



Spotlight* Kuwait

Shopper Behaviour & Attitudes

January - 2024

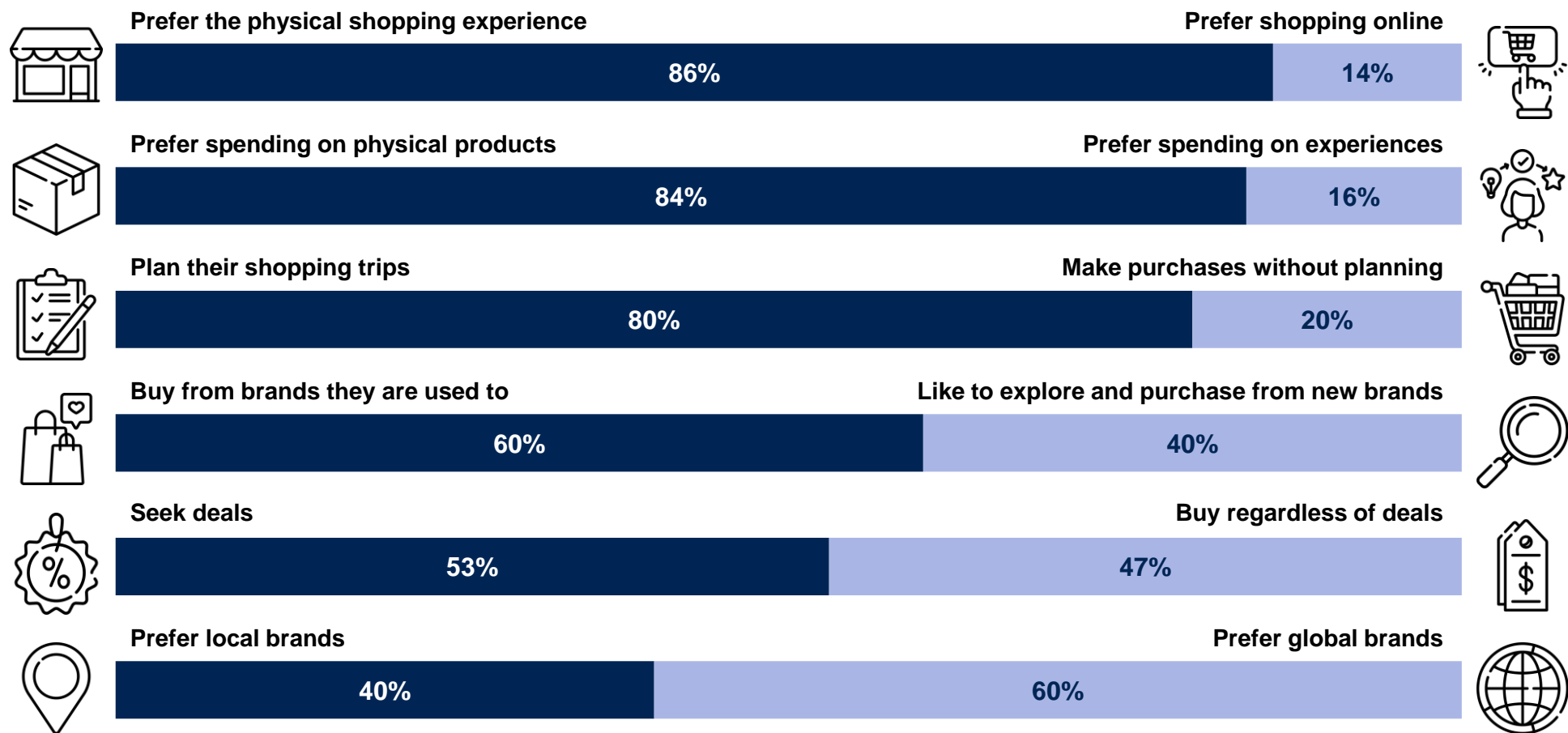
GAME CHANGERS



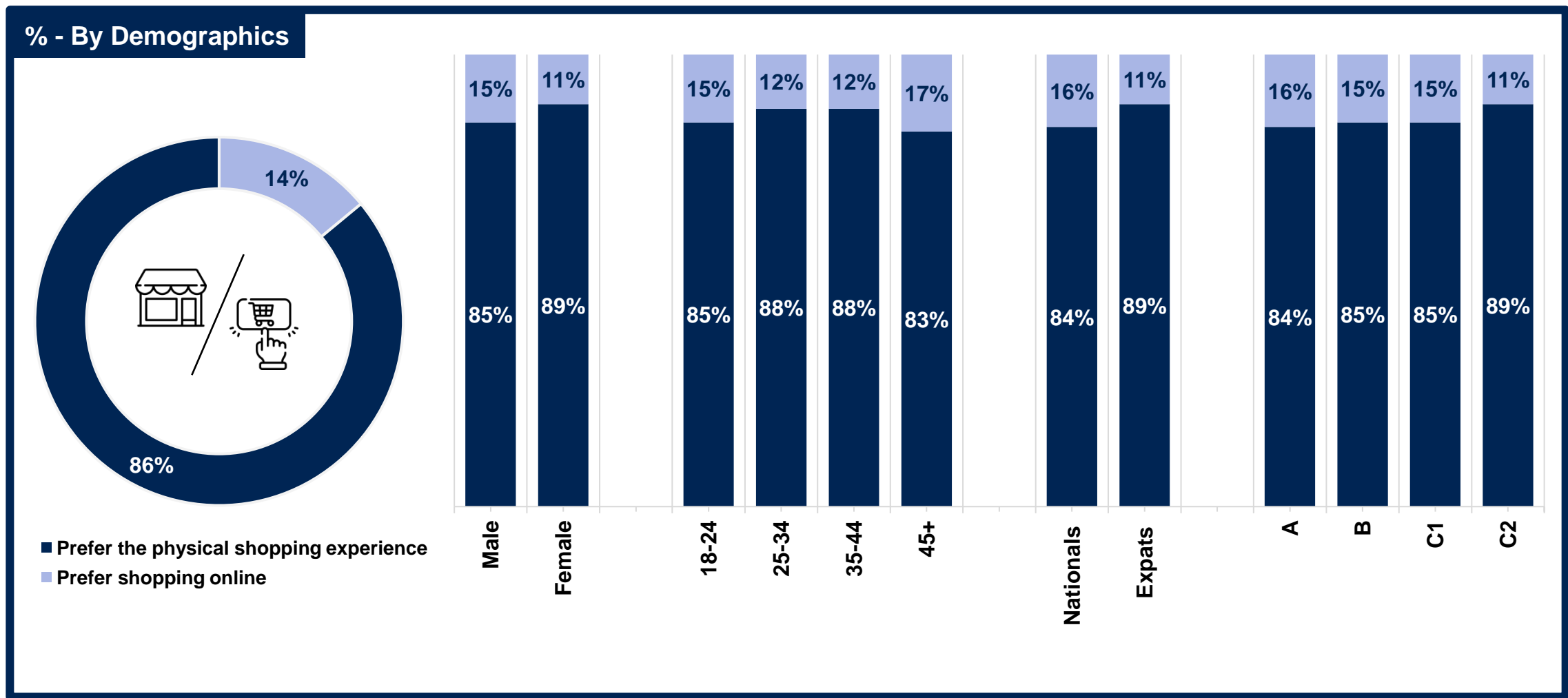


Types Of Shoppers In Kuwait

Shopper Types

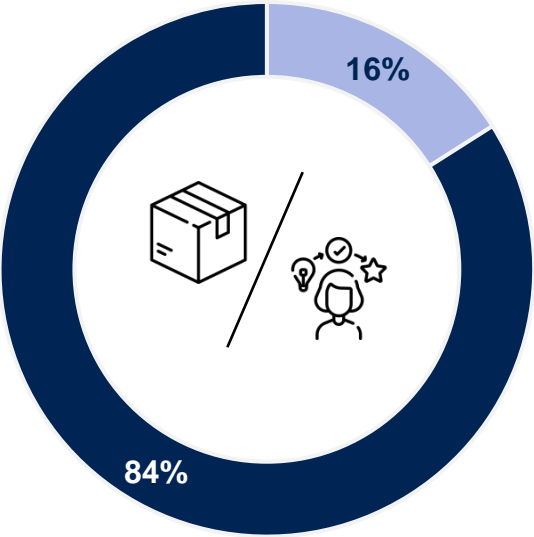


Physical Vs. Online Shopping

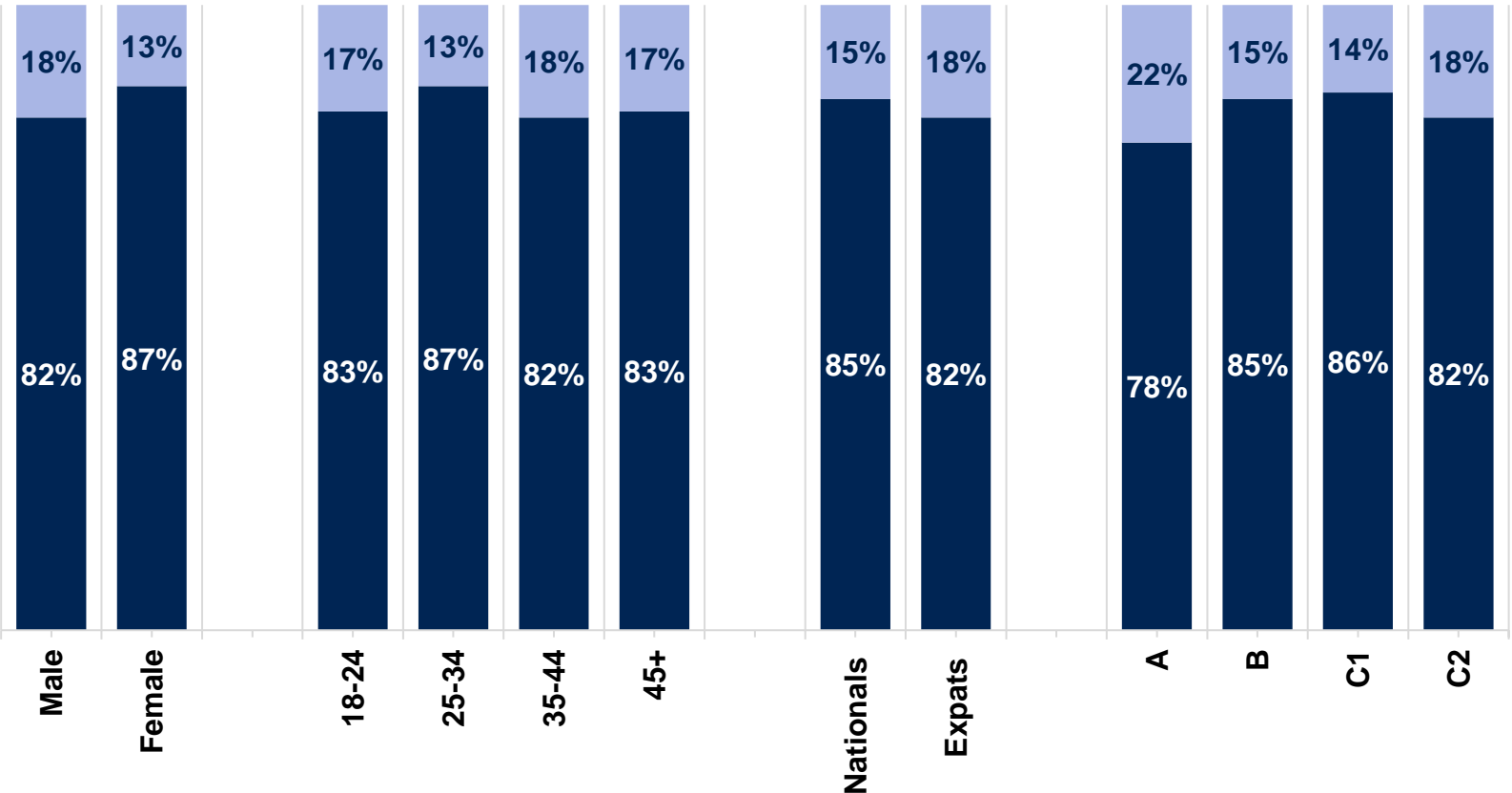


Physical Products Vs. Experiences

% - By Demographics

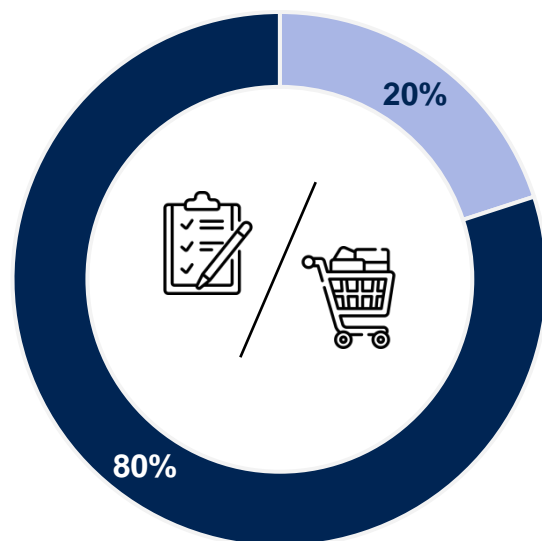


■ Prefer spending on physical products
■ Prefer spending on experiences

