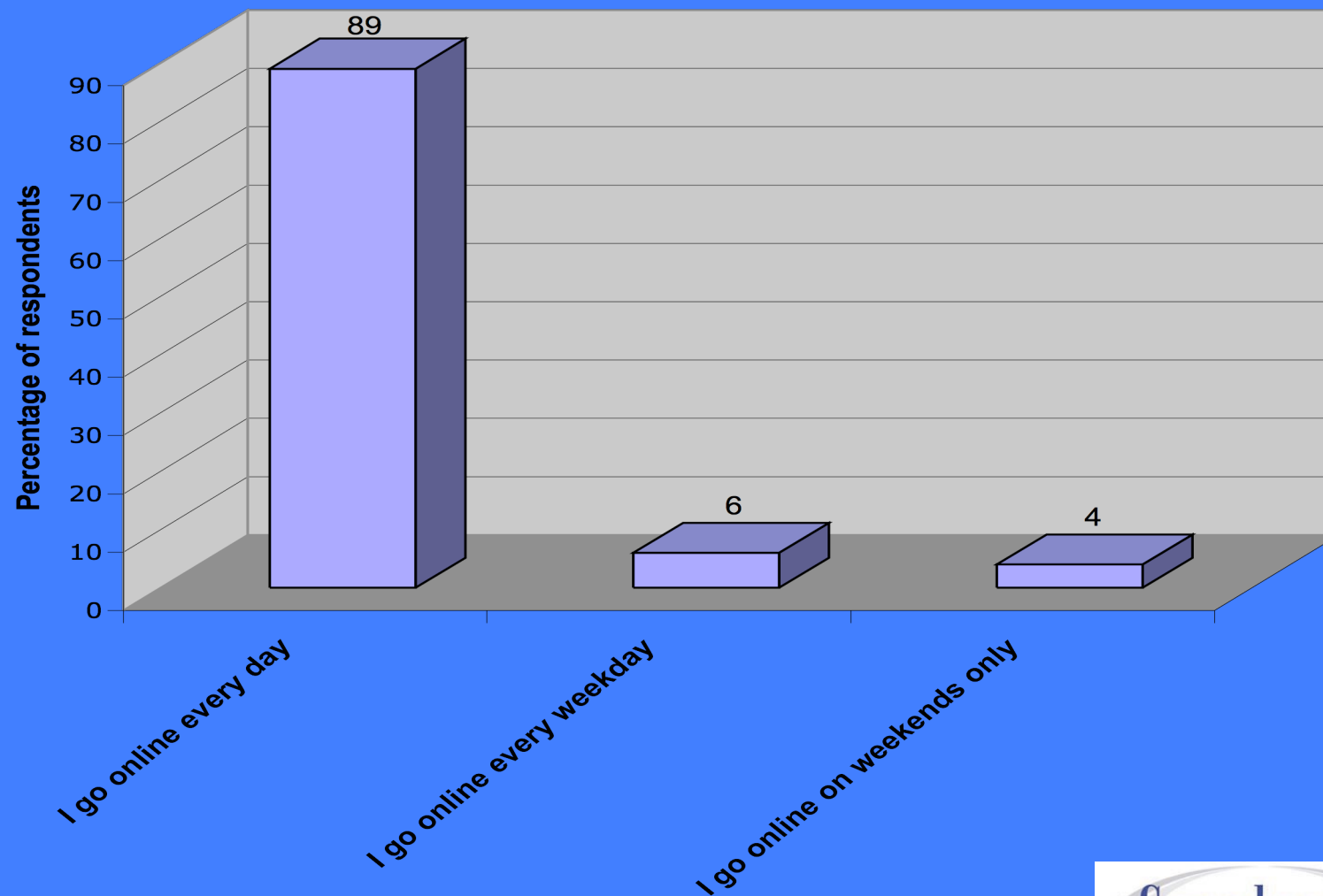
**§Strong Advertising and Marketing**

**§Usability**

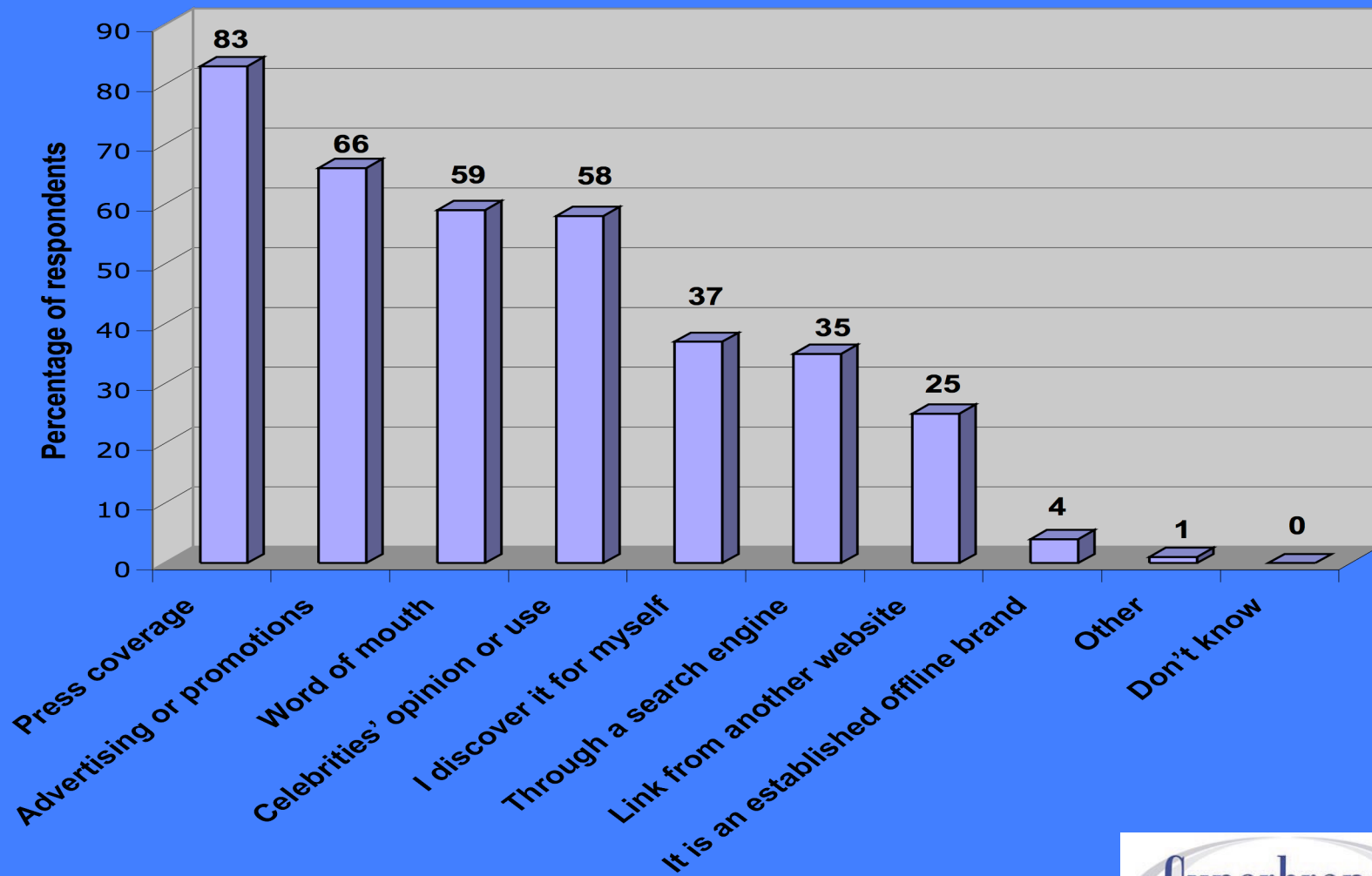
# Online Activity and eBrand