

SPOTLIGHT*KSA

SHOPPER BEHAVIOUR & ATTITUDES

November - 2024

Contents

1

**Types of shoppers
in Saudi Arabia**

2

**Brand selection
criteria**

3

**Where do people obtain
information about
brands?**

4

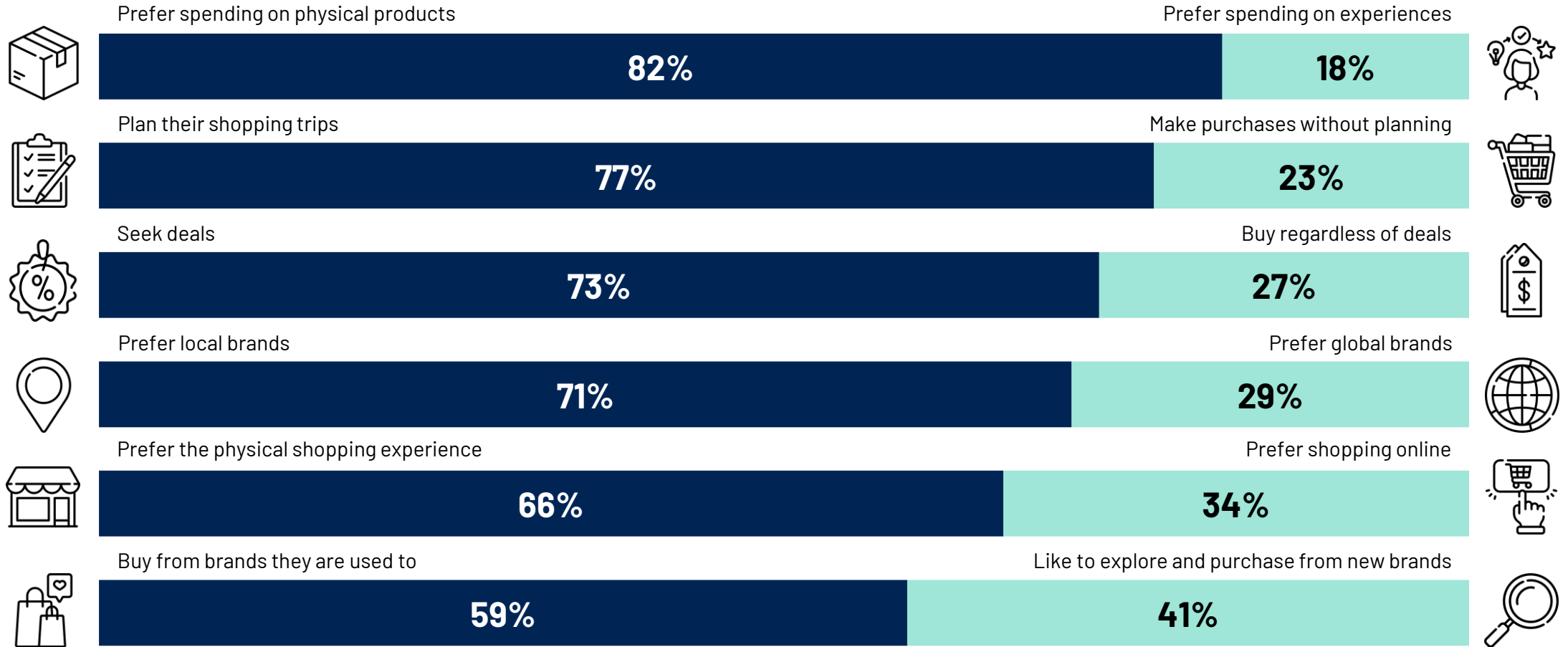
Online shopping

5

**Influencers on purchase
decisions**

