



Spotlight* Jordan

Shopper Behaviour & Attitudes

February - 2024

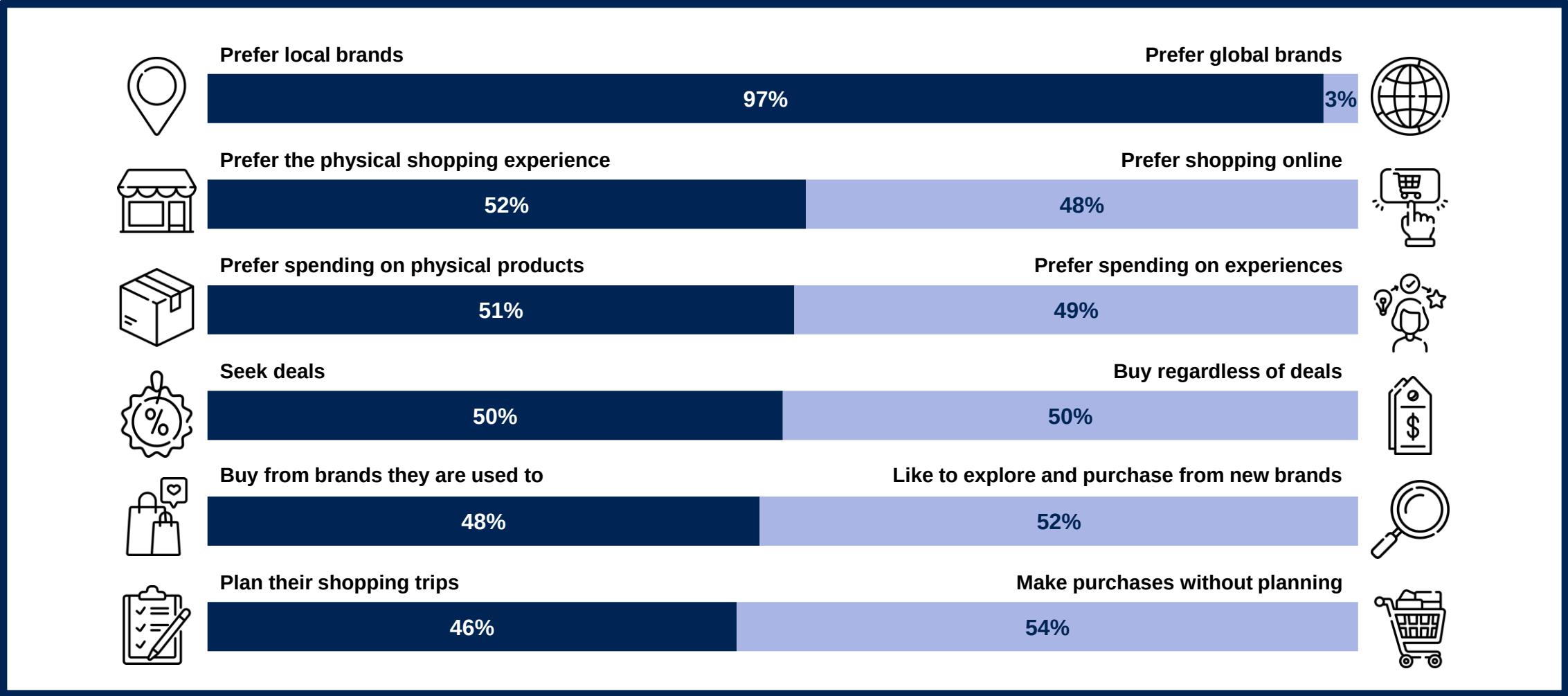
GAME CHANGERS





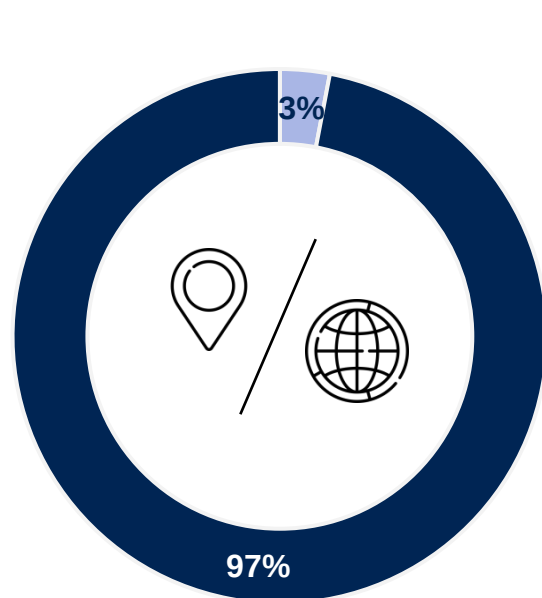
Types Of Shoppers In Jordan

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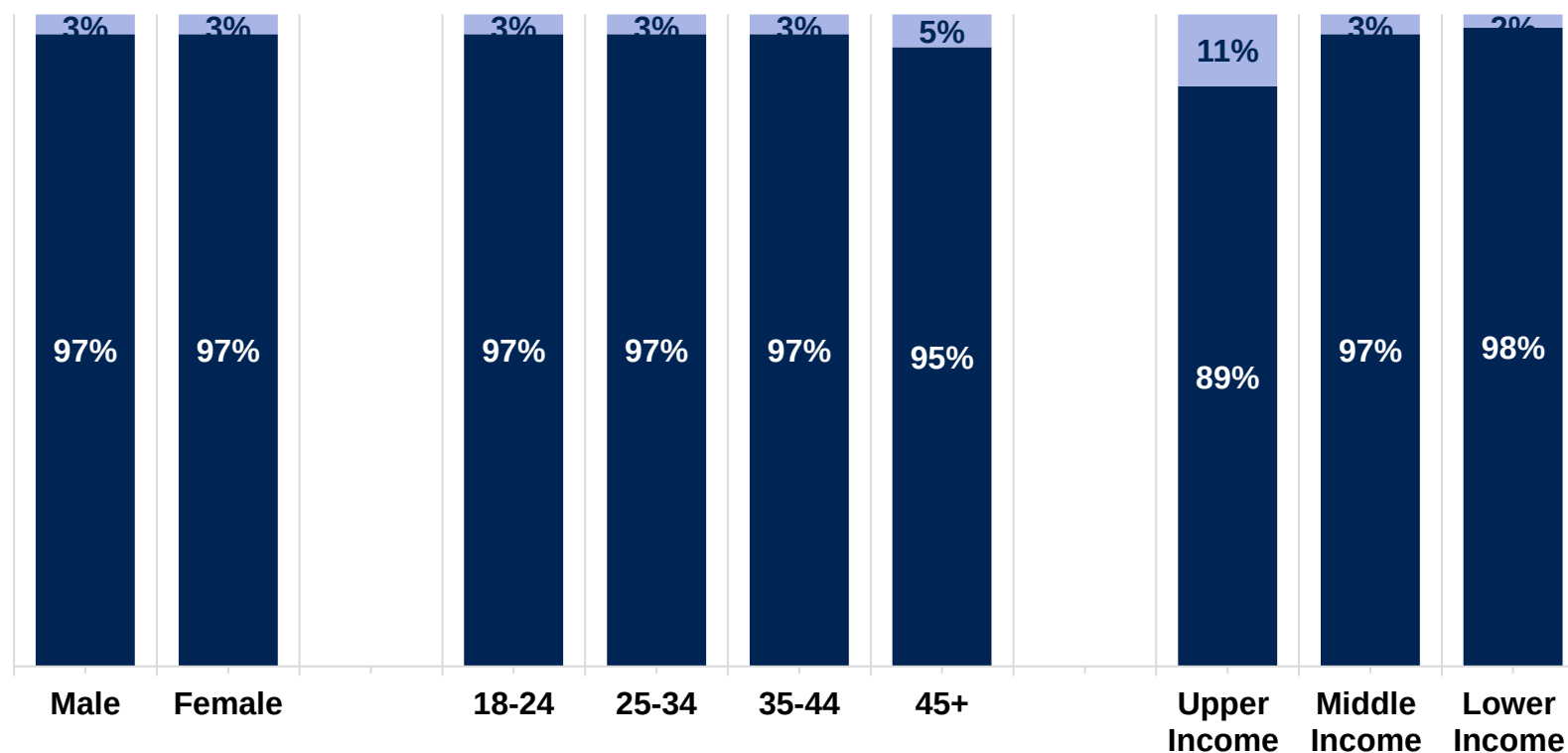


