

# SPOTLIGHT\*KSA VIEWS ON BRAND ENGAGEMENT

February - 2025



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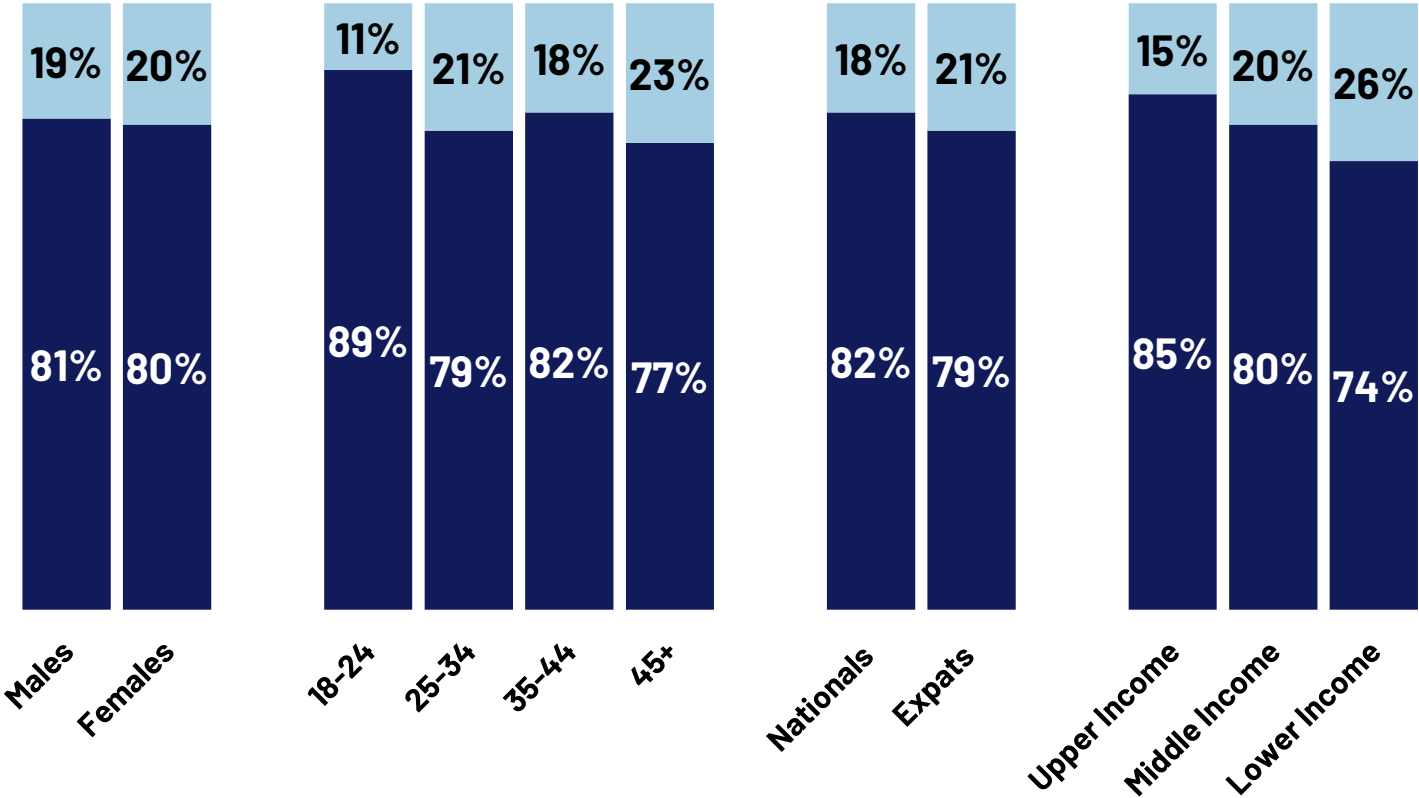
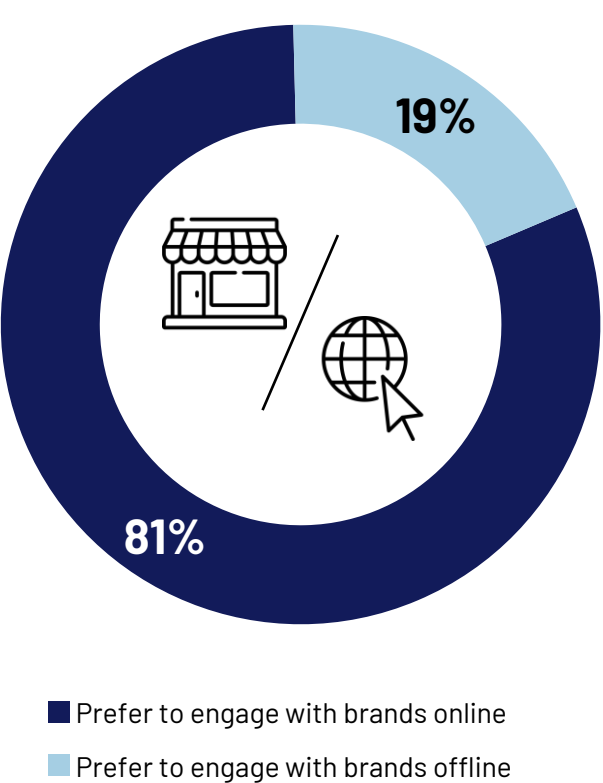
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**What do people expect from brands?**

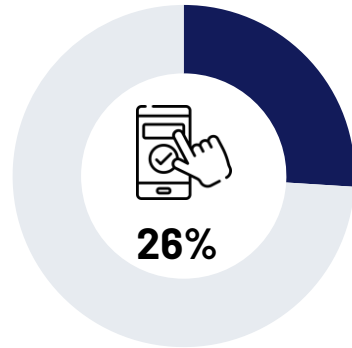
# HOW DO CONSUMERS PREFER TO ENGAGE WITH BRANDS?

