

# ***Consumer Perceptions of Online Registration and Social Login***

## ***US Consumer Research 2011***

Prepared for **janrain**

by Kelsey Goings and Paul Abel, PhD.

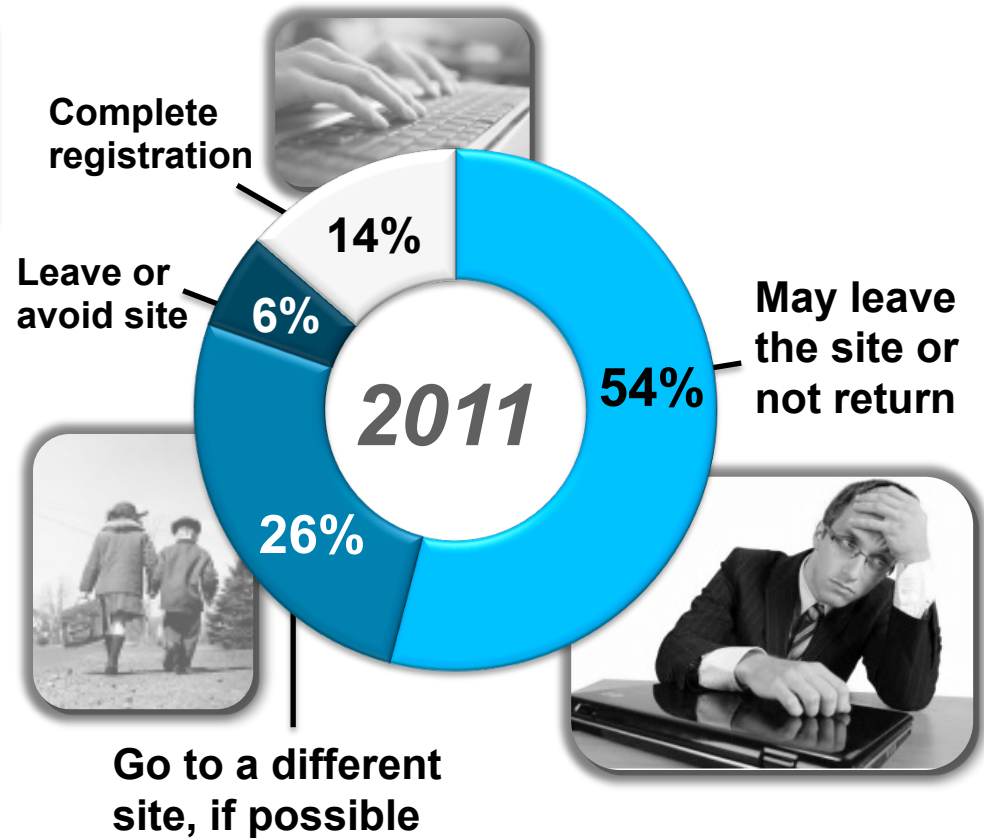
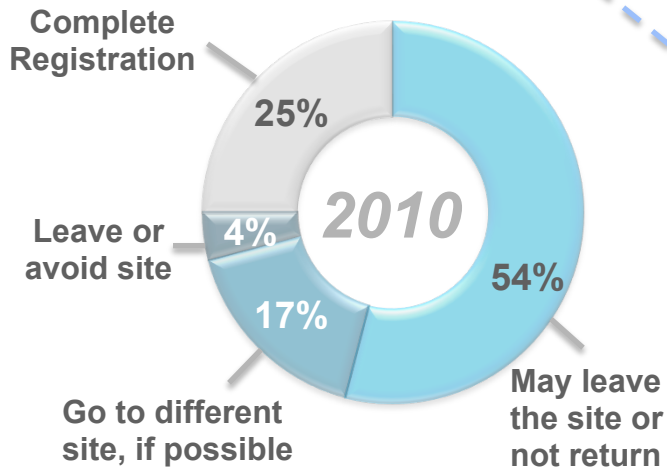
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# **Understanding Online Buyers Can be Challenging**

# Consumers Are Increasingly Bothered By The Need To Create New Accounts

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4 in 5 say website registration bothers them; more are being driven away, fewer are willing to complete registrations



Q3. Which of the following best characterizes your opinion about such web site registration requirements? n=616