Local Vs. International Brands

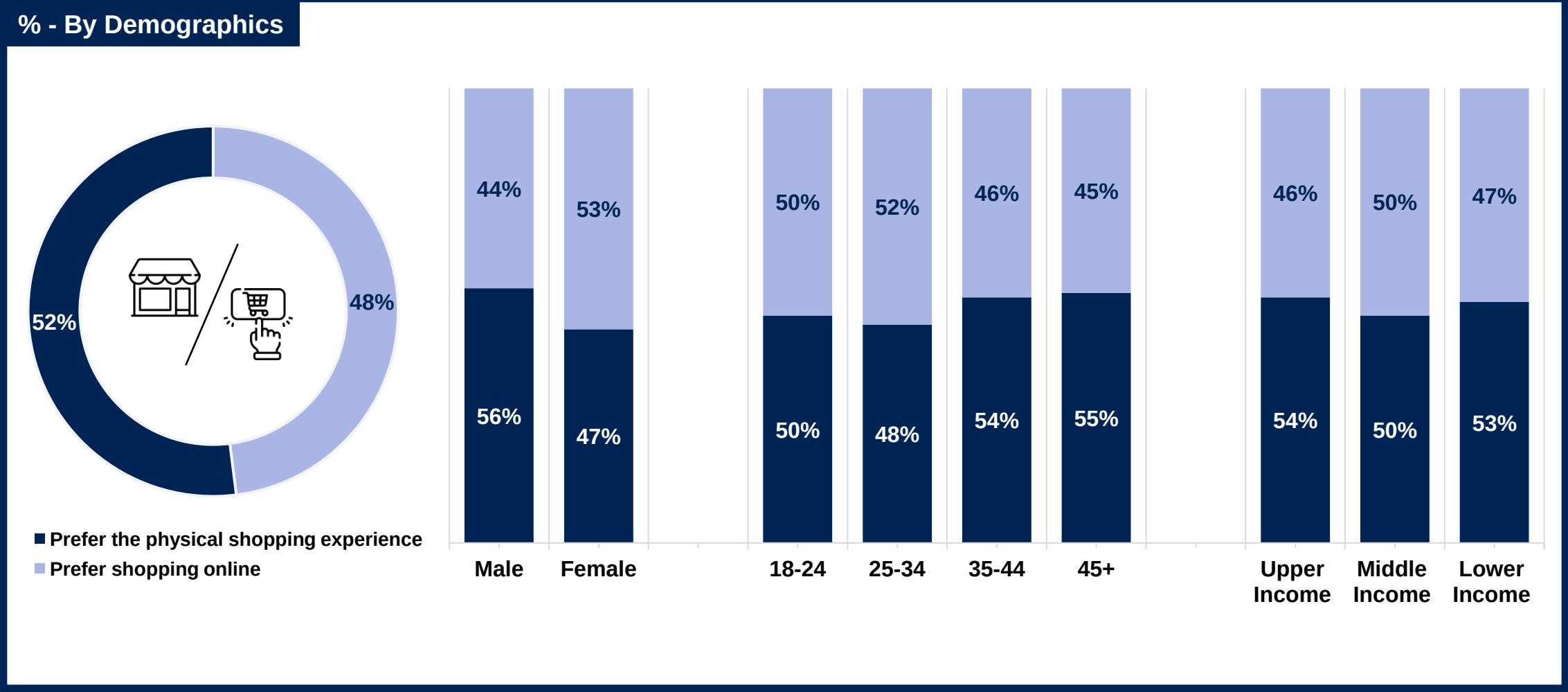
% - By Demographics



■ Prefer local brands
■ Prefer global brands

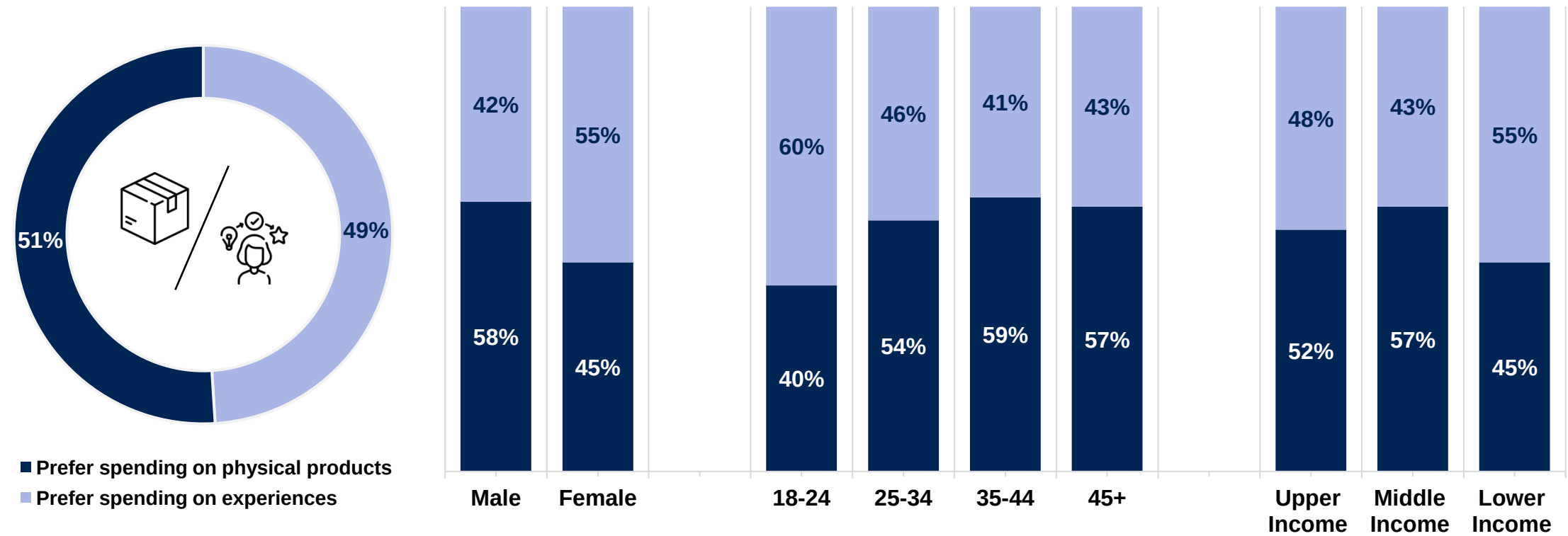


Physical Vs. Online Shopping

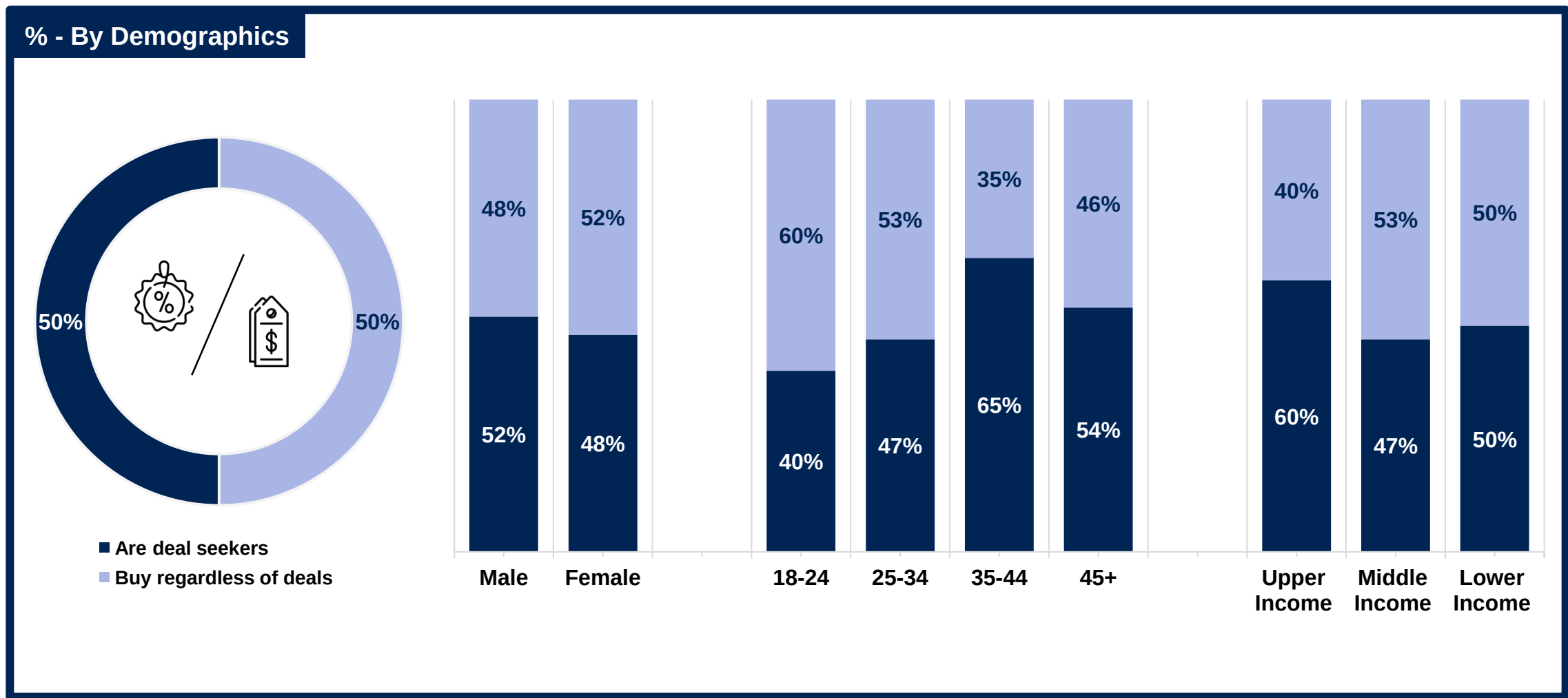


Physical Products Vs. Experiences

% - By Demographics