# Brand interaction preference

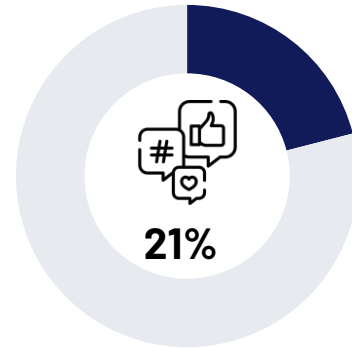
% - by demographics



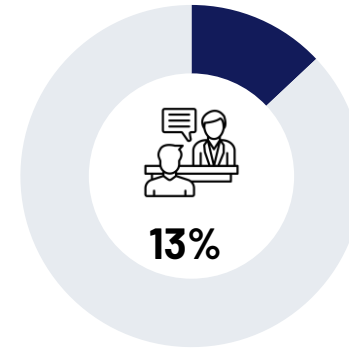
# Preferred channels for interacting with brands



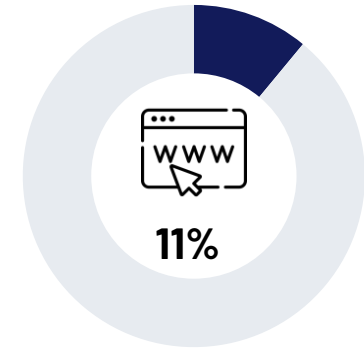
Mobile apps



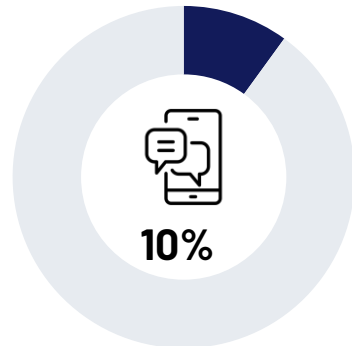
Social media platforms



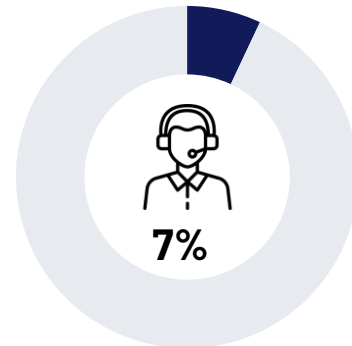
In-person visits to stores or physical locations



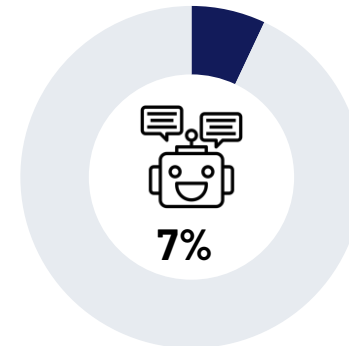
Brand websites



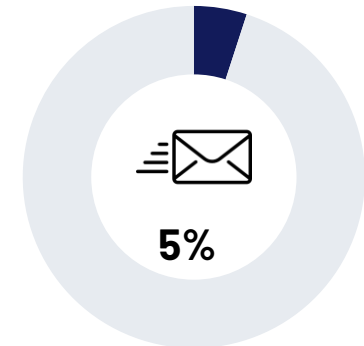
Messaging platforms



Call center











Online chatbots / Live chats



Email

# Preferred channels for interacting with brands

% - by demographics

	 Mobile apps	 Social media platforms	 In-person visits to stores or physical locations	 Brand websites	 Messaging platforms	 Call center	 Online chatbots / Live chats	 Email
<b>Total</b>	<b>26%</b>	<b>21%</b>	<b>13%</b>	<b>11%</b>	<b>10%</b>	<b>7%</b>	<b>7%</b>	<b>5%</b>
<b>Male</b>	30%	20%	12%	11%	10%	7%	7%	5%
<b>Female</b>	21%	24%	13%	11%	9%	7%	8%	7%
<b>18-24</b>	21%	24%	8%	17%	17%	4%	6%	4%
<b>25-34</b>	26%	25%	9%	8%	7%	12%	6%	8%
<b>35-44</b>	27%	19%	13%	14%	10%	6%	6%	5%
<b>45+</b>	29%	17%	20%	8%	8%	3%	11%	3%
<b>Nationals</b>	23%	22%	10%	12%	10%	8%	8%	7%
<b>Expats</b>	30%	21%	17%	9%	8%	5%	6%	4%
<b>Upper Income</b>	22%	18%	11%	13%	16%	4%	9%	8%
<b>Middle Income</b>	30%	24%	11%	9%	7%	9%	7%	4%
<b>Lower Income</b>	25%	21%	23%	12%	6%	3%	5%	5%