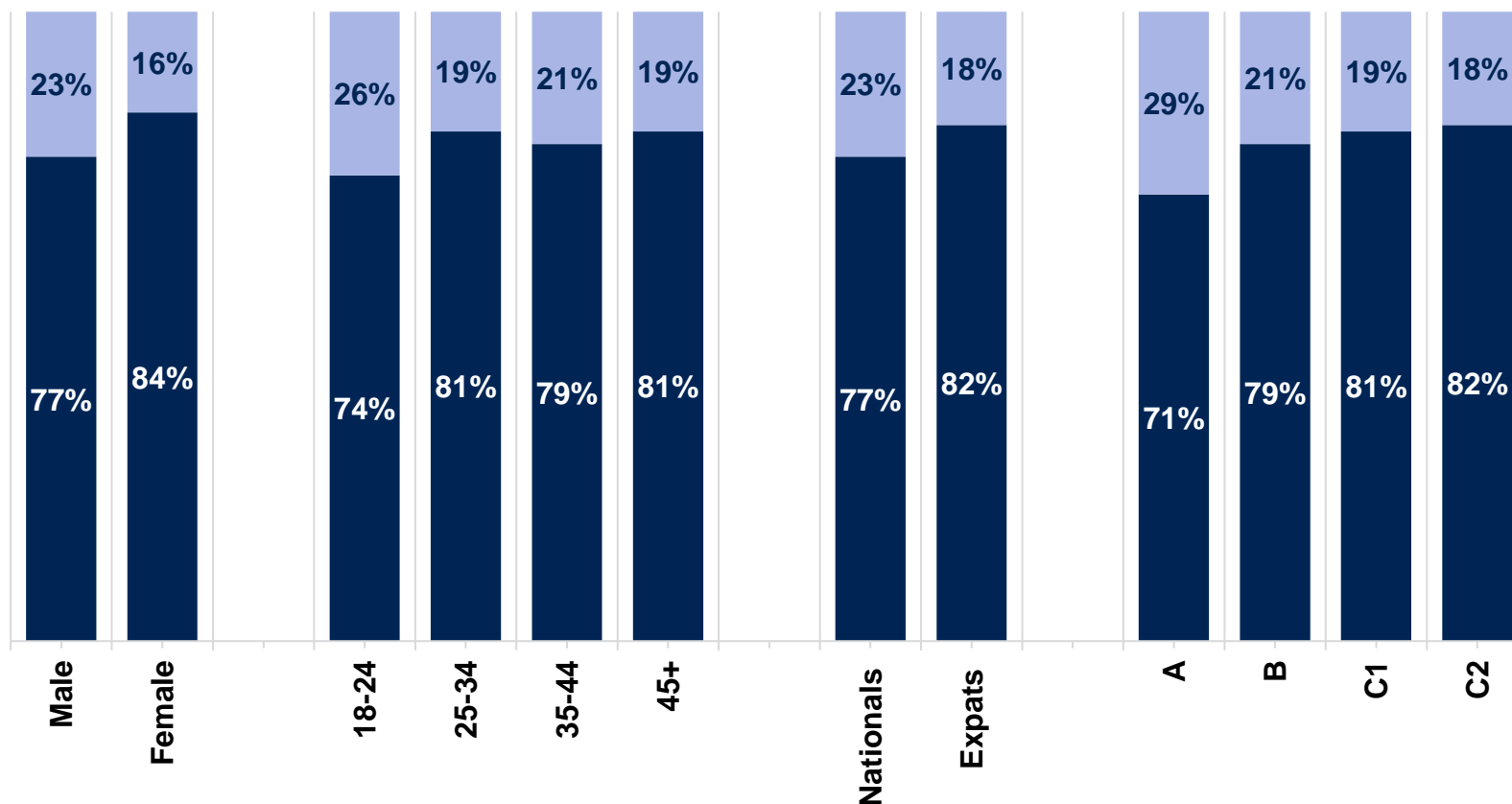


Planned Vs. Unplanned Shopping

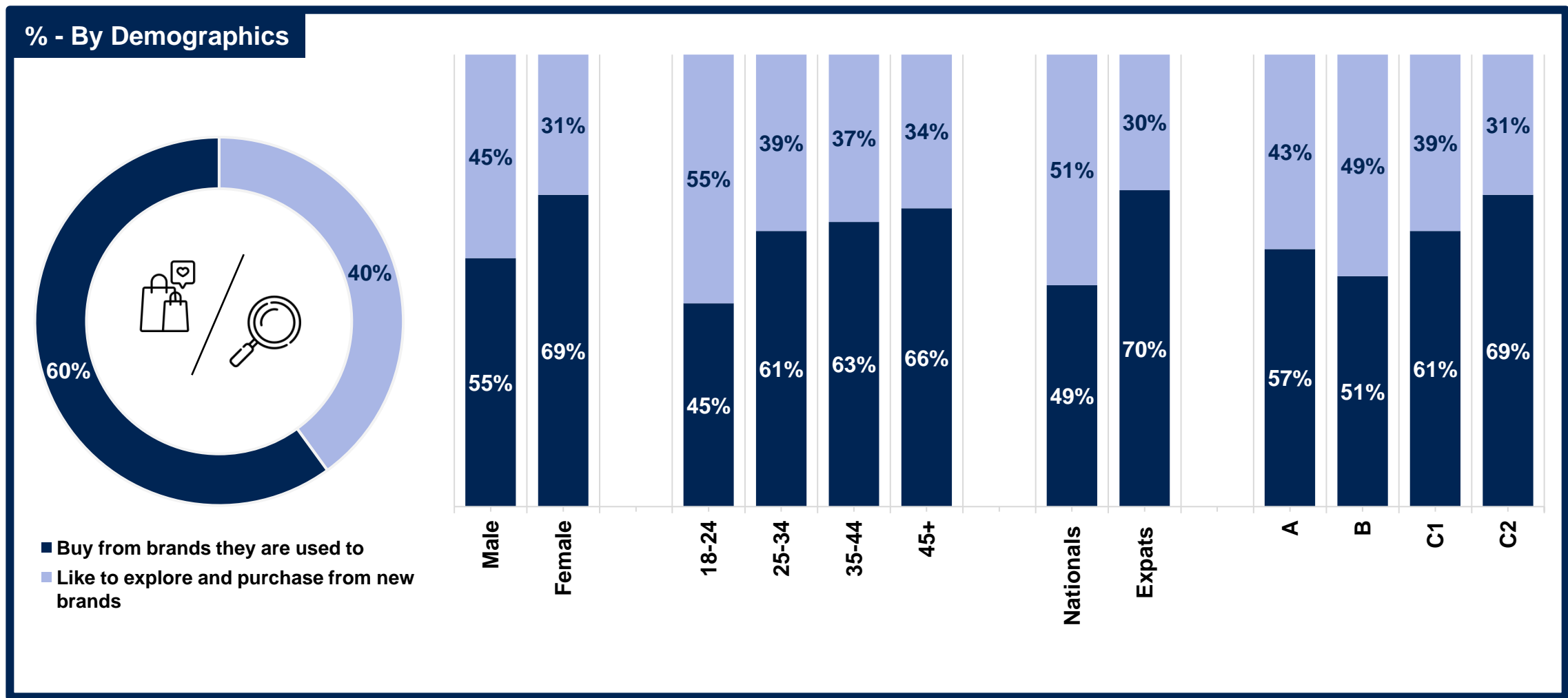
% - By Demographics



- Plan their shopping trips
- Make purchases without planning

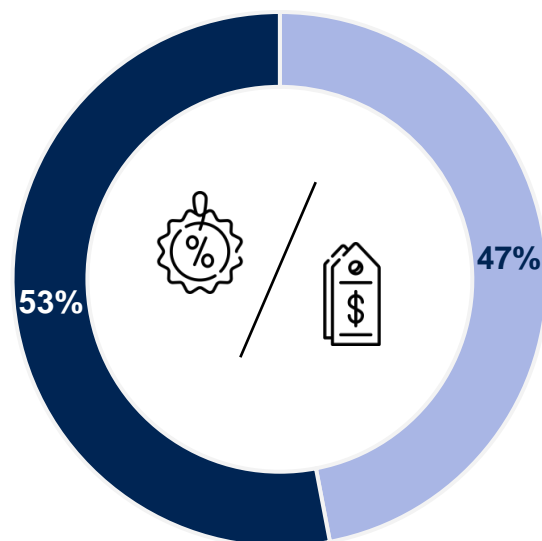


Purchasing Usual Brands Vs. Exploring New Brands

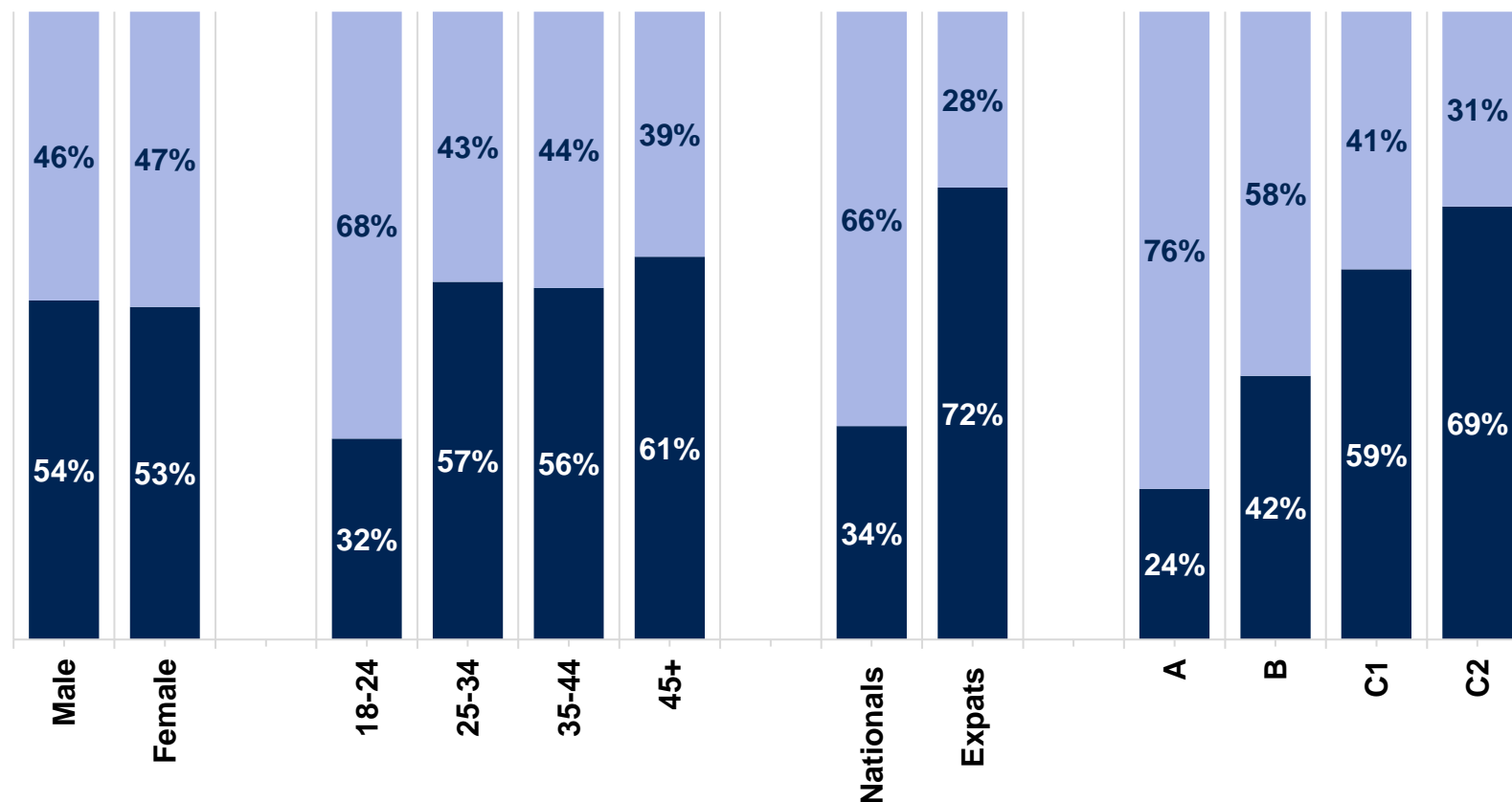


Deal Seekers Vs. Non-deal Seekers

% - By Demographics

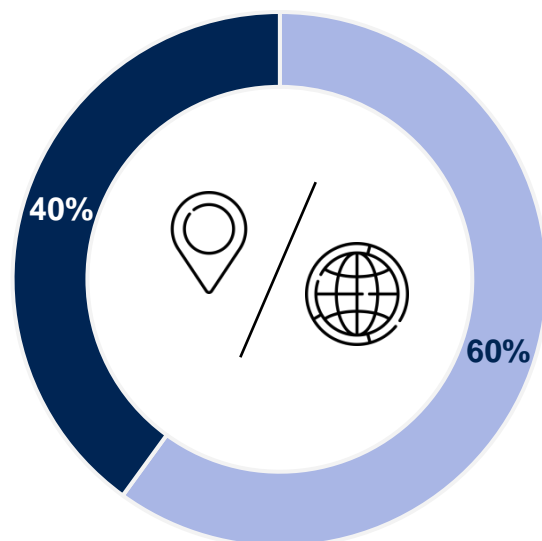


■ Are deal seekers
■ Buy regardless of deals

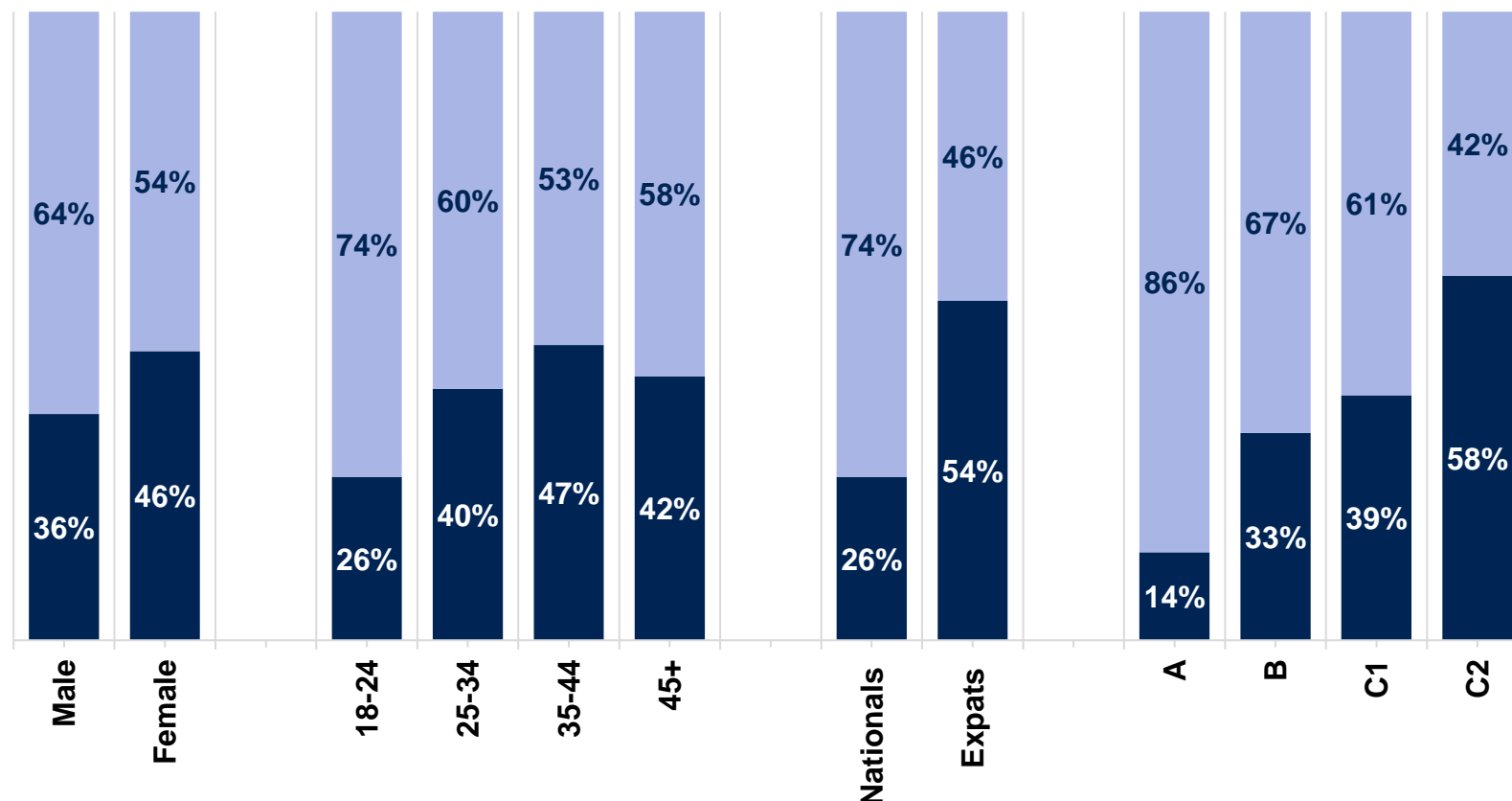