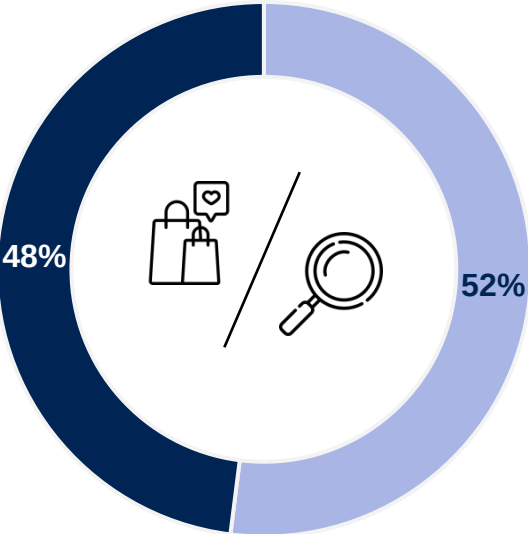


Deal Seekers Vs. Non-deal Seekers

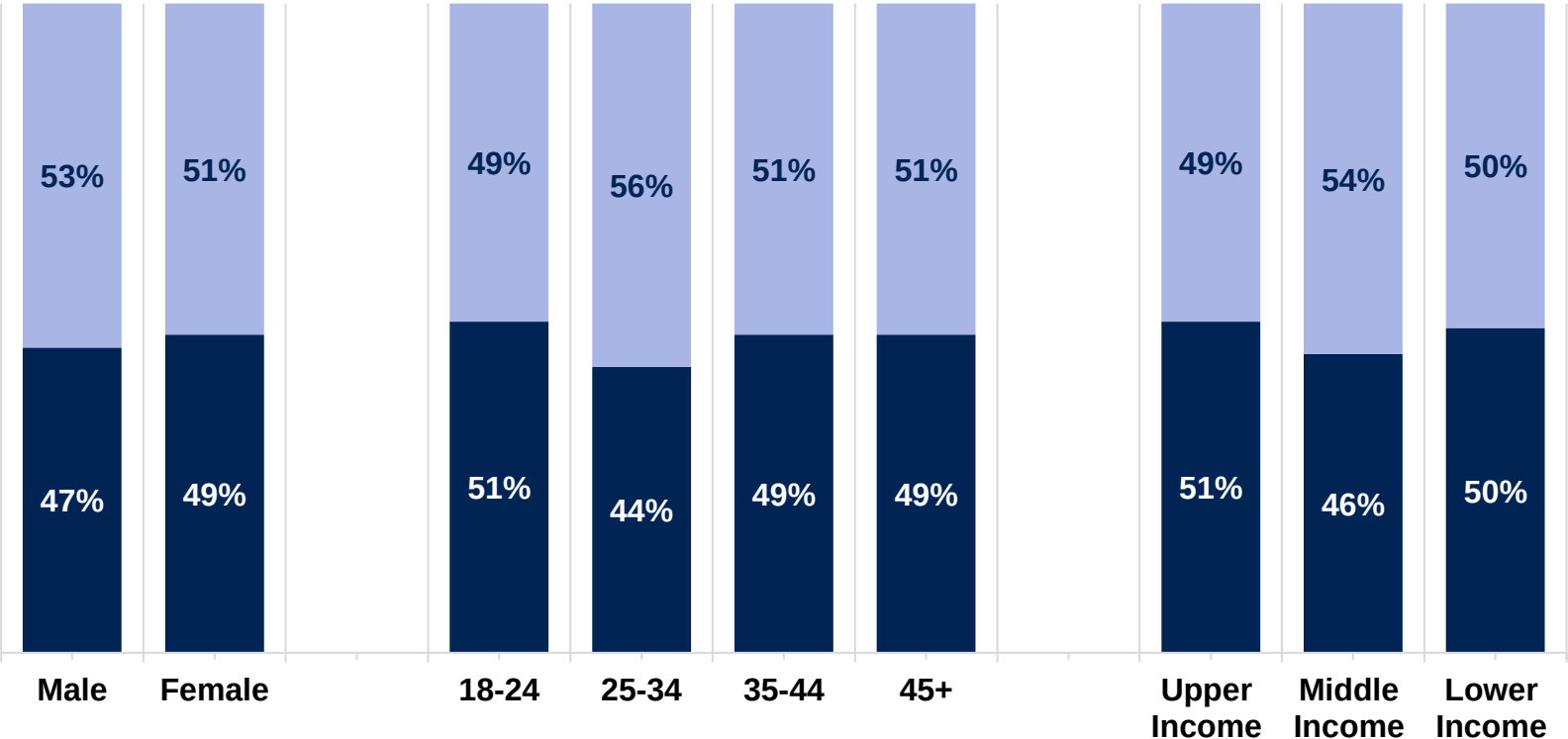


Purchasing Usual Brands Vs. Exploring New Brands

% - By Demographics

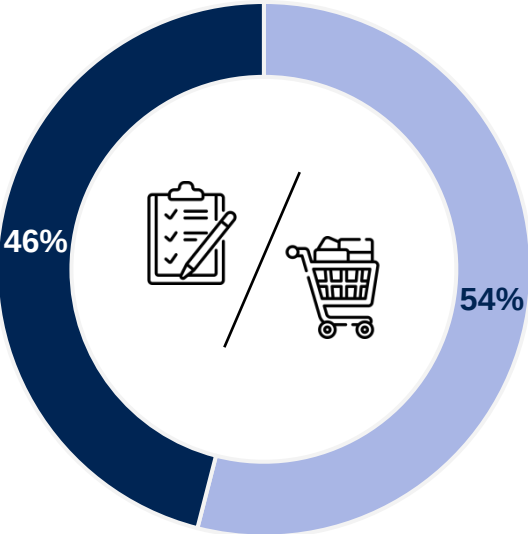


■ Buy from brands they are used to
■ Like to explore and purchase from new brands