# HOW DO CONSUMERS INTERACT WITH BRANDS?

## Brand engagement over the past 3 months



Have engaged with a brand  
online in the past three months

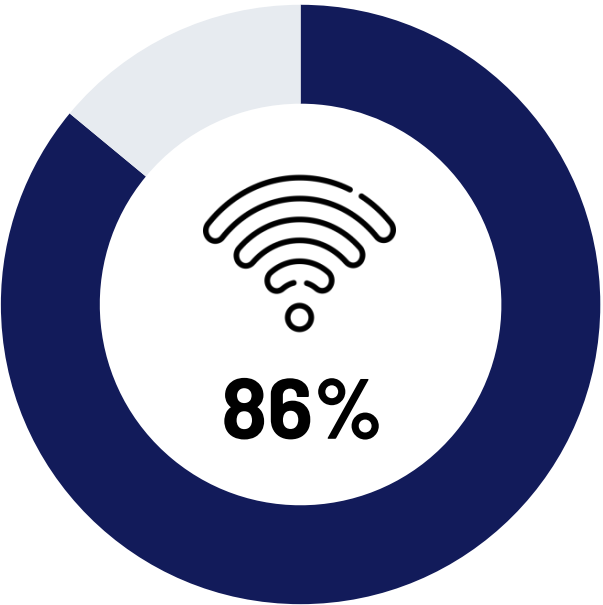


Have engaged with a brand  
offline in the past three months

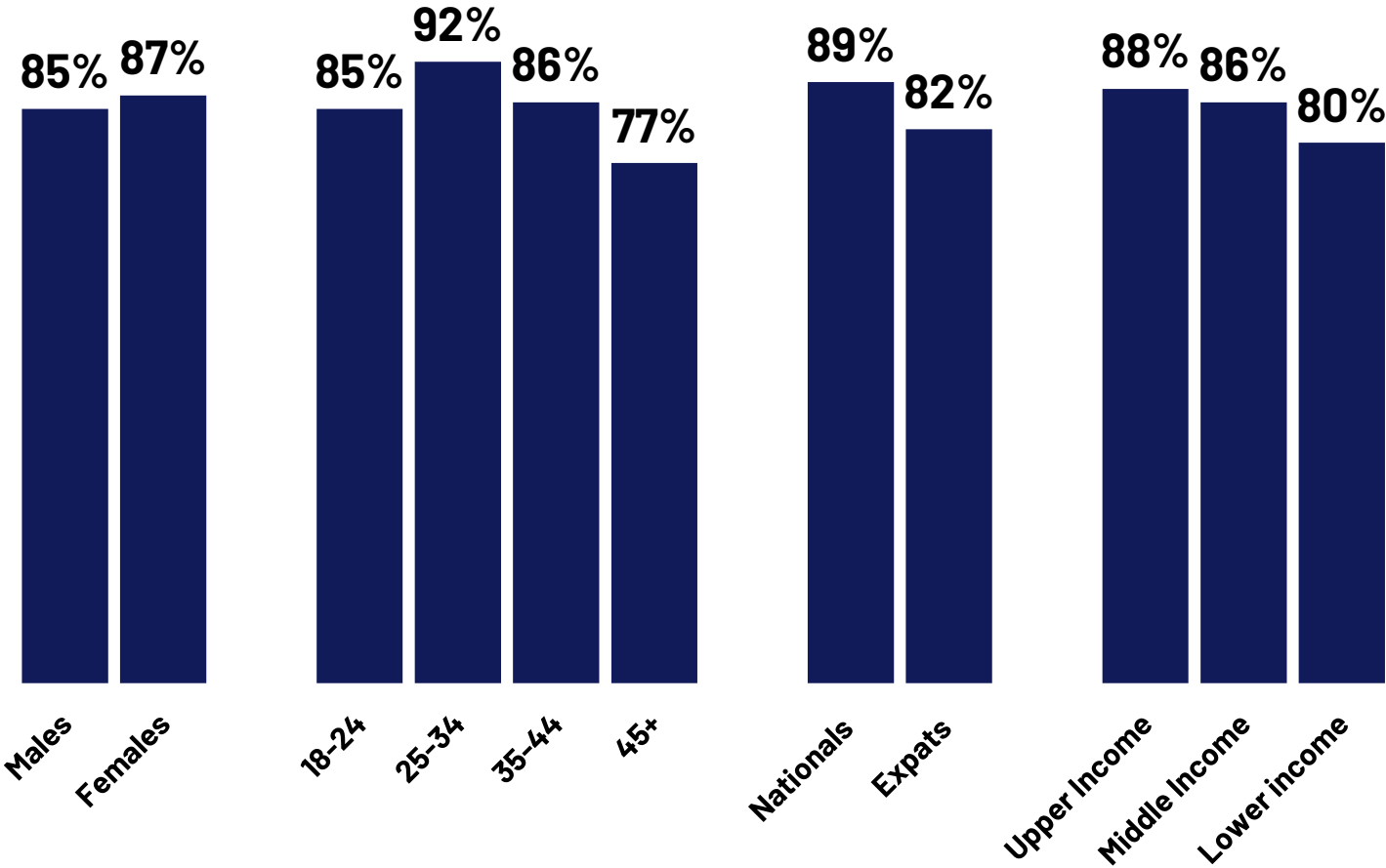


# Online brand engagement over the past 3 months

% – by demographics

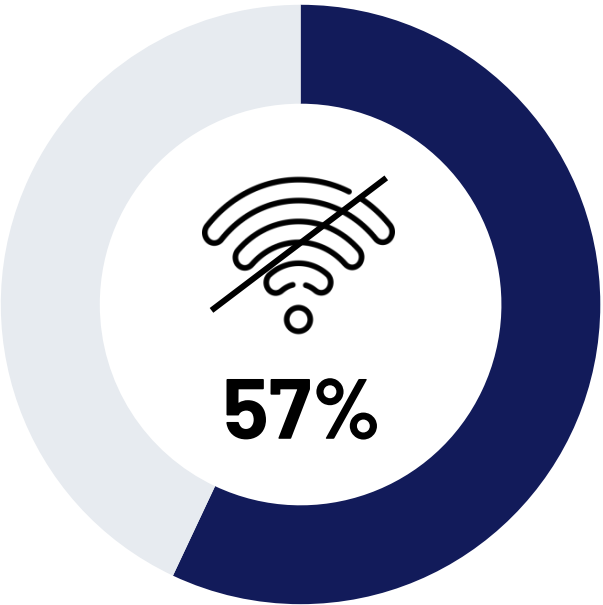


Have engaged with a brand online in the past three months

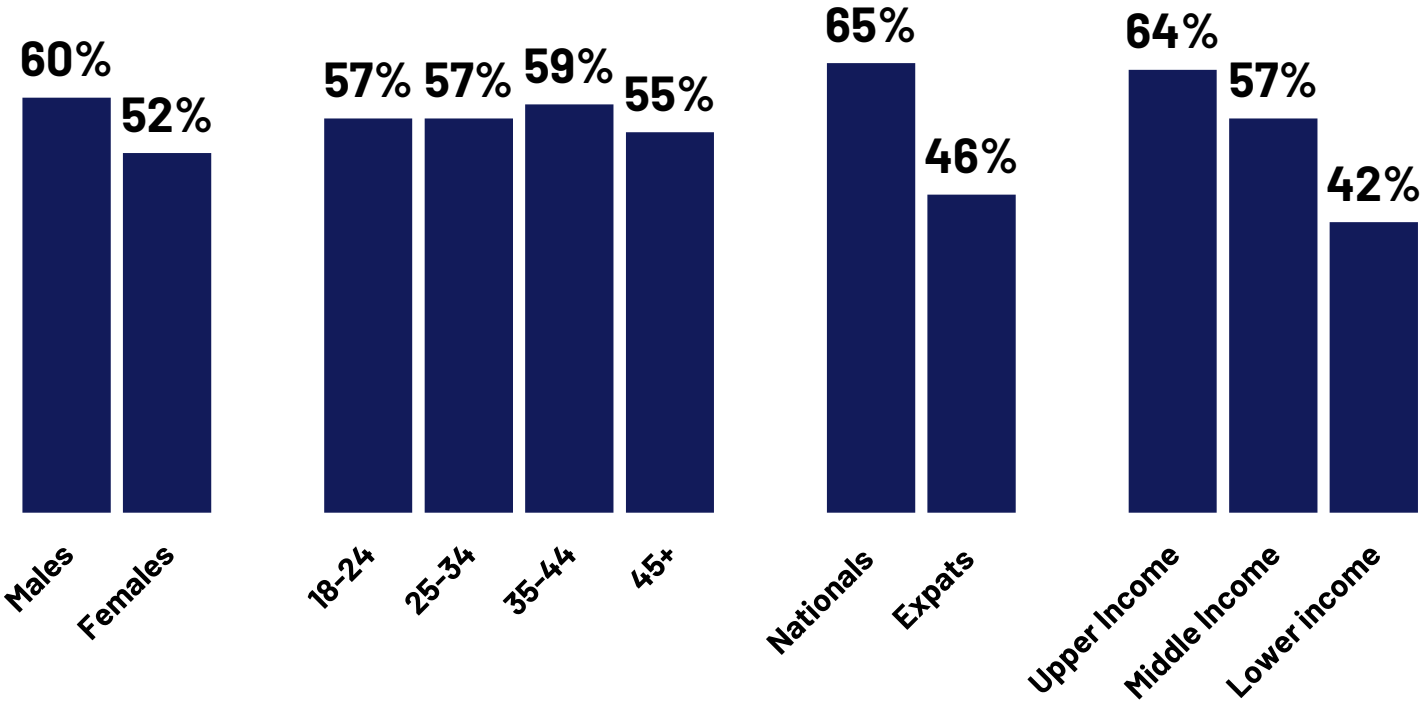


# Offline brand engagement over the past 3 months

% – by demographics

