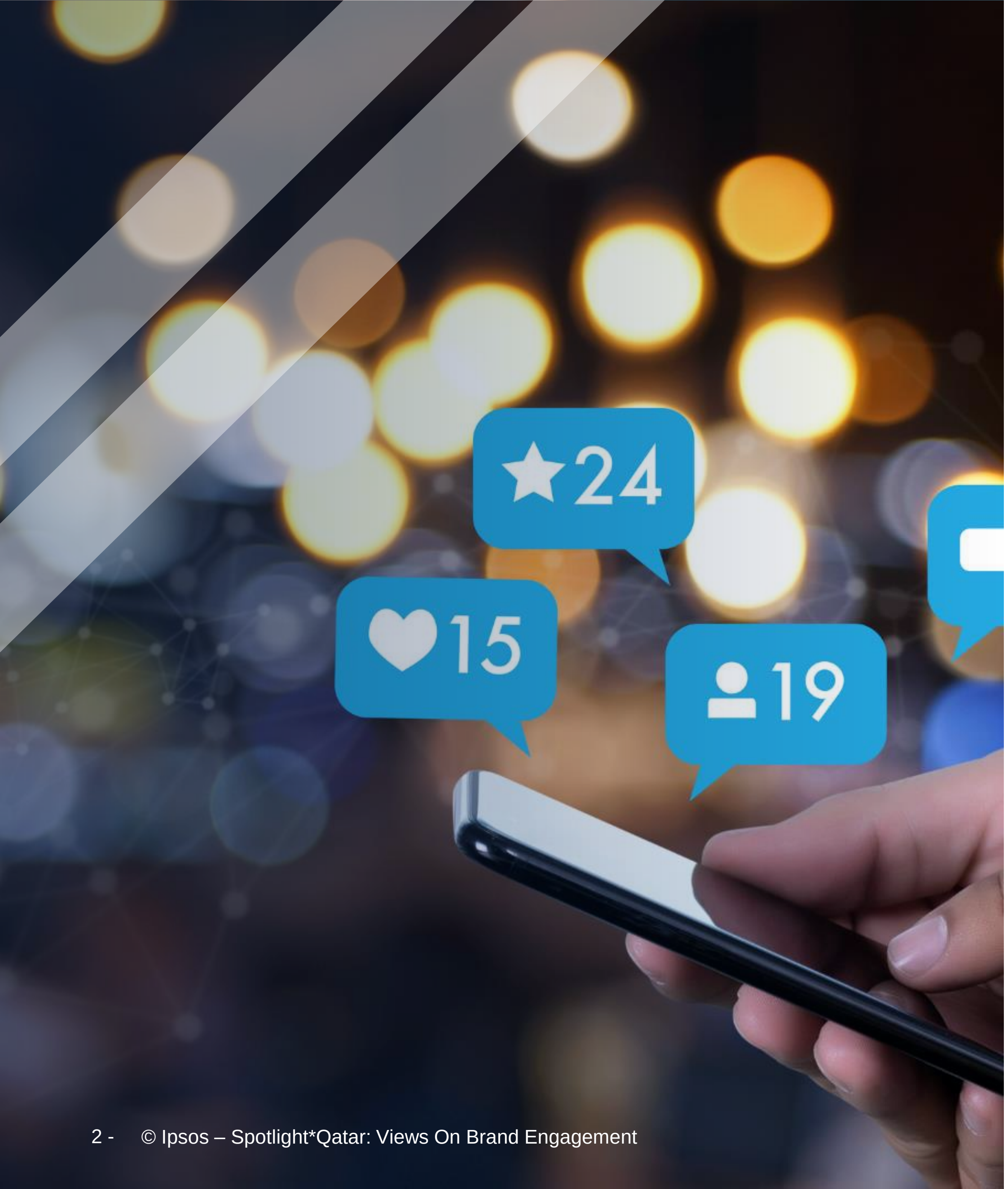
Spotlight*Qatar

Views On Brand Engagement

February - 2024

GAME CHANGERS

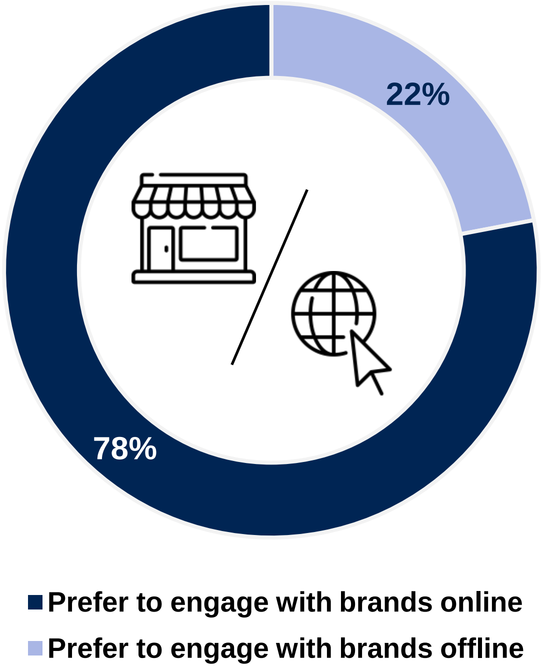
Ipsos

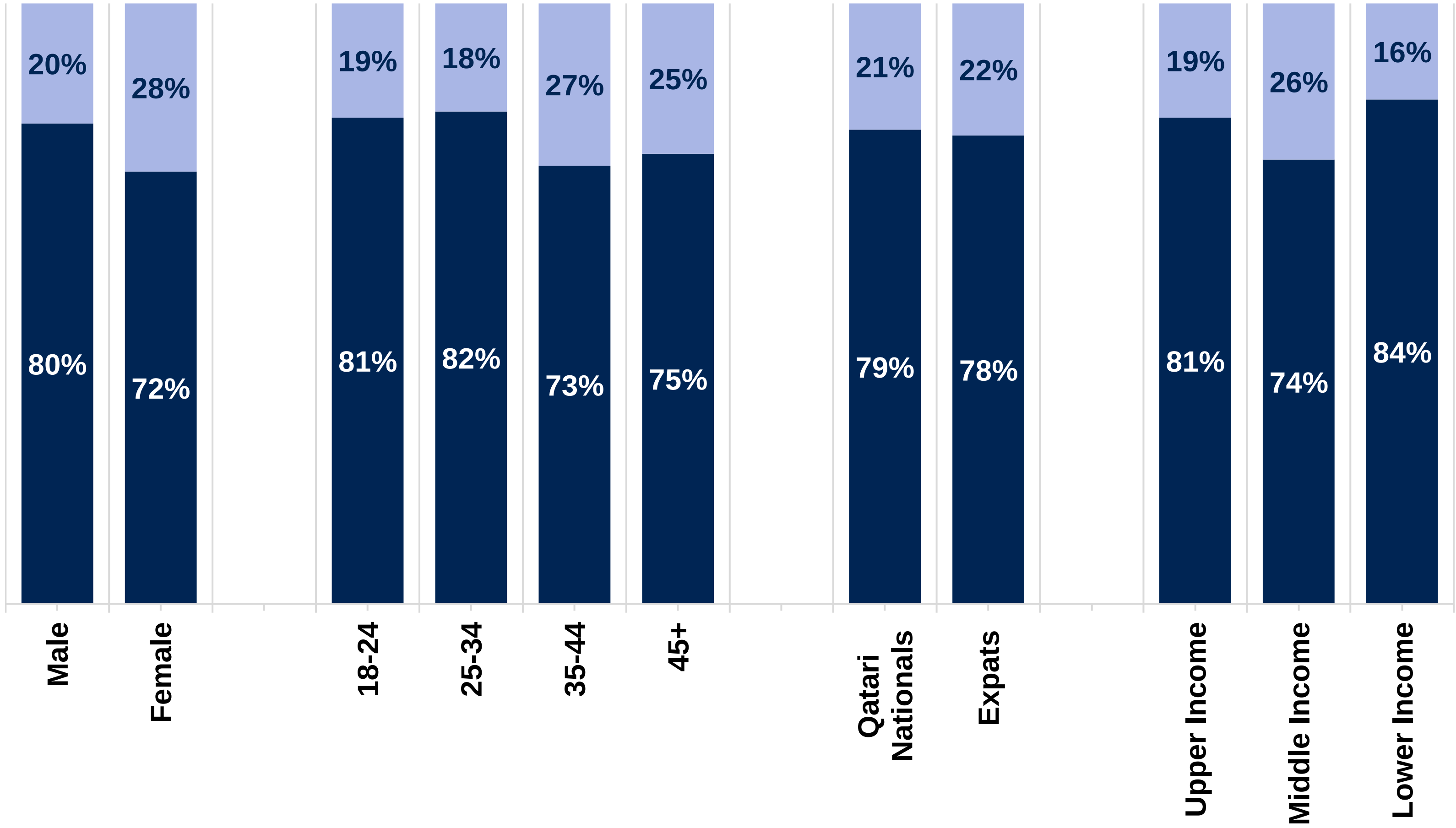


Ways Consumers Prefer To Engage With Brands