Awareness



## How would you describe your online activity?



## How do you normally become aware of a website?

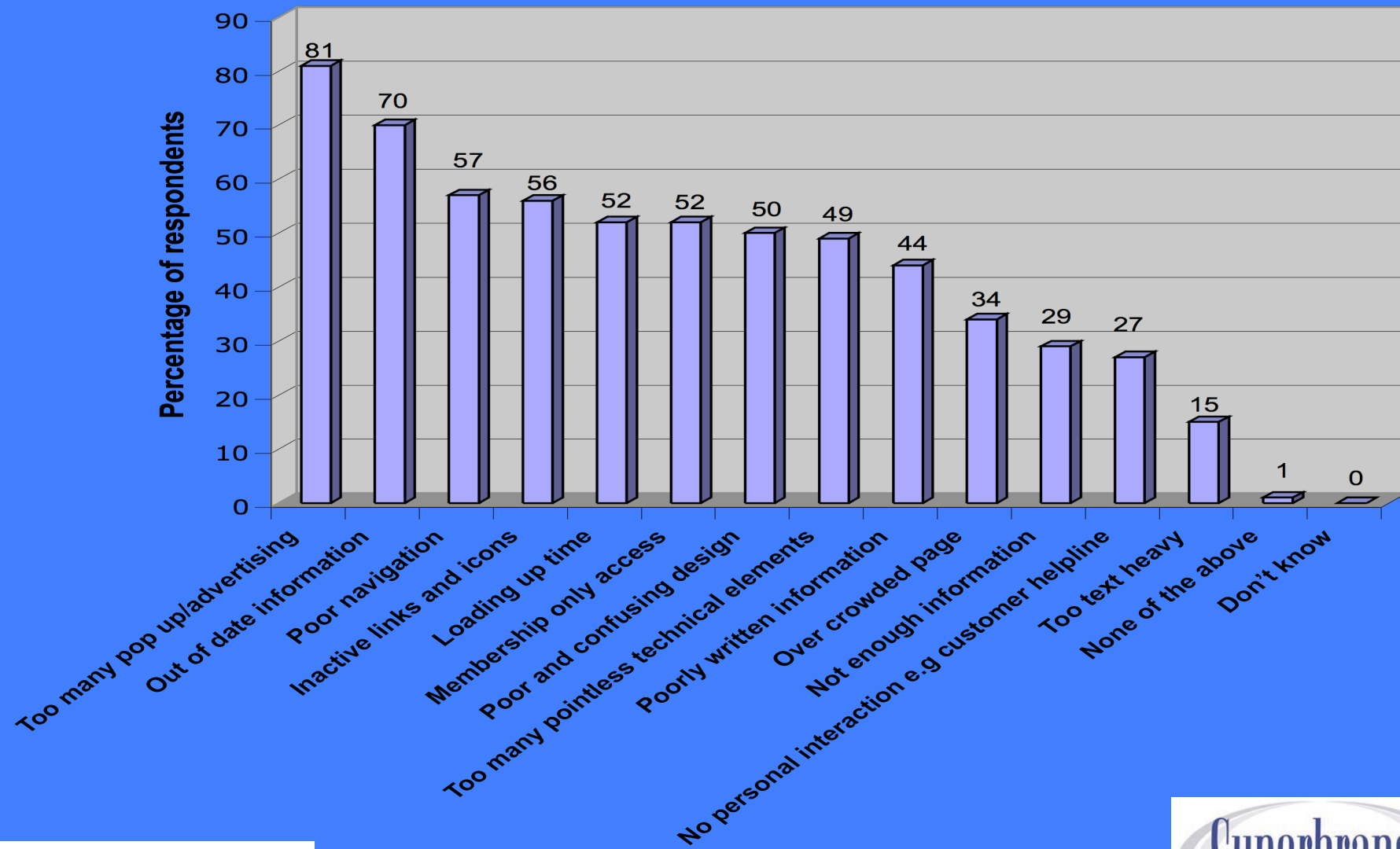