# Consumers Providing Faulty Information is On the Rise

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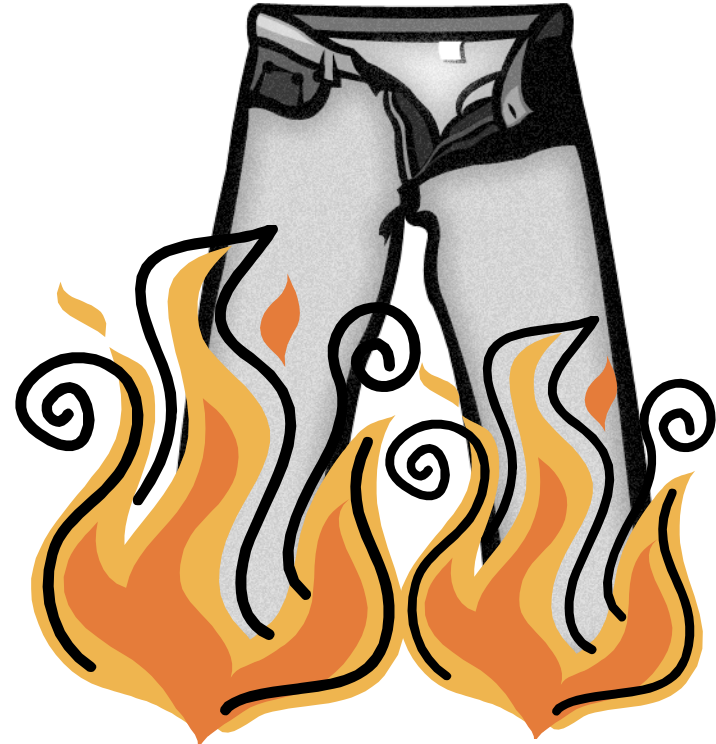
2010

**76%** Have Given Incomplete/  
Incorrect Information



2011

**88%** Have Given Incomplete/  
Incorrect Information



Q4. How often have you intentionally left information out or entered incorrect information when creating a new account at a website? n = 616

# Consumers Leave When Login Information is Forgotten

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*When I forget my username or password I have...*

Enter Your Login Information Below:



User Name:

Password:

Login

Forgot Your Password? [Click Here](#)  
Forgot Your User Name? [Click Here](#)

**Left the  
website: 90%**



**Instead of  
recovering  
login  
information:  
9 in 10 admit to  
leaving  
websites**

Q5. How often have you gone to a website, forgotten your username or password and decided to leave the website instead of going through the process of re-setting your password or answering security questions? n=616

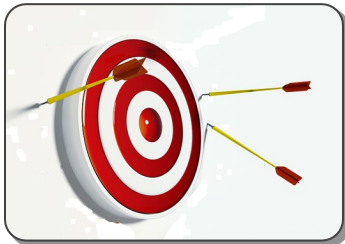
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# Missed Opportunity for Personalization

# Consumers Often Receive Irrelevant Information/ Promotions

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*Company sends communications/ promotions that are irrelevant to you?*



