Indonesia Most Popular Mobile Browser Apps
2014
Omnibus Popular Brand Index

Date: December 2014
A. Detail findings

1. Popular Brand Index
2. Brand awareness
3. Expansive
4. Frequent User
5. Future Intention
6. Switching
7. General Information
A. Detail findings

1.1. Popular Brand Index Concept

One of the most important Assets of the company and represent identity of a company is the Brand. “Brand or trademark is a name or symbol that is associated with the product/service and cause psychological meaning/association”. In addition, the brand also as a promotional tools, so that a product with certain brand would likely gain popularity or awareness in the community level that will affect consumer behaviour in the community.

To determine organization performance we could see from development of the brand. W&S study based on development of PBI (Popular Brand Index) concept which included community top of mind brand, expansive or spread of the brand, total purchase or last used of the brand, and consumer intention to purchase brand.

\[
PBI = w_1 \cdot TOM + w_2 \cdot Expansive + w_3 \cdot LastUsed + w_4 \cdot Intention
\]

Additional Information:
- \( \text{Top of Mind (TOM)} \) = First brand mentioned by respondents.
- \( \text{Expansive} \) = Scope and spread of brand.
- \( \text{Last Used/ Market Share} \) = Total purchase or last used brand in past 3 months.
- \( \text{Future Intention} \) = Consumer intention to purchase brand.
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1.2. Popular Brand Index Results (PBI)

PBI is obtained by the Internet sampling (Online Panel) and with samples of 1400 respondents in the W&S database Indonesia (nusaresearch). The results obtained for Browser Apps Category with PBI concept is as follows:

<table>
<thead>
<tr>
<th>Rank of popular</th>
<th>Browser Apps</th>
<th>PBI</th>
<th>IR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Chrome Browser</td>
<td>32.1</td>
<td></td>
</tr>
<tr>
<td>2nd</td>
<td>Opera Browser</td>
<td>23.9</td>
<td></td>
</tr>
<tr>
<td>3rd</td>
<td>Firefox Browser</td>
<td>19.8</td>
<td></td>
</tr>
<tr>
<td>4th</td>
<td>UC Browser</td>
<td>12.4</td>
<td></td>
</tr>
<tr>
<td>5th</td>
<td>Baidu Browser</td>
<td>5.7</td>
<td></td>
</tr>
<tr>
<td>6th</td>
<td>Safari Browser</td>
<td>1.5</td>
<td></td>
</tr>
<tr>
<td>7th</td>
<td>ASUS Browser</td>
<td>0.4</td>
<td></td>
</tr>
<tr>
<td>8th</td>
<td>Web Browser &amp; Explorer</td>
<td>0.3</td>
<td></td>
</tr>
<tr>
<td>9th</td>
<td>Dolphin Browser</td>
<td>0.3</td>
<td></td>
</tr>
<tr>
<td>10th</td>
<td>CM Browser</td>
<td>0.3</td>
<td></td>
</tr>
</tbody>
</table>

Chrome Browser is a popular Browser Apps in Indonesia with score 32.1, then followed by Opera Browser with score of 23.9

Incidence Rate Browser Apps (used to Browser Apps in the last 3 months) is 61% from panel population W&S Group Indonesia.
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2.1. Brand Awareness – Top Of Mind

<table>
<thead>
<tr>
<th>Browser</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chrome Browser</td>
<td>32.3%</td>
</tr>
<tr>
<td>Opera Browser</td>
<td>27.9%</td>
</tr>
<tr>
<td>Firefox Browser</td>
<td>16.3%</td>
</tr>
<tr>
<td>UC Browser</td>
<td>10.8%</td>
</tr>
<tr>
<td>Baidu Browser</td>
<td>4.7%</td>
</tr>
<tr>
<td>Safari Browser</td>
<td>1.0%</td>
</tr>
<tr>
<td>Dolphin Browser</td>
<td>0.0%</td>
</tr>
<tr>
<td>ASUS Browser</td>
<td>0.0%</td>
</tr>
<tr>
<td>CM Browser</td>
<td>0.0%</td>
</tr>
<tr>
<td>Web Browser &amp; Explorer</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

To see the power of Browser Apps, can be measured by the level of knowledge of respondents to the Browser Apps. From the results of the Top of Mind (TOM) or Browser Apps that remembered the first time and that brand comes to mind with spontaneously when speaking in the context of Browser Apps are Chrome Browser (32.3%), followed by the Opera Browser (27.9%). It means, Chrome and Opera Browsers are an Browser Apps that is very popular in Indonesia.
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2.2. Brand Awareness