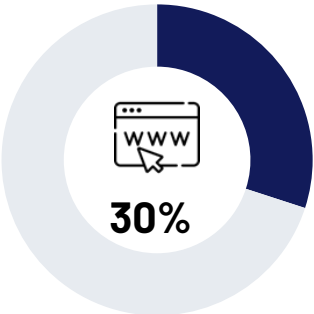


Have engaged with a brand offline in the past three months

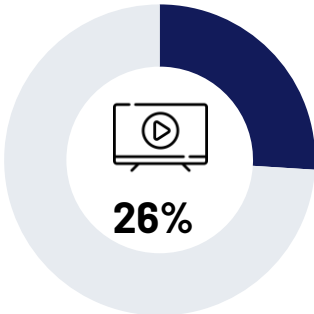


# Detailed brand engagement over the past 3 months

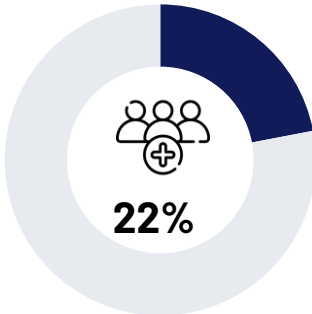
Top 10



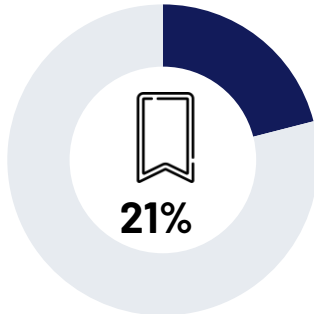
Visited a brand's website



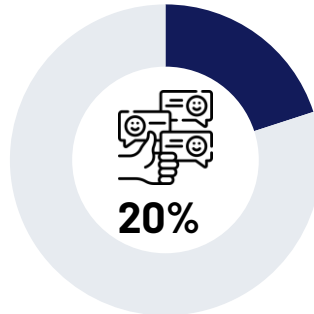
Watched brand-related videos



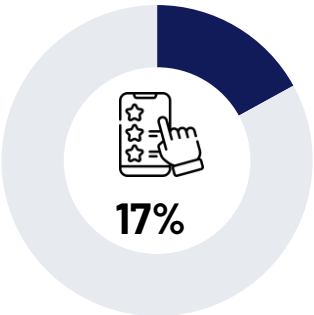
Followed a brand on social media



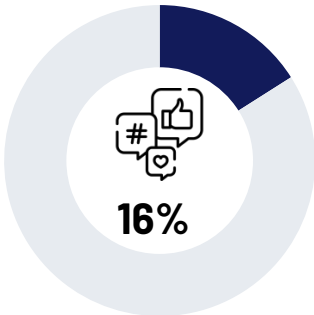
Saved a brand's post for future reference