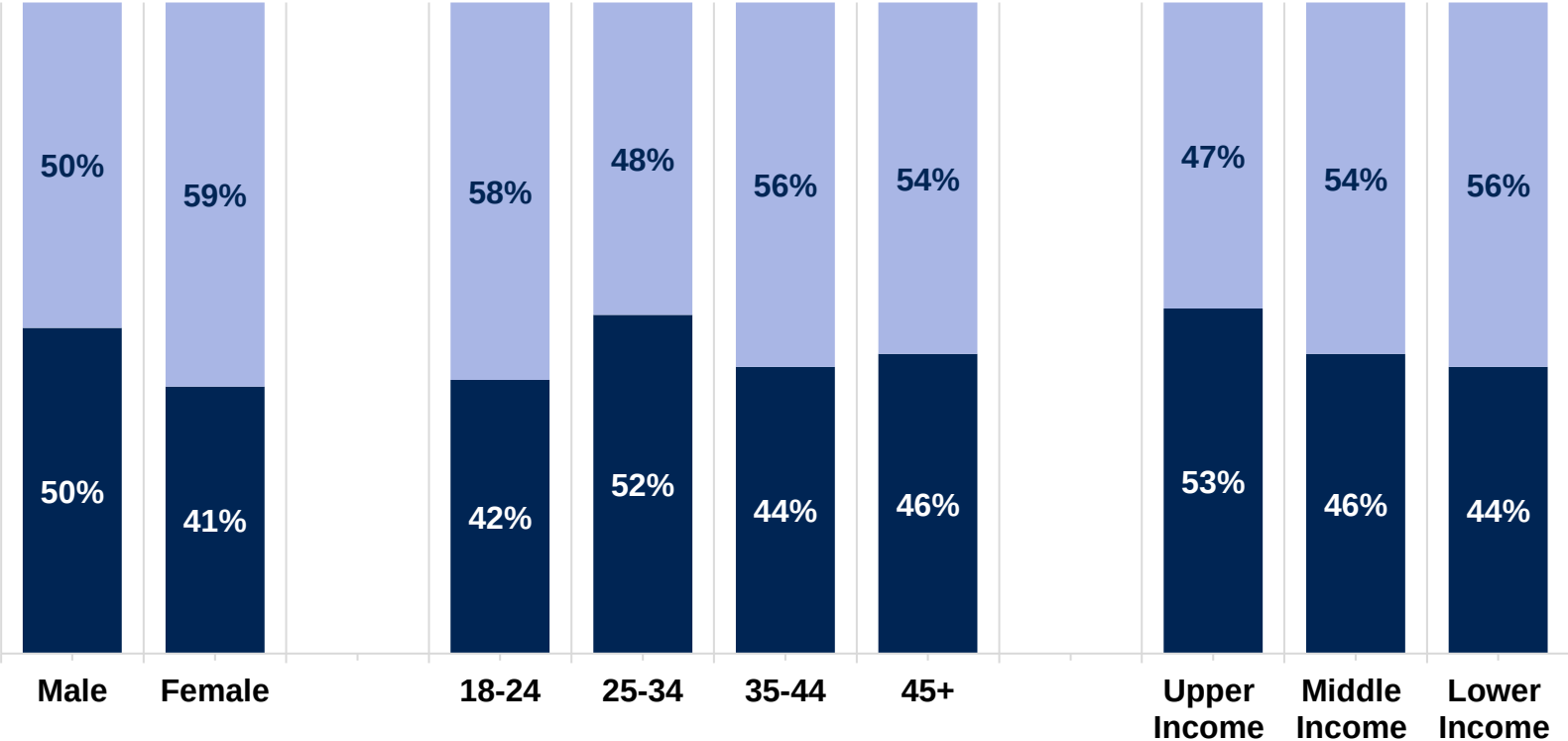


Planned Vs. Unplanned Shopping

% - By Demographics



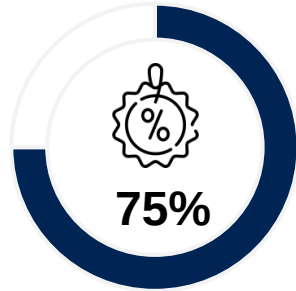
■ Plan their shopping trips
■ Make purchases without planning



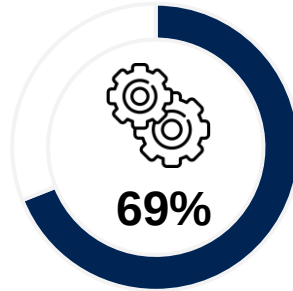


Brand Selection Criteria

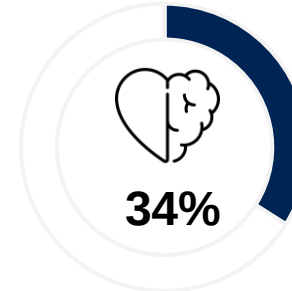
Brand Selection Criteria



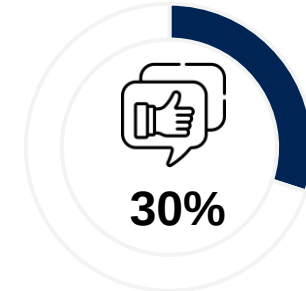
**Prices and
promotions**



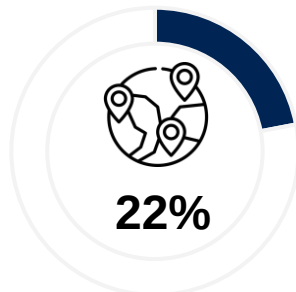
**Functional
attributes**



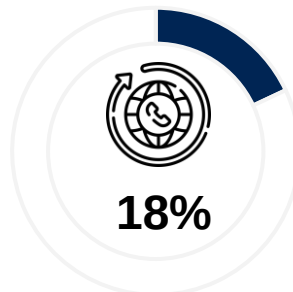
**Emotional
attributes**



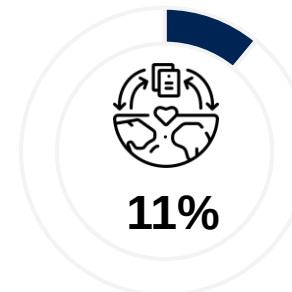
**Referrals and
reputation**



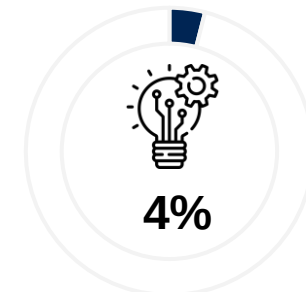
**A brand's
country of origin**



**Customer
service**



**Brand
ethics**



**A brand's
innovation**

