

Brand Survey 2022

**Global results +
example of a detailed
brand review**



PART 1:

Introduction

**LECTURA: facilitator
in the equipment
industry that turns
your data into value**

For almost 40 years,

LECTURA has been redefining the concepts of digital visibility and performance in the heavy equipment industry

in Europe and the rest of the world by providing companies with comprehensive machinery data to support their purchase decisions.

Every month,

1,200,000
visitors

search, find, and use valuable intelligent information from our wide database of over

160,000

machinery and equipment specifications and technical details.

LECTURA Surveys offers heavy machinery industry professionals and other B2C online customers in the industry the opportunity to get clear insights from B2B and end customers that help them adjust their business strategies according to the market reality. They are the fastest and most effective research tools to gather useful information about the characteristics, opinions, experience and needs of the people within the industry, and to get a better understanding of their behavior. In short, LECTURA Surveys are offering access to a unique audience of professionals and help companies transform valid market data into value that will allow them to grow their business.



The success of any business depends on its brand identity:



How it is created and maintained by the company, and how it is perceived over time by the customers through the set of elements that differentiates it from the competition. The brand is, basically, the mirror of a business. Without a good brand identity, customers will have a hard time trusting the business, and staying loyal to it.

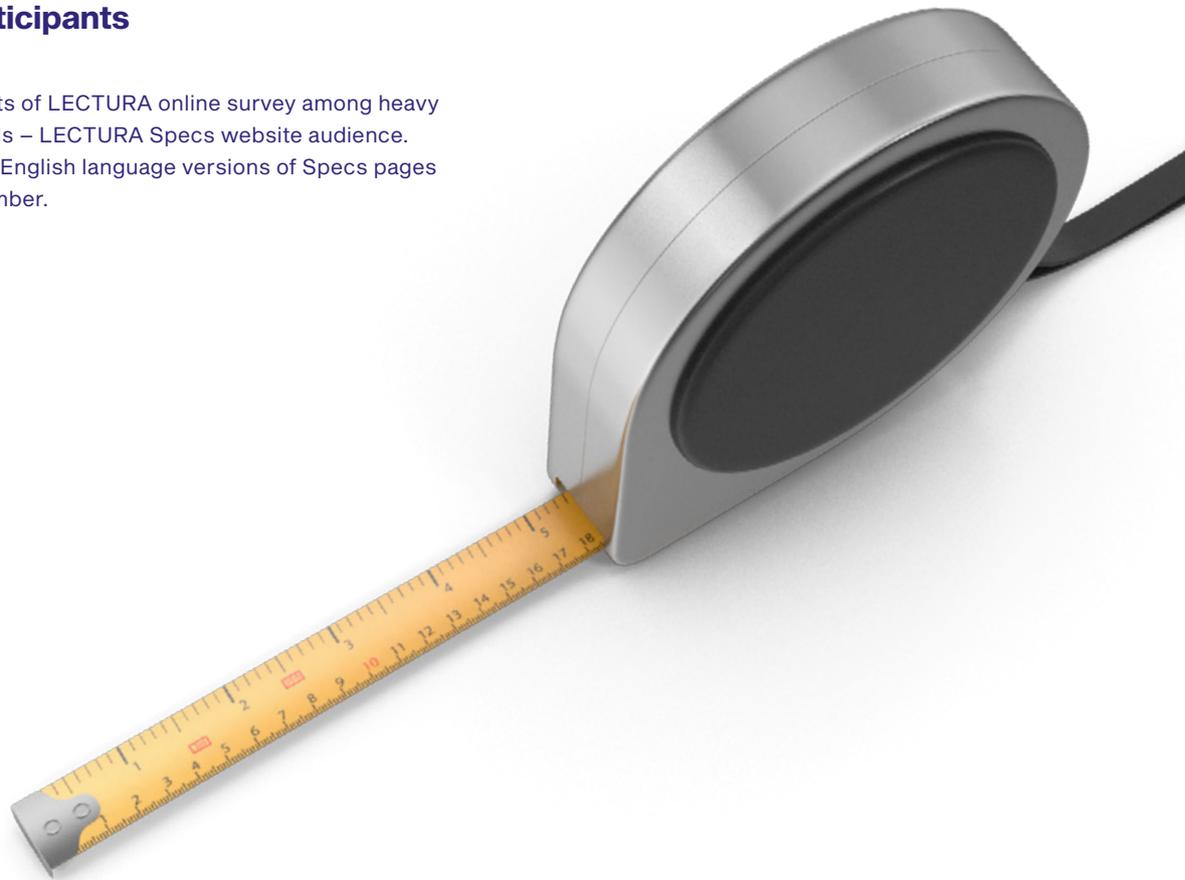
Anyone would probably be able to name a few brands from, for example, the automotive or fashion industries that he or she perceives as a premium brand – and there is a great possibility that they would be true based on many rankings, studies, whitepapers, public opinions, historical achievements, brand visibility through various sponsorships or other impactful activities. But what about the heavy equipment sector? There is no such complex study or report that would outline the brand awareness of appropriate manufacturers, mostly because of a limited contact between manufacturers and end customers.