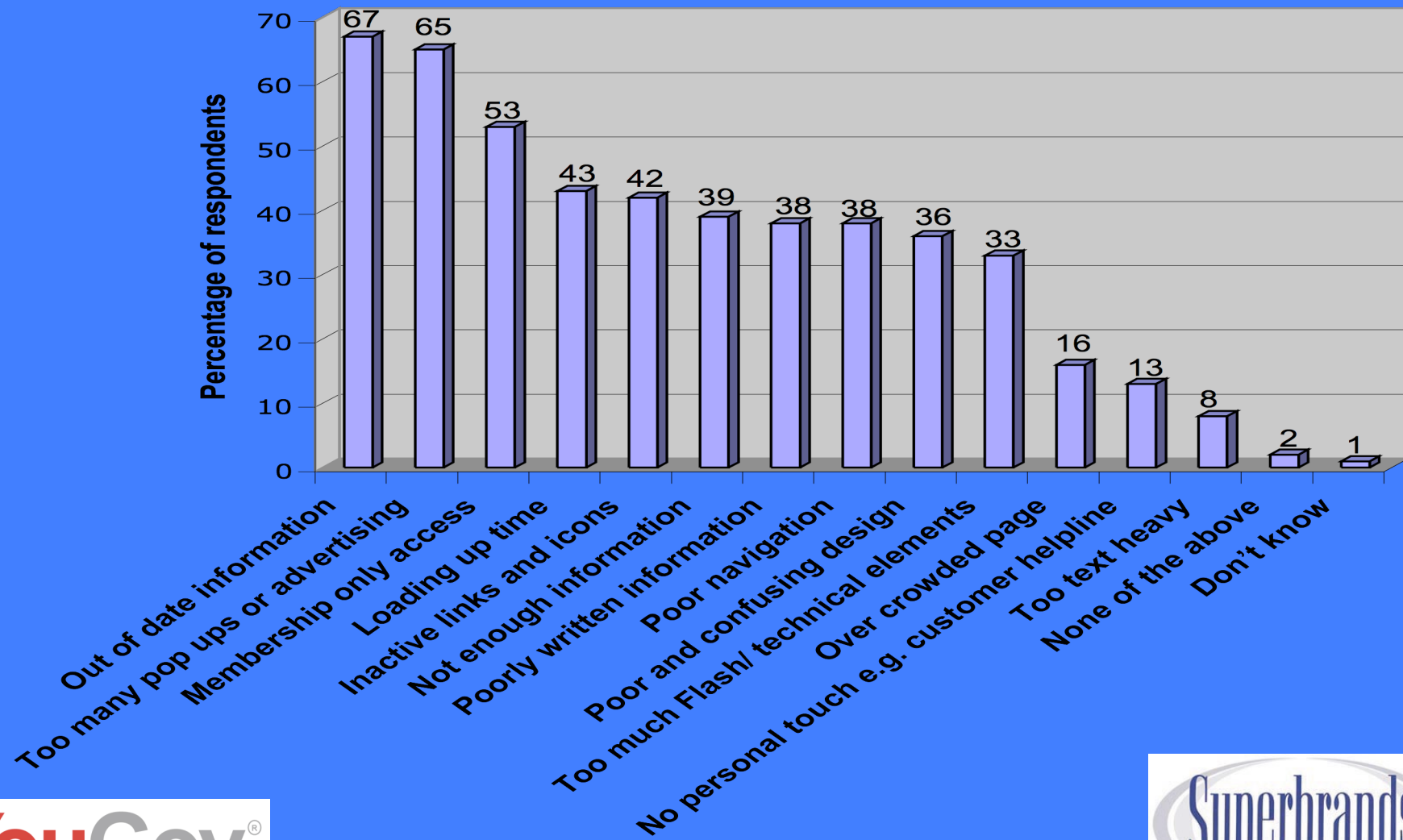
# Online Products/Services



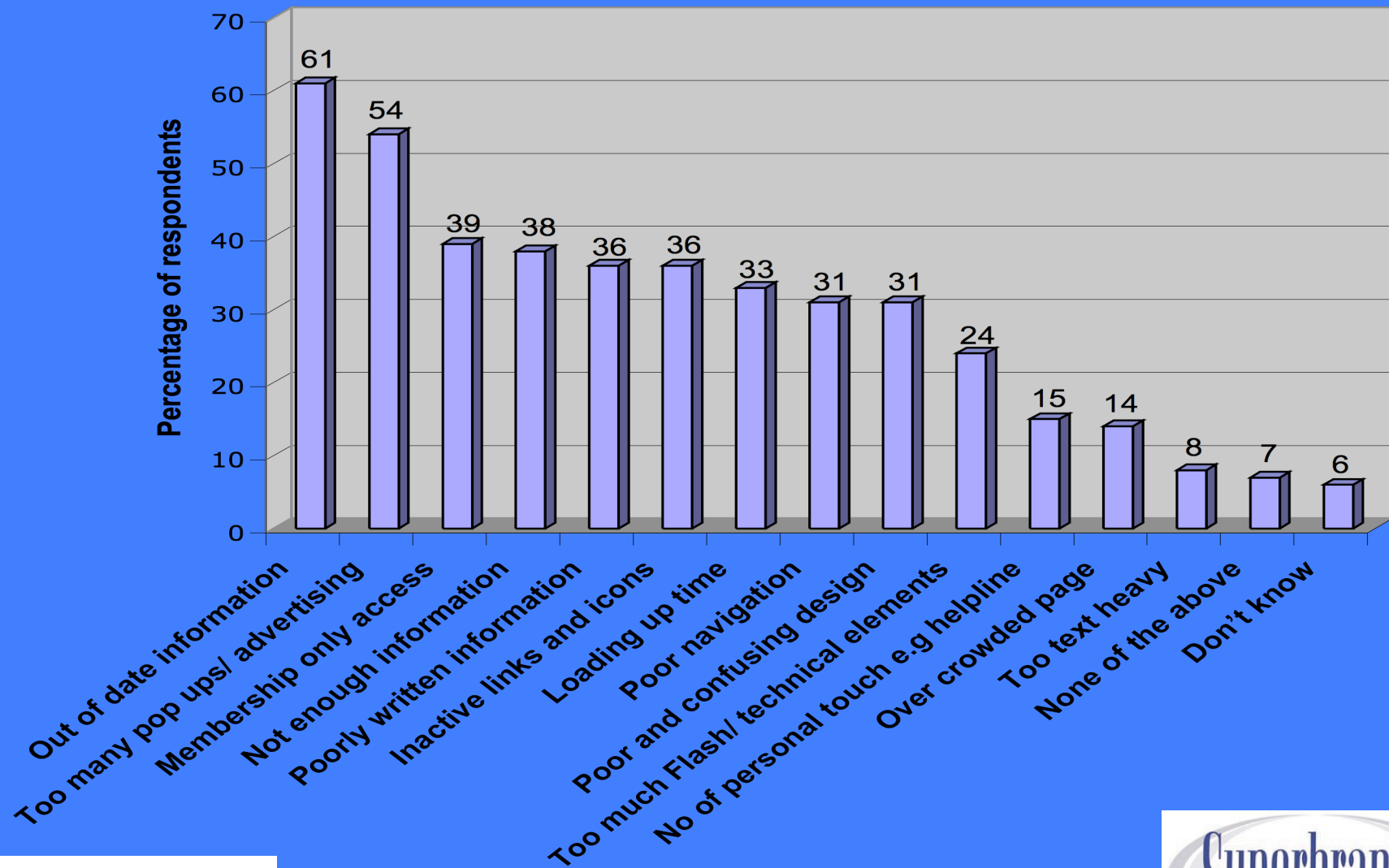
## Which of the following factors frustrate you when you are online?