Brand Selection Criteria - By Demographics

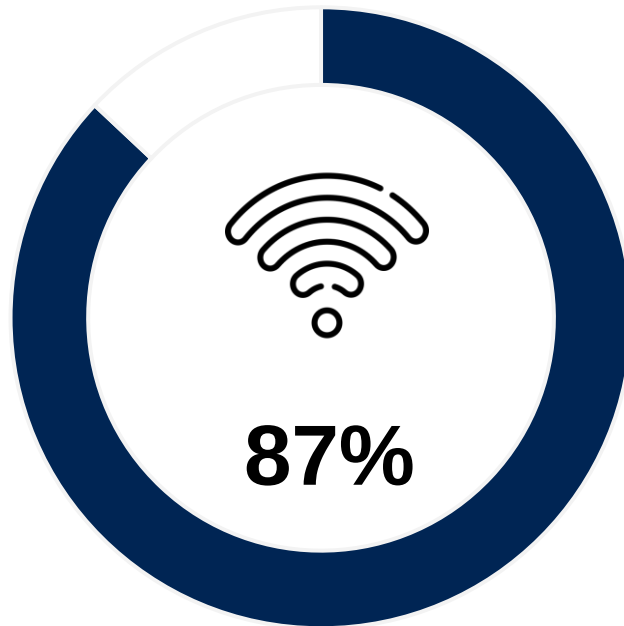
% - By Demographics

								
	Prices and promotions	Functional attributes	Emotional attributes	Referrals and reputation	A brand's country of origin	Customer service	Brand ethics	A brand's innovation
Total	75%	69%	34%	30%	22%	18%	11%	4%
Male	76%	71%	31%	28%	26%	15%	8%	4%
Female	74%	67%	37%	32%	19%	20%	13%	4%
18-24	70%	63%	36%	36%	24%	20%	15%	6%
25-34	76%	69%	36%	28%	21%	17%	7%	4%
35-44	80%	68%	43%	22%	21%	11%	8%	3%
45+	77%	76%	25%	30%	22%	20%	11%	4%
Upper Income	75%	65%	39%	30%	14%	24%	13%	1%
Middle Income	76%	74%	32%	28%	25%	17%	9%	4%
Lower Income	75%	65%	35%	31%	22%	17%	11%	6%

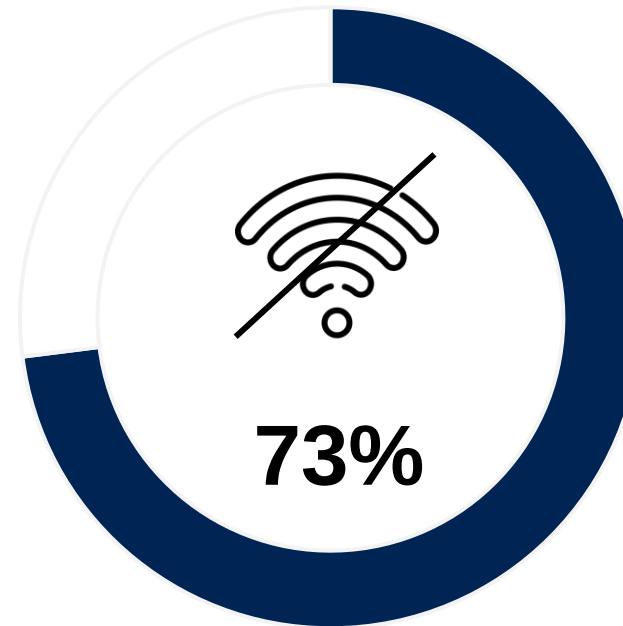


Where Do People Obtain Information About Brands?