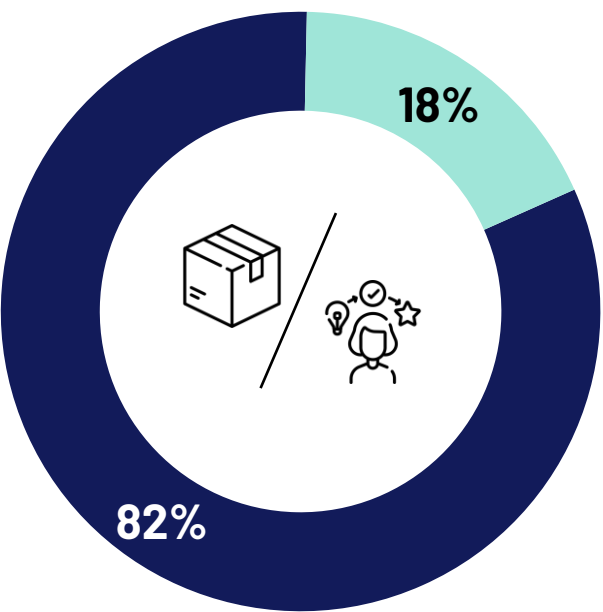
TYPES OF SHOPPERS IN SAUDI ARABIA

Shopper types

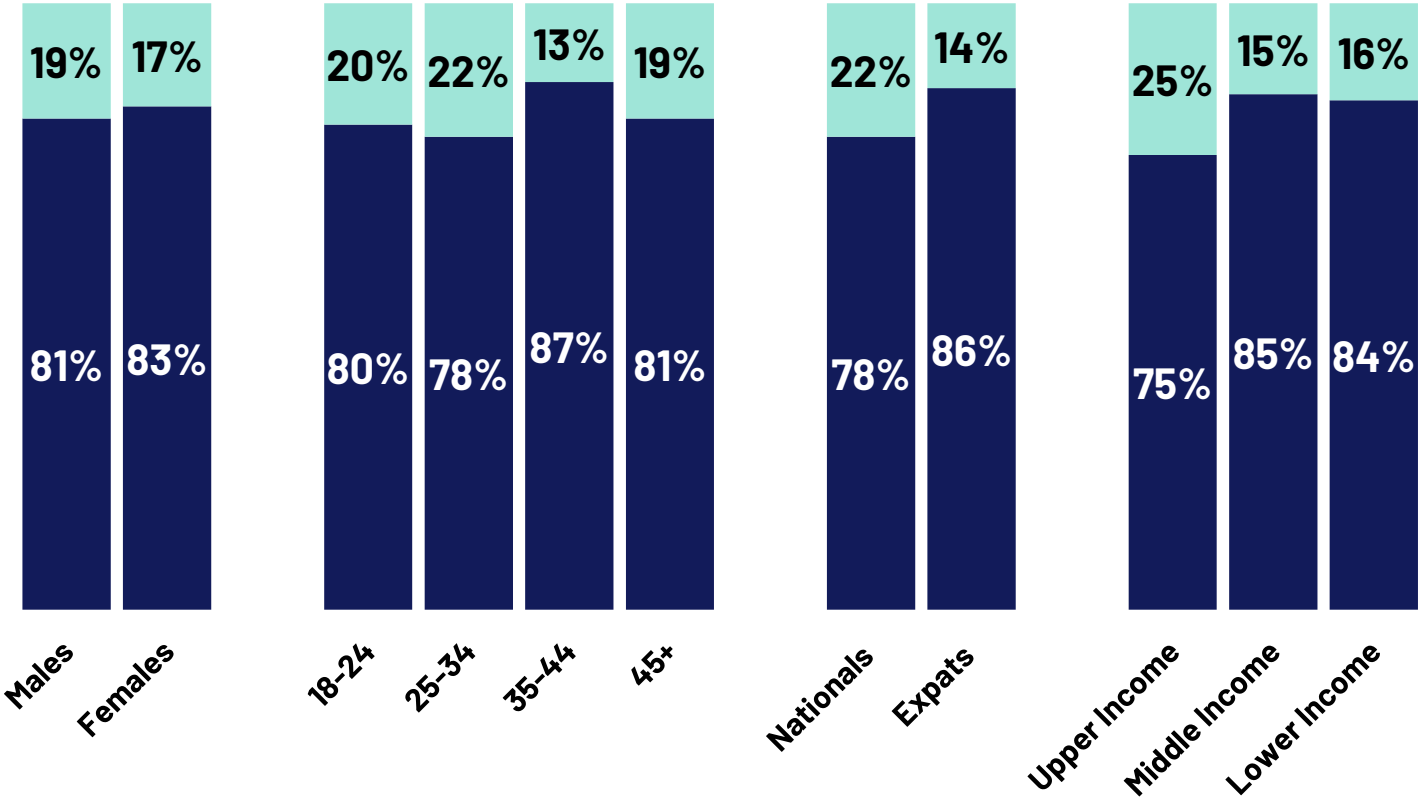


Physical products vs. experiences

% - by demographics

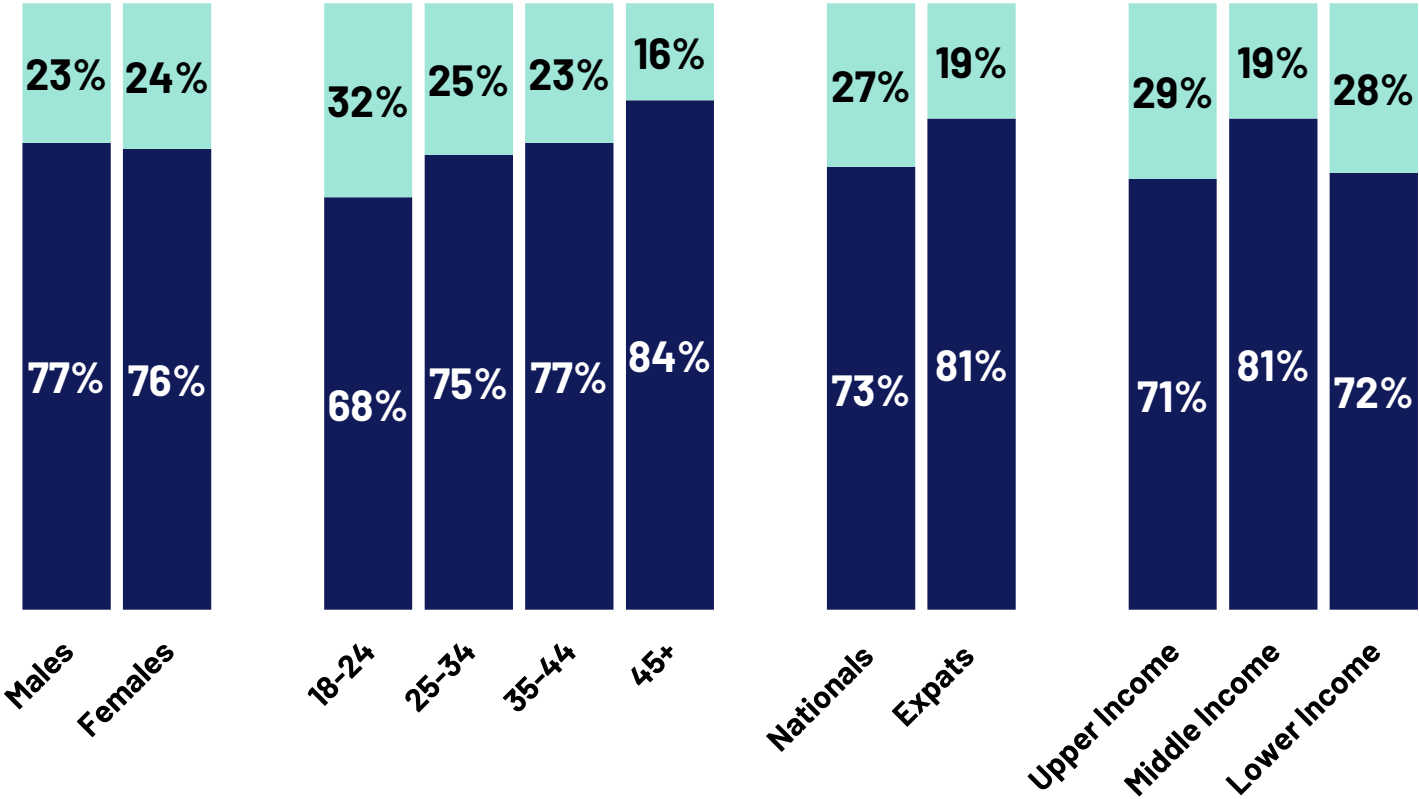
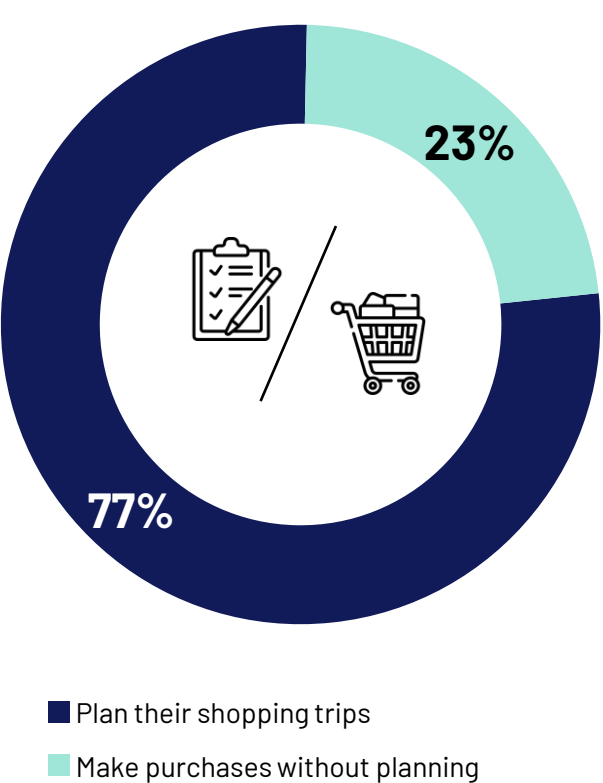