Unfortunately, brands from the construction machinery industry in particular, lack the tools to measure client perception and satisfaction, which creates difficulties when it comes to adjusting their business strategies, in order to achieve better results.

Knowing that, we decided to do a favour for the industry and come forward with one of our biggest and most important market research projects: LECTURA BrandSurvey.

Methodology and Participants

The report is based on the results of LECTURA online survey among heavy equipment industry professionals – LECTURA Specs website audience. The survey was available on the English language versions of Specs pages from 8th September to 15th November.



52,644
respondents from all around the world
reviewing **892** participated in the survey
brands.

From these,

**92 most frequently
reviewed brands
were selected**

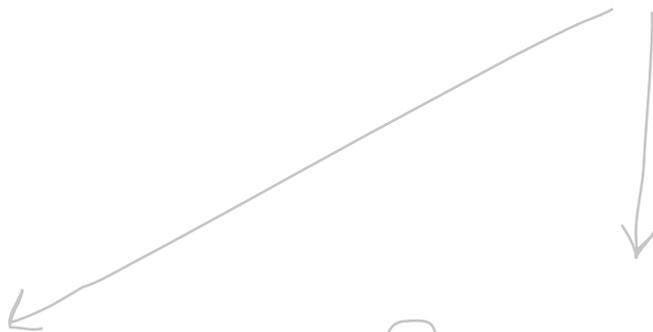
to serve as the basis for the current
paper as well as brand-tailored
individual reports.

From brand perception to media visibility, LECTURA BrandSurvey redirects the attention of the audience right at the core of a business: its identity.

Through a set of 14 questions, we wanted to find out how customers from all around the world see heavy machinery manufacturers, what are the things that matter the most to them, how these brands chose to interact with their clients and what do they need to improve in order to maintain the trust of their current customers and gain that of new ones.

Besides creating a communication bridge between the most important players in the machinery industry (brands and their clients),

LECTURA BrandSurvey is a winning market research tool for both



The audience:

The participants had the unique opportunity to communicate, based on their personal customer experience, things that normally are not possible in a real-life situation: how they truly see brands, what they like and what they do not like about a certain brand, how they see the competition, how pleased they are of the brands dealers' network, etc.



The brands:

Have the chance to receive a clear, honest, comprehensive view about their brand awareness (how well they are advertised, if their communications strategies pay off in terms of media visibility, how often they interact with the audience and how, etc). Basically, the chance to find out and use in their own interest information that usually cannot be collected and interpreted at such a high scale elsewhere.

Most importantly, the valuable market data collected through LECTURA BrandSurvey can be transformed into better business strategies for the brands involved in it. Better business strategies will enable better decisions. And better business decisions will turn into better revenues. And that leads to growth.

Executive summary

In the following paragraphs, the general results are described to **outline how, in general, the brands were evaluated.** In addition, the dealership network, media visibility and from which sources people can draw information about brands are evaluated.

52,644 reviews of 892 brands

(Construction, Agriculture, Material Handling, Transportation)

Survey sections:

General brand evaluation	Products and services	Media visibility	92 most frequently reviewed brands (42,202 reviews in total)
Online presentation	Dealership network	Competitors	

(Specific sample sizes for each question may vary)

