internetnz

Consumers & businesses think differently online - research highlights opportunities

As a result of COVID-19, and the importance of selling, buying and working online, 2020 was a strong year for the Internet and creating domain names and websites. In late 2020, InternetNZ surveyed consumers and businesses about their digital footprints and perceptions of domain names. The results show some interesting differences of views between consumers and businesses — as well as a need for greater education about how to purchase and use domain names.

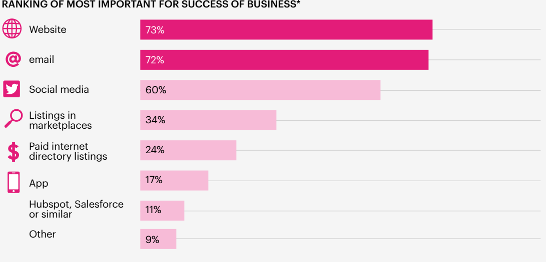
It highlights opportunities for businesses to learn what consumers see as important and to ensure their online presence helps to build trust in their brand and services. The research also tells us that many consumers are holding onto entrepreneurial ideas with 25% holding domain names for future business ideas.

Mapping Our Digital Footprint

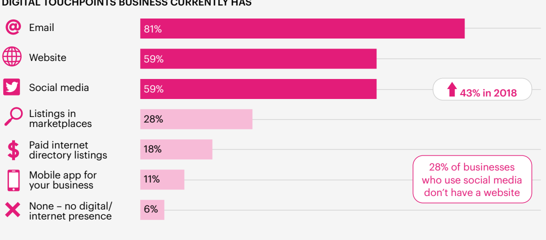
Over 70% of businesses see websites as their most important digital touchpoint, but only 59% of businesses currently have a website in their digital footprint

BUSINESSES DIGITAL TOUCHPOINTS

RANKING OF MOST IMPORTANT FOR SUCCESS OF BUSINESS*



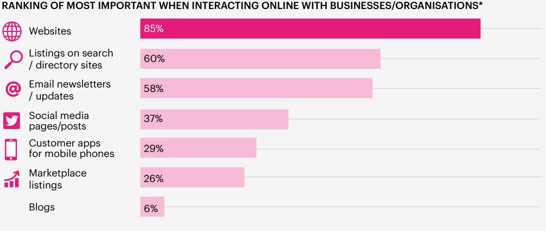
DIGITAL TOUCHPOINTS BUSINESS CURRENTLY HAS



What's more 85% of consumers see websites as the most important place to interact with businesses online

CONSUMERS INTERNET CHANNELS

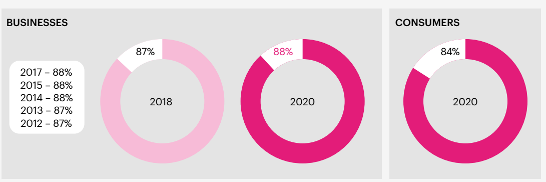
RANKING OF MOST IMPORTANT WHEN INTERACTING ONLINE WITH BUSINESSES/ORGANISATIONS*



Domain Name Awareness & Use

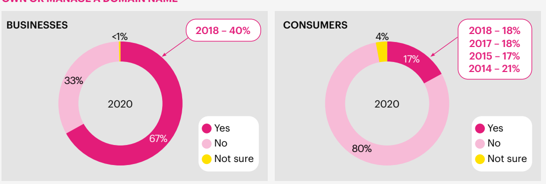
Nearly 9 in 10 businesses, and just over 8 in 10 consumers, claim to know what a domain name is

AWARE OF WHAT A DOMAIN NAME IS



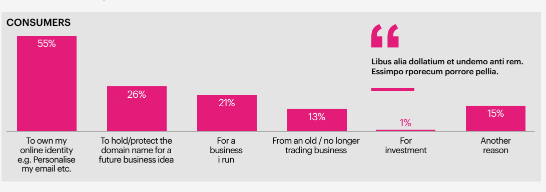
With a significant increase in the number of businesses owning a domain name in 2020

OWN OR MANAGE A DOMAIN NAME



Of the 17% of consumers with domain names, 55% use them to secure their online identity, and , 26% hold for a future business idea - in keeping with the entrepreneurial nature of Kiwis

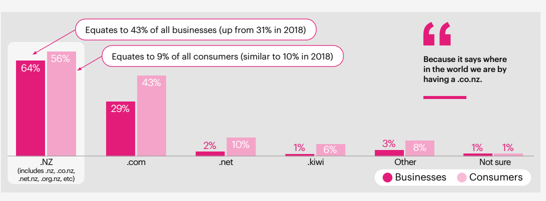
REASONS OWN THIS/THESE DOMAIN NAMES



.nz Domain Ownership

Among those with domain names, over 60% of businesses and 56% of consumers own a .nz domain

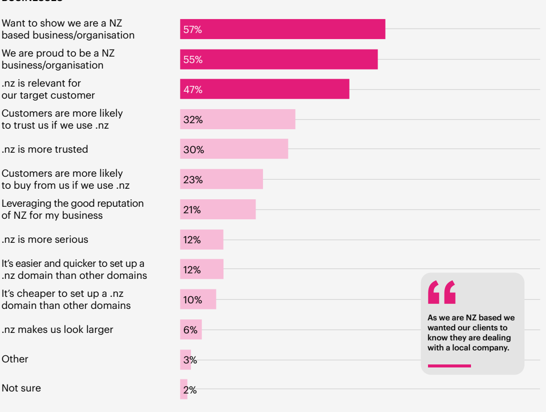
TYPE OF DOMAIN NAME USE/OWN



Why Buy a .nz Domain?