■ Prefer spending on physical products
■ Prefer spending on experiences



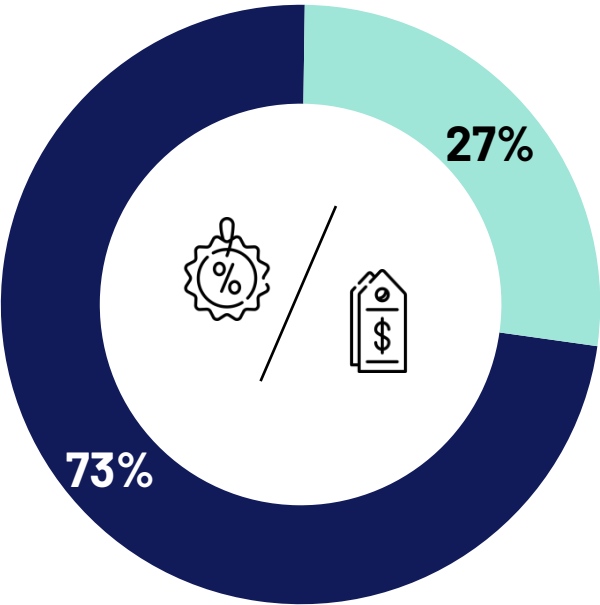
Planned vs. unplanned shopping

% - by demographics

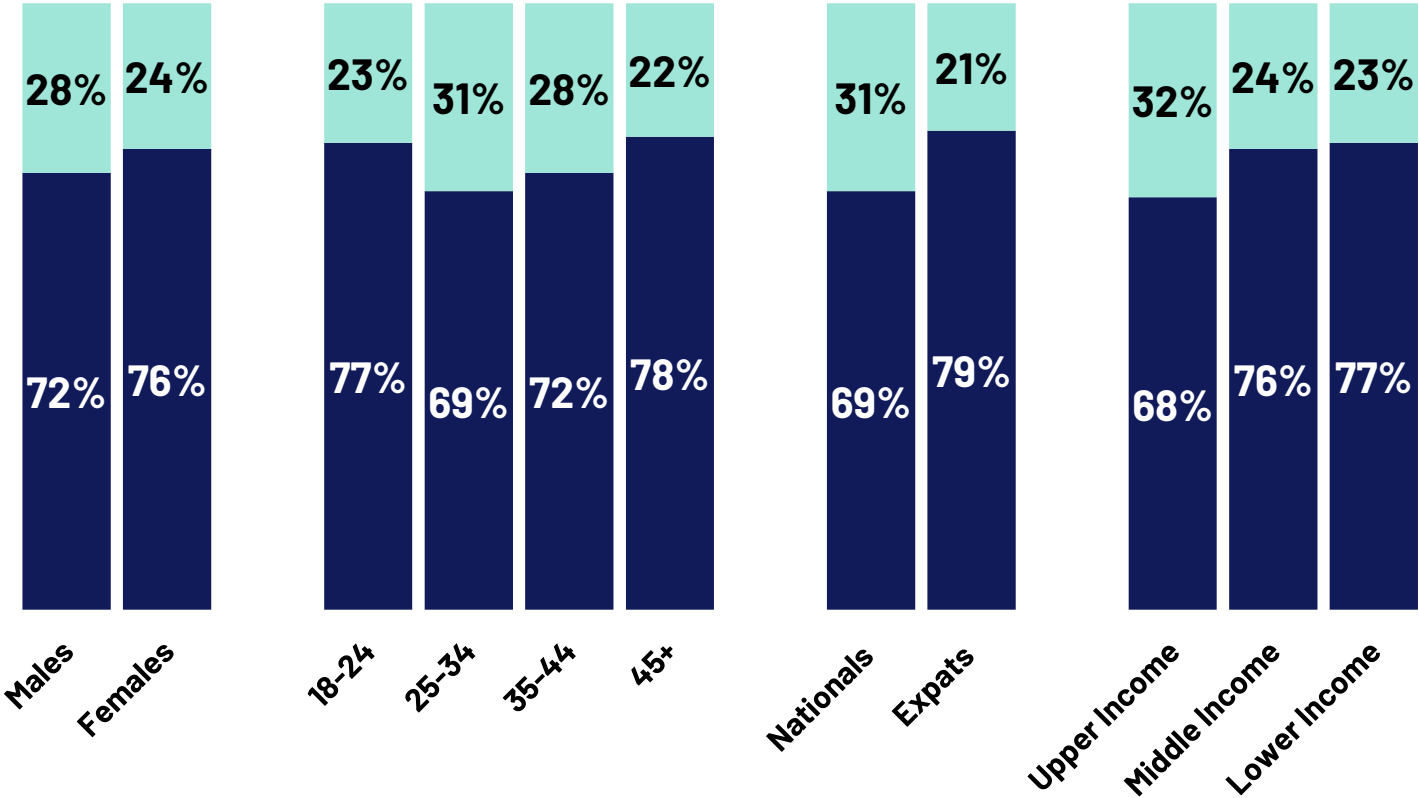


Deal seekers vs. non-deal seekers

% - by demographics

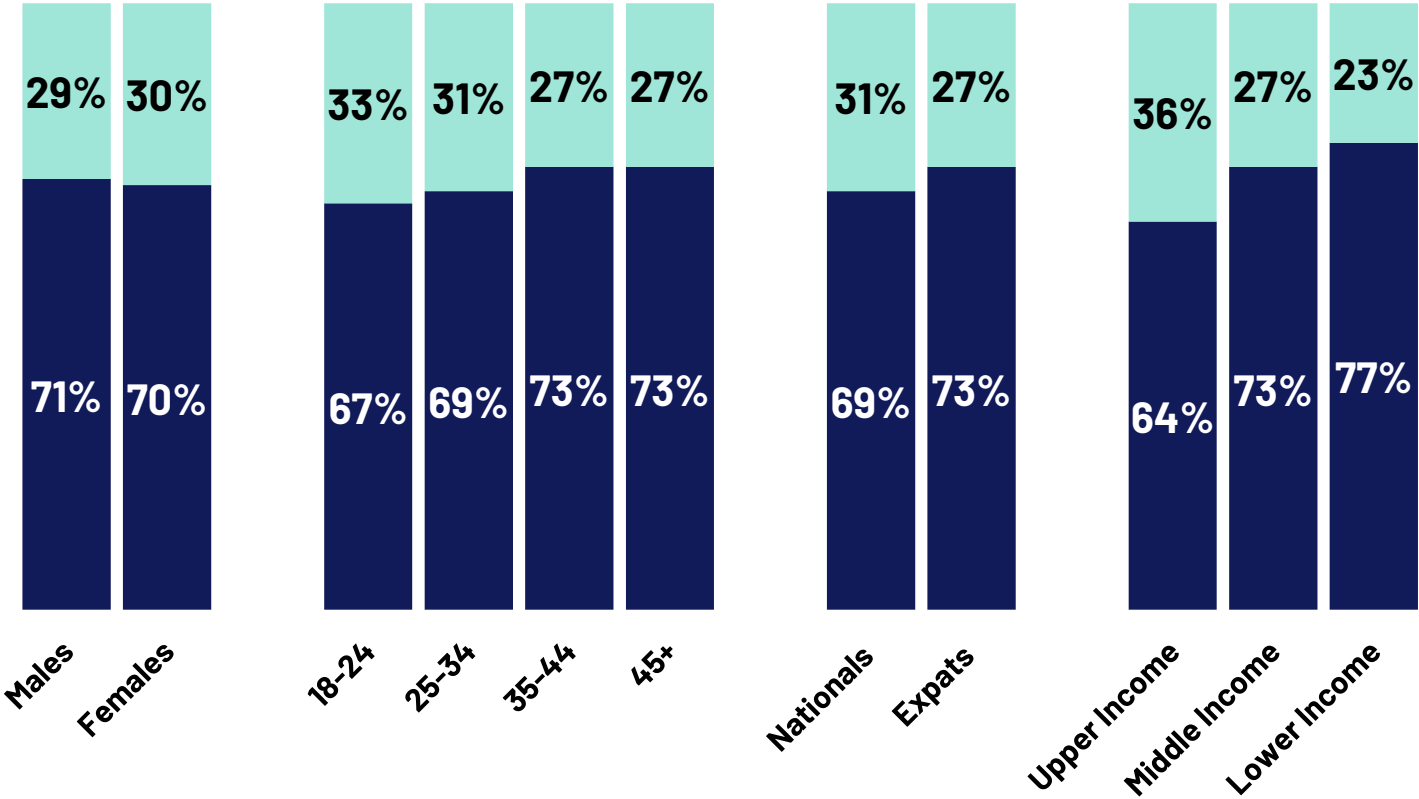
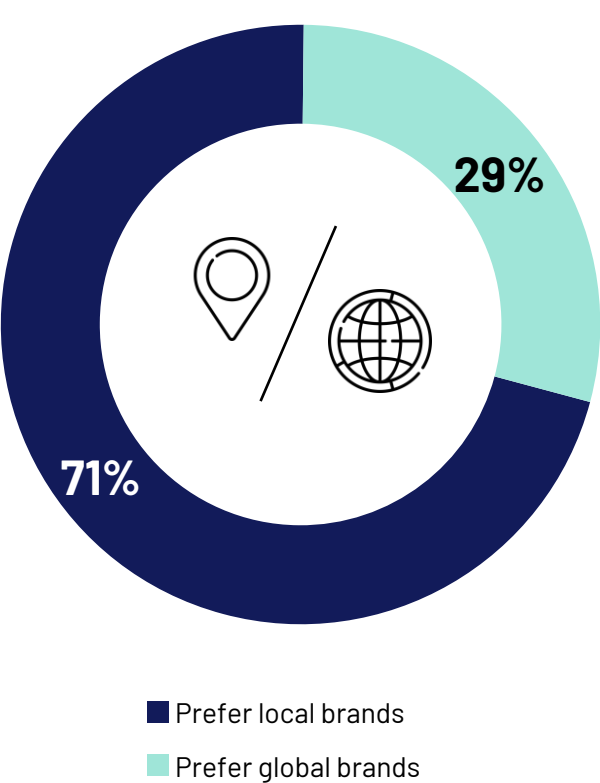