50% sometimes



41% frequently



9% all the time

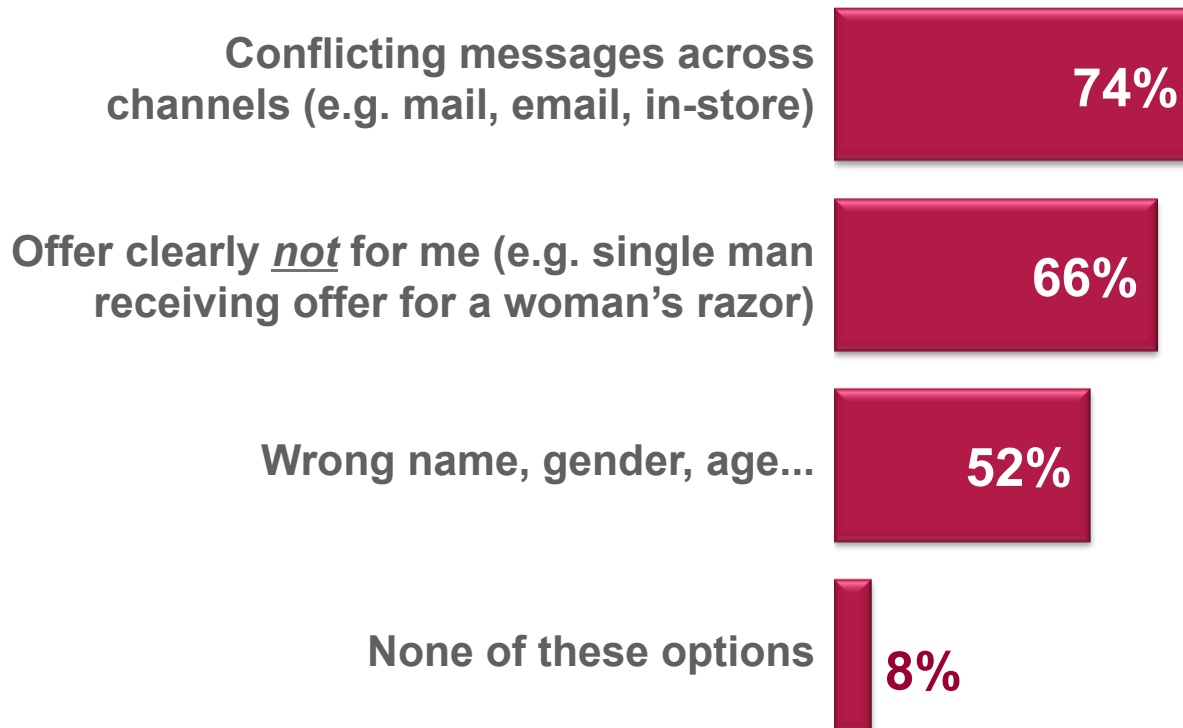
All consumers surveyed report receiving information or promotions from companies that are not relevant to them

Q1. How often, if at all, have you experienced a situation where a company has sent you information, promotions, etc. that are not relevant to you?  
n=616

# 3 in 4 Receive Conflicting Messages From Companies Across Channels

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## *Which mistargeted marketing efforts have you experienced?*



Three in four have received conflicting messages

Two in three have received offers that clearly show a company does not know who they are

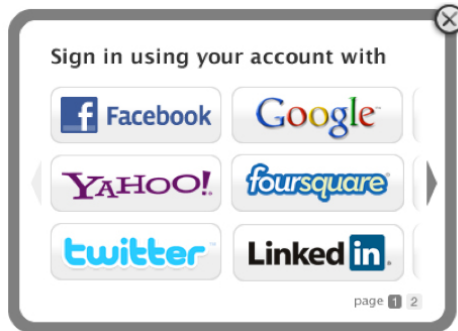
Q2. Select all, if any, of the following that you have experienced first-hand. n=616



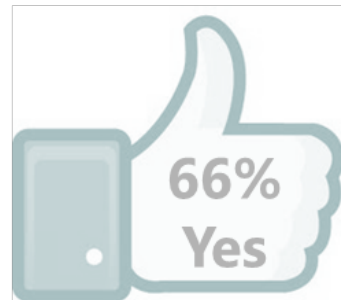
# **Social Login is Considered a Desirable Alternative**

# Social Login Interest is Increasing: >3 in 4 Say it Should be Offered

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## Should Social Login Be Offered?



Q7A. Many websites are starting to do things to eliminate the need for users to set up a new account, create a user name and password, fill out a lot of information which they may have already done at other sites, and/or remember the user name(s) and password(s) they created. One of the ways to make this process easier is to provide people that visit a website the option to 'login' using one of the accounts they already have with a social network, email provider or online service provider, such as Facebook, Gmail, Yahoo!, LinkedIn or PayPal.

In general, do you think this option is helpful? Is this 'social log-in' an option you believe companies should offer to people?  
n = 616