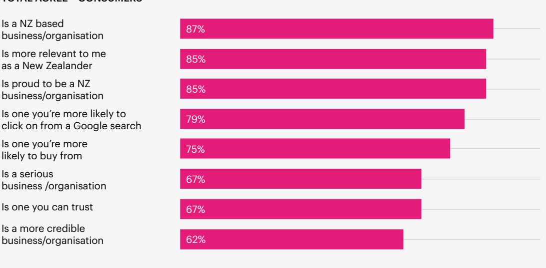
For businesses, .nz shows they are a proud NZ company, they are local and more relevant for their target customers

REASONS DECIDED TO GO WITH A .NZ DOMAIN NAME



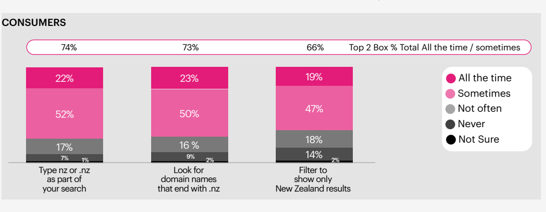
With 75% of consumers saying they are more likely to buy from a .nz domain

EXTENT CONSUMERS AGREE HAVING A .NZ DOMAIN NAME MAKES THEM FEEL A BUSINESS / ORGANISATION...



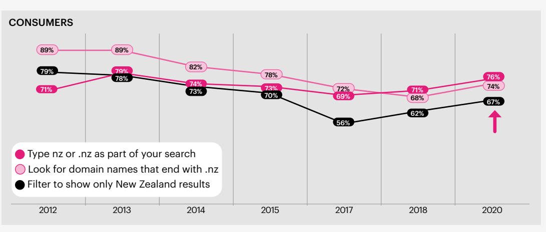
74% of consumers typing nz or .nz as part of their online search

WHEN SEARCHING FOR INFORMATION ON THE INTERNET CONSUMERS FREQUENTLY DO THE FOLLOWING...



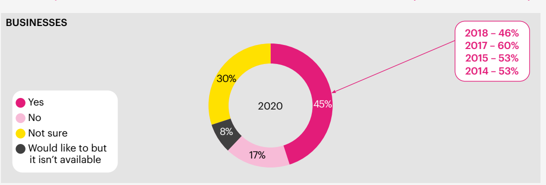
With a resurgence in searching for NZ only domains since 2017/2018 (most likely related to COVID-19 and renewed interest in NZ based products and services)

WHEN SEARCHING FOR INFORMATION ON THE INTERNET FREQUENCY DO THE FOLLOWING...



Among businesses who don't have a .nz domain... just under half indicate an interest in switching to a .nz domain in the future

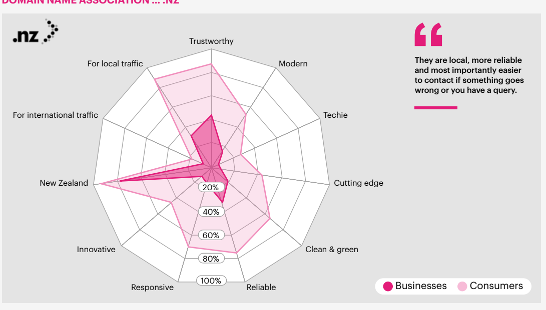
BUSINESS/ORGANISATION CONSIDER USING A .NZ DOMAIN NAME IN THE FUTURE (ASSUMING AVAILABLE)



Perceptions of .nz

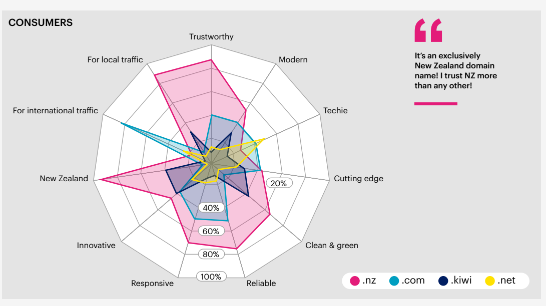
Consumers have a much stronger perception of .nz than businesses

DOMAIN NAME ASSOCIATION ... .NZ



Consumers also see .nz as having a much stronger image than other domains on most attributes