■ Are deal seekers
■ Buy regardless of deals



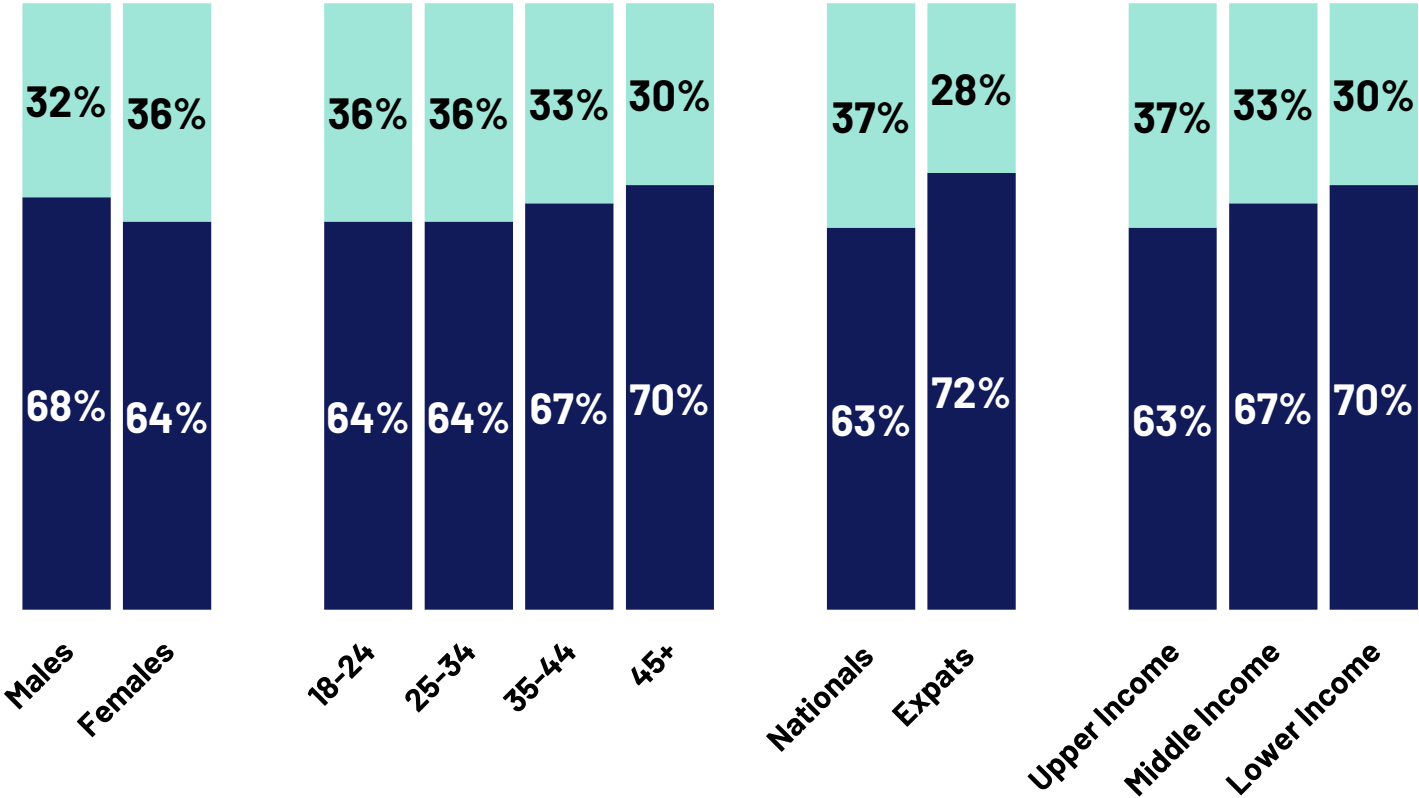
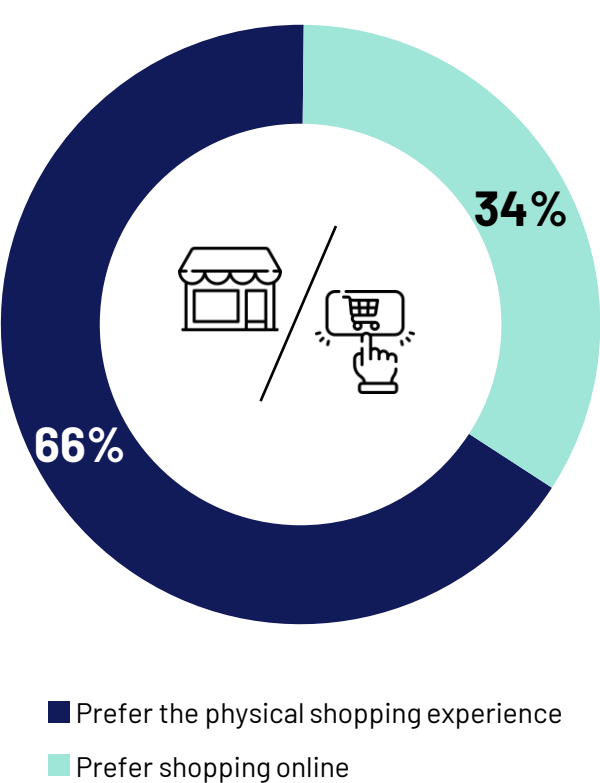
Local vs. international brands

% - by demographics



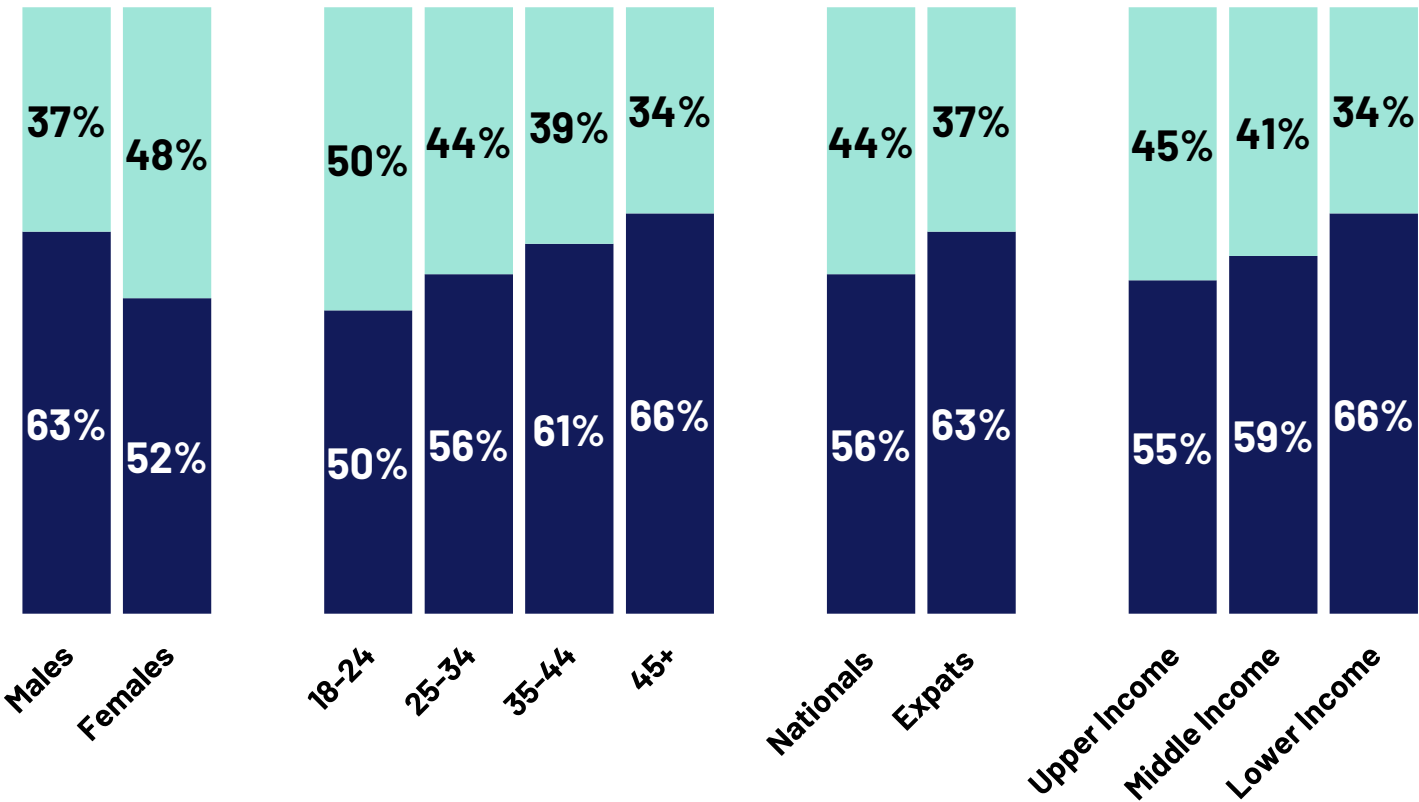
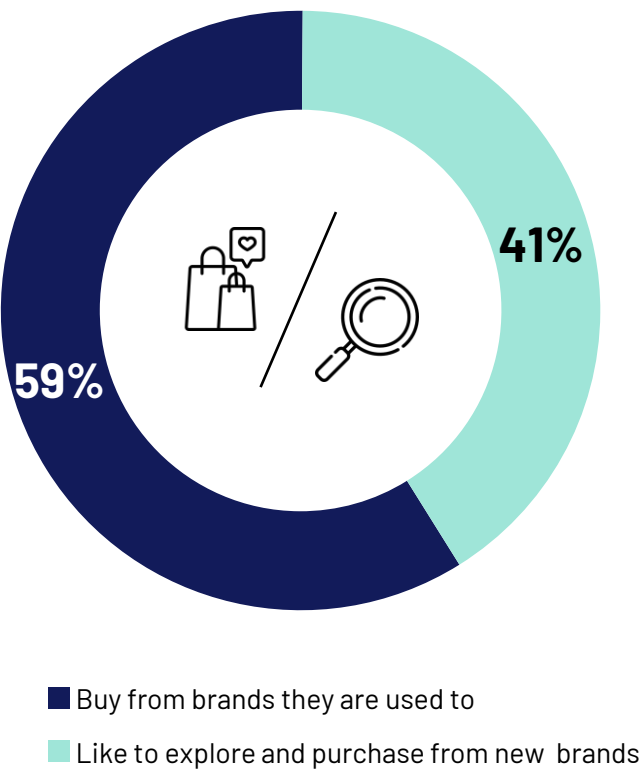
Physical vs. online shopping