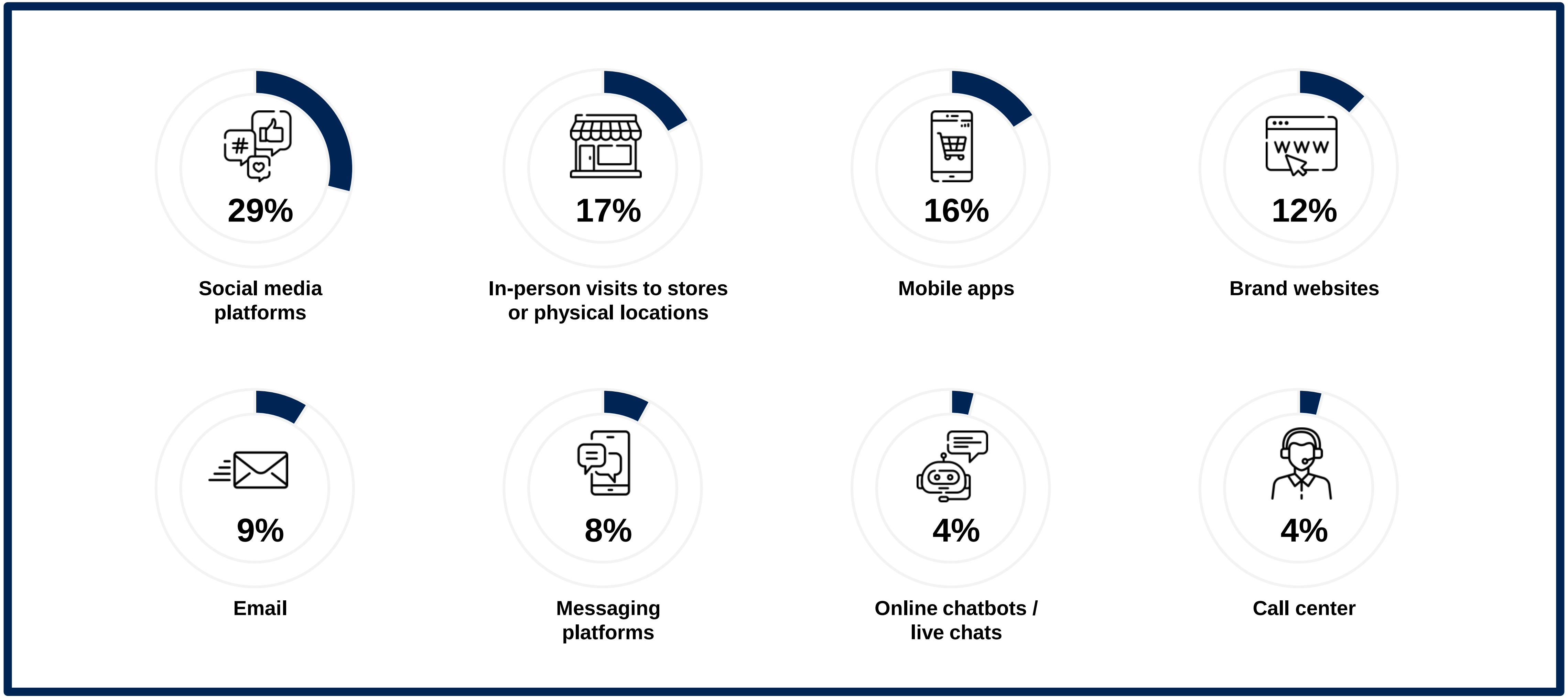
Brand Interaction Preference

% - By Demographics





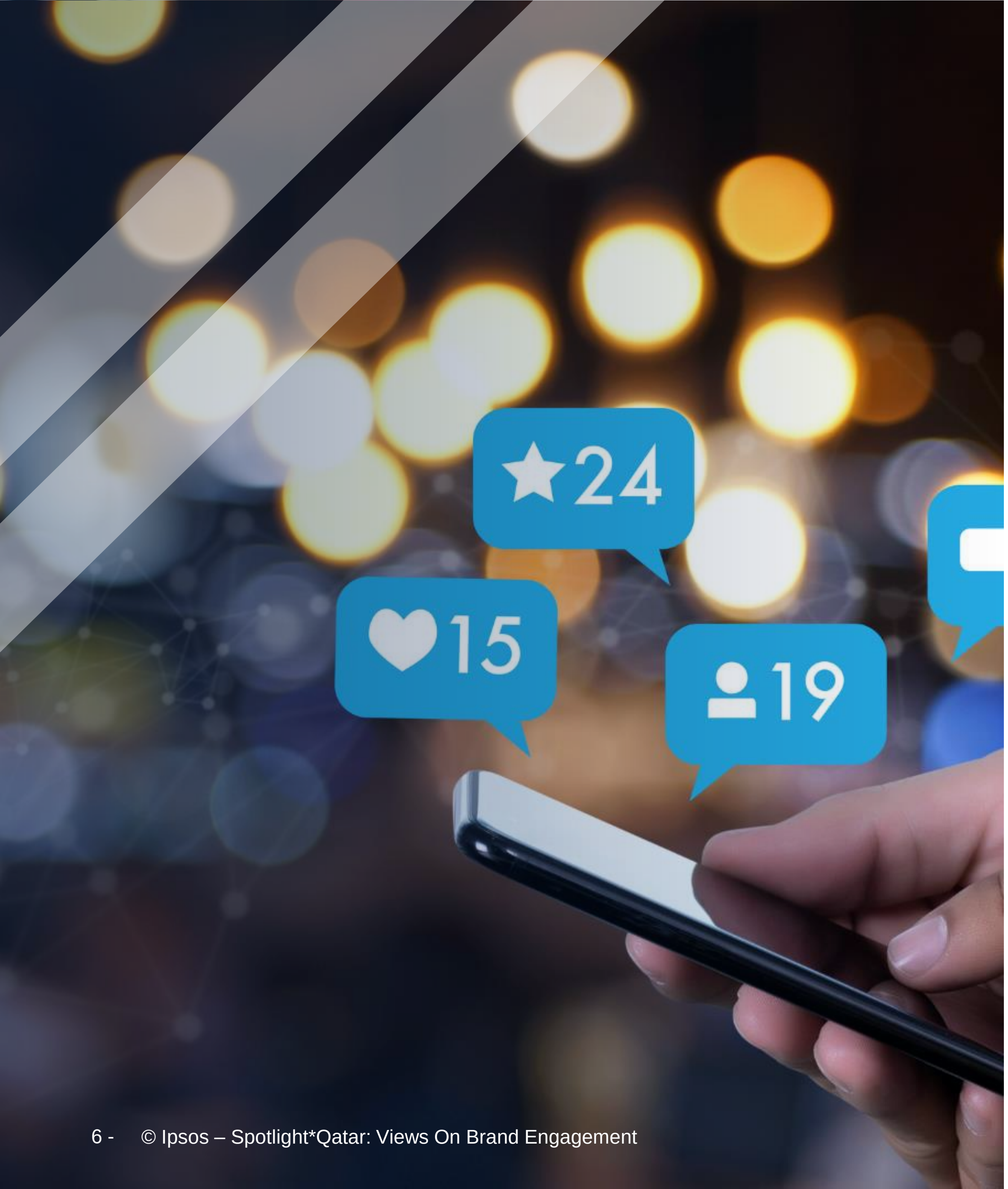
Detailed Brand Interaction Preference



Detailed Brand Interaction Preference