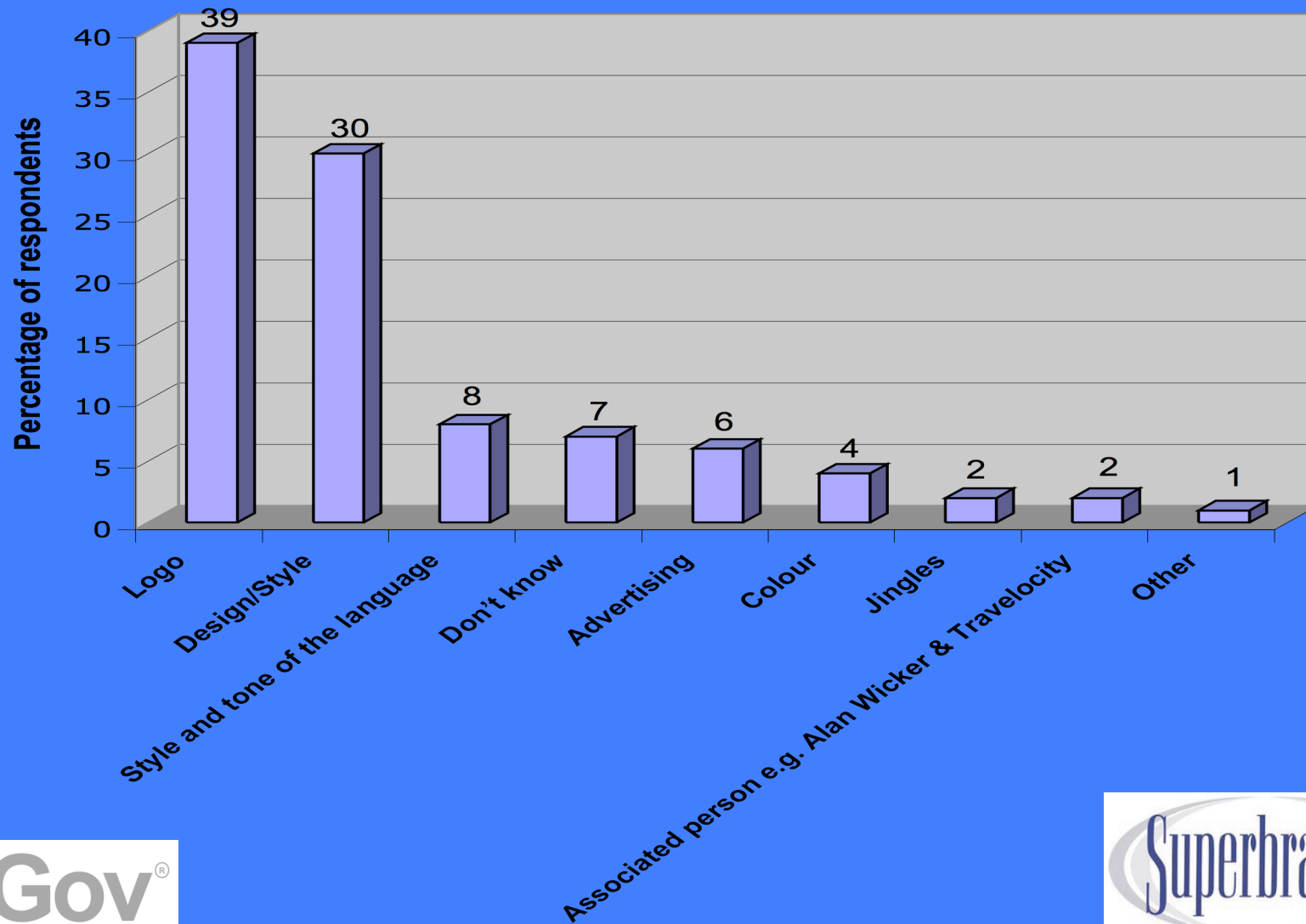
## Which of the following would stop you from re-visiting a site?



Which of the following would cause you to discourage your friends/peers from using a site?



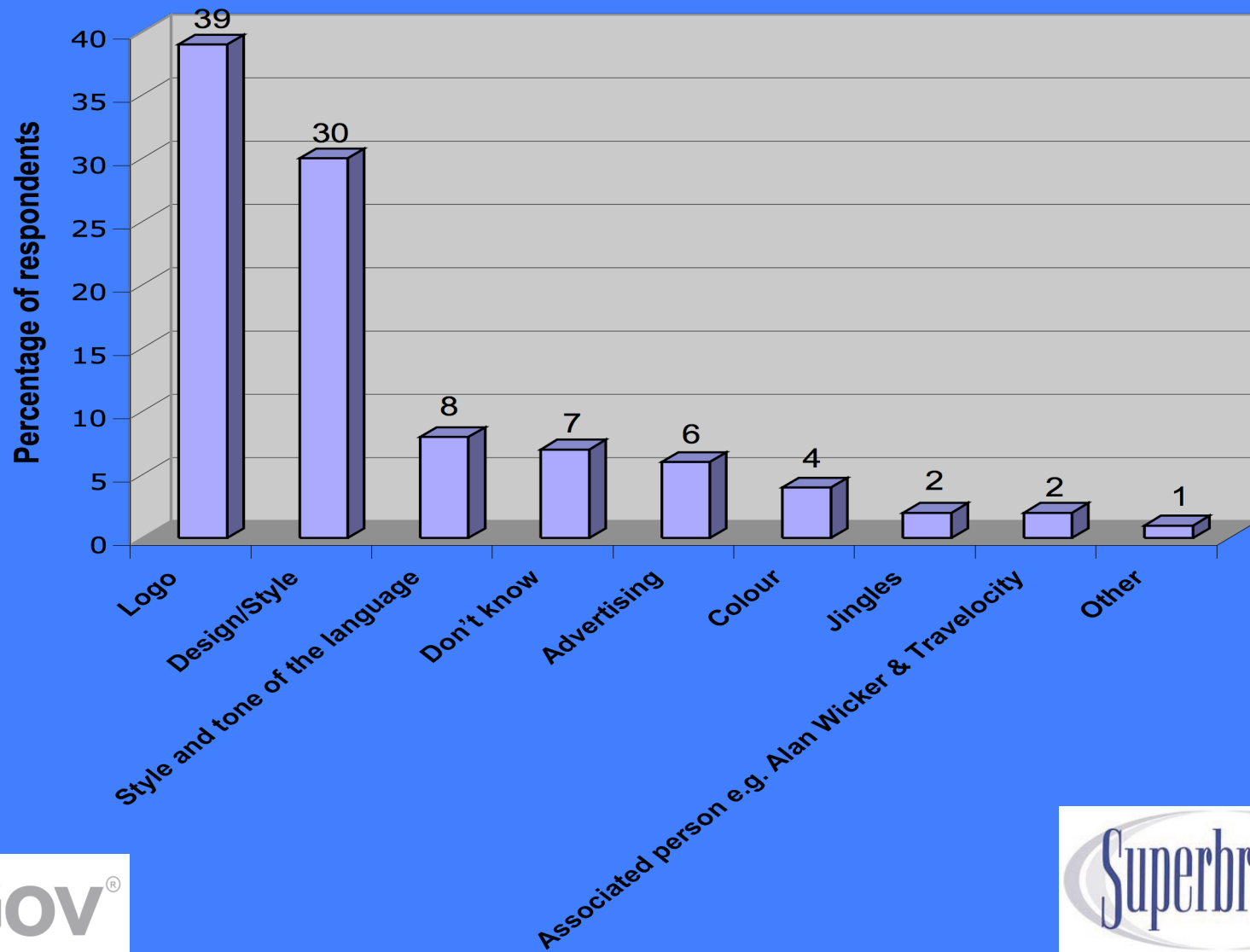
Which features do you believe stand out most when identifying an online brand?