Local Vs. International Brands

% - By Demographics



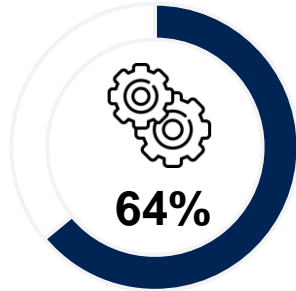
■ Prefer local brands
■ Prefer global brands



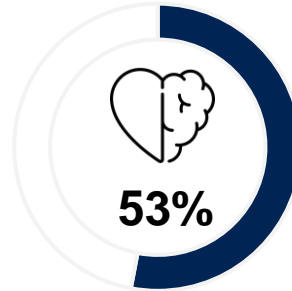


Brand Selection Criteria

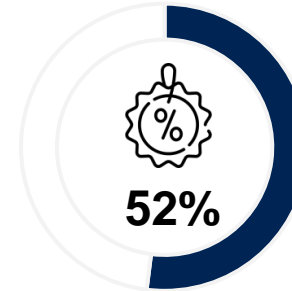
Brand Selection Criteria



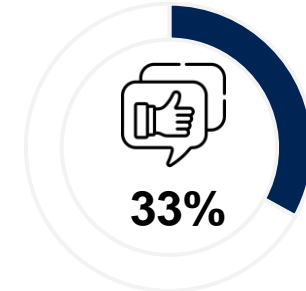
Functional attributes



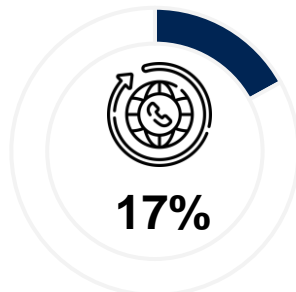
Emotional attributes



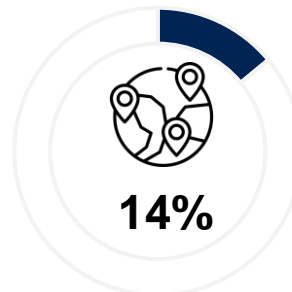
Prices and promotions



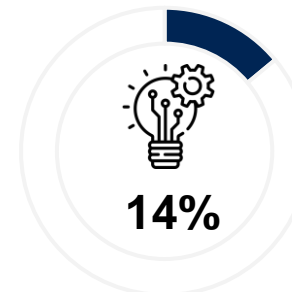