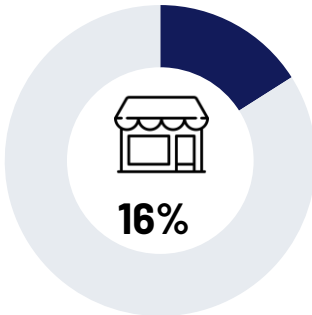
Recommended a brand/product to other people



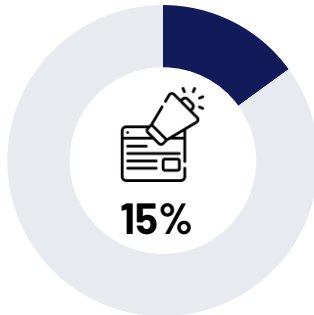
Posted a positive review about a brand



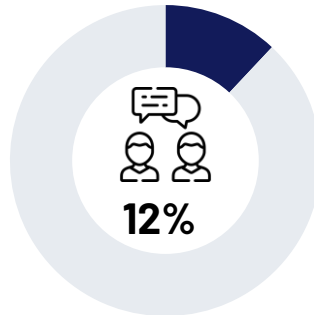
Interacted with a brand's post on social media platforms



Visited a brand's store













Subscribed to brand newsletters



Recommended people against using a certain product/brand

# Detailed brand engagement over the past 3 months

Top 10 - by demographics

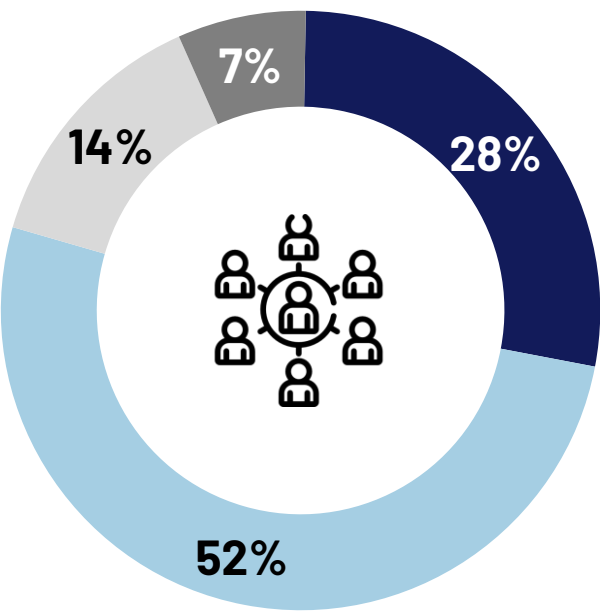
	 Visited a brand's website	 Watched brand related videos	 Followed a brand on social media	 Saved a brand's post	 Recommended a brand/product to other people	 Posted a positive review	 Interacted with a brand's post	 Visited a brand's store	 Subscribed to brand newsletters	 Recommended people against a product/brand
<b>Total</b>	<b>30%</b>	<b>26%</b>	<b>22%</b>	<b>21%</b>	<b>20%</b>	<b>17%</b>	<b>16%</b>	<b>16%</b>	<b>15%</b>	<b>12%</b>
<b>Male</b>	30%	25%	21%	20%	19%	18%	15%	15%	17%	11%
<b>Female</b>	30%	27%	23%	21%	21%	16%	19%	17%	13%	13%
<b>18-24</b>	34%	32%	22%	26%	23%	13%	21%	18%	13%	23%
<b>25-34</b>	26%	30%	25%	16%	20%	18%	18%	13%	15%	9%
<b>35-44</b>	31%	22%	23%	20%	25%	19%	16%	17%	13%	12%
<b>45+</b>	34%	21%	17%	24%	11%	17%	12%	16%	20%	10%
<b>Nationals</b>	29%	22%	20%	21%	22%	17%	23%	17%	16%	15%
<b>Expats</b>	32%	31%	25%	20%	16%	17%	7%	14%	15%	8%
<b>Upper Income</b>	36%	30%	21%	26%	22%	14%	17%	17%	21%	12%
<b>Middle Income</b>	28%	24%	21%	18%	21%	21%	18%	18%	13%	14%
<b>Lower Income</b>	26%	23%	25%	18%	11%	9%	9%	6%	14%	6%