Sources Used To Obtain Information About Brands

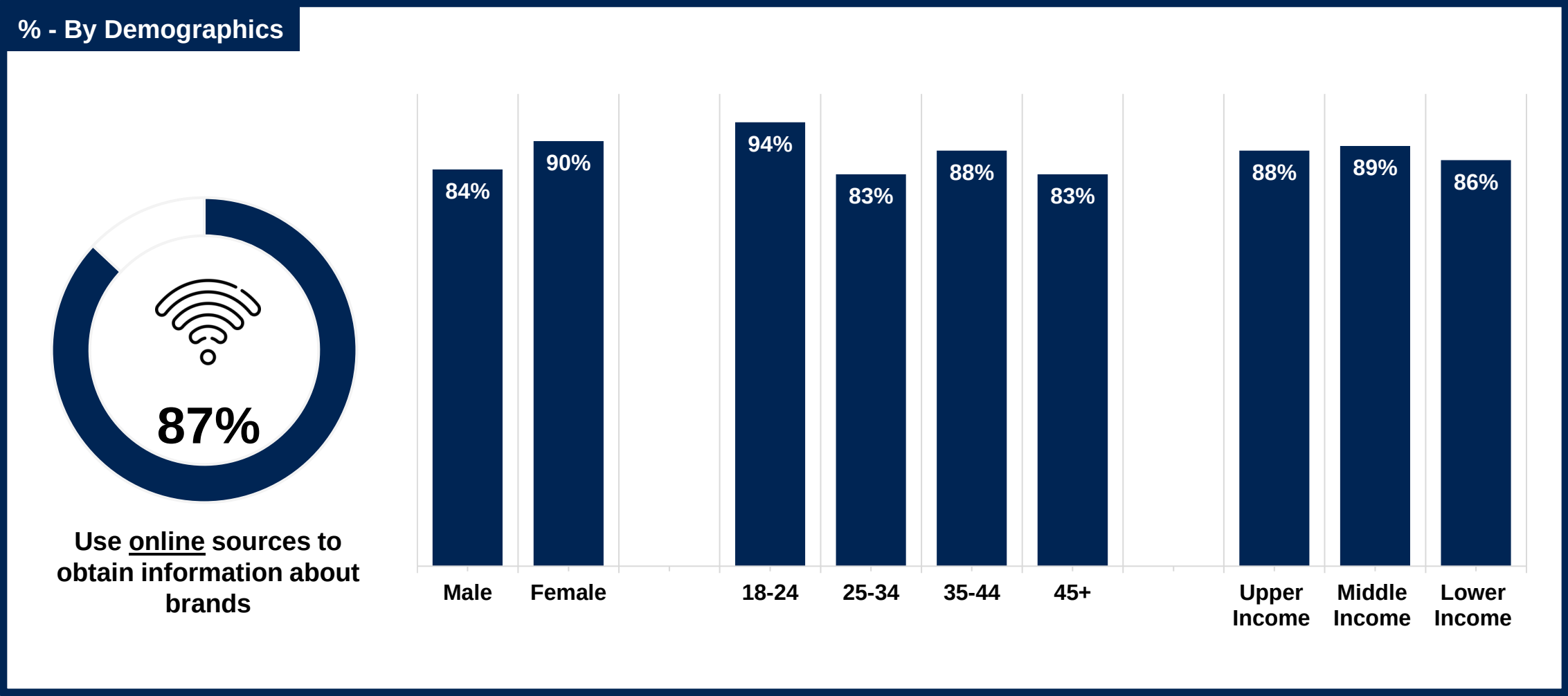


Use online sources to obtain information about brands

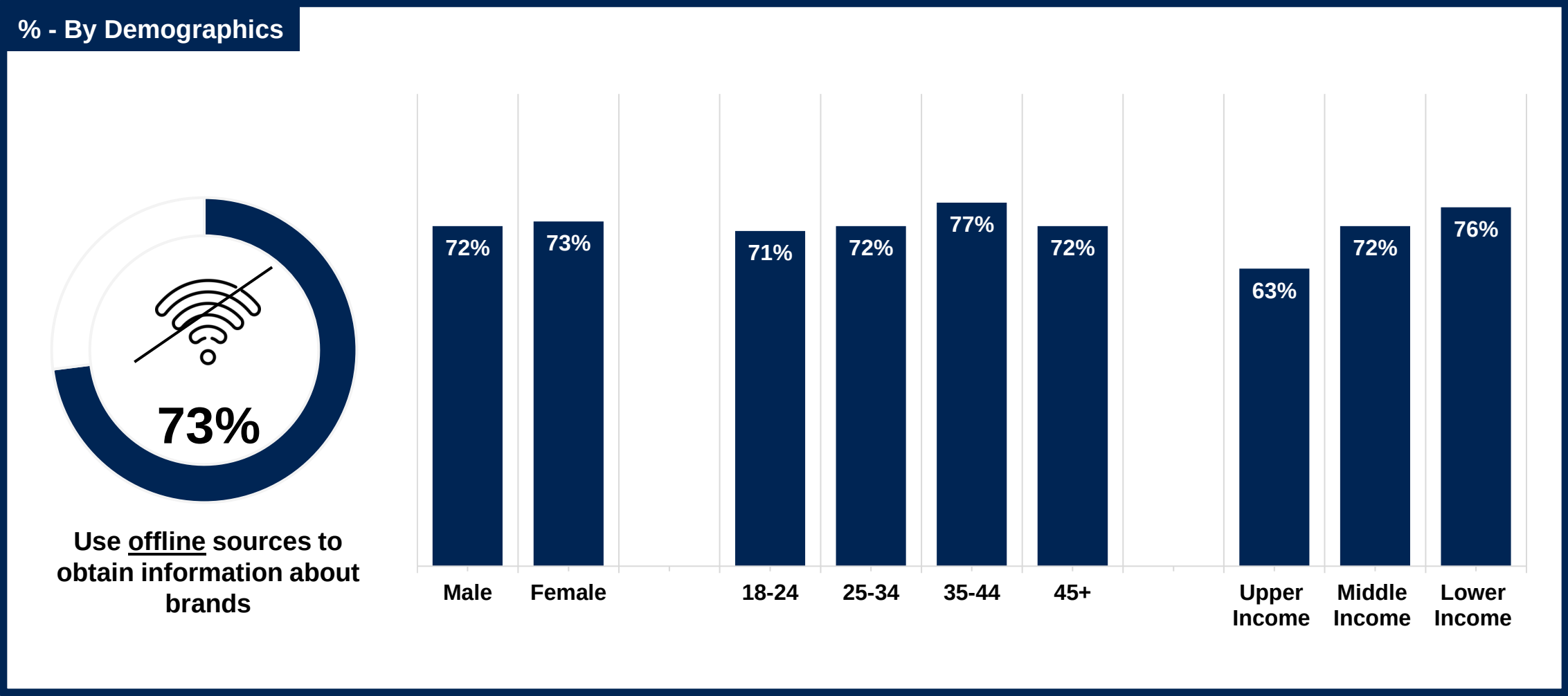


Use offline sources to obtain information about brands

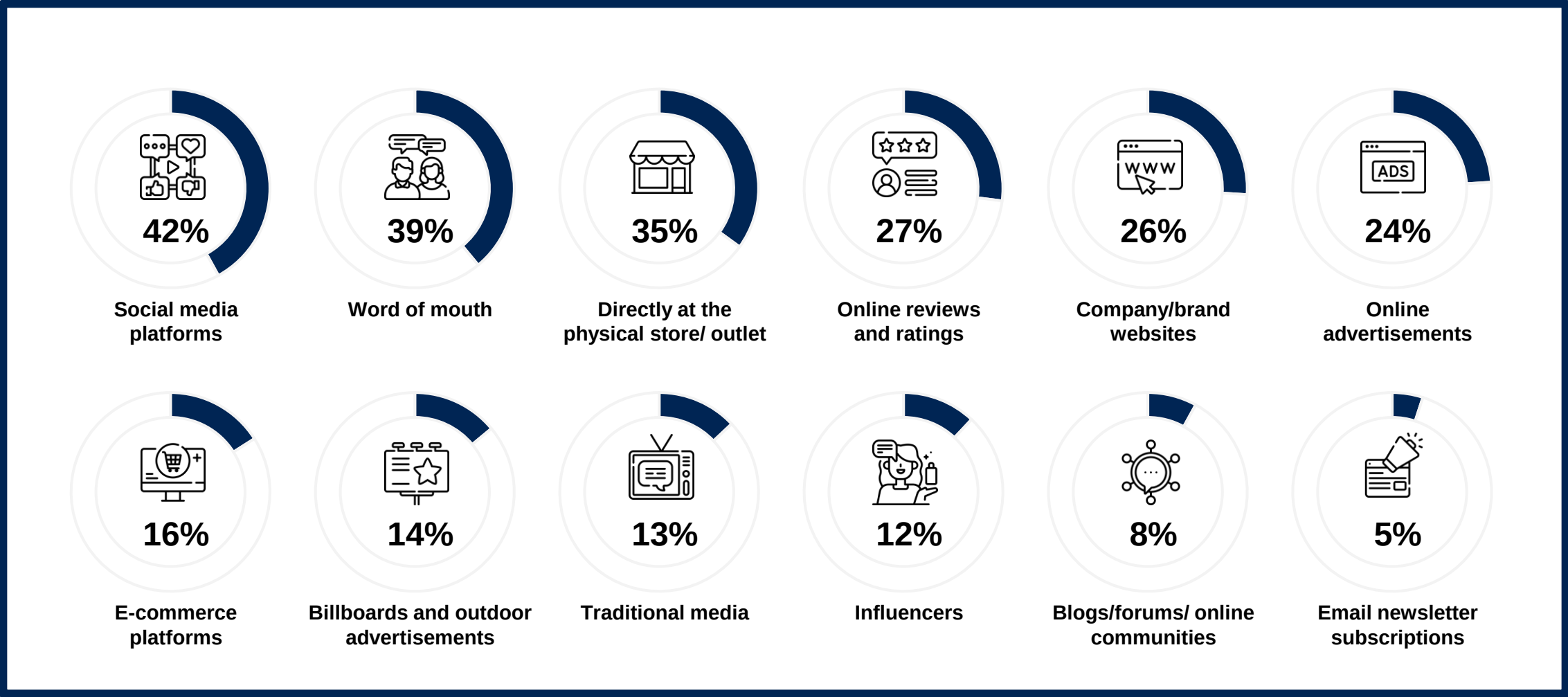
Using Online Sources To Obtain Information About Brands



Using Offline 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

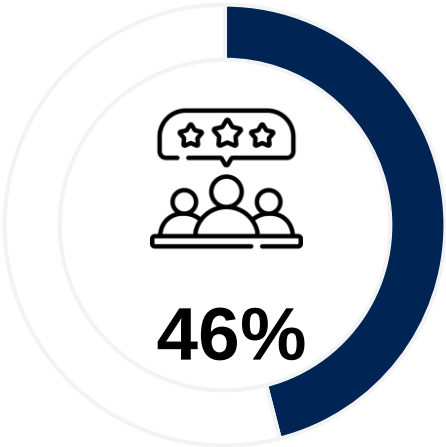
												
	Social media platforms	Word of mouth	Directly at the physical store	Online reviews and ratings	Brand websites	Online ads	E-Commerce platforms	Outdoor ads	Traditional media	Influencers	Online communities	Email newsletter
Total	42%	39%	35%	27%	26%	24%	16%	14%	13%	12%	8%	5%
Male	44%	38%	37%	25%	28%	24%	16%	15%	12%	12%	8%	6%
Female	41%	41%	32%	30%	25%	24%	15%	12%	13%	12%	8%	3%
18-24	44%	38%	31%	23%	20%	21%	25%	21%	12%	19%	10%	7%
25-34	39%	41%	34%	28%	27%	22%	9%	11%	13%	13%	8%	3%
35-44	46%	37%	37%	35%	23%	30%	5%	11%	13%	8%	8%	3%
45+	41%	41%	38%	26%	35%	26%	19%	11%	13%	6%	5%	5%
Upper Income	44%	34%	34%	51%	28%	28%	13%	9%	4%	7%	6%	6%
Middle Income	43%	38%	36%	26%	29%	28%	20%	12%	11%	11%	7%	4%
Lower Income	41%	42%	34%	22%	23%	19%	12%	17%	17%	15%	9%	5%