Referrals and reputation



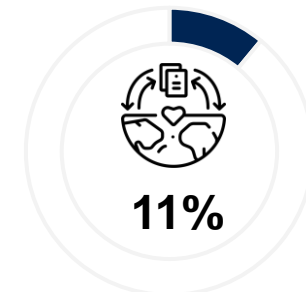
Customer service



A brand's country of origin











A brand's innovation



Brand ethics

Brand Selection Criteria - By Demographics

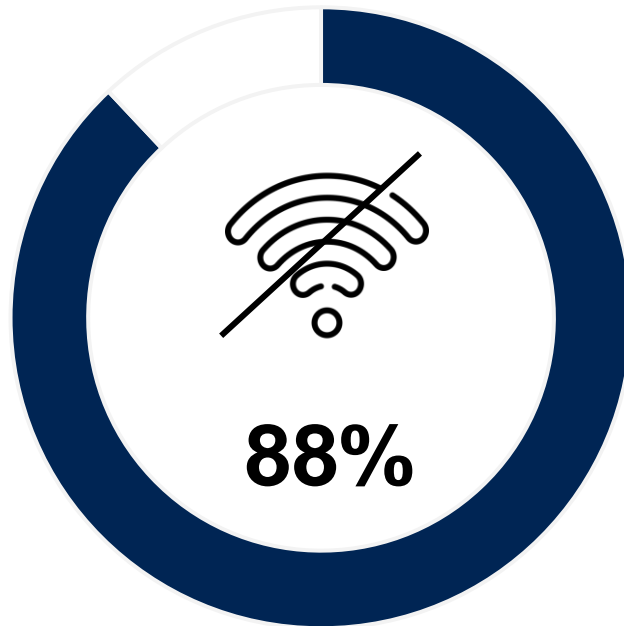
% - By Demographics

								
	Functional attributes	Emotional attributes	Prices and promotions	Referrals and reputation	Customer Service	A brand's country of origin	A brand's innovation	Brand ethics
Total	64%	53%	52%	33%	17%	14%	14%	11%
Male	63%	50%	53%	36%	18%	13%	14%	10%