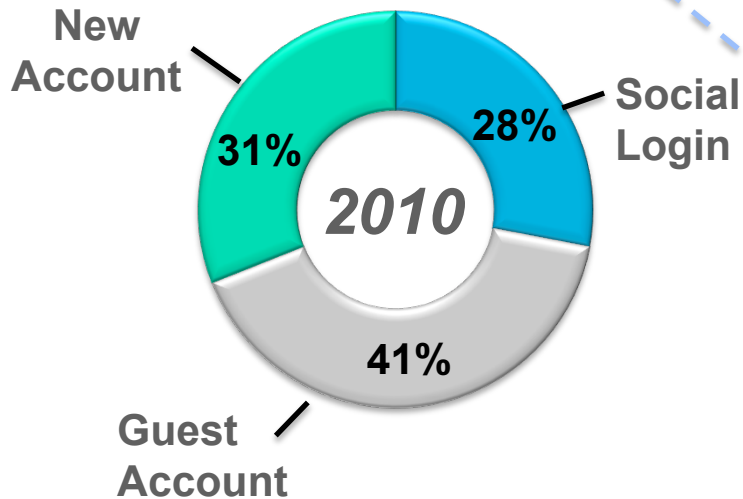


Note: Those respondents reporting that social login should be offered are categorized as 'fans'.

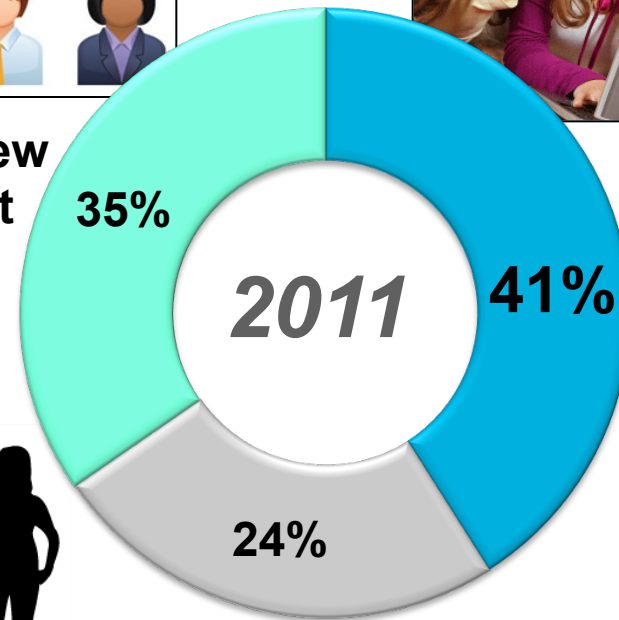
# 2 in 5 Prefer Social Login Over Creating A New or Guest Account

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In 10 months, preference for 'social login' increased by 13%



Create New Account



Use Social Login

Use Guest Account

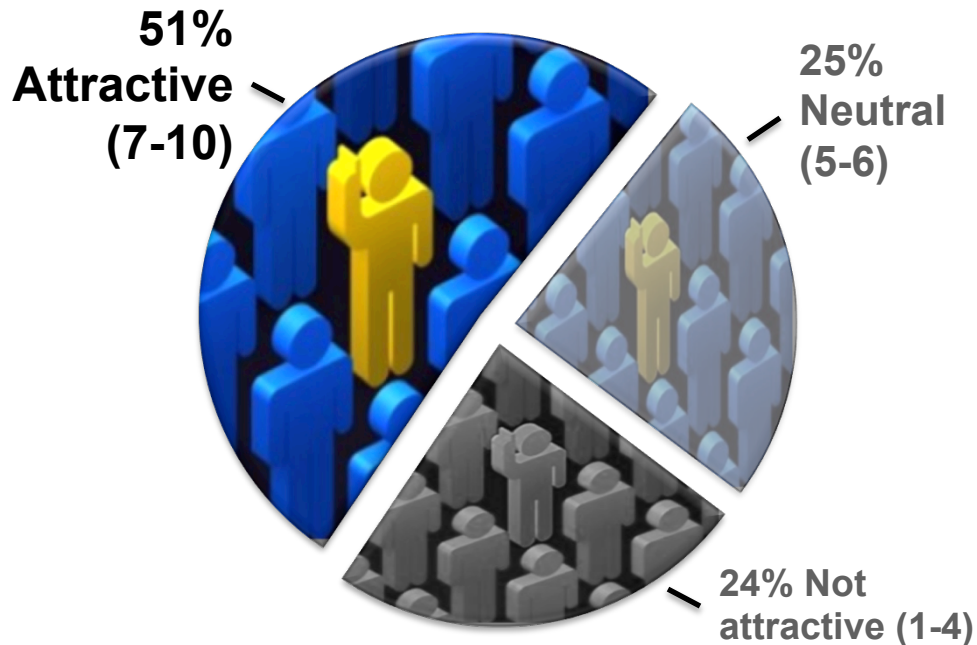


Q13. Assuming for a moment that you were at a secure website from a well-established company that offers content or sells products/services that interest you and you were at a point where you needed to either create a new account, use a guest account or use 'social login,' what are you most likely to do? n=566

