

2003 Consumer Navigation Study – Asia

Study Description: Consumer Focus Groups in Asia studying how people navigate on the Internet, including interest and use of URLs, bookmarks, searching and exploring concepts of IDN and *.com* and *.net*.

Products in Study: *.com*, *.net*, IDN

Key Findings:

Navigation Behavior
Product Perceptions

Other Useful Studies Involving Market Research in Asia:

2003 Business Market Study – Asia
2003 IDN Registrant Profile Study – US and Asia
2003 Business IDN Study – Asia

Navigation Behavior

	Japan	Korea	China
Most Popular Website	Yahoo Japan	Daum	Sina
# of E-Mail Accounts	1-2	2-3	3-6
E-Mail Provider	ISP	Portals	Portals
Most Popular Navigation Method	Bookmarks, searching	Bookmarks, searching, occasional typing	Searching, typing in URLs or keywords
Other Navigation Behavior	<ul style="list-style-type: none"> -Heaviest users of bookmarks -Least likely to type text into their browsers -Search in Japanese -Experience the greatest hassle switching from ASCII to Japanese 	<ul style="list-style-type: none"> -Heavy users of bookmarks and search engines -Occasionally type into their browsers using ASCII -Search in Korean Little difficulty switching between Korean and ASCII 	<ul style="list-style-type: none"> -Heavy users of search engines -Most likely to type into browsers using ASCII -Some use of Chinese keywords -Most comfortable with typing ASCII text -Most loyal to native language

Japan

	Finding	Implication
Bookmarks	<ul style="list-style-type: none"> ▪ Heavy users of bookmarks ▪ Some users have 200+ bookmarks 	Promote fully multilingual solution-reluctance to type in ASCII
Search Engines	<ul style="list-style-type: none"> ▪ Heavy users of search engines or portal sites ▪ Searches are conducted in Japanese characters 	Promote fully multilingual solution-reluctance to type in ASCII
Typing URLs	<ul style="list-style-type: none"> ▪ Reluctant typists, type only when necessary 	Promote keyword solution
Keywords	<ul style="list-style-type: none"> ▪ Keywords are used rarely ▪ Awareness, credibility are low 	Messaging/promotion is critical to strengthening credibility, driving usage.
Clicking on links (surfing)	<ul style="list-style-type: none"> ▪ Links are used rarely 	Goal-oriented navigation, minimal surfing

Korea

	Finding	Implication
Bookmarks	<ul style="list-style-type: none"> ▪ Heavy to mid-range users of bookmarks 	Less reluctance than Japanese users to type in Korean or ASCII
Search Engines	<ul style="list-style-type: none"> ▪ Heavy users of search engines or portal sites ▪ Searches are conducted in Korean characters 	Promote fully multilingual solution-preference for all Korean solution
Typing URLs	<ul style="list-style-type: none"> ▪ Type if/when URL is known ▪ Rely on site history to speed URL entry ▪ Less reluctance to type in ASCII 	Requirement for speed, promote keyword solution
Keywords	<ul style="list-style-type: none"> ▪ Keywords are used rarely ▪ Believe keywords will only work for large companies 	Messaging/promotion is critical to strengthening credibility, driving usage
Clicking on links (surfing)	<ul style="list-style-type: none"> ▪ Links are used occasionally 	Goal-oriented navigation, minimal surfing

China

	Finding	Implication
Bookmarks	<ul style="list-style-type: none">• Light users of bookmarks	Rely more heavily on typing to get to Web pages, possibly more open to ML concepts.
Search Engines	<ul style="list-style-type: none">• Mid-range users of search engines or portal sites• Searches are conducted in Chinese characters	Promote fully multilingual solution-preference for all Chinese solution
Typing URLs	<ul style="list-style-type: none">• Type when URL is known• Rely on site history to speed URL entry• Less reluctance to type in ASCII	Requirement for speed, promote keyword solution
Keywords	<ul style="list-style-type: none">• Keywords are used often by older users• All believe keywords will only work for large companies	Strongest latent market for keywords
Clicking on links (surfing)	<ul style="list-style-type: none">• Links are used with some regularity	User are most open to multiple means of Web navigation.

Product Perceptions

	Benefits	Drawbacks
ML.ASCII	No risk of misspelling native language domain	Users must toggle to switch between character sets Potential lack of credibility

Perception of ML.ASCII

- Prevents accidental navigation: Across countries, respondents noted concern about misspelling a word or phrase when translating local character sets into English. Utilizing a native language domain name, therefore, assures the user that he or she will not make an error.
- Low awareness: ML.ASCII has relatively low awareness in the market. Some
- Korean users report having seen a few companies advertise a domain name that combines Korean and English, but by and large, this type of domain name is new to respondents.
- Skeptical of functionality: Among those respondents who do report seeing local language domain names, most assumed that the URL would not actually work, and therefore exhibited little interest in trying it out.

How to Use these Results:

- Educate customers that IDNs function like any other domain name; create and promote a demonstration to this effect.
- Launch a public relations program to raise the awareness of IDNs in the market.
- Promote the value representing your brand in the local language character set versus a transliteration in the English alphabet – no misspellings or confusion for end-users