Female	66%	57%	49%	28%	15%	15%	14%	12%
18-24	63%	59%	50%	35%	13%	12%	15%	7%
25-34	64%	52%	52%	35%	17%	13%	8%	13%
35-44	67%	49%	54%	28%	19%	13%	13%	11%
45+	64%	54%	50%	33%	16%	16%	22%	11%
Nationals	61%	60%	48%	35%	19%	14%	14%	11%
Expats	68%	47%	56%	31%	14%	14%	13%	11%
A	59%	65%	45%	33%	20%	22%	16%	10%
B	57%	67%	42%	31%	20%	11%	18%	14%
C1	66%	50%	51%	40%	18%	11%	15%	10%
C2	72%	38%	64%	26%	11%	17%	8%	10%

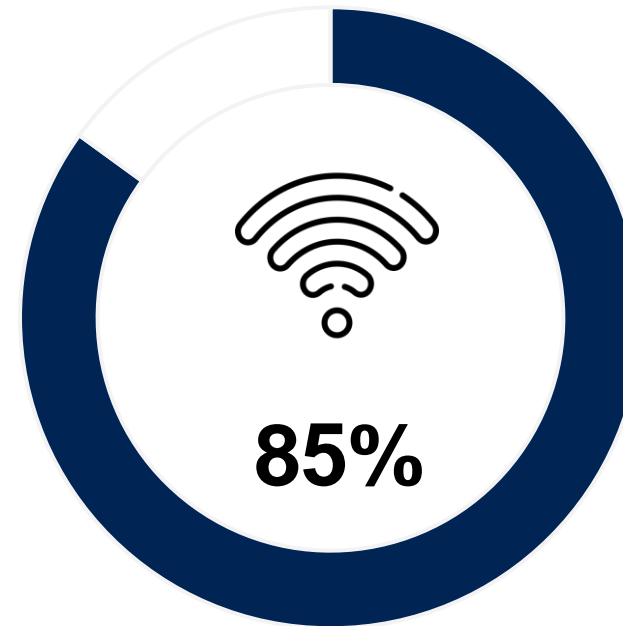


Where Do People Obtain Information About Brands?