# DO CONSUMERS BELIEVE THEY'RE INFLUENTIAL?

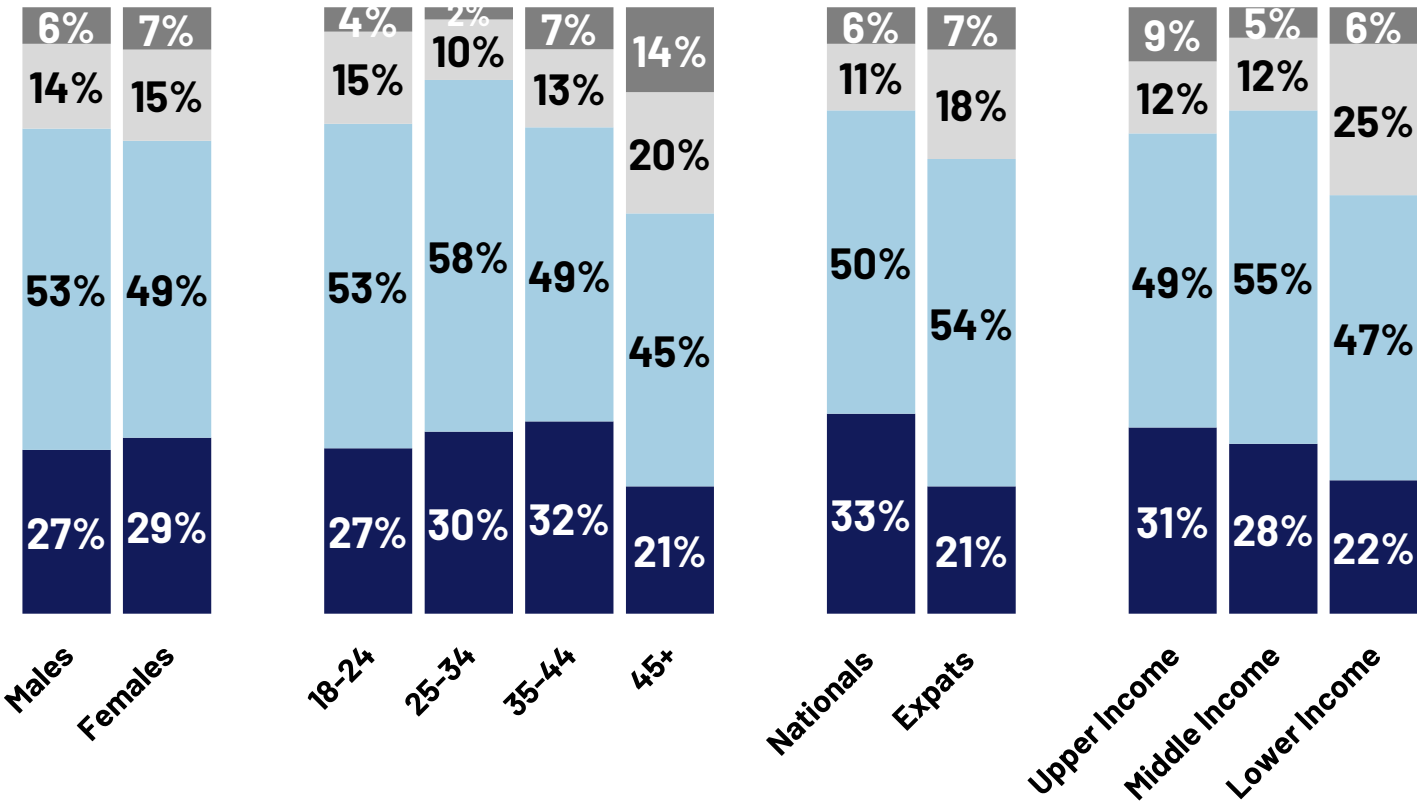


# Perceived consumer ability to influence brand actions

% - by demographics



- Believe they're very influential
- Believe they're somewhat influential
- Believe they're somewhat uninfluential
- Believe they're not influential at all





# HOW DO CONSUMERS RESPOND TO COMPANIES THROUGH ACTIVISM?



## Actions taken against companies



**57%**

Boycotted a company's  
products or services



**22%**

Actively protested against a  
company (e.g. signed a petition)

# Actions taken against companies

% - by demographics



Boycotted a company's products or services



Actively protested against a company (e.g. signed a petition)

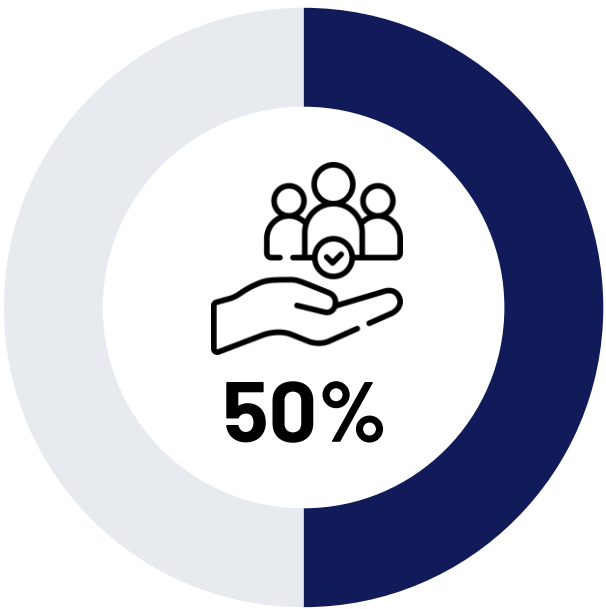
Total	57%	22%
Male	56%	24%
Female	58%	19%
18-24	60%	27%
25-34	60%	30%
35-44	57%	19%
45+	51%	12%
Nationals	59%	27%
Expats	54%	15%
Upper Income	61%	30%
Middle Income	57%	17%
Lower Income	49%	24%