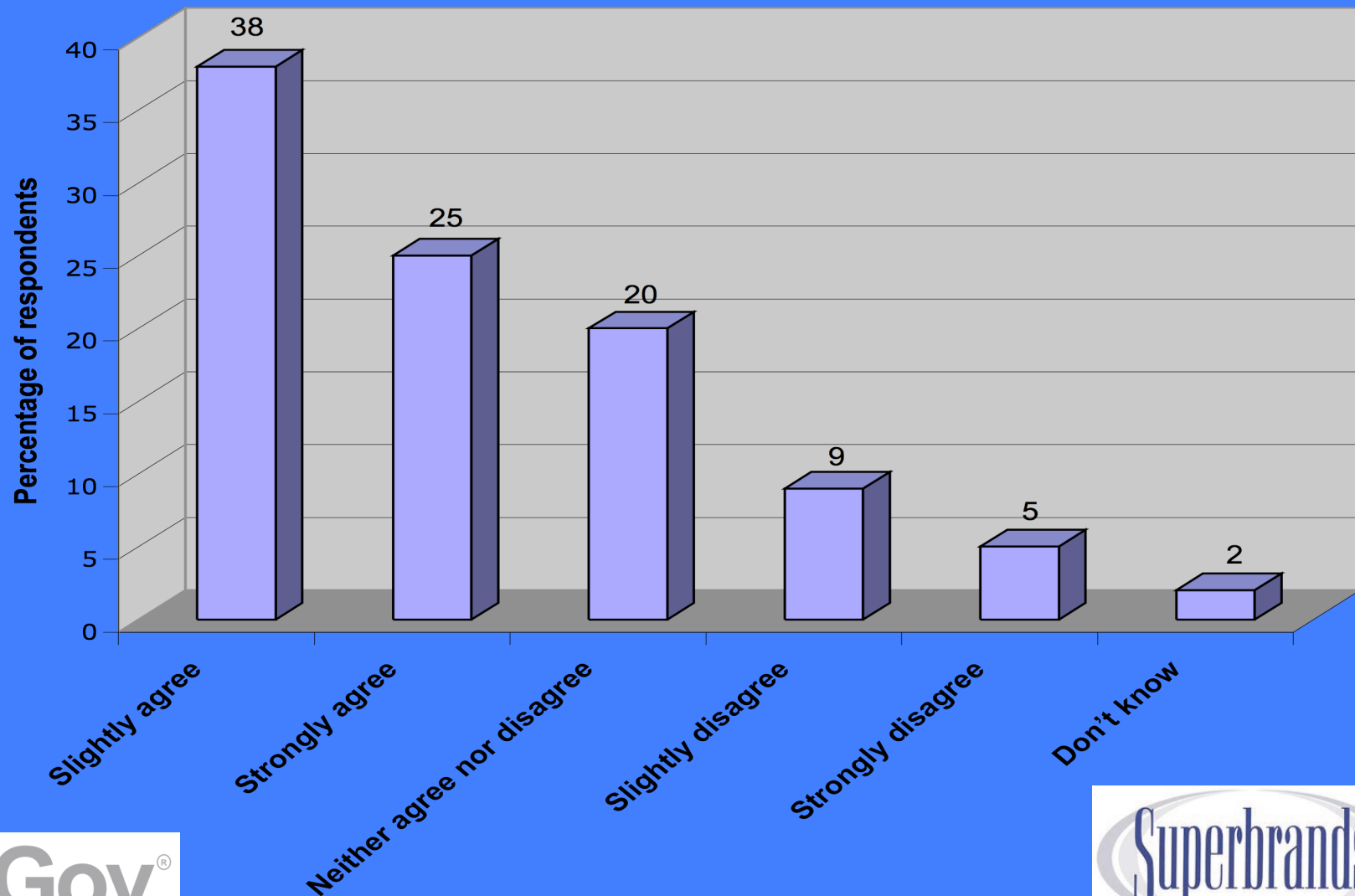
# Online brands verses offline brands



Which of the following features do you believe stand out the most when recognising an offline brand?

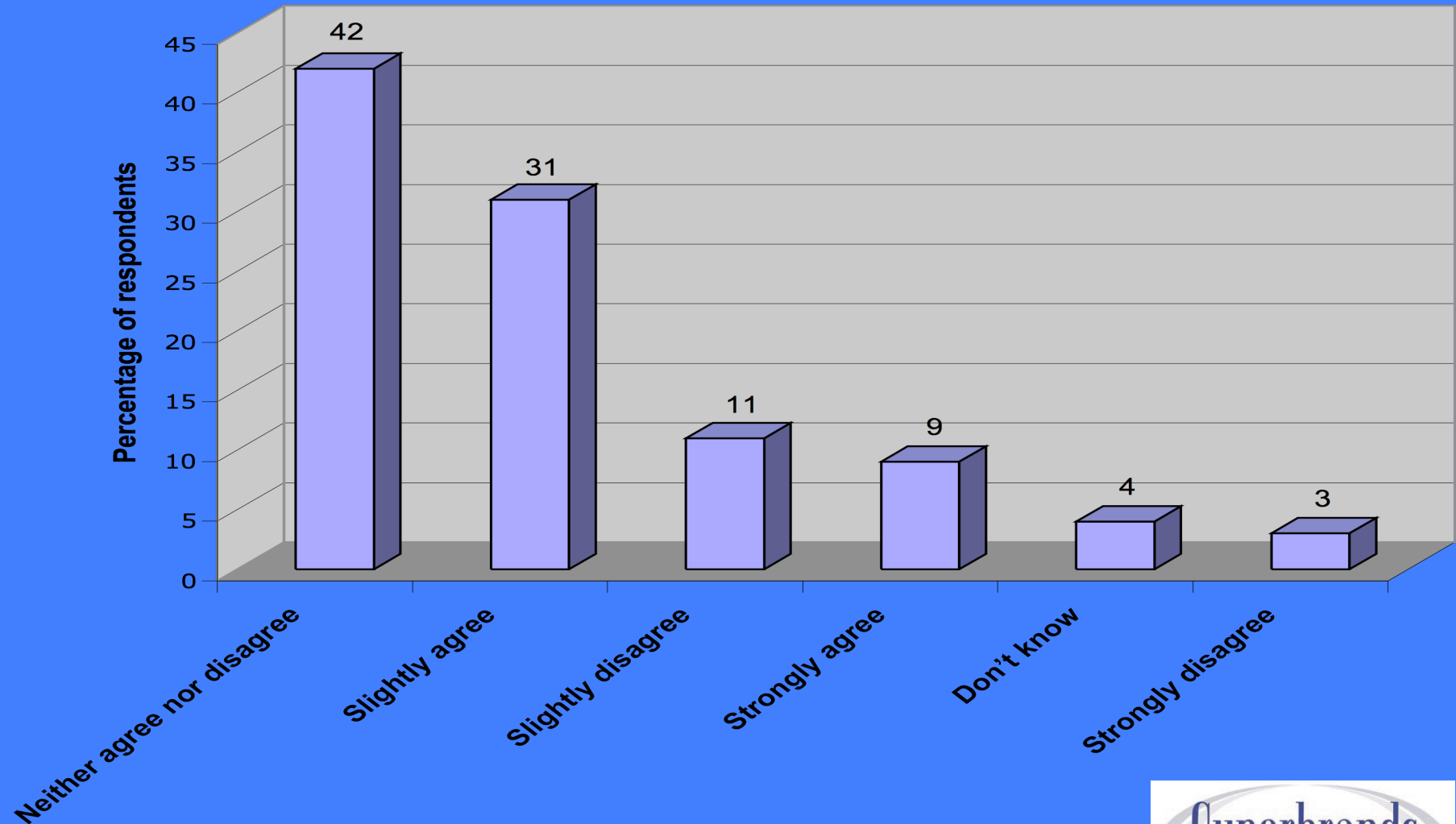


I am more likely to trust an online brand that exists offline e.g it has high street presence...