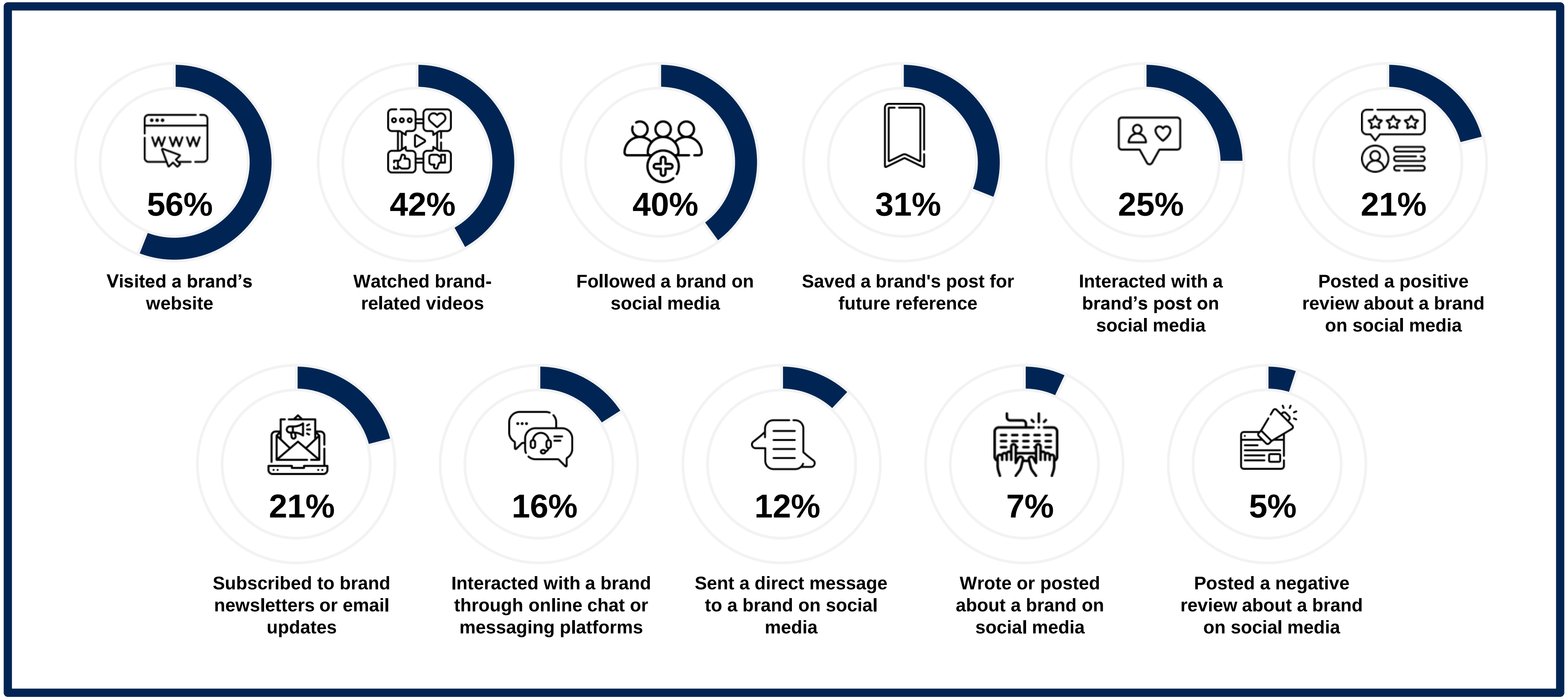
% - By Demographics

	Social media platforms	In-person visits to stores or physical locations	Mobile apps	Brand websites	Email	Messaging platforms	Online chatbots / live chats	Call center
Total	29%	17%	16%	12%	9%	8%	4%	4%
Male	30%	15%	17%	12%	9%	8%	5%	4%
Female	25%	25%	13%	12%	9%	10%	3%	3%
18-24	34%	16%	16%	11%	12%	3%	5%	3%
25-34	36%	13%	20%	9%	7%	8%	2%	4%
35-44	22%	22%	14%	11%	8%	11%	7%	5%
45+	18%	22%	10%	20%	13%	10%	4%	3%
Qatari Nationals	29%	17%	19%	15%	6%	3%	7%	3%
Expats	29%	18%	16%	12%	9%	9%	4%	4%
Upper Income	36%	15%	15%	12%	8%	6%	4%	4%
Middle Income	22%	22%	17%	10%	9%	11%	4%	4%
Lower Income	28%	13%	16%	18%	13%	7%	3%	3%



How Do Consumers Interact With Brands Online?