# Social Login Personalization is Compelling and Admittedly Influential on Behavior

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## *Is Social Login's personalization capability attractive?*



## *If a website personalizes your experience, you are more likely to...*



Q9. With 'social login', consumers are given the choice to have a more personalized experience when they visit a website without needing to re-enter preferences, what they like and what they dislike, at each website they visit. In addition, this capability can eliminate the clutter of receiving ads and promotions for products or services that have no relevance to you. On a scale of one to ten, how attractive is this capability to you? n=616

Q12. If a company personalizes your experience and the information on their website by catering to your specific interests/preferences, how much more or less likely, if at all, are you to do the following? n=616

# **Social Login “Fans” Are Valuable Online Buyers**

# Fans' Purchasing Behavior Is More Influenced By Social Networks Than Critics

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% Who Consider Buying Based on Positive Comments/Messages From Social Network

% Who Report Likelihood To Purchase Is Increased By Positive Social Network Reviews

Fans: 83%



Critics: 64%



Fans: 69%



Critics: 54%



4 in 5 Fans say they are influenced to consider new products/services from positive comments/messages from people in their social network; more than 2 in 3 admit positive reviews may increase their likelihood to buy

Those respondents reporting that social login should be offered are categorized as 'fans'.

Q17. How often do you do the following? n=476 (Fans) n=140 (Critics)

Q18. Which of the following statements best describes the influence your social networks have, if any, on your purchasing decisions? n=476 (Fans) n=140 (Critics)

# 'Fans' Are More Influenced by Social Network Reviews Than Critics

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## Percent Influenced To Seek Out/Avoid A Company Based On Social Network Reviews

**Fans: 82%**



**Critics: 65%**



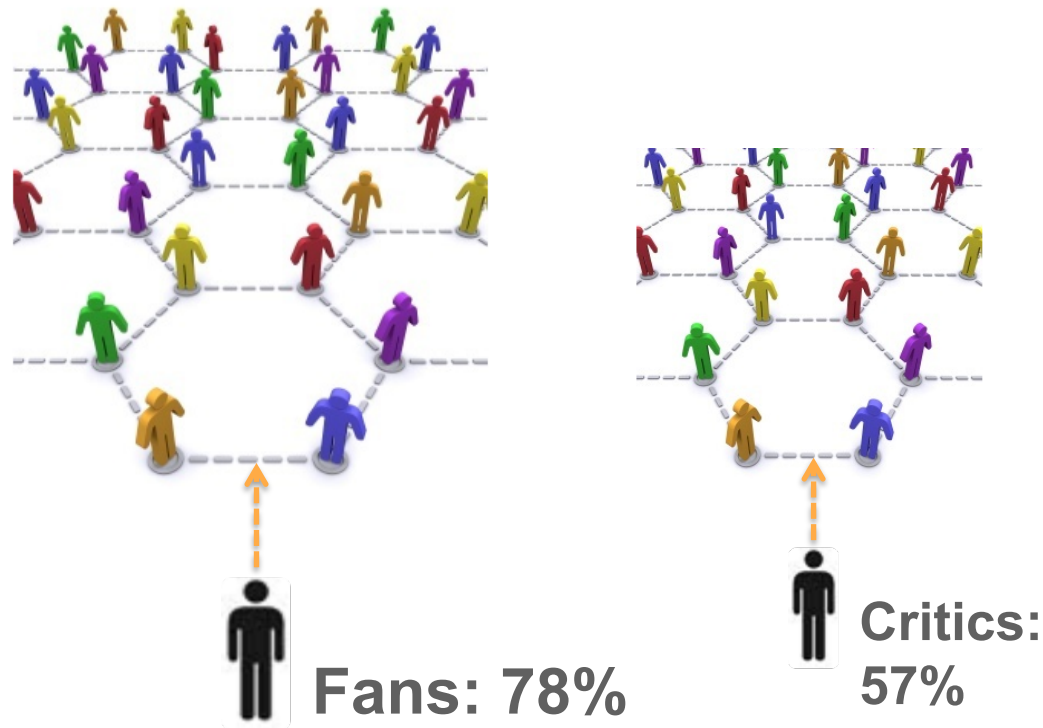
**4 in 5 say they  
seek out or  
avoid  
companies  
based on  
social network  
reviews**