Respondents from all around the world

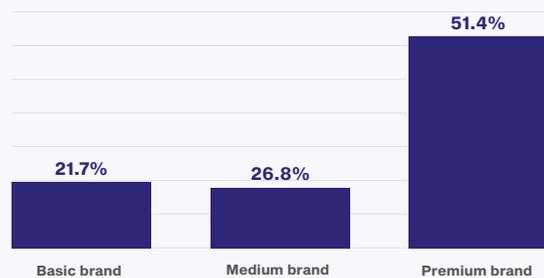
<p>Europe (N = 16236):</p> <p>Åland3 Albania90 Andorra1 Austria79 Belarus25 Belgium283 Bosnia and Herzegovina90 Bulgaria232 Croatia420 Cyprus76 Czechia176 Denmark600 Estonia122 Faroe Islands15 Finland637 France184 Germany281 Greece363 Guernsey6 Hungary377 Iceland86 Ireland1138 Isle of Man14 Italy162 Jersey11 Kosovo31 Latvia153 Lichtenstein1 Lithuania218 Luxembourg21 Macedonia8f Malta40 Moldova30 Monaco1 Montenegro26 Netherlands510</p>	<p>Norway995 Poland129 Portugal420 Romania746 Serbia288 Slovakia177 Slovenia312 Spain120 Svalbard and Jan Mayen1 Sweden1167 Switzerland62 Ukraine65 United Kingdom5156</p> <p>Asia (N = 5398):</p> <p>Afghanistan17 Armenia9 Azerbaijan37 Bahrain15 Bangladesh114 Bhutan6 Brunei9 Cambodia3 China73 Georgia45 Hong Kong111 India1086 Indonesia612 Iran2 Iraq79 Israel102 Japan121 Jordan34 Kazakhstan24 Kuwait40 Kyrgyzstan5 Laos41</p>	<p>Lebanon39 Macao4 Malaysia263 Maldives13 Mongolia124 Myanmar (Burma)65 Nepal29 North Korea1 Oman52 Pakistan213 Palestine20 Philippines286 Qatar95 Russia98 Saudi Arabia206 Singapore148 South Korea89 Sri Lanka120 Syria1 Taiwan68 Tajikistan2 Thailand208 Turkey119 United Arab Emirates258 Uzbekistan27 Vietnam206 Yemen25</p> <p>Africa (N = 2826):</p> <p>Algeria45 Angola42 Benin3 Botswana66 Burkina Faso8 Burundi9 Cameroon12 Cape Verde3 Central African Republic1 Chad2 Congo30 Djibouti8 Egypt185 Eritrea4 Ethiopia118 Gabon10 Gambia1 Ghana77 Ivory Coast13 Kenya184 Lesotho15 Liberia8 Libya42 Madagascar12 Malawi5 Mali8 Mauritania11 Mauritius31 Mayotte1 Morocco31 Mozambique48 Namibia49 Niger1 Nigeria136 Republic of the Congo2 Rwanda5 Reunion4 Senegal5 Seychelles8 Sierra Leone16 Somalia14 South Africa1125 South Sudan7 Sudan36 Swaziland22 Tanzania101 Togo1</p>	<p>Tunisia13 Uganda40 Zambia75 Zimbabwe127</p> <p>North America (N = 13456):</p> <p>Anquilla3 Antigua and Barbuda2 Aruba3 Bahamas15 Barbados20 Belize12 Bermuda4 Bonaire4 British Virgin Islands1 Canada2715 Cayman Islands2 Costa Rica20 Curacao6 Dominica2</p> <p>Dominican Republic20 El Salvador7 Greenland10 Grenada1 Guadeloupe2 Guatemala21 Haiti4 Honduras12 Jamaica37 Martinique1 Mexico120 Nicaragua4 Panama14 Puerto Rico29 Saint Kitts and Nevis3 Saint Lucia12 Saint Martin1 Saint Vincent and the Grenadines2 Sint Marteen3 Trinidad and Tobago30</p>	<p>Turks and Caicos Island2 U.S. Virgin Islands1 United States10309</p> <p>Oceania (N = 3773):</p> <p>American Samoa10 Australia2994 Cook Islands3 Fiji18 French Polynesia9 Guam15 Kiribati1 Micronesia1 New Caledonia5 New Zealand672 Norfolk Island1 Northern Mariana Island1 Palau1 Papua new Guinea36</p>	<p>Samoa2 Salomon Islands1 Tokelau1 Wallis and Futuna1</p> <p>South America (N = 528):</p> <p>Argentina46 Bolivia8 Brazil226 Chile32 Colombia52 Ecuador23 Falkland Islands1 French Guiana1 Guyana26 Paraguay7 Peru38 Suriname36 Uruguay14 Venezuela16</p>
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1 How do you consider this brand to be in general?

The worldwide data indicate regardless of the specialization of the brand people tend to review the brands **rather positively**. On a scale from 1 as the basic level to 5 as the premium level, the mean value 3.6 represents people perceiving the brand quality more than standard.

Simply 5 from 10 survey respondents rated the brand as of **premium quality**. On the contrary, only two from 10 people rate the brand as of a basic quality speaking for a general satisfaction with evaluated brands.

Average brand evaluation



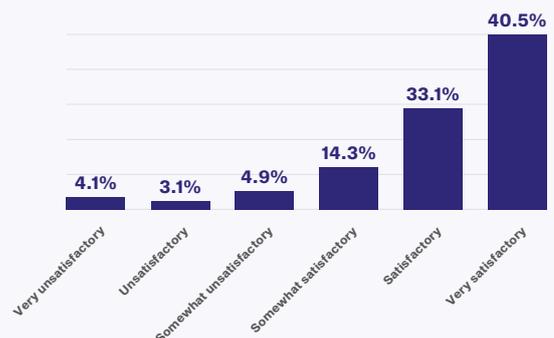
2 How would you rate this brand's dealership network in your country?

Brand quality is affected by many factors - the quality of the products, availability and accessibility of additional services, like spare parts supply or dealership network.

These days brands have many options for getting products to customers. An option used by many manufacturers is a dealer or distributor network to do the selling for them. Dealers and distributors provide that personal relationship that builds loyal customers and, ultimately, increases sales.