# WHAT DO PEOPLE EXPECT FROM BRANDS?

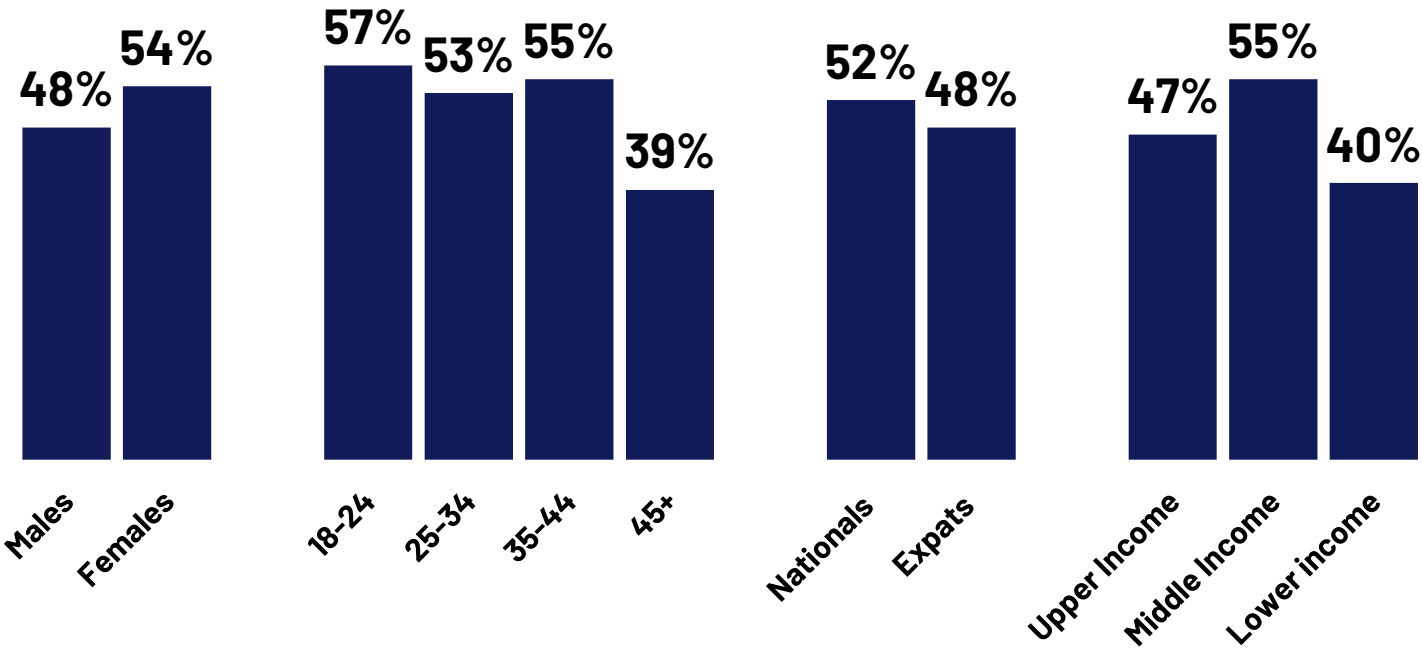


# Social responsibility

%Agree – by demographics

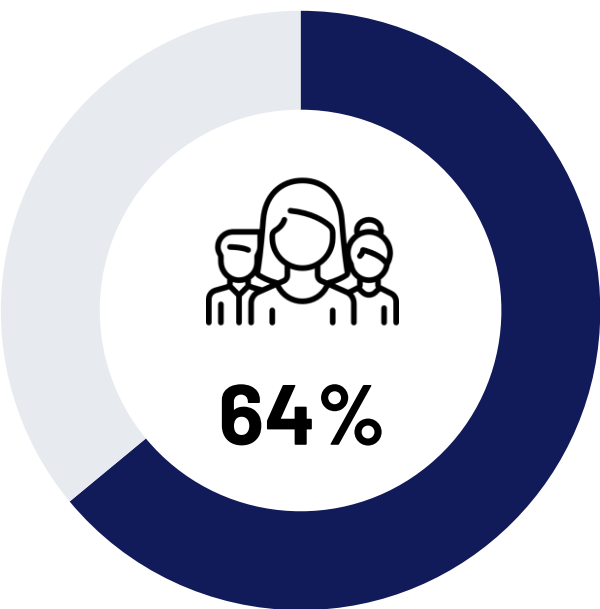


Companies in KSA are socially responsible and contribute positively to my community