When looking Unaided of Browser Apps that spontaneously comes to mind of the respondent, apparently Chrome Browser (68.5%) and Opera Browser (61.0%) still dominate. However, when viewed from the Aided or Browser Apps that respondents remembered after being given assistance (Showcard), Baidu Browser (34.8%) and Firefox Browser (31.2%) were classified into the Browser Apps most often remembered by the respondents. This data indicate that Brand Recognition is quite low because respondents cannot remember the Browser Apps besides given a showcard. The increasing of Baidu Browser ranks fourth in order of rank Total Awareness (58.1%).
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3. Expansive

- Chrome Browser: 32.1%
- Firefox Browser: 24.9%
- Other Browsers (e.g., Safari, Opera, Internet Explorer): 23.3%, 11.2%, 4.9%
- Other categories (e.g., less than 1%): 1.2%, 0.6%, 0.2%, 0.2%, 0.1%

Expansive is the spread of Browser Apps that can be seen anywhere, such as ads on TV, billboards, internet ads, etc. In this study, Chrome Browser (32.1%) and Firefox Browser (24.9%) was the most often visible Browser Apps.
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4. Frequent User

<table>
<thead>
<tr>
<th>Browser</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chrome</td>
<td>31.9%</td>
</tr>
<tr>
<td>Opera</td>
<td>23.5%</td>
</tr>
<tr>
<td>Firefox</td>
<td>20.7%</td>
</tr>
<tr>
<td>UC Browser</td>
<td>13.1%</td>
</tr>
<tr>
<td>Samsung Browser</td>
<td>5.8%</td>
</tr>
<tr>
<td>Other</td>
<td>1.5%</td>
</tr>
<tr>
<td>Other</td>
<td>0.7%</td>
</tr>
<tr>
<td>Other</td>
<td>0.6%</td>
</tr>
<tr>
<td>Other</td>
<td>0.5%</td>
</tr>
<tr>
<td>Other</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

Last Used / Market Share is measured from the level of the respondents percentage who used the Browser Apps in the last 3 months.

Also seen, Chrome Browser (31.9%) and Opera Browser (23.5%) are Browser Apps that most used in the last three months (September ~ November 2014). This is one of the positive impact caused by the awareness domination level.
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5. Future Intention

<table>
<thead>
<tr>
<th>Browser</th>
<th>Future Intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chrome</td>
<td>32.1%</td>
</tr>
<tr>
<td>Opera</td>
<td>20.1%</td>
</tr>
<tr>
<td>Firefox</td>
<td>19.2%</td>
</tr>
<tr>
<td>UC Browser</td>
<td>14.4%</td>
</tr>
<tr>
<td>Maxthon</td>
<td>7.4%</td>
</tr>
</tbody>
</table>

Future Intention measured by the percentage of respondents to the Browser Apps which will be used in the future. Future intention percentage is measured by the Loyal respondents and Switched respondents.

In this study, Chrome Browser (32.1%) and Opera Browser (20.1%) are Browser Apps which have a big opportunity to be used in the future.
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6.1. Switching

From this research, apparently there are only 30.0% of the 860 samples will switch. In simple terms, current Browser Apps and future Browser Apps that will be used are different. But most of respondents still loyal (70.0%), which they want to use the last used Browser Apps as their future Browser Apps.
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6.2. Switch In and Switch Out

In this study, Browser Apps which will get the highest increasing of the number of user in the future is Baidu Browser (5.3%), and followed by UC Browser (4.9%). But for Chrome Browser only get a little increasing of the number of user in the future (0.8%).

n Sample : 245
*Relative to respondent who are switching
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6.3. Ever Used and Conversion Rate

By conversion rate, it could inferred from ratio of Ever Used Browser Apps and Brand Awareness. Higher conversion rate indicates that users are aware towards the Browser Apps. Furthermore, it has more possibilities to use Browser Apps in future. And, the data shows that the percentage of many Ever Used Browser Apps is smaller than percentage of Brand Awareness. It means, although respondents know a lot of Browser Apps after given the showcard, actually there is only a little Browser Apps has been used.
B. Respondent profile

Gender

54.2% 45.8%

Monthly Household Income

- Less than IDR 1,500,000: 5.3%
- IDR 1,500,001 - IDR 2,500,000: 11.2%
- IDR 2,500,001 - IDR 3,500,000: 14.1%
- IDR 3,500,001 - IDR 4,500,000: 10.6%
- IDR 4,500,001 - IDR 6,500,000: 15.1%
- IDR 6,500,001 - IDR 8,500,000: 9.9%
- IDR 8,500,001 - IDR 11,000,000: 14.4%
- IDR 11,000,001 - IDR 15,000,000: 10.8%
- IDR 20,000,001 - IDR 30,000,000: 3.5%
- IDR 30,000,001 - IDR 50,000,000: 2.0%
- Over IDR 50,000,000: 3.1%

Age

- Less than 20 years old: 10.7%
- 20 - 24 years old: 32.3%
- 25 - 29 years old: 24.8%
- 30 years old and over: 32.2%
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