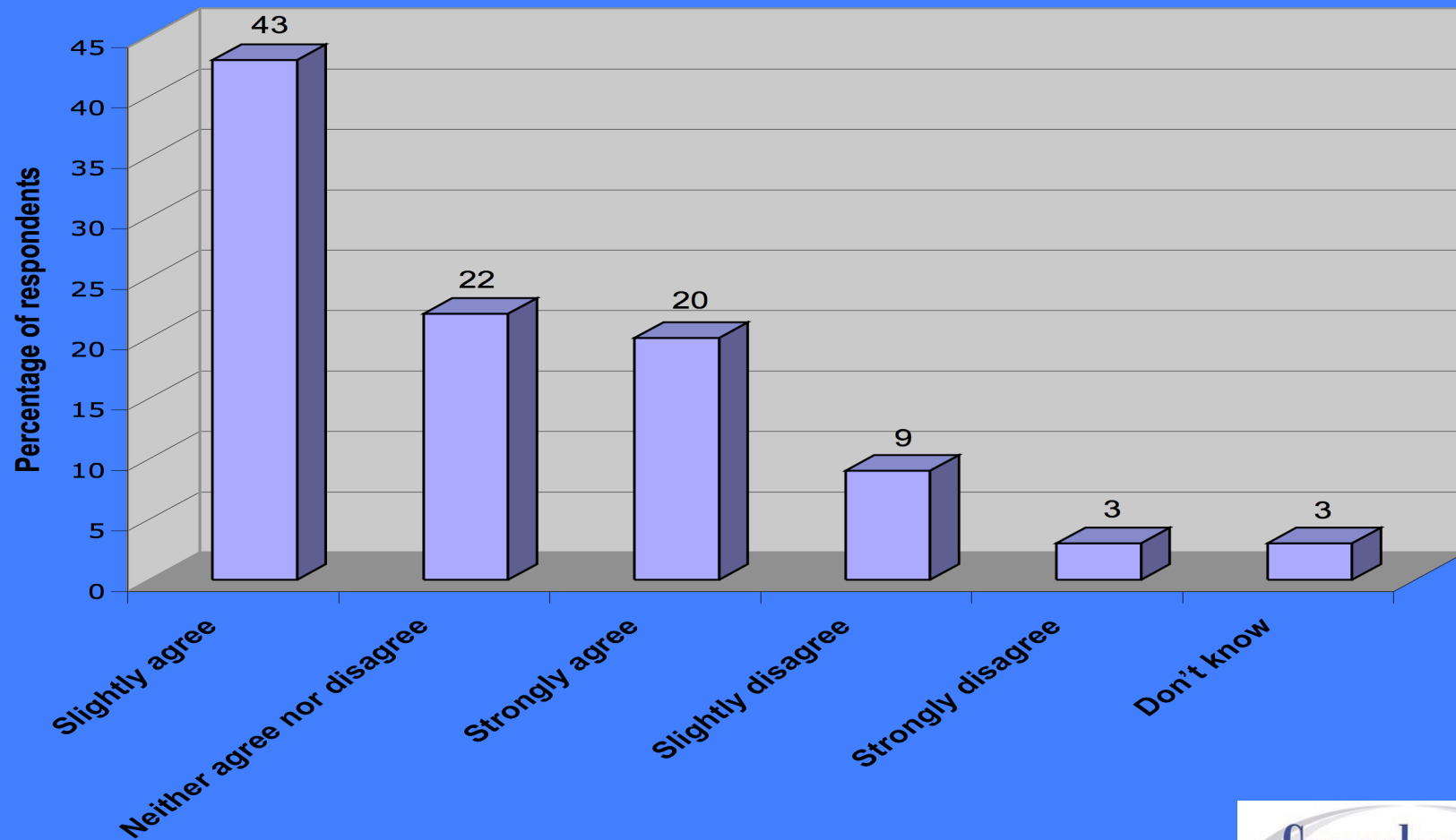




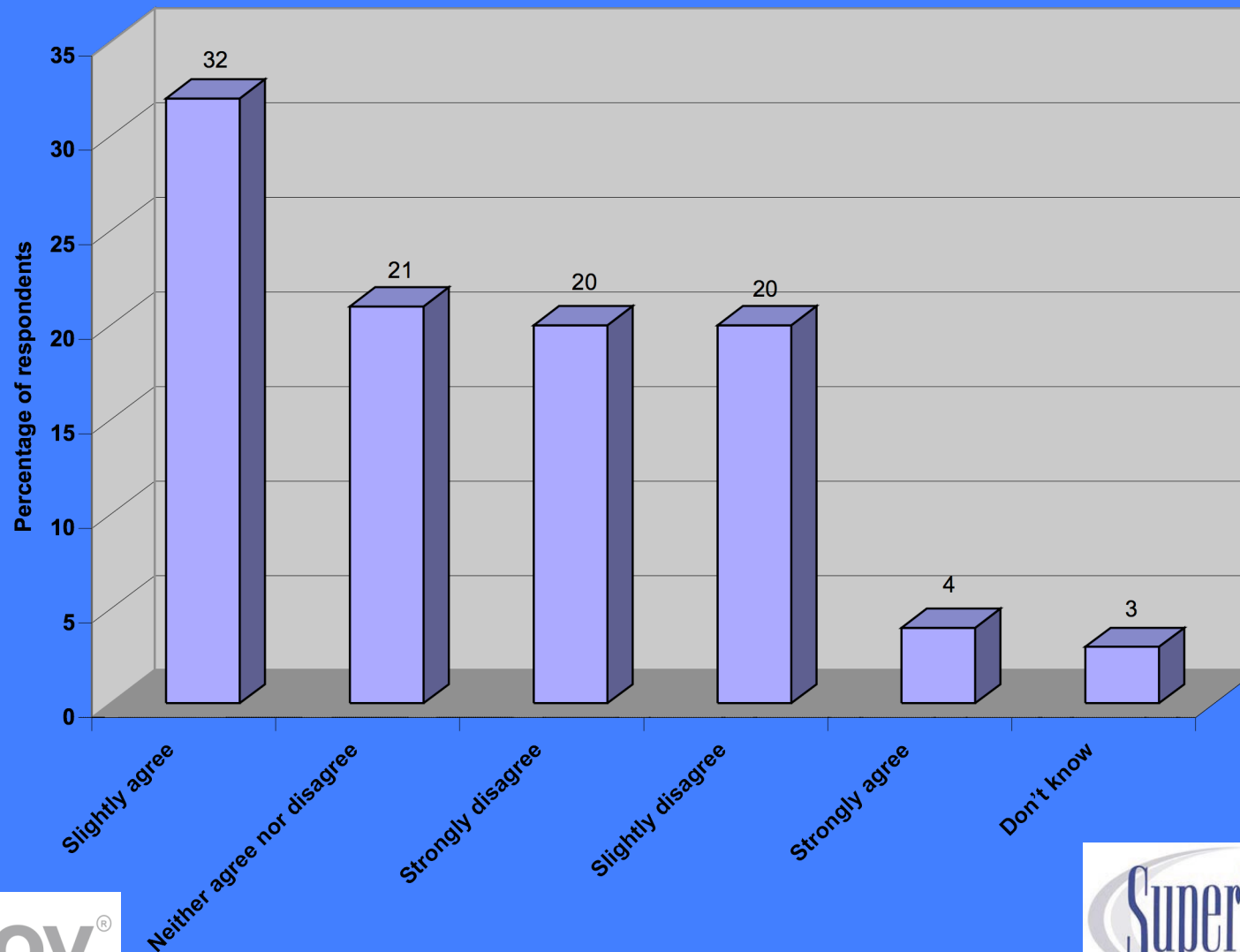
If I don't know much about the product/service that I am buying, I prefer to buy from a well-known brand/website...