Sources Used To Obtain Information About Brands

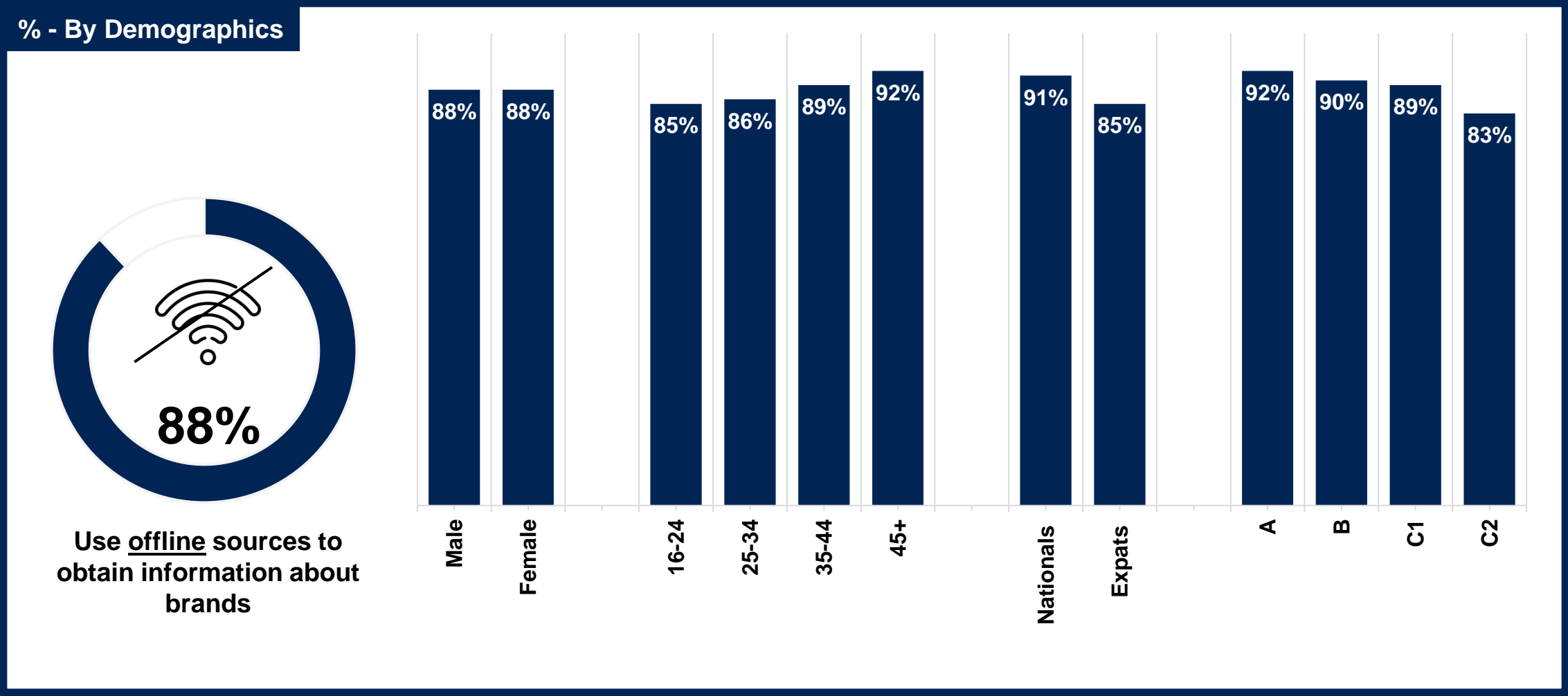


Use offline sources to obtain information about brands

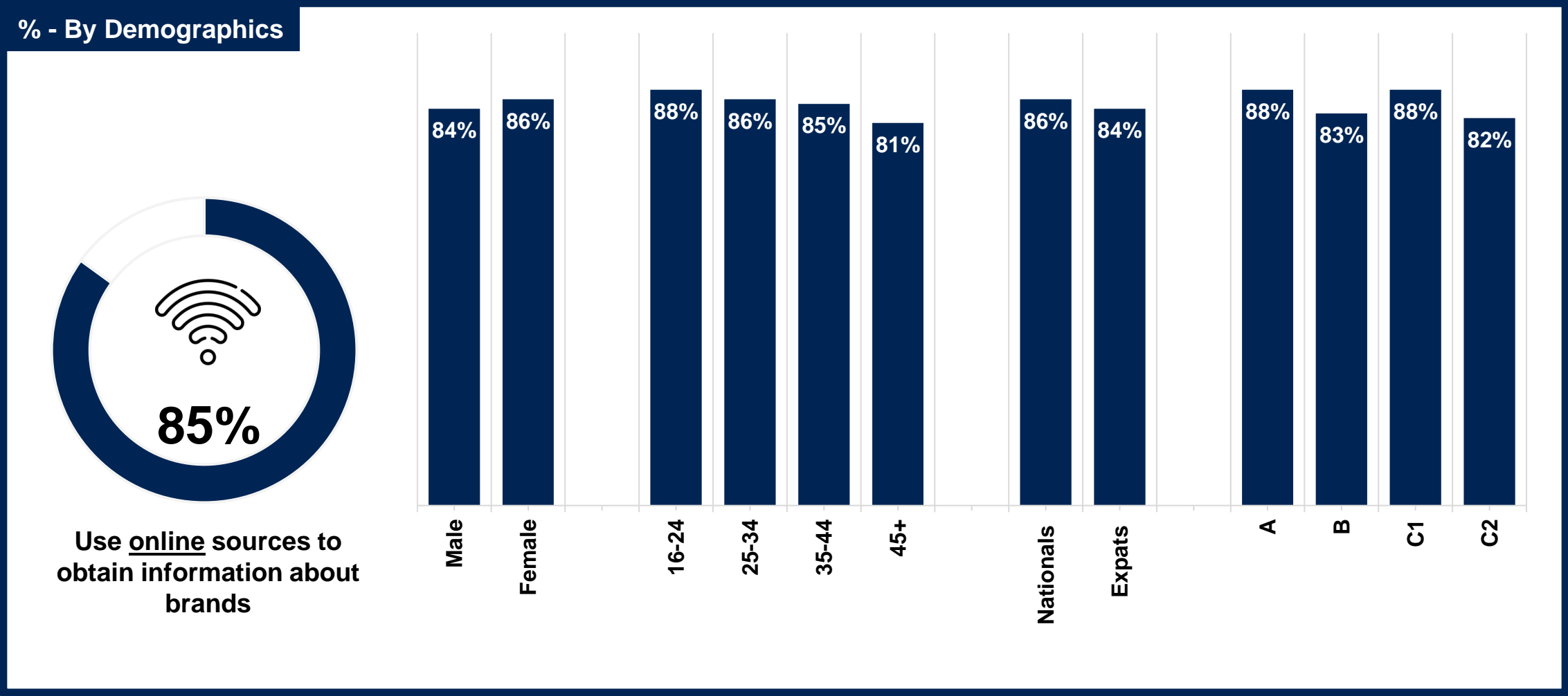


Use online sources to obtain information about brands

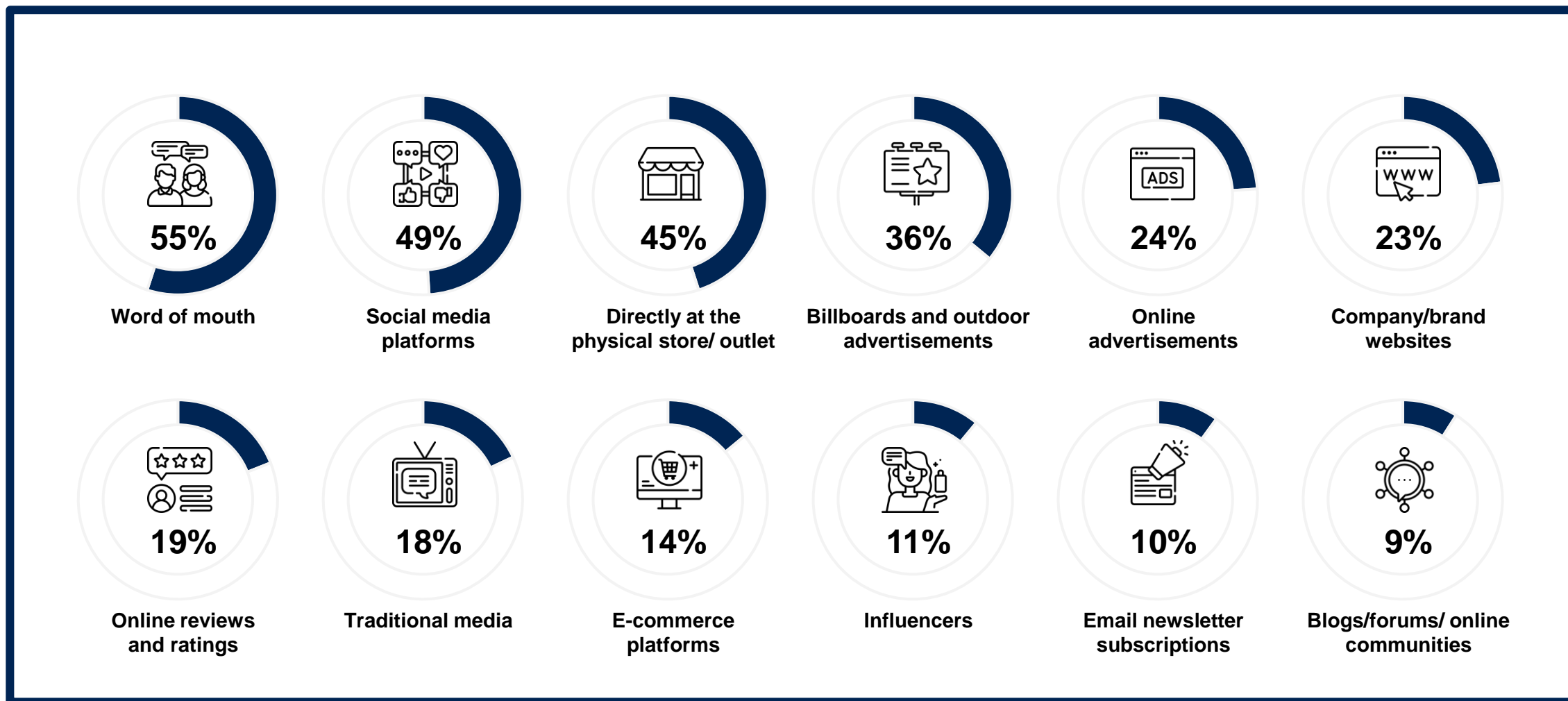
Using Offline Sources To Obtain Information About Brands



Using Online Sources To Obtain Information About Brands















Sources Used To Obtain Information About Brands - Detailed



Sources Used To Obtain Information About Brands

- Detailed By Demographics

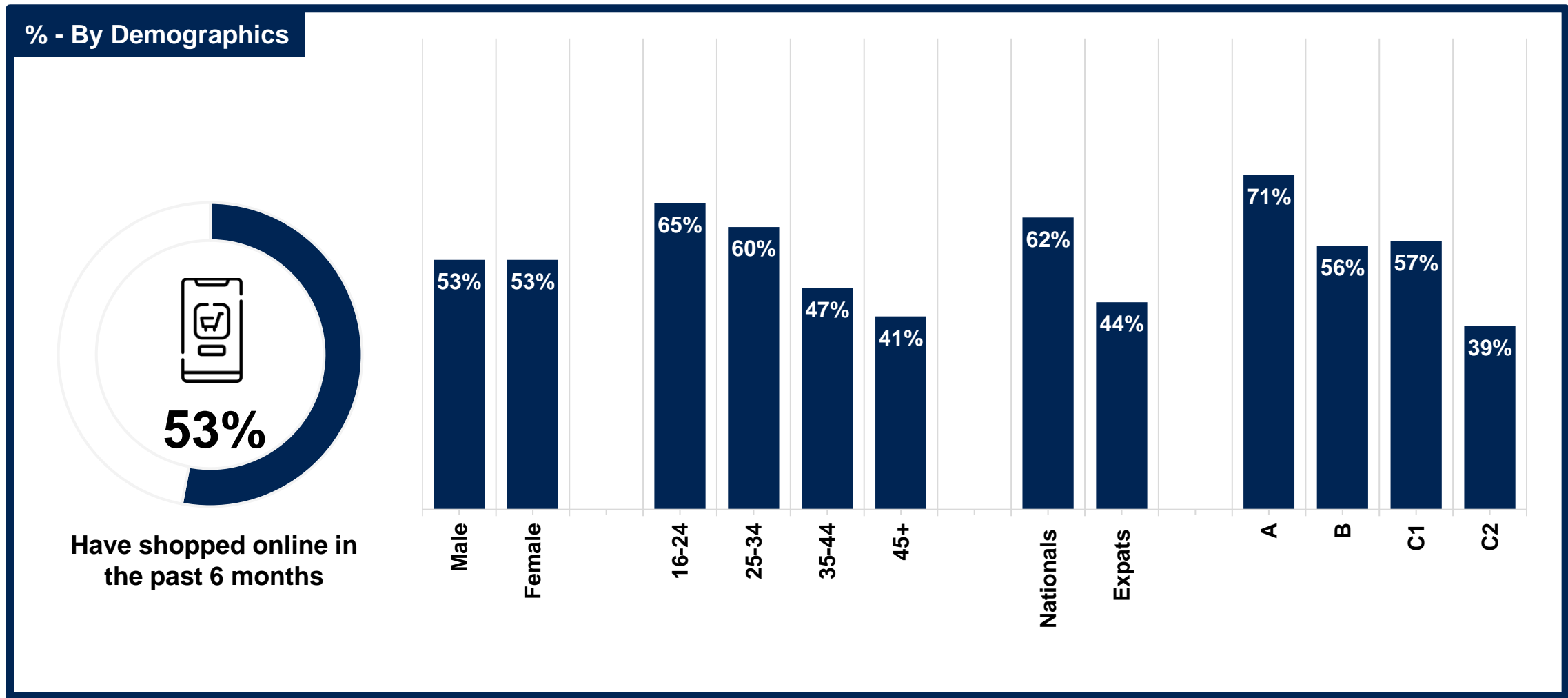
% - By Demographics


												
	Word of mouth	Social media platforms	Directly at the physical store	Outdoor ads	Online ads	Brand websites	Online reviews and ratings	Traditional media	E-Commerce platforms	Influencers	Email newsletter	Online communities
Total	55%	49%	45%	36%	24%	23%	19%	18%	14%	11%	10%	9%
Male	62%	51%	47%	39%	21%	24%	15%	16%	14%	8%	7%	7%
Female	44%	45%	41%	31%	30%	20%	24%	21%	15%	17%	15%	14%
18-24	55%	51%	43%	32%	34%	24%	16%	15%	20%	16%	13%	9%
25-34	50%	47%	43%	37%	27%	21%	20%	23%	15%	12%	11%	12%
35-44	59%	48%	42%	38%	21%	25%	21%	14%	10%	8%	10%	12%
45+	57%	50%	53%	37%	16%	21%	16%	18%	14%	11%	7%	3%
Nationals	57%	43%	52%	38%	28%	21%	20%	19%	17%	11%	11%	10%
Expats	53%	54%	38%	34%	21%	24%	18%	17%	11%	11%	9%	9%
A	51%	39%	55%	41%	31%	25%	24%	20%	18%	16%	18%	12%
B	56%	42%	51%	40%	25%	22%	19%	21%	14%	10%	14%	11%
C1	58%	56%	46%	39%	22%	20%	18%	19%	16%	11%	6%	8%
C2	50%	50%	34%	27%	24%	26%	18%	13%	11%	12%	8%	9%