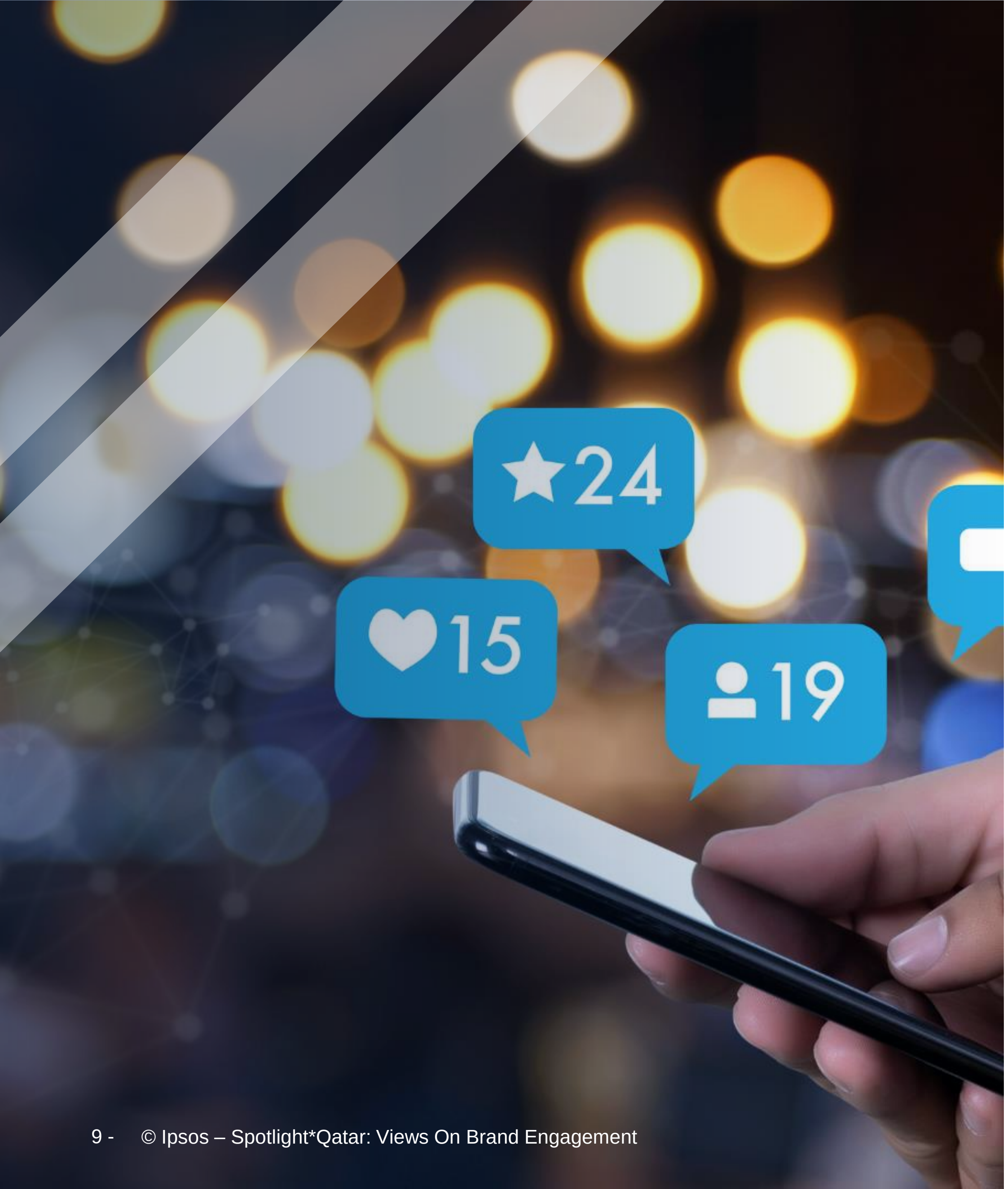
Online Brand Engagement Over The Past 3 Months