My experience with a brand online will affect how I perceive it in an offline situation e.g stop me going to their high street store...



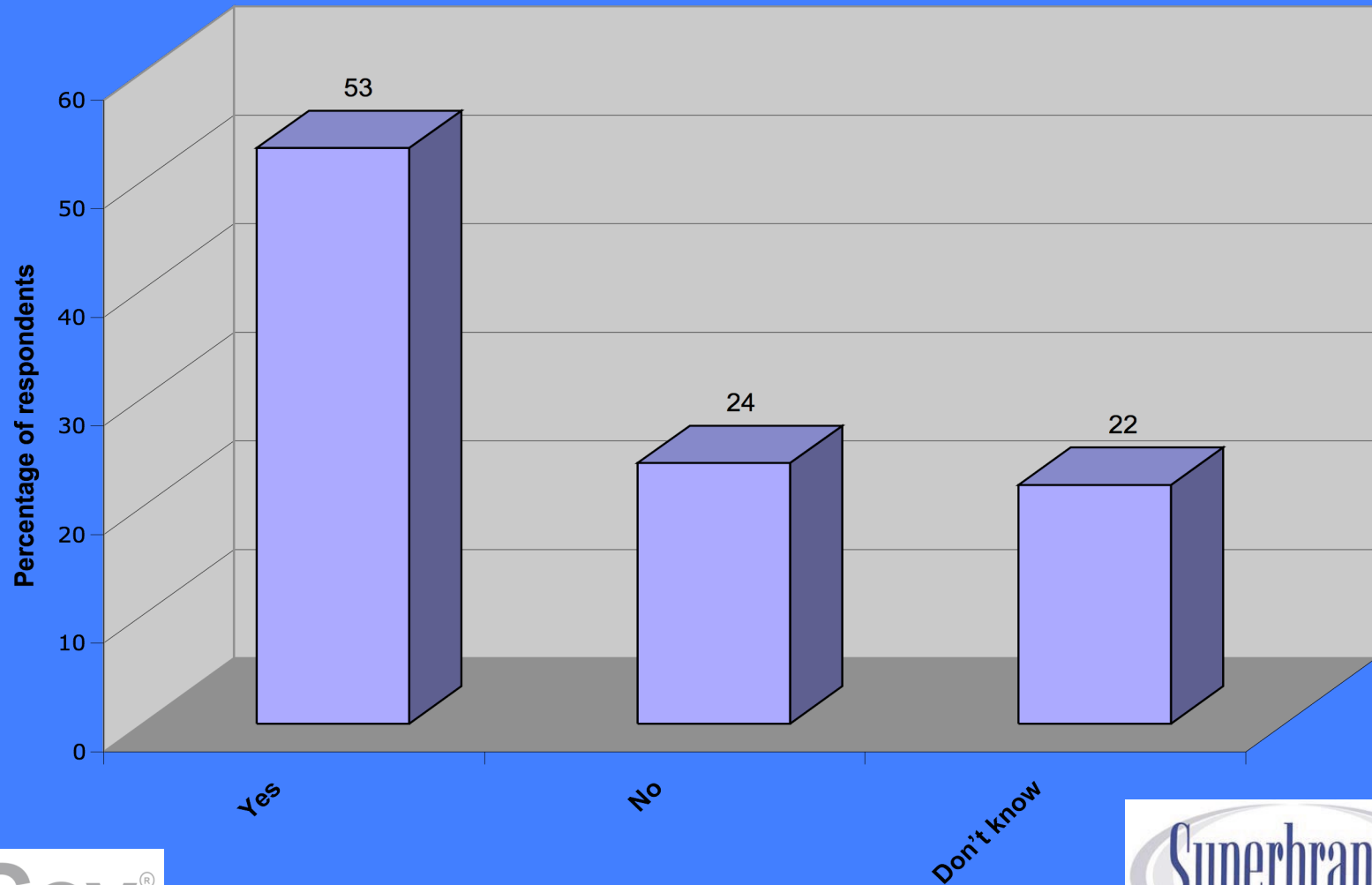
Do you agree or disagree with this statement: I am more tolerant of a poor website if it is from a brand I know and use offline?



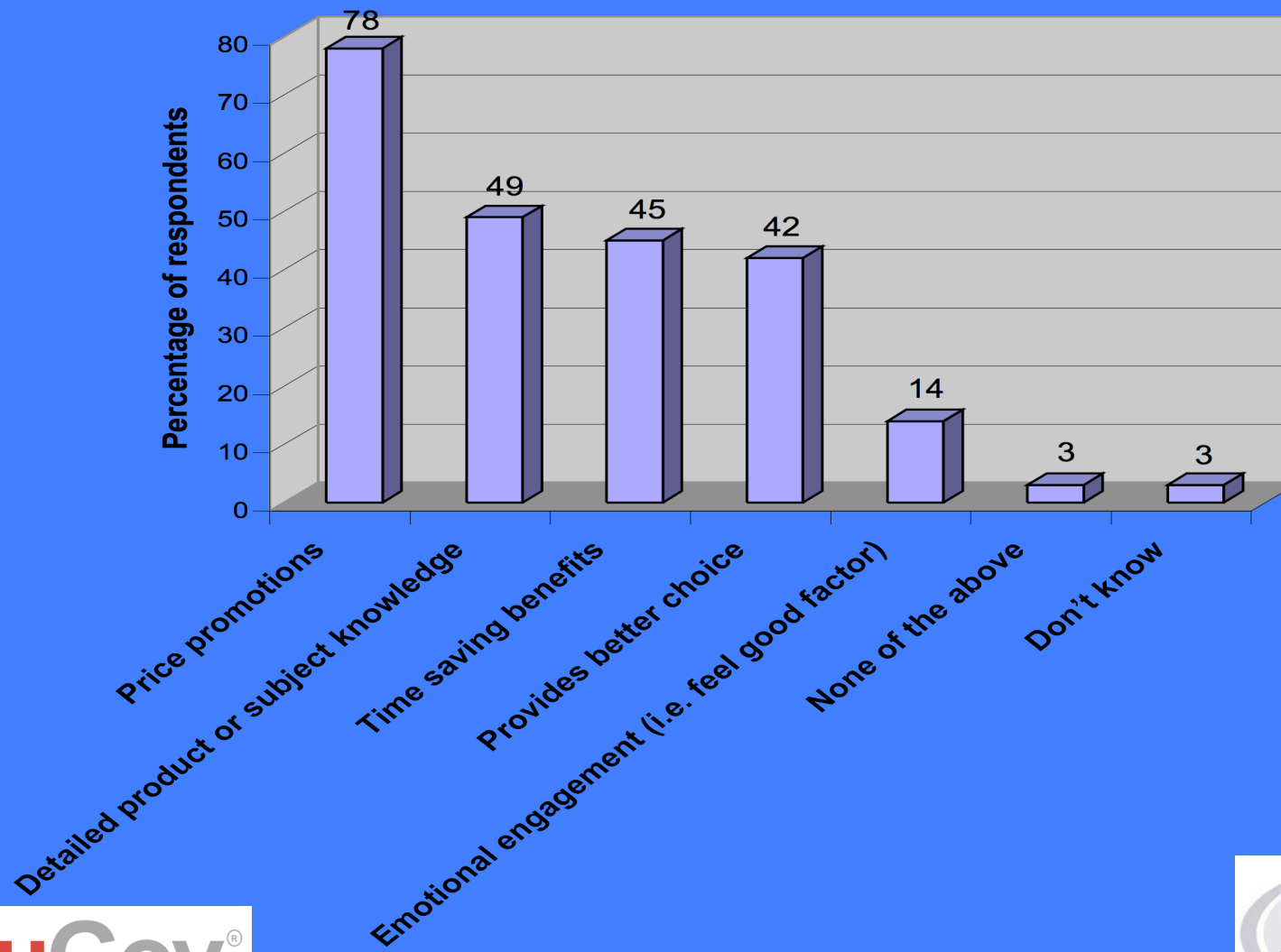
# The influence of an established brand...