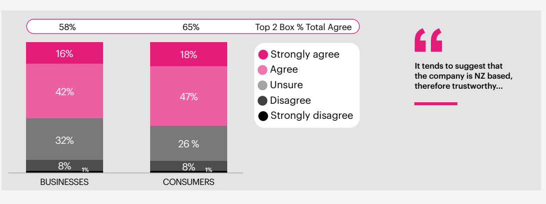
DOMAIN NAME ASSOCIATION



Trust

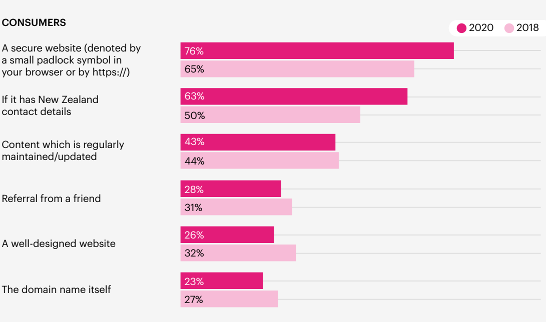
Over 60% of consumers and 50% of businesses see .nz as being more trustworthy than other domains

EXTENT AGREE THAT THE .NZ DOMAIN NAME IS MORE TRUSTWORTHY THAN OTHER DOMAIN NAMES



With an SSL certificate and NZ based contact details key to driving trust for consumers

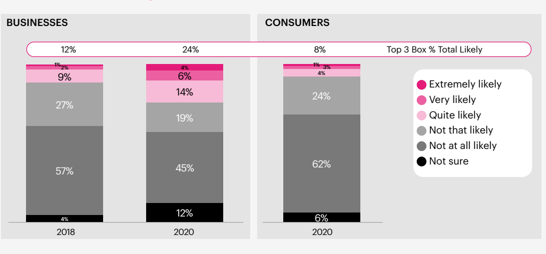
CHARACTERISTICS USE TO JUDGE WHETHER A WEBSITE IS TRUSTWORTHY



Non-Domain Owners

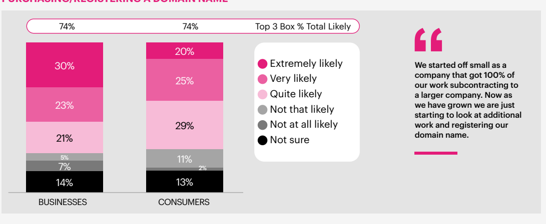
An increase in the likelihood of businesses registering a domain name, up from 12% in 2018 to 24% in 2020

LIKELIHOOD OF PURCHASING/REGISTERING A DOMAIN NAME IN THE NEXT 12 MONTHS



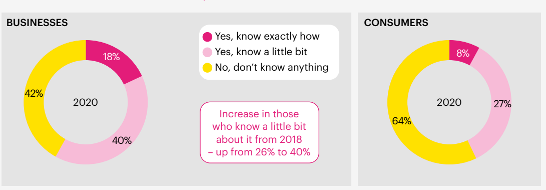
Of those likely to purchase a domain in the next 12 months, ~75% are likely to choose a .nz domain

LIKELIHOOD OF PURCHASING/REGISTERING A .NZ DOMAIN NAME IN THE NEXT 12 MONTHS IF WERE PURCHASING/REGISTERING A DOMAIN NAME



However, over 40% of businesses and consumers don't know how to go about purchasing a domain name...

KNOW HOW TO GO ABOUT PURCHASING/REGISTERING A DOMAIN NAME



With key ways to encourage domain name registration being to ensure it is available at a reasonable cost, its benefits are clear and there is easy access to help and assistance

WHAT COULD BE DONE TO HELP WITH REGISTERING A DOMAIN NAME

BUSINESSES

Make it cheap / a reasonable cost

"Make it cheaper. Right now it is just an empty expense that would only be used to save the name.

A reasonable cost for registering/setting up according to business size and needs.

Better pricing; assistance setting up website which uses the domain name.

Make the process simple & easy

"Convince me it's easy and better than what I am doing already.

Easy setup and payment process.

Simple easy setup, less clicks the better and cheap as per year etc.

Provide advice and assistance

"Assistance from an IT expert.

A provider who could assist register and setup a domain as a 1 off.

Help assistance from local business web development company.

I need some one to do it for me as I don't know how to.

CONSUMERS

Explain the benefits / not sure why I need one

"Would need to know how it would benefit me.

Better information about the benefits of registering one.

Knowledge around what's involved and why to have one.

Make it cost effective

"If the domain is free and no maintenance fee needed.

Lower setup and monthly subscription fees.

Ease of registration, and a big drop in cost.

Provide help / how to instructions

"More information about it and a how to do it page would be great.

Steps on how to do it.

Have someone help me/do it for me.

STUDY DETAILS:

Online survey conducted from 29th October to 20th November 2020 in partnership with Yabble.

Designed to provide insight around how Kiwi businesses and consumers are using domain names and their thoughts around different types of domain names.

Total of 1,027 consumers answered the survey online. Representative of New Zealand population 18 years plus by age, gender, ethnicity and location.

Margin of error on results of +/- 3%.

Total of 1,043 businesses answered the survey online. Providing a cross section of the New Zealand business landscape by industry and size.

Margin of error on results of +/- 3%.

Yabble