% - by demographics



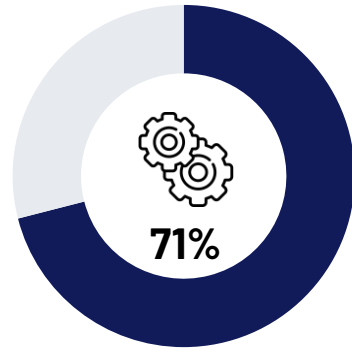
Purchasing usual brands vs. exploring new brands

% - by demographics

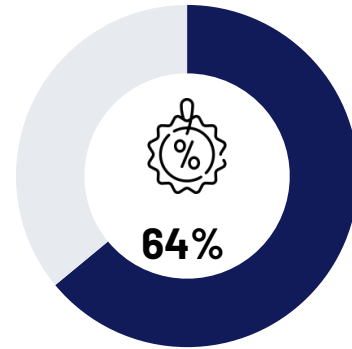


BRAND SELECTION CRITERIA

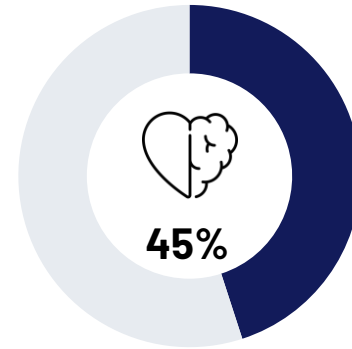
Brand selection criteria



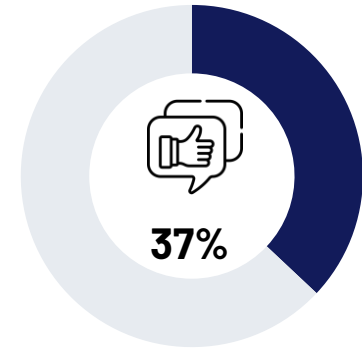
Functional attributes*



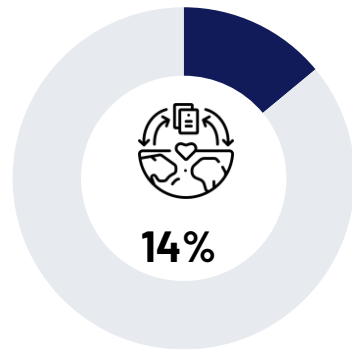
Prices and promotions



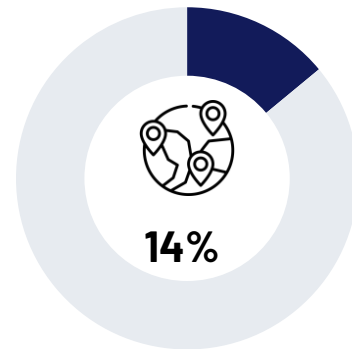
Emotional attributes*



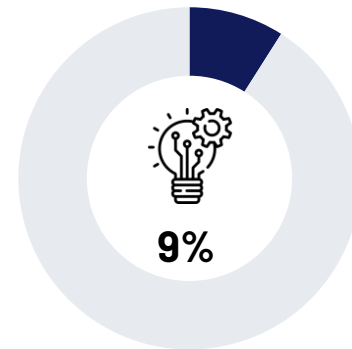
Referrals and reputation



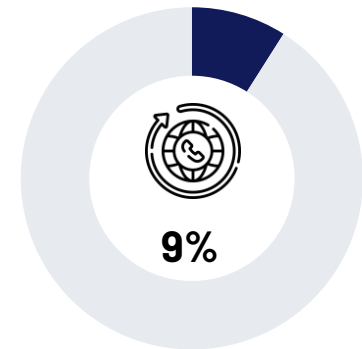
Brand ethics



A brand's country of origin



A brand's innovation











Customer service

*Functional attributes include product quality, availability and variety of offering

*Emotional attributes include a brand's ability to understand and meet needs, make the consumer feel confident and inspired, create a sense of belonging and bring joy to consumer's life

Brand selection criteria

% - by demographics

	 Functional attributes*	 Prices and promotions	 Emotional attributes*	 Referrals and reputation	 Brand ethics	 A brand's country of origin	 A brand's innovation	 Customer service
Total	71%	64%	45%	37%	14%	14%	9%	9%
Male	71%	62%	46%	39%	15%	15%	11%	10%
Female	69%	68%	43%	33%	12%	13%	7%	8%
18-24	67%	70%	47%	31%	17%	12%	9%	8%
25-34	66%	61%	50%	36%	17%	13%	13%	11%
35-44	69%	62%	49%	31%	12%	12%	8%	6%
45+	80%	69%	31%	48%	10%	21%	6%	10%
Nationals	72%	59%	49%	34%	18%	15%	11%	8%
Expats	69%	72%	39%	40%	8%	14%	8%	10%
Upper Income	72%	52%	51%	34%	14%	19%	12%	13%
Middle Income	70%	69%	40%	39%	14%	13%	9%	8%
Lower Income	69%	76%	46%	35%	11%	9%	5%	3%

*Functional attributes include product quality, availability and variety of offering

*Emotional attributes include a brand's ability to understand and meet needs, make the consumer feel confident and inspired, create a sense of belonging and bring joy to consumer's life

WHERE DO PEOPLE OBTAIN INFORMATION ABOUT BRANDS?