*Q17. How often do you do the following?: Seek out a specific company (or avoid a specific company) based on a review of that company by someone in your social network n=476 (Fans) n=140 (Critics)*

# Social Login 'Fans' Use Their SNs to Influence Others' Buying Behaviors

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## Percent Who Share Products/Services They Like Or Think Others Should Know About Or Purchase



~4 in 5 Fans have posted a comment/message about a product or service they liked or thought others should know about or purchase

Q17. How often do you do the following: Share a comment or message about a product or service you like or think others should know about or consider purchasing? n=476 (Fans) n=140 (Critics)



# Method

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Custom designed online survey completed by 619 respondents between October 3-9, 2011:

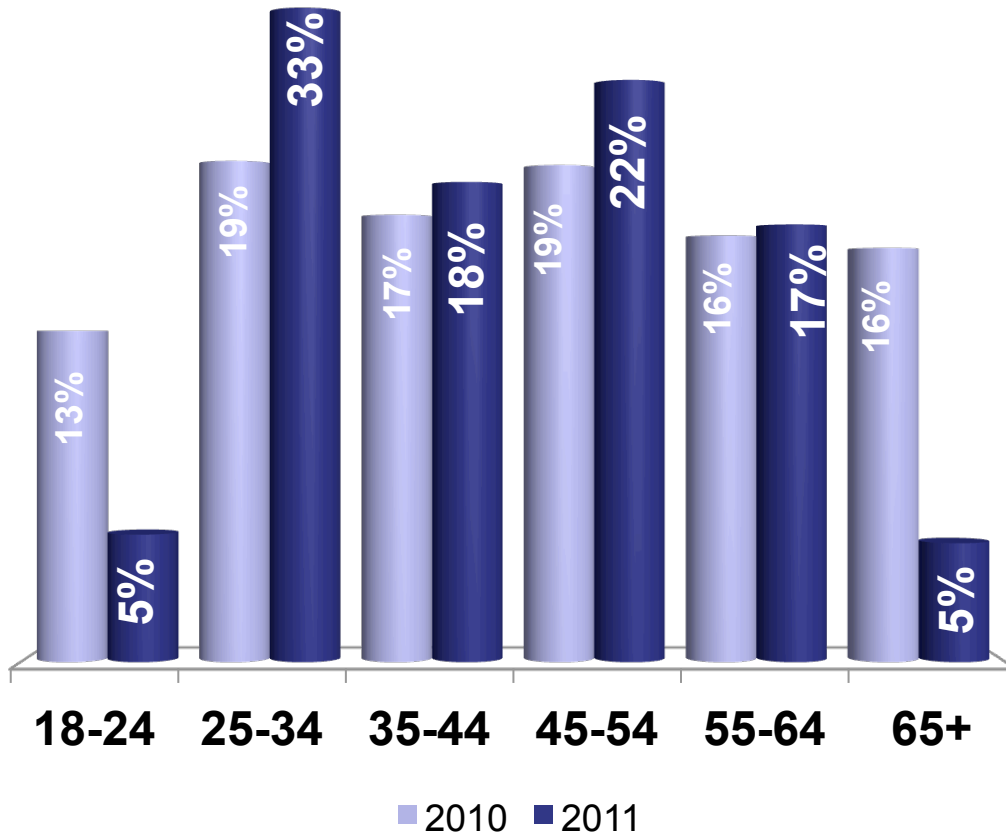
- Respondents carefully screened to ensure each is social media active and has:
  - Purchased a product or service online in the past 30 days and/or
  - Read articles or watched videos online from major media outlets in the past 30 days
- Respondents recruited via email, given a one-time password protected access to the survey
- Questionnaire composed primarily of close-ended questions; median time to complete the survey is ~12 minutes
- Quality controls in place to remove ‘speedsters’ and ‘flat-liners’ from data analysis; 3 were eliminated for a final sample size of 616

