

# Brand Loyalty

## Trying to break the Google habit

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**Google's dominance of the search market, which in the UK stands at 75%, is increasingly being challenged by rivals desperate to become popular with a generation of web users growing up with Google as their homepage.**

Given that search is the number one web activity and intrinsic to the fabric of online life it is perhaps strange that most people are content to limit their information-seeking to just one search engine.

With few studies to prove that Google's results are significantly better than its rivals, search engines such as Ask are keen to persuade users to experiment with the alternatives.

But it is going to be hard to break the Google habit.

"There is nothing to stop people using other search engines," said Nate Elliot, analyst with research firm Jupiter. "It isn't much trouble to go to another but people increasingly have Google on their browser window and even for those that type it in each time it has become a habitual thing,"



Getting people to click on another search site is tricky

*This is a recent article on how Google's competitors are challenging the brand loyalty associated with the Google brand name. Google currently dominates the search engine market worldwide, and competitors are increasingly trying to tempt consumers to use other search engines.*

*Five years ago, Ask and AltaVista were the most popular search engines. Clever marketing using above-the-line promotion tempted consumers into using these services. However, when Google was introduced, its market share increased steadily. This popularity is partly down to its clean, uncluttered homepage, compared to the colourful, loud and information packed home pages of other search engines, such as DogPile.com*



*However, many competitors are fighting back against Google, whose brand loyalty is so large it currently holds a 75% share of the market. The once popular search engine [www.ask.com](http://www.ask.com) has recently launched a major marketing campaign, including television adverts and public relations campaigns including newspaper articles. Since launching this campaign, [www.ask.com](http://www.ask.com) has increased its market share by becoming more popular than lesser-known search engines such as DogPile, though this increase has not affected Google's market share at all.*

*This goes to show that encouraging Brand loyalty is important when marketing a product. Had Google not encouraged brand loyalty through clever marketing (including introducing a game, Googlewhacking) then it would not be as highly profitable, and the strong competition it faced in the beginning may have out-grown the company.*