In this survey, **87.9% of respondents are satisfied** with a dealership network of the evaluated brand in their country.

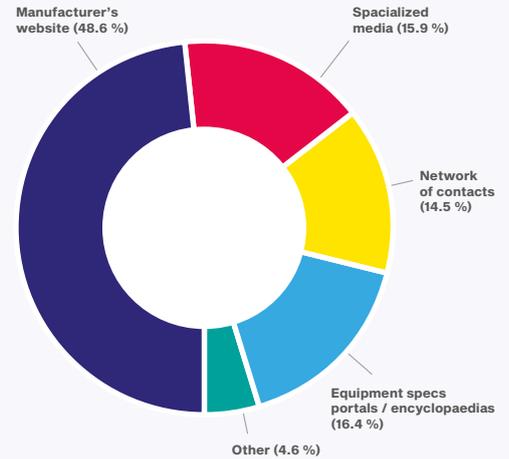
Average satisfaction



3

Where do you mostly look for information about this brand and its products/services?

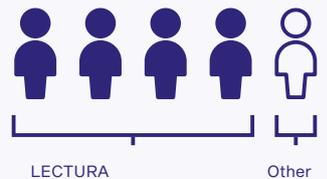
On the one hand, the media serves as a source of information about brands, but not the only one. In this survey, only 15.9% claimed they prefer media; the rest would go for another source. Especially **manufacturers' websites are of high popularity** and the number one choice of almost half of the respondents (48.6%). Equipment specs portals as the second most preferred information source were selected by 16.9%, followed by a network of contacts (14.5%), referring to the reliance on other people's references and experience.



4

Which one? (Specialized media + Equipment specs portals/encyclopaedias)

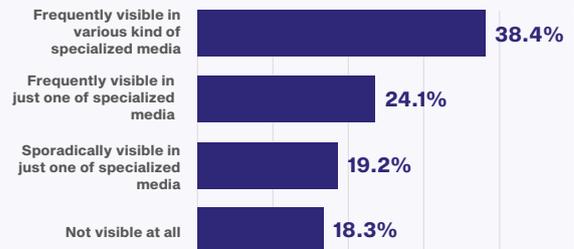
As follows from the text above, about a third of people would look for information in equipment specs portals or in specialized media. **We are pleased the survey results show 4 from 5 people would choose LECTURA.**



5

How do you consider this brand to be visible in the media?

Visibility is the cheat sheet to brand success. The public needs to know the brand exists before they can ever consider buying its products. Successful brands today have to master using both traditional and digital media as well as various kinds.



Despite this, almost 20% of the survey respondents have not noticed the brand they were evaluating in any kind of specialized media – and on the contrary, the integrated marketing (referring to the visibility of the brand in many kinds of

media) appears to be **mastered in circa 40% only**. Does it mean the brands have to invest more in increasing their visibility? Or are the respondents just oblivious to the media presentation of the brands?

Global results: Construction & Lifting

In this chapter, the most interesting findings of the construction & lifting equipment manufacturers are summarized.

Based on **24,971 reviews of 48 brands** from respondents from 209 countries from all around the world, the data may bring us valuable insights on how people within the industry perceive not only the quality of manufacturers products and related services but also on how are these subject to able interact with their (potential customers) via media and other information channels.

1

How do you consider this brand to be in general?

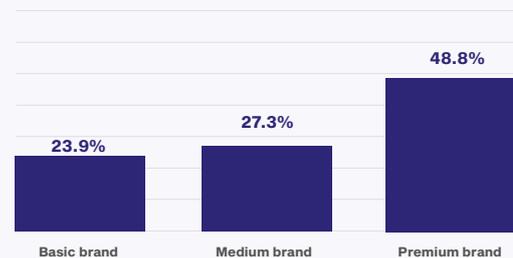
In general, construction and lifting equipment manufacturers are perceived rather positively. Almost **50%** of respondents evaluated the brand they were rating as a brand of **premium quality**. About a third think construction and lifting manufacturers would need to improve to some extent – thus, review the brand to be on a level of a medium quality. Only about **24%** claimed the brand they were evaluating should be rated as a **basic**.

On average, on a scale from 1 to 5 (1: basic brand – 5: premium brand), the **construction and lifting equipment manufacturers receive the rating of 3.52**, which again confirms such brands are better perceived positively, leading to the fact they are able to both, provide the customers with products and services of high quality and at the same time leave a positive impression/feeling from the brand presentation.

Speaking about particular brands, in the construction and lifting sector, there are **top 5 brands that far exceed the average**. Such best performing brands were the following: **Liebherr: M = 3.94; Caterpillar: M = 3.87; John Deere Construction: M = 3.84; Kubota: M = 3.74; Volvo: M = 3.70**. All these brands have in common that more than 50% claimed these brands are of premium quality.