Sources used to obtain information about brands



91%

Use online sources to obtain information about brands

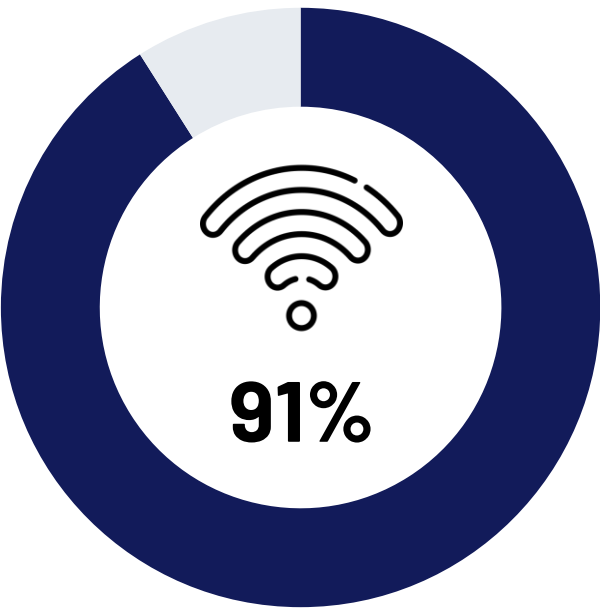


69%

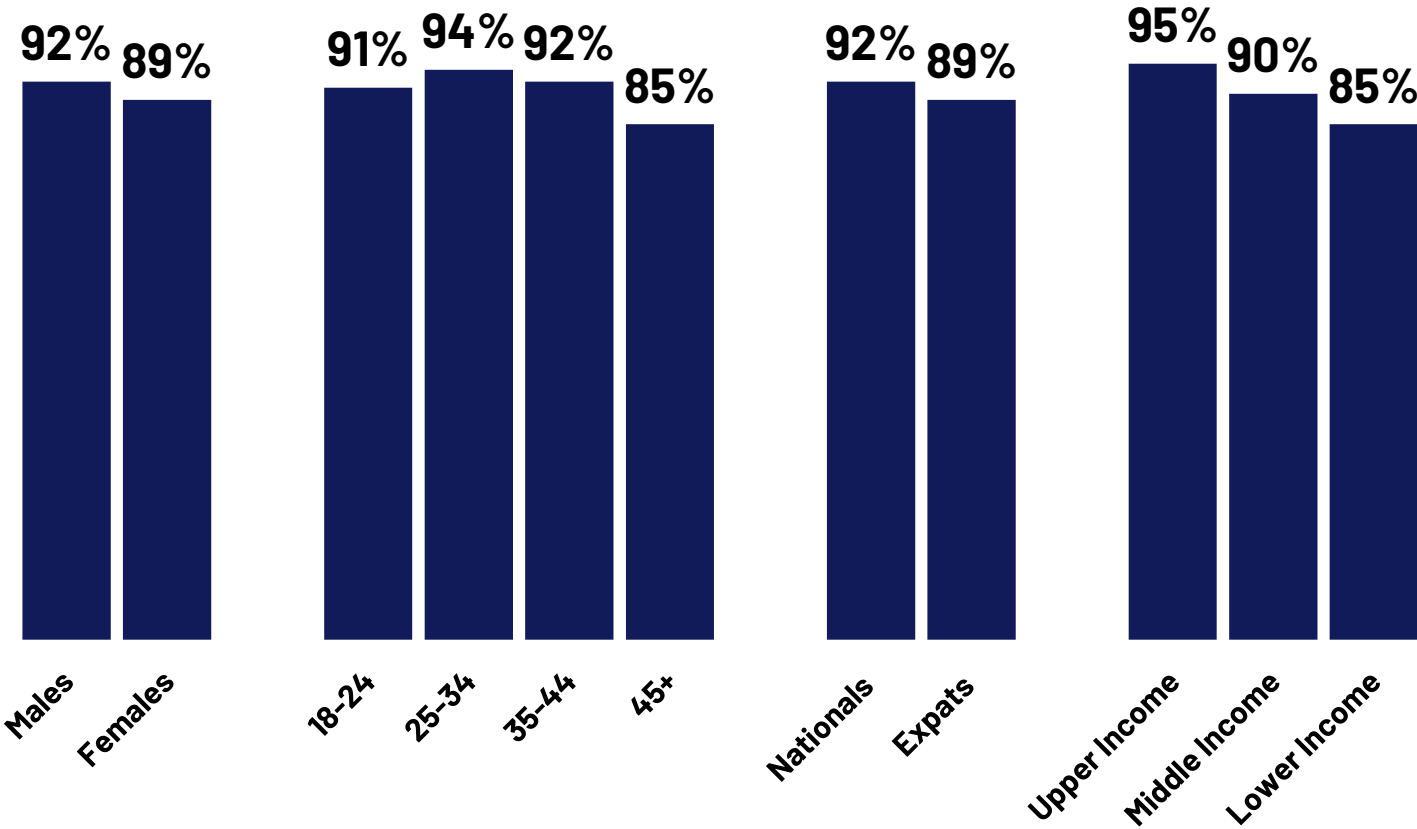
Use offline sources to obtain information about brands