Online Shopping

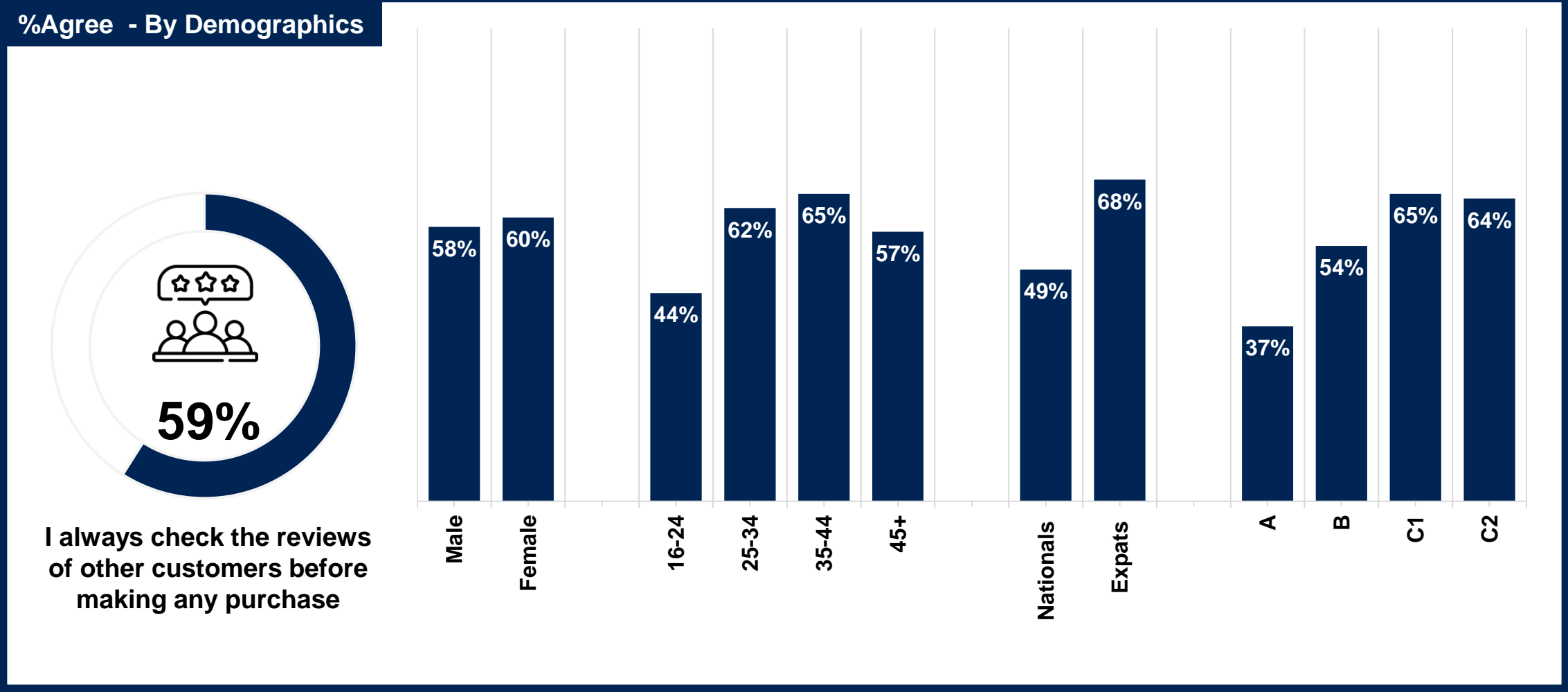
Online Shopping Prevalence



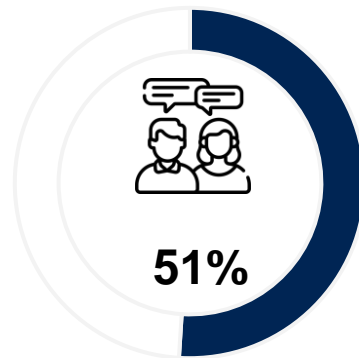
A close-up photograph of a person's hands holding a rose gold smartphone. The person is wearing a grey sweater. The background is blurred, showing what appears to be a car interior. The image is partially covered by a grey diagonal graphic element in the top left corner.

Influencers On Purchase Decisions

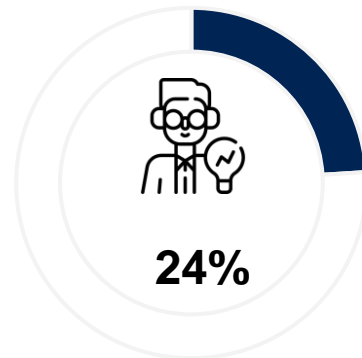
Checking Reviews Before Making Purchases



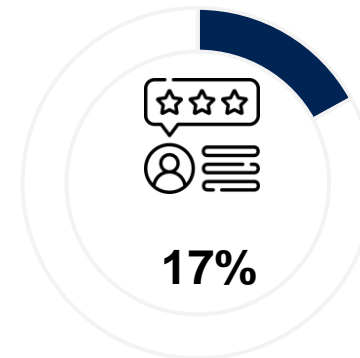
Most Trusted Sources Impacting Purchase Decisions



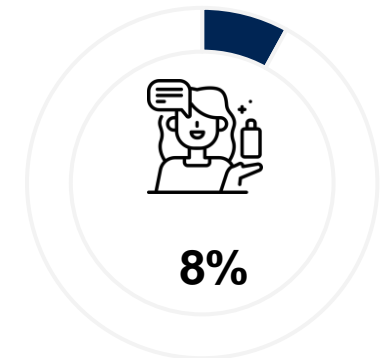
Recommendations/ Word of mouth from people



Recommendations from experts or industry professionals







Online reviews from others



Influencers/ celebrities

Most Trusted Sources Impacting Purchase Decisions - By Demographics

% - By Demographics

	 Recommendations/ Word of mouth from people	 Recommendations from experts or industry professionals	 Online reviews from others	 Influencers/ celebrities
Total	51%	24%	17%	8%
Male	55%	23%	15%	7%
Female	44%	24%	21%	11%
18-24	40%	23%	23%	13%
25-34	49%	27%	18%	6%
35-44	53%	21%	17%	9%
45+	58%	24%	11%	7%
Nationals	48%	27%	18%	8%
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A	43%	25%	18%	14%
B	44%	30%	18%	8%
C1	56%	22%	13%	9%
C2	54%	19%	21%	6%

Methodology



Sample Size

500 Respondents



Sample Criteria

General Public.
Representative of the
population across gender,
age (18+) and SEC



Methodology

CAPI – Computer Aided
Personal Interviews



Geographical Coverage

Conducted in Kuwait, with a
nationwide coverage

A hand in a white sleeve holding several colorful shopping bags (yellow, orange, blue) against a blurred background of a shopping mall. The top left corner features diagonal stripes in teal and blue.

For More Information:

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Email: aftab.ellahi@ipsos.com

GAME CHANGERS