Such high ratings are explained by the replies to the following questions.

Average brand evaluation



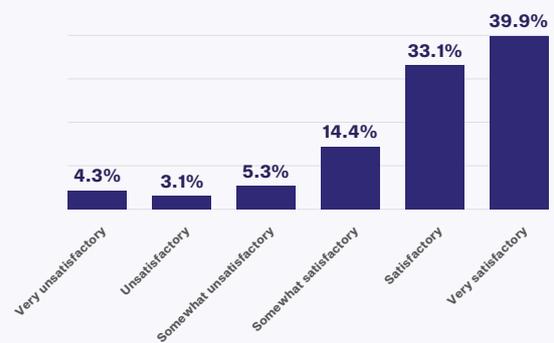
1	Liebherr	3.94 out of 5
2	Caterpillar	3.87 out of 5
3	John Deere Construction	3.84 out of 5
4	Kubota	3.74 out of 5
5	Volvo	3.70 out of 5

2

How would you rate this brand's dealership network in your country?

It is usually up to dealers to engage with the customers. Thus, dealers especially take a considerable part in creating opinions about the brand and affecting the perception of the manufacturer. The way the dealer communicates with the customers is one thing. On the other hand, people are more concerned about factors like the availability and accessibility of dealers' services.

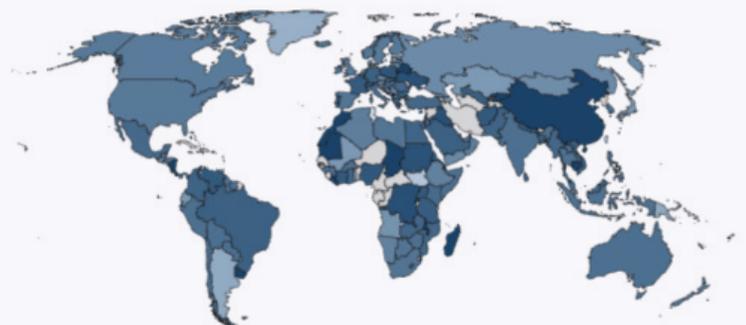
In the construction and lifting industry, **87.4% of respondents are to some extent satisfied** with a dealership network in their country. Actually, **39.9% would even rate the dealership network as very satisfactory**. On a scale from 1 to 6 (1: very unsatisfactory – 6: very satisfactory), **the average is 4.88**. This indicates there are only a few people that have a negative experience with the dealers in their country.



On a level of specific brands, companies with the best dealership networks are Vögele: **M = 5.33**; Grove: **M = 5.27**; Bell / Dynapac: **M = 5.24**; Zoomlion: **M = 5.19**; Volvo: **M = 5.13**. Interestingly only one brand out of the top 5 brands in the previous rank appeared in this ranking - Volvo. It could be explained by the fact that for global brands, it might be difficult to maintain the quality of dealership networks in all countries (compared to brands that rather focus on operating in specific regions).

Regarding specific regions and countries, the most satisfied respondents come from Europe (Belarus, Ukraine, Poland; but also Portugal and France), China and partially also Latin America (Uruguay, Brazil, Venezuela, Costa Rica) and Africa (Madagascar, Mauritania, Chad). On the other hand, in Europe, the improvement would be appreciated in Czechia and Slovenia. Also, in Russia, Kazakhstan, Japan, and Argentina, construction brands need to densify their dealership network.

1	Vögele	5.33 out of 6
2	Grove	5.27 out of 6
3	Bell / Dynapac	5.24 out of 6
4	Zoomlion	5.19 out of 6
5	Volvo	5.13 out of 6



3

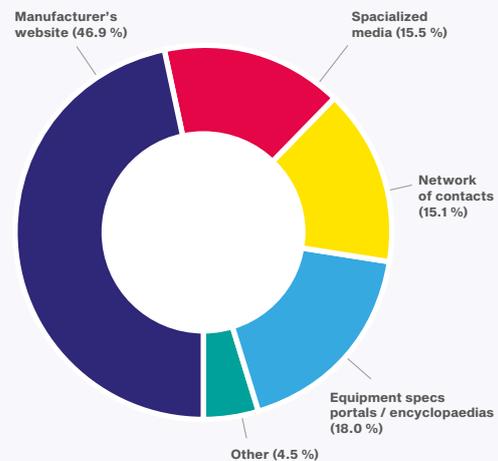
Where do you mostly look for information about this brand and its products/services?

There is a growing tendency to rely on websites when looking for information, with no exception when it comes to searching for information about construction and lifting equipment manufacturers. **According to 46.9% of respondents, the websites serve as the primary source.** Probably, because of frequent updates that prevent the information on the websites from becoming obsolete.

The second most popular source of data is **equipment specs portals/encyclopaedias, chosen by 18%** of survey participants. On the contrary to manufacturer's websites, these usually summarize information about various brands, including specs information as well as comparison of similar products of different brands.