Using online sources to obtain information about brands

% – by demographics

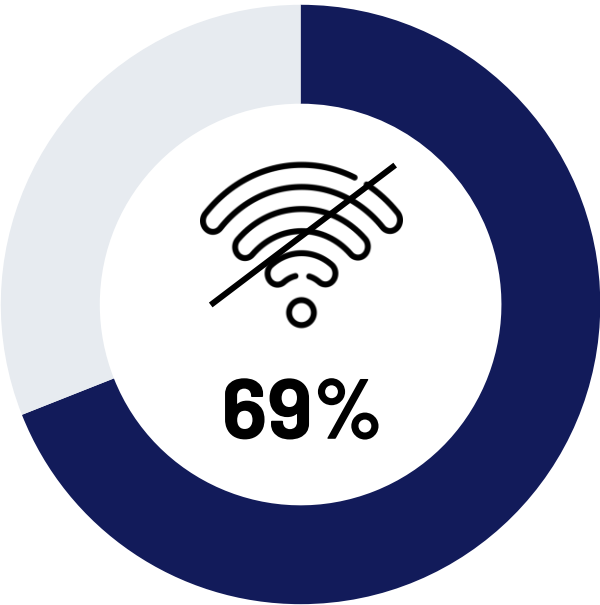


Use online sources to obtain information about brands

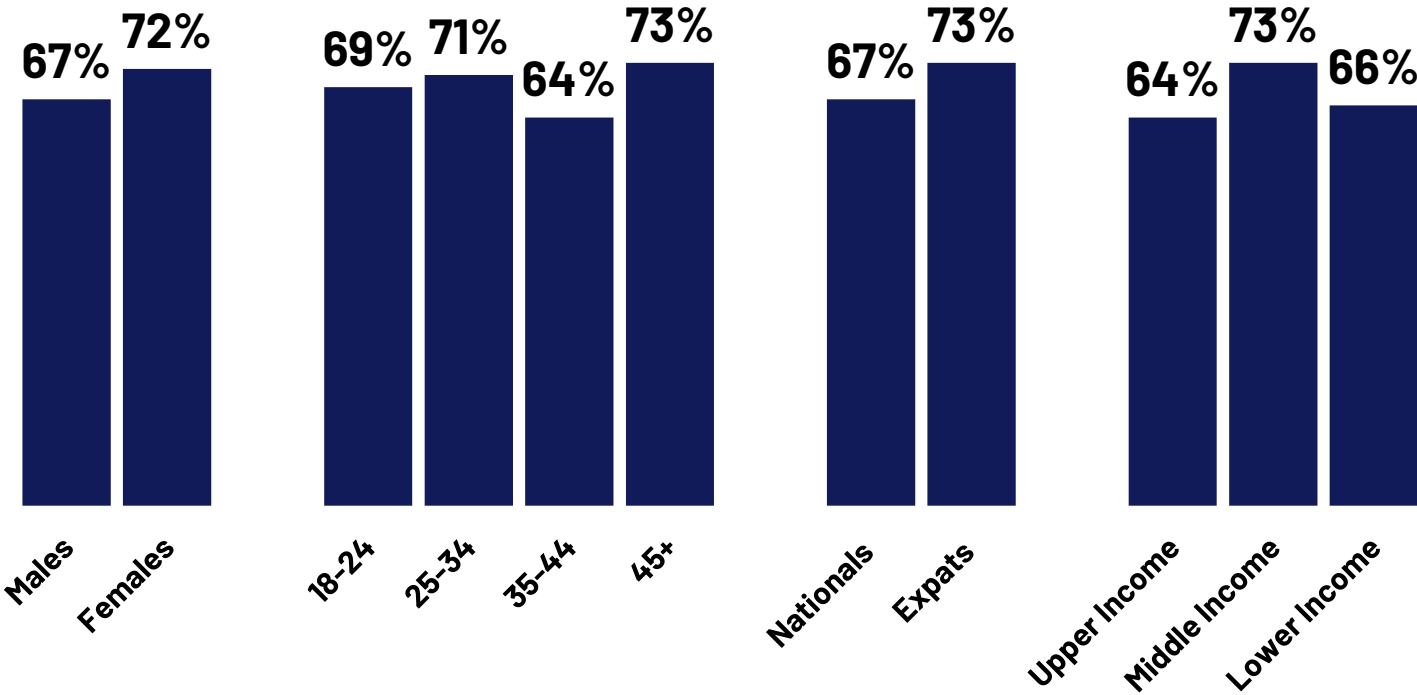


Using offline sources to obtain information about brands

% – by demographics

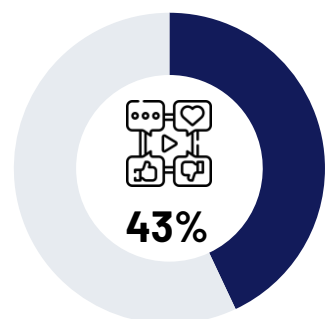


Use offline sources to obtain information about brands

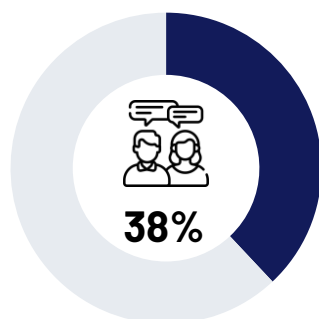


Sources used to obtain information about brands

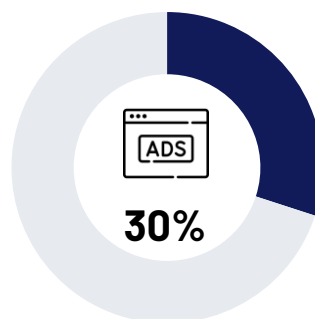
– Detailed



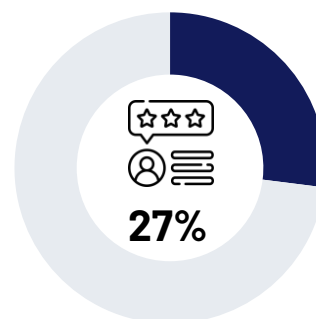
Social media platforms



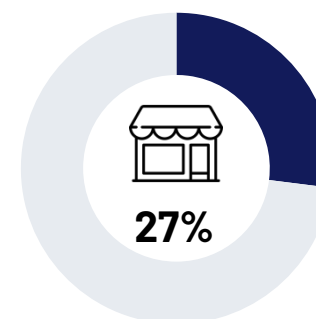
Word of mouth



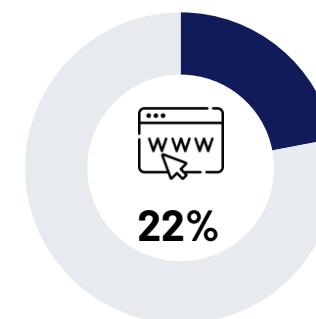
Online advertisements



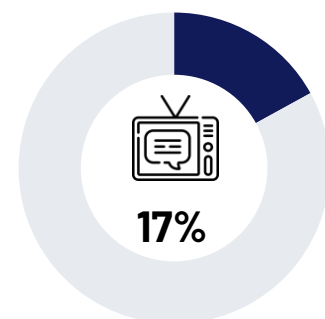
Online reviews and ratings



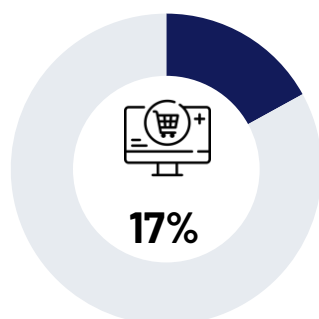
Directly at the physical store/ outlet



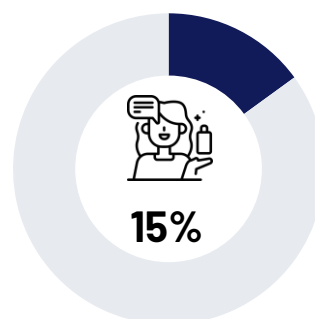
Company/ brand websites



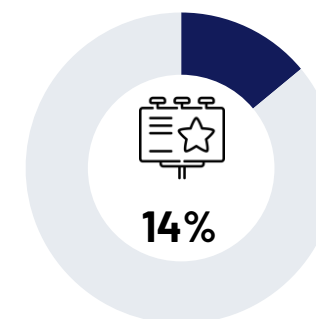
Traditional media



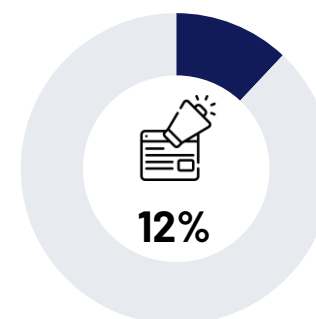
E-commerce platforms



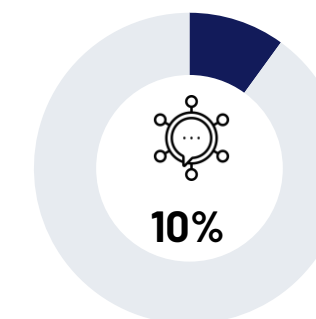
Influencers



Billboards and outdoor advertisements















Email newsletter subscriptions



Blogs/forums/ online communities

Sources used to obtain information about brands

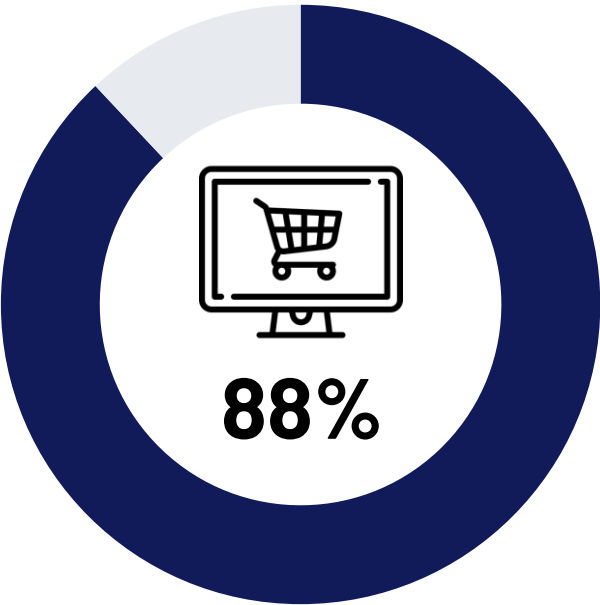
Detailed - by demographics

												
	Social media platforms	Word of mouth	Online ads	Online reviews and ratings	Directly at the physical store	Brand websites	Traditional media	E-Commerce platforms	Influencers	Outdoor ads	Email newsletter	Online communities
Total	43%	38%	30%	27%	27%	22%	17%	17%	15%	14%	12%	10%
Male	42%	36%	30%	26%	26%	23%	16%	18%	13%	14%	12%	8%
Female	45%	41%	31%	29%	29%	21%	18%	17%	19%	14%	11%	14%
18-24	36%	31%	27%	23%	32%	11%	18%	21%	25%	9%	20%	11%
25-34	44%	38%	26%	29%	24%	24%	22%	18%	15%	17%	13%	13%
35-44	45%	38%	31%	30%	23%	28%	15%	18%	19%	15%	12%	13%
45+	44%	43%	37%	25%	32%	21%	12%	14%	5%	13%	5%	3%
Nationals	39%	34%	28%	30%	24%	21%	19%	24%	19%	14%	16%	12%
Expats	49%	44%	34%	24%	31%	24%	14%	9%	10%	14%	6%	8%
Upper Income	48%	30%	35%	30%	22%	25%	20%	21%	15%	12%	14%	16%
Middle Income	42%	45%	28%	29%	28%	21%	17%	15%	15%	12%	11%	8%
Lower Income	38%	30%	27%	18%	33%	21%	8%	19%	19%	25%	9%	9%