Design, programming, data collection, analysis and report by [Blue Research](#)

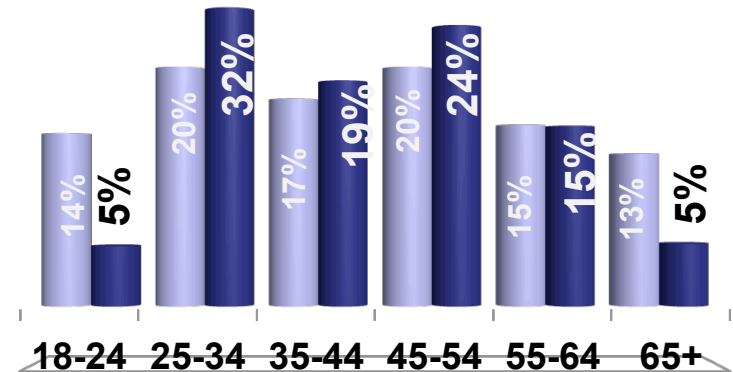
# Respondent Demographics: Age Bracket

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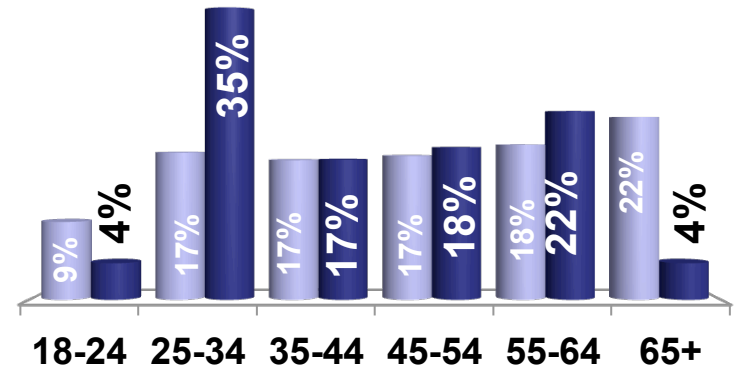
Total: Age Bracket



Fans:



Critics:



Q25. Which of the following best characterizes your age bracket? n=615

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# Key Takeaways

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## **Requiring Consumers to Create Traditional Accounts May Lead to Undesired Outcomes**

- 4 in 5 take steps to avoid creating accounts
- 9 in 10 have provided misinformation when registering
- Consumers will commonly leave a site altogether when forgetting login information

# Key Takeaways

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## **A Vast Majority of Consumers Prefer Social Login**

Nearly 8 in 10 respondents would prefer to login to sites using a social identity, and consumers prefer social login ahead of traditional account creation or guest methods.

# Key Takeaways

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## **Social Login Fans Are More Valuable Customers**

Consumers interested in social login are a valuable target for companies. They are more likely to influence and be influenced by their social networks, and discover new companies and websites through social media more often than those who are not interested in social login.

# Key Takeaways

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## **Social Login's Personalization Capabilities Are Attractive**

A majority of consumers are interested in the ability to gain a more personalized experience on a company's website with social login. These consumers are more likely to return to websites and purchase from websites that offer a personalized experience.

# About Janrain

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Janrain helps organizations succeed on the social web with its ***user management platform*** (JUMP) – a suite of products to improve user acquisition and build engagement.

- [Janrain Engage](#) provides social login and social sharing to enable a user to login with an existing account from over 20 different networks including Facebook, Twitter, LinkedIn and Google, as well as share activities from the site to their social networks.
- [Janrain Loyalty, Rewards and Game Mechanics](#) (Powered by Badgeville) turns site visitors into brand advocates through collaborative and competitive gamification techniques.
- [Janrain Capture](#) is a turnkey registration and social data storage solution.
- [Janrain Federate](#) provides single sign-on functionality to extend a brand's online ecosystem.

Janrain customers include industry leaders such as Sears, Whole Foods, Universal Music Group, MTV Networks, AMC Networks, Dr Pepper Snapple Group, NPR, Sears, Ning and Citysearch. Founded in 2005, Janrain is based in Portland, Oregon. For more information, please call 1-888-563-3082 or visit [www.janrain.com](http://www.janrain.com) and follow [@janrain](https://twitter.com/janrain) on Twitter.