About the same percentage of respondents state they search for information about construction and lifting brands in specialized media and via their **network of contacts**, respectively. Such results reveal that although

digital media, magazines, etc., make a considerable impression, they do not usually serve as the primary source when looking for construction & lifting related information.

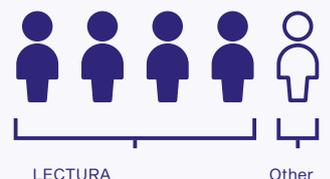


4

Which one? (Specialized media + Equipment specs portals/encyclopaedias)

Since LECTURA aims to provide its audience with both a comprehensive encyclopedia with various models' specs as well as with up to date press releases, reports and magazines, it is a pleasant surprise how many people consider it as their primary source. In the case of construction, **79.3% of people prefer**

LECTURA over other such channels. Actually, if we imagine 5 people browsing through the internet looking for a reliable and up-to-date specs portal, **four of the five choose LECTURA.**

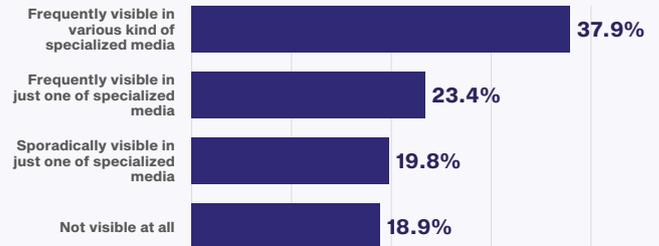


5

How do you consider this brand to be visible in the media?

Almost **38% of respondents** consider construction and lifting equipment manufacturers to be **frequently visible in various kinds of social media**. There is no doubt that construction and lifting, as the leading sector in the heavy machinery industry, consider visibility among media as being of high importance. About 20% of respondents claim it is either frequently visible in just one specialized media or at least sporadically visible in just one specialized media.

Even though **81.1% of surveyees claim they are to some extent aware** of construction and lifting equipment manufacturers' content in media, there is still **18.9% of people who do not think so**. Why is it so? Did not some companies identify any of the potential target groups? Do they prefer a kind of media where some people are not used to searching for information? Since these numbers represent the average for the entire construction and lifting sector, there is evidence some brands would need to improve their (promotion) strategy.



CATERPILLAR

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November 2021, **Caterpillar received 3,951 reviews from 170 countries from all around the world.**

That makes Caterpillar **the most often reviewed brand of this survey.** Most replies were received from the United States (probably due to the US origins and long-time tradition), followed by Canada in second place and Austria.

CATERPILLAR

1 How do you consider this brand to be in general?

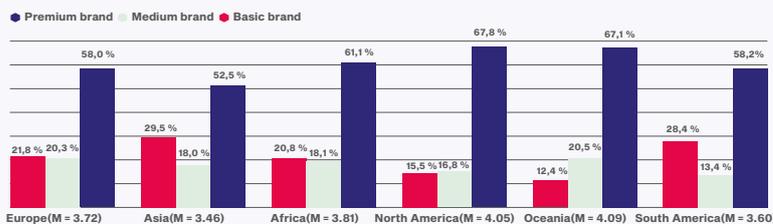
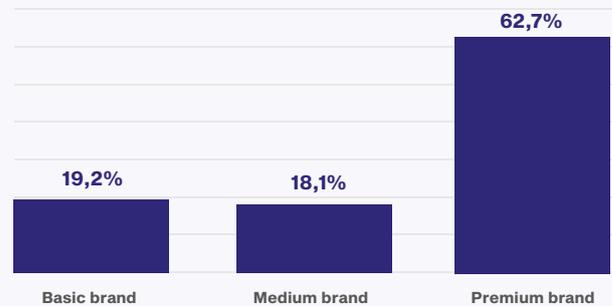
In this survey, a vast majority of respondents (**62.7%**) claim Caterpillar to be the brand of premium quality. About 20% would consider it better of a medium, and 20% of respondents think Caterpillar is rather a brand of basic quality. On a scale from 1 as the basic level to 5 as the premium level, the mean value 3.87 represents people perceiving the brand quality on upper levels. Simply **6 from 10 survey respondents rated the brand as of premium quality**, and only **2 from**

10 people rated the brand as of a basic quality speaking for a general satisfaction with evaluated brands.

Since the above-discussed results are from the global data, it would be interesting to see the differences in the brand evaluation in different regions. On a scale from 1 (basic brand) to 3 (premium brand), **the best evaluation was received in North American and Oceanic countries** – as the graph depicts, for each, almost 70%

of people described Caterpillar as the premium brand. On the contrary, respondents from **Asian and South American countries most frequently claimed Caterpillar to be a basic brand**. Such results do not appear to be surprising due to the US origin of Caterpillar.