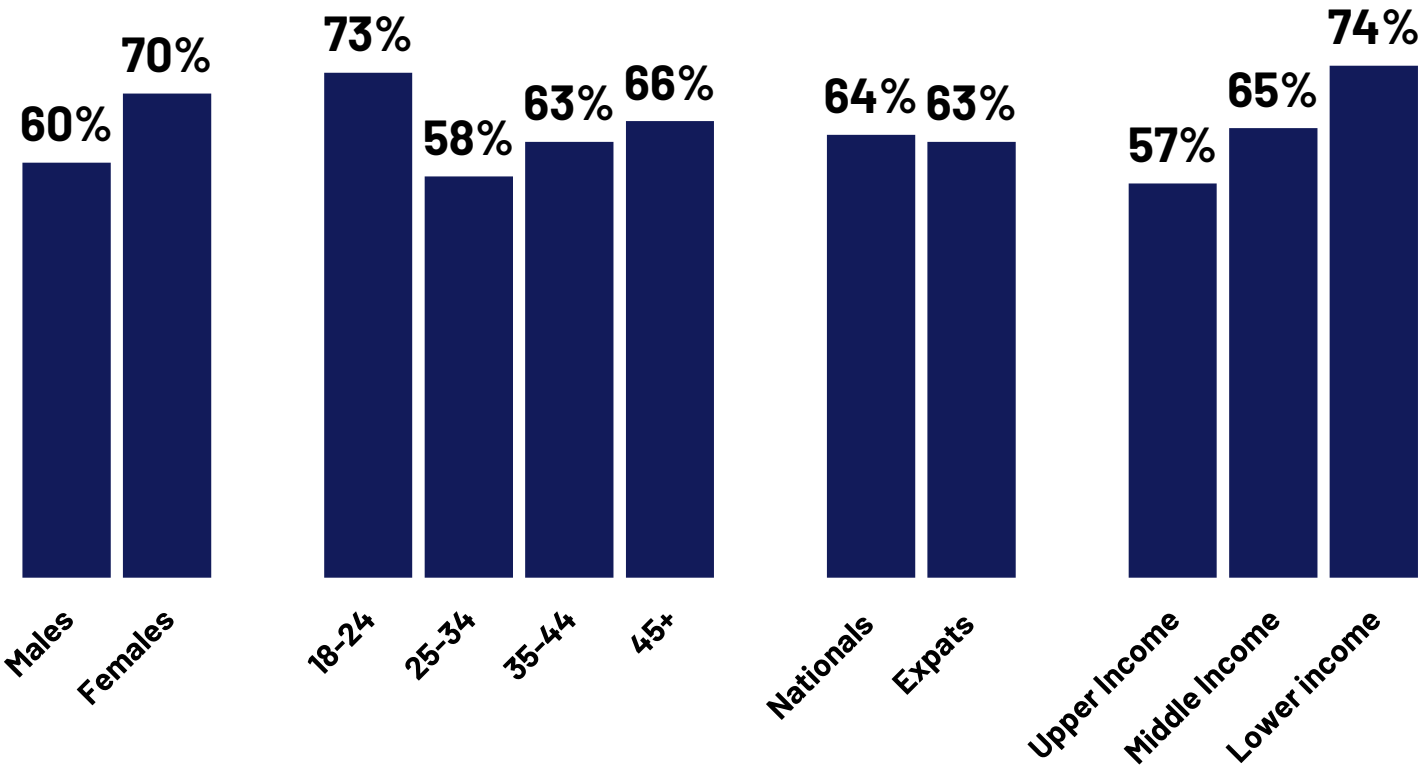


# Brands' involvement in social aspects

%Agree – by demographics



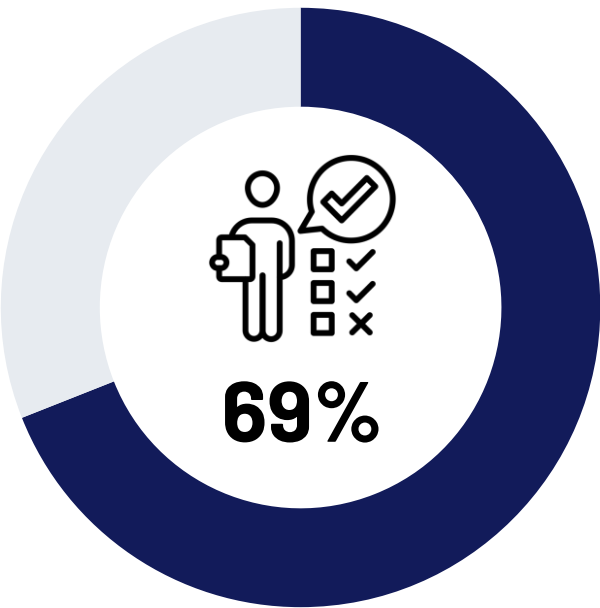
I think brands should get involved in social aspects and not only focus on business matters



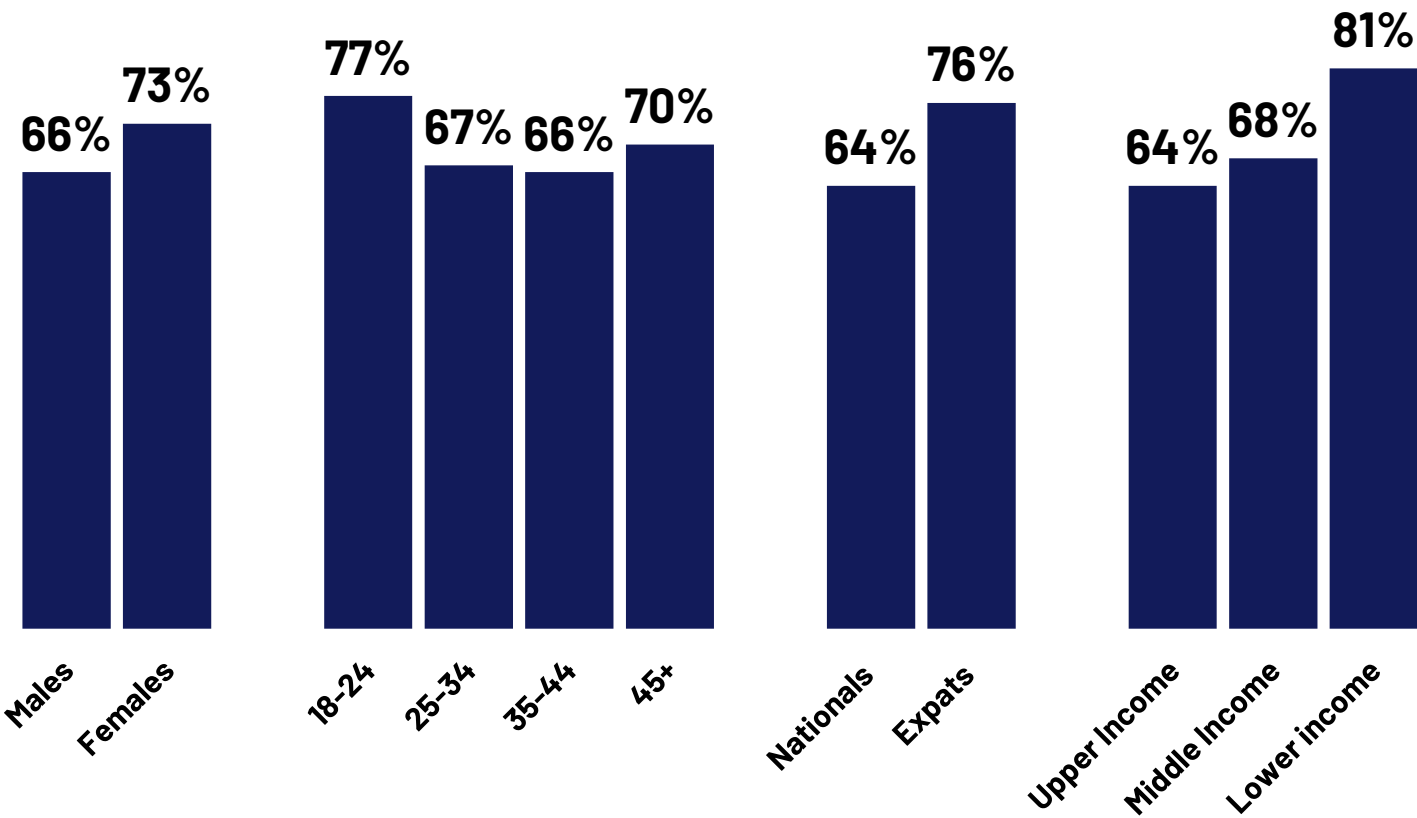


# Prioritizing social responsibility in consumer choices

% – by demographics



I won't buy from a brand if it is not socially responsible, even if I like it



# 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

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