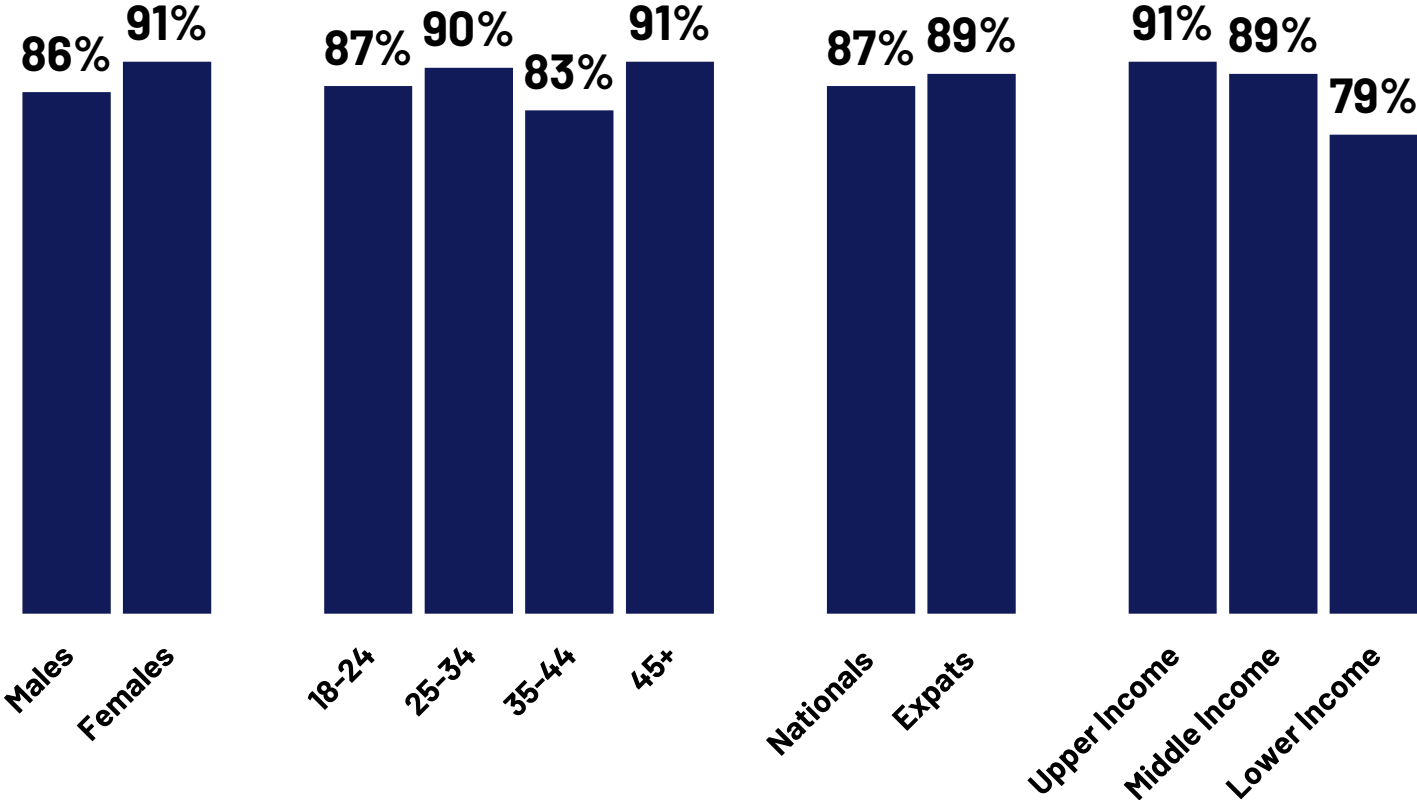
ONLINE SHOPPING

Online shopping prevalence

% – by demographics



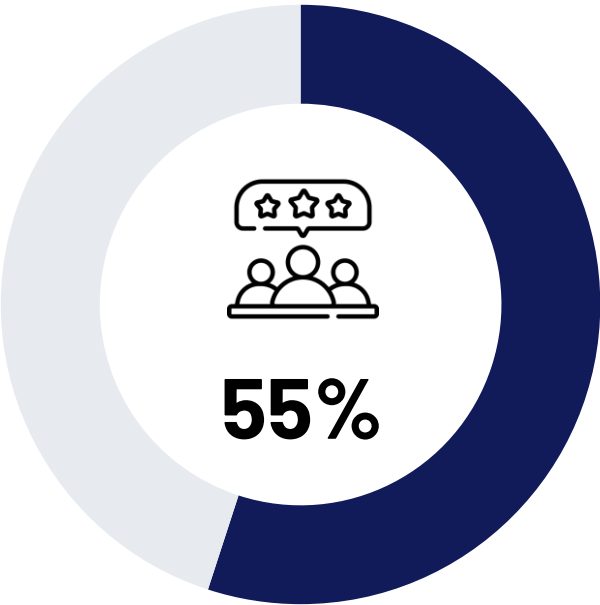
Have shopped online in the past 6 months



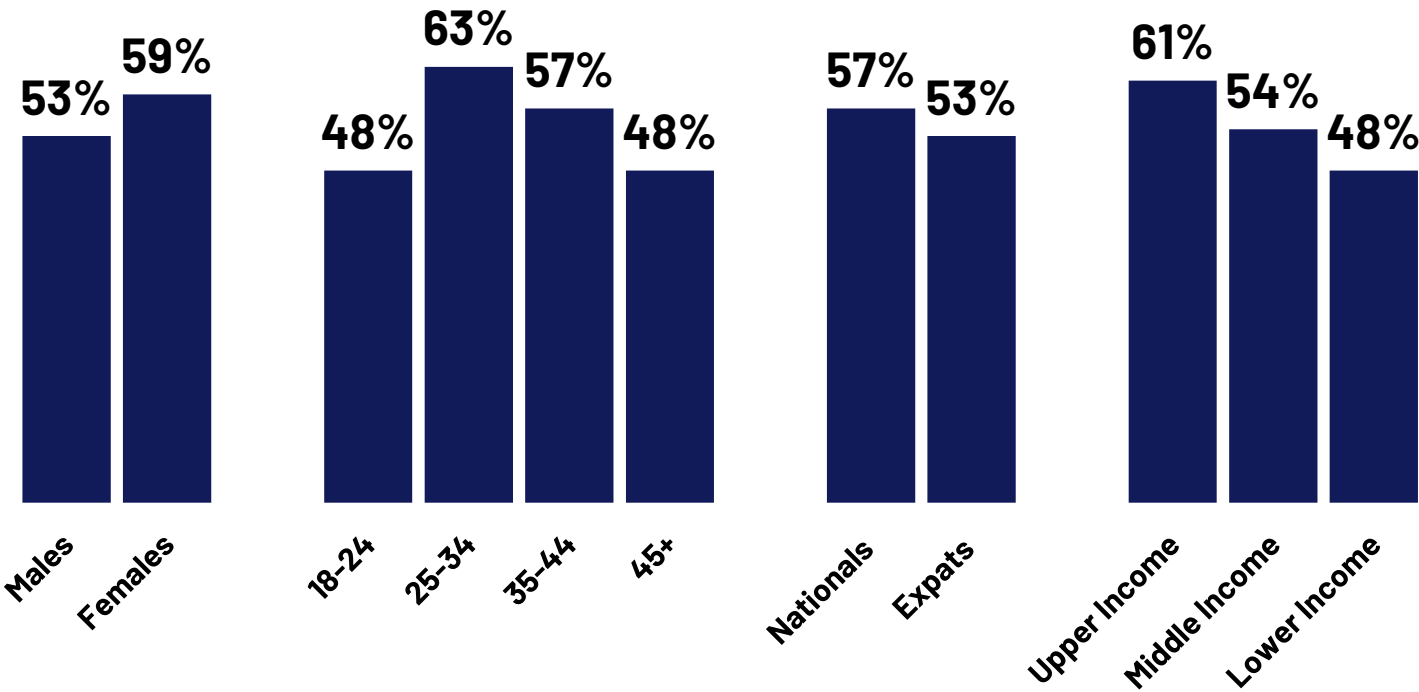
INFLUENCERS ON PURCHASE DECISIONS

Checking reviews before making purchases

%Agree – by demographics



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



Most trusted sources impacting purchase decisions

42%

Online reviews
from others



27%

Recommendations
from experts or
industry
professionals



24%

Recommendations/
word of mouth from
people







7%

Influencers/
celebrities



Most trusted sources impacting purchase decisions

% - by demographics

	 Online reviews from others	 Recommendations from experts or industry professionals	 Recommendations/ word of mouth from people	 Influencers/ celebrities
Total	42%	27%	24%	7%
Male	38%	32%	22%	7%
Female	47%	19%	27%	7%
18-24	41%	22%	25%	12%
25-34	42%	21%	27%	10%
35-44	49%	18%	27%	6%
45+	34%	49%	16%	1%
Nationals	43%	26%	22%	9%
Expats	39%	29%	27%	4%
Upper Income	37%	31%	21%	11%
Middle Income	40%	27%	28%	5%
Lower Income	57%	19%	17%	8%

Sample and methodology

Sample size

500 respondents

Sample criteria

General public
representative of the Arabic-speaking population across
gender, age (18+), nationality and SEC

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in Saudi Arabia
with a nationwide coverage

FOR MORE INFORMATION

Mohamad Jobeilly
Senior Client Director
Ipsos in KSA
mohamad.jobeilly@ipsos.com