Average brand evaluation



CATERPILLAR

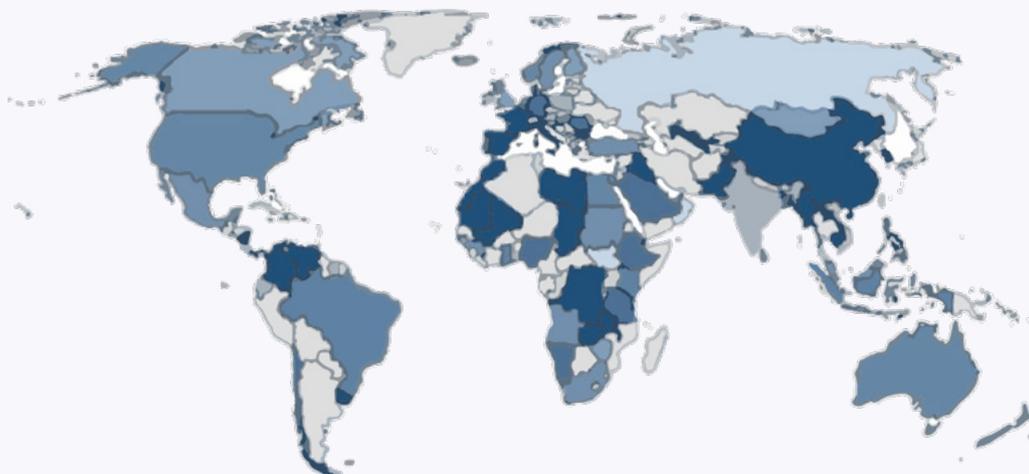
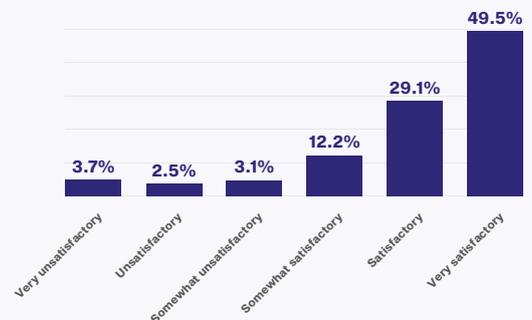
2 How would you rate this brand's dealership network in your country?

According to the survey results, Caterpillar's dealership network is in **general being perceived as a positive and satisfactory brand**, because **over 90% respondents** rated the brand's dealership possibilities in their own country somewhat satisfactory or better. Moreover, almost 50% of the survey participants ranked CAT as a brand with a very satisfactory dealership network.

Only 9.2% of respondents think that there is a huge space for improvement and indicated the American manufacturer's number of dealers in general as unsatisfactory. Out of those, just **3.7% marked CAT as a very unsatisfactory** company regarding its dealership network.

(France, Italy, Spain, Germany), North America, China and partially also South America (Venezuela, Colombia) and Africa (Libya, Chad or Morocco). On the other hand, the two last mentioned continents together with Eastern Europe also show that there is still room for improvement.

Regarding specific regions and countries, **the most satisfied respondents** come from West Europe



CATERPILLAR

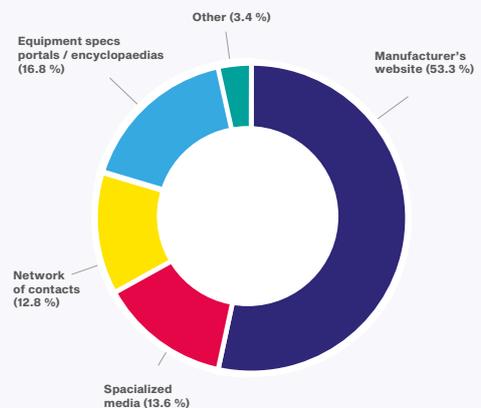
3 Where do you mostly look for information about this brand and its products/services?

According to 53.3% of respondents, **the most frequently used source of information about Caterpillar is its website**. This reflects the reliability and guarantee of up-to-date articles and news on the manufacturer's website. The second most popular source of data among Caterpillar's audience are **equipment specs portals/encyclopaedias, chosen by 16.8%** survey participants. Equipment specifications seem to be an important piece of machinery data and such specialized websites are often encountered by Caterpillar's visitors.

About the same percentage of respondents, 13.6% and 12.8%, stated that they search information about

CAT in specialized media and via their network of contacts, respectively. It indicates that the importance of specialized magazines and digital media is still quite big, however,

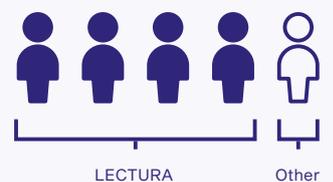
respondents would rather visit the manufacturer's website. To sum up, respondents clearly showed an **interest in digital possibilities** regarding the acquisition of data for Caterpillar machines, which may be affected due to the pandemic situation as the option of personal contact remains limited.