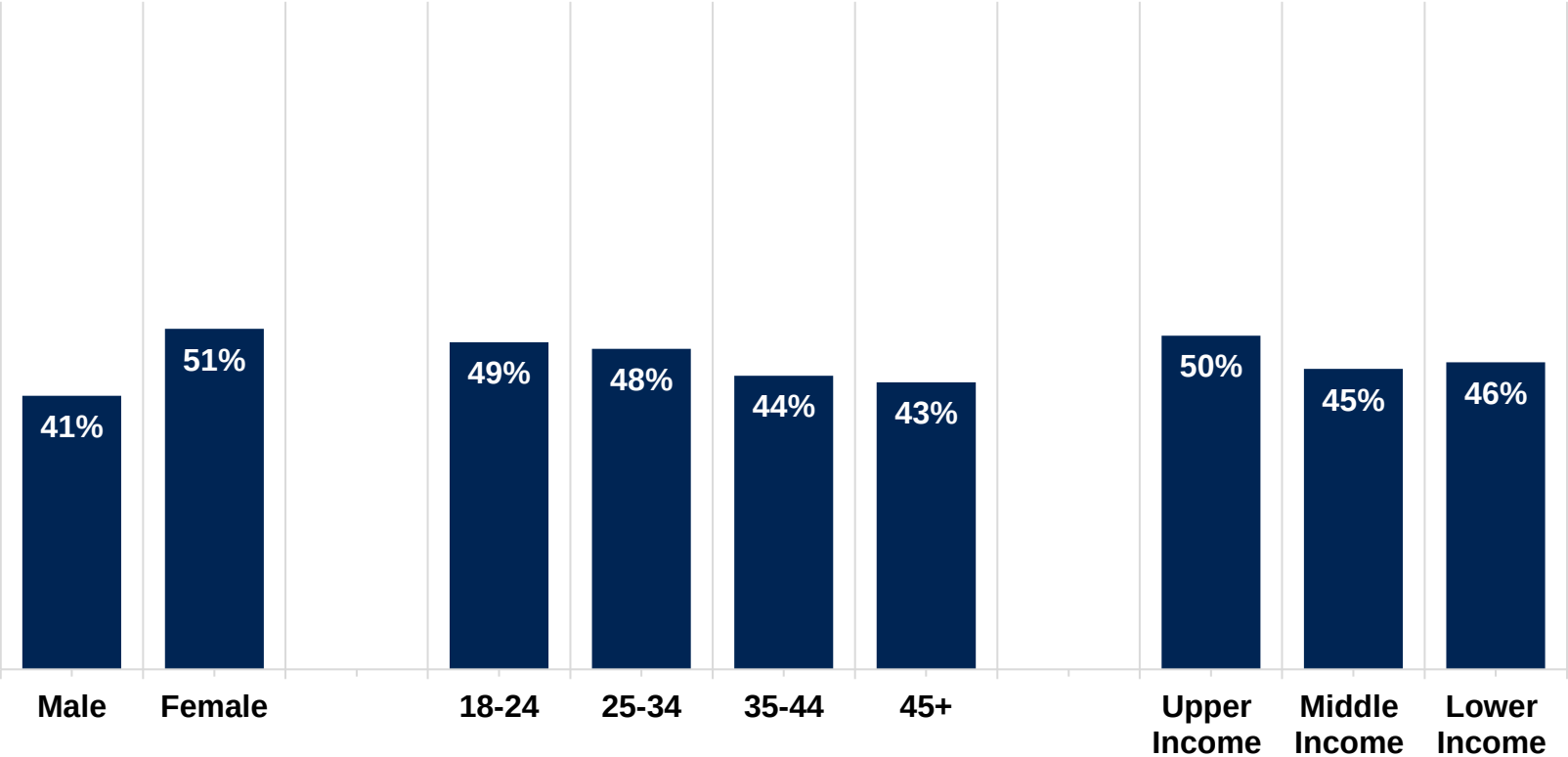
Influencers On Purchase Decisions

Checking Reviews Before Making Purchases

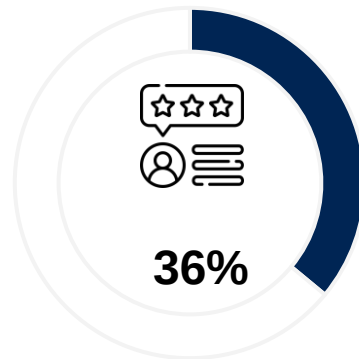
%Agree - By Demographics



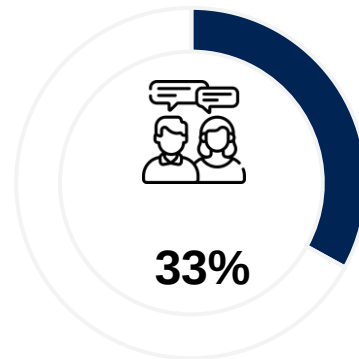
I always check the reviews of other customers before making any purchase



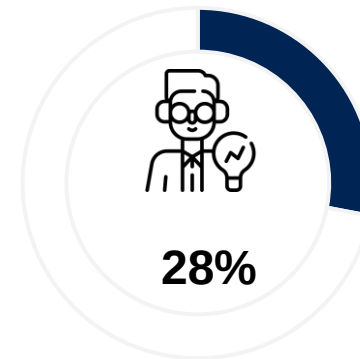
Most Trusted Sources In Guiding Purchase Decisions



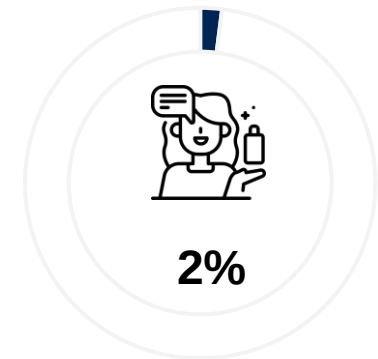
Online reviews
from others



Recommendations/ Word
of mouth from people



Recommendations from
experts or industry
professionals



Influencers/
celebrities

Most Trusted Sources In Guiding Purchase Decisions - By Demographics

% - By Demographics

	 Online reviews from others	 Recommendations/ Word of mouth from people	 Recommendations from experts or industry professionals	 Influencers/ celebrities
Total	36%	33%	28%	2%
Male	33%	30%	36%	2%
Female	39%	37%	21%	3%
18-24	31%	44%	20%	4%
25-34	35%	36%	27%	2%
35-44	45%	22%	32%	1%
45+	36%	27%	35%	2%
Upper Income	38%	24%	35%	2%
Middle Income	37%	31%	31%	1%
Lower Income	34%	38%	24%	4%

Methodology



Sample Size

500 Respondents



Sample Criteria

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



Methodology

The survey was conducted via
the Ipsos online panel



Geographical Coverage

Conducted in Jordan, with a
nationwide coverage



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GAME CHANGERS