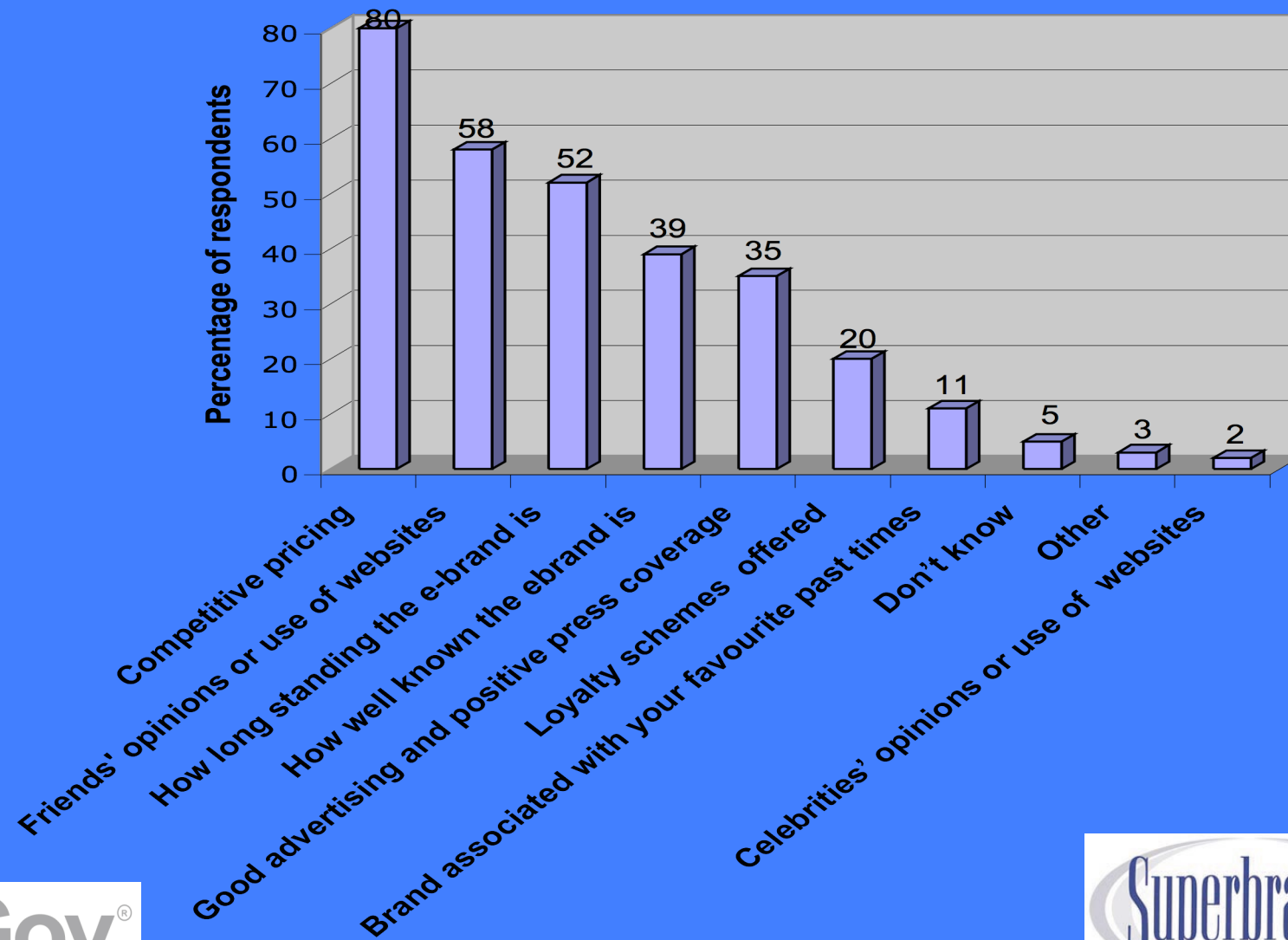
When online searching for products or information would you be more likely to search for a brand that you know operates in that field?



Which of the following incentives would encourage you to try a specific ebrand?



Which of the following incentives would encourage you to try a specific ebrand?



# eSuperbrands Top Ten

NB. Please note where brands scored the same there may be eleven listed





# Favourite online brands...

Google  
bbc.co.uk  
eBay.co.uk  
Streetmap  
Friends Reunited  
Nectar  
Tiscali  
Times Online  
TOPSHOP  
Yell.com



# Most reliable websites...

bbc.co.uk  
Google  
eBay.co.uk  
Yell.com  
Streetmap  
Times Online  
Friends Reunited  
Nectar  
Auto Trader  
ThompsonLocal.com

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Streetmap  
Yell.com  
Friends Reunited  
Times Online  
Nectar  
Auto Trader  
UpMyStreet



# Favourite websites to visit with £100 to spend...

eBay.co.uk  
TOPSHOP  
River Island  
Firebox  
bbc.co.uk  
Betfair  
Boys Stuff  
Crocus  
Google  
MyTravel.com  
Littlewoods even more

# Websites to visit with a spare hour online...

eBay.co.uk

bbc.co.uk

Google

Friends Reunited

Times Online

Auto Trader

Firebox

MyTravel.com

Primelocation.com

Teletextholidays.co.uk

TOPSHOP



# Q & A Further Analysis & Interpretation

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