4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

As analysed in the previous question result, 13.6% of respondents prefer to look up information about Caterpillar brand in specialized media and 16.8% on equipment specs portals and encyclopaedias. We asked them to specify such portals and media: **81.5% of survey participants stated to pick LECTURA prior to any**

other source, which means that **4 out of 5 users prefer LECTURA**. We are happy with this finding that supports the fact that our audience of LECTURA Specs has grown by 50% in the last two years and the Buyers Guide is currently visited by over 1 million users per month.



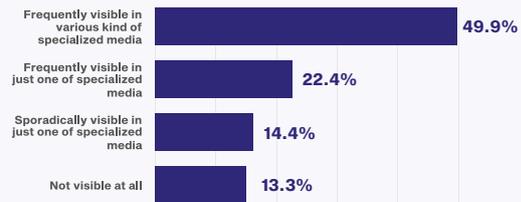
CATERPILLAR

5 How do you consider this brand to be visible in the media?

Almost 50% of surveyees claimed that Caterpillar is frequently visible in various kinds of specialized media. There is no doubt that CAT focuses on visibility among media, be it either printed or digital ones. Moreover, 22.4% of participants stated that CAT is frequently visible in one of specialized media and 14.4.% respondents announce CAT to be at least sporadically visible in just one of specialized media – **bringing the total brand awareness in specialized media to 86.7%.**

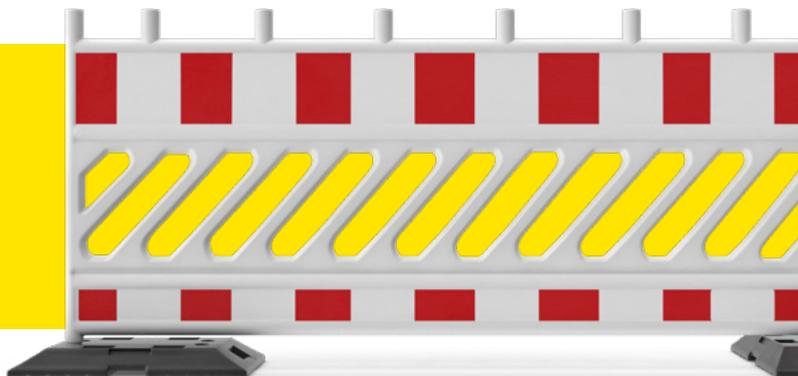
On the other hand, **13.3% of respondents claimed that CAT has no visibility in specialized media at all** and this number is not negligible. Many companies were forced to cut the budgets dedicated

to promotional purposes due to the pandemics, which may or may not be the case of Caterpillar as well. Nevertheless, one would not expect such behaviour from one of the biggest heavy equipment manufacturers in the world and the reasons will remain pure speculation.



This is where the free part of this detailed brand report ends.

We have the full package waiting for you – just let us know.





Would you like to discover even more insights on your brand?

The premium versions include additional questions (6-15) and the corresponding results:

6. What machine type do you consider to be the best product of this brand?
7. When you think of the brand, what comes to mind first?
8. What other brand do you consider the most similar to the brand you are currently evaluating considering both the products portfolio and client's approach?
9. Is there any brand providing the same/similar kind of service/product you would rate better than the brand you are currently evaluating?
10. Recently, have you seen an advertisements for this brand in specialised media?
11. Through which channel was it presented?
12. What was communicated in these commercial ads?
13. Have you ever visited the webpage of the brand?
14. Have you found all the information that you were looking for on the webpage?
15. Please share a few things the brand you are currently evaluating can do better

Would you like to purchase any of the premium reports? Do you have additional questions?

Please get in touch at brand@lectura.de and connect with us.



Premium content Individual brand report

- Get the full single company report, be it your company or 17 others
- Includes results for questions 1-15
- Over 30 pages of content
- Available reports to choose from: **Caterpillar, JCB, Komatsu, Volvo, Kubota, Case, Bobcat, Liebherr, Doosan, Hyundai, Hitachi, Manitou, Yanmar, Takeuchi, Bomag, Kobelco, Wacker Neuson, John Deere Construction**



Premium content Complete brand report

- All in one - get the full compilation of all the results for 18 construction companies: **Caterpillar, JCB, Komatsu, Volvo, Kubota, Case, Bobcat, Liebherr, Doosan, Hyundai, Hitachi, Manitou, Yanmar, Takeuchi, Bomag, Kobelco, Wacker Neuson, John Deere Construction**
- Includes results for questions 1-15
- Features unique comparisons of each brand vs the construction industry and the brand vs its closest competitors, based on the survey results
- More than 330 pages of content

**LECTURA is
ready to dig much
deeper to get you
even more value.**

Let's stay in touch!

www.lectura.de/brand



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