Online Brand Engagement Over The Past 3 Months

% - By Demographics

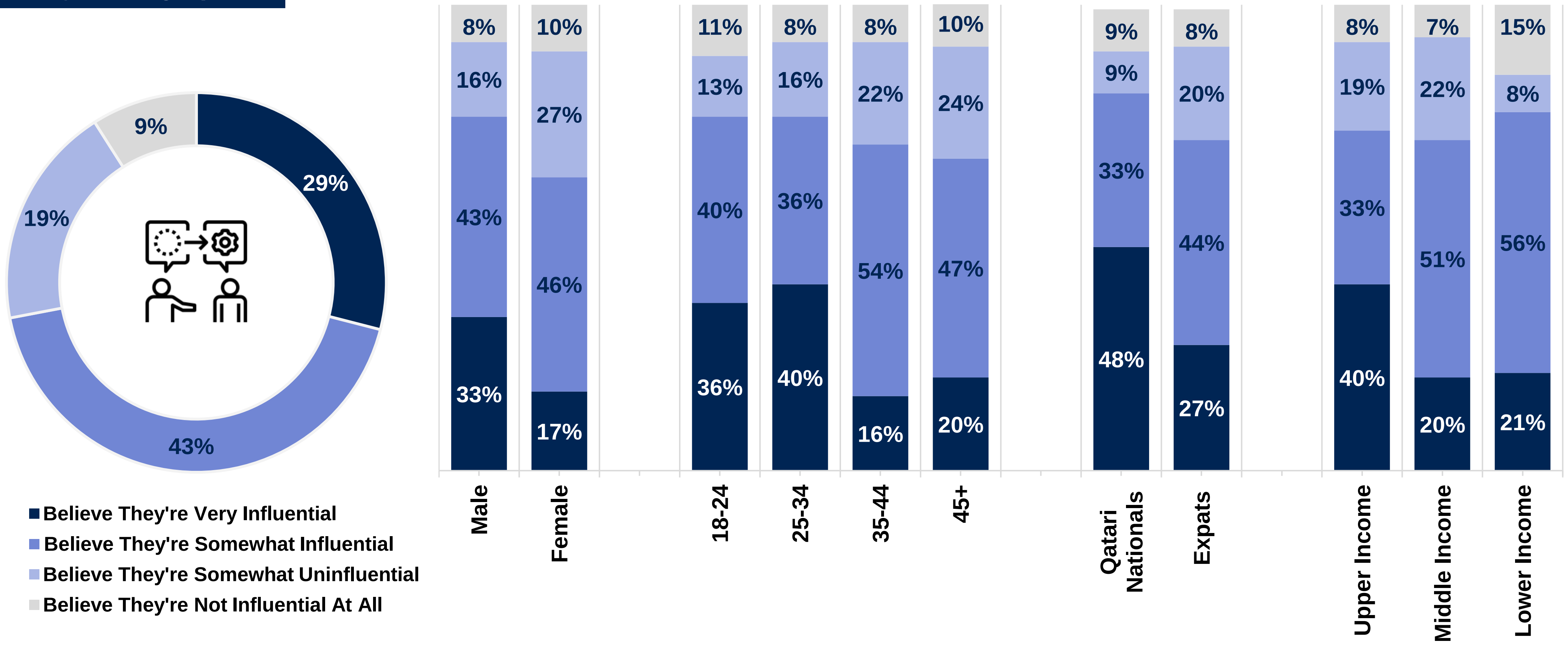
	Visited a brands website	Watched brand related videos	Followed a brand on social media	Saved a brand's post	Interacted with a brand's post	Posted a positive review	Subscribed to brand email updates	Interacted with a brand through online chat	Sent a message to a brand	Posted about a brand	Posted a negative review
Total	56%	42%	40%	31%	25%	21%	21%	16%	12%	7%	5%
Male	56%	43%	40%	30%	27%	22%	22%	17%	12%	8%	5%
Female	57%	36%	40%	31%	20%	20%	19%	12%	9%	4%	5%
18-24	62%	45%	44%	33%	30%	20%	12%	22%	16%	9%	11%
25-34	52%	47%	44%	28%	24%	26%	23%	13%	14%	8%	5%
35-44	63%	38%	35%	34%	23%	13%	18%	14%	8%	4%	2%
45+	52%	34%	37%	28%	28%	22%	26%	22%	10%	7%	8%
Qatari Nationals	33%	18%	31%	26%	21%	30%	22%	37%	15%	19%	18%
Expats	59%	44%	41%	31%	26%	20%	21%	14%	11%	6%	4%
Upper Income	60%	45%	38%	29%	28%	24%	17%	17%	16%	6%	5%
Middle Income	56%	39%	42%	36%	26%	19%	23%	17%	10%	7%	6%
Lower Income	47%	41%	42%	20%	13%	18%	25%	12%	2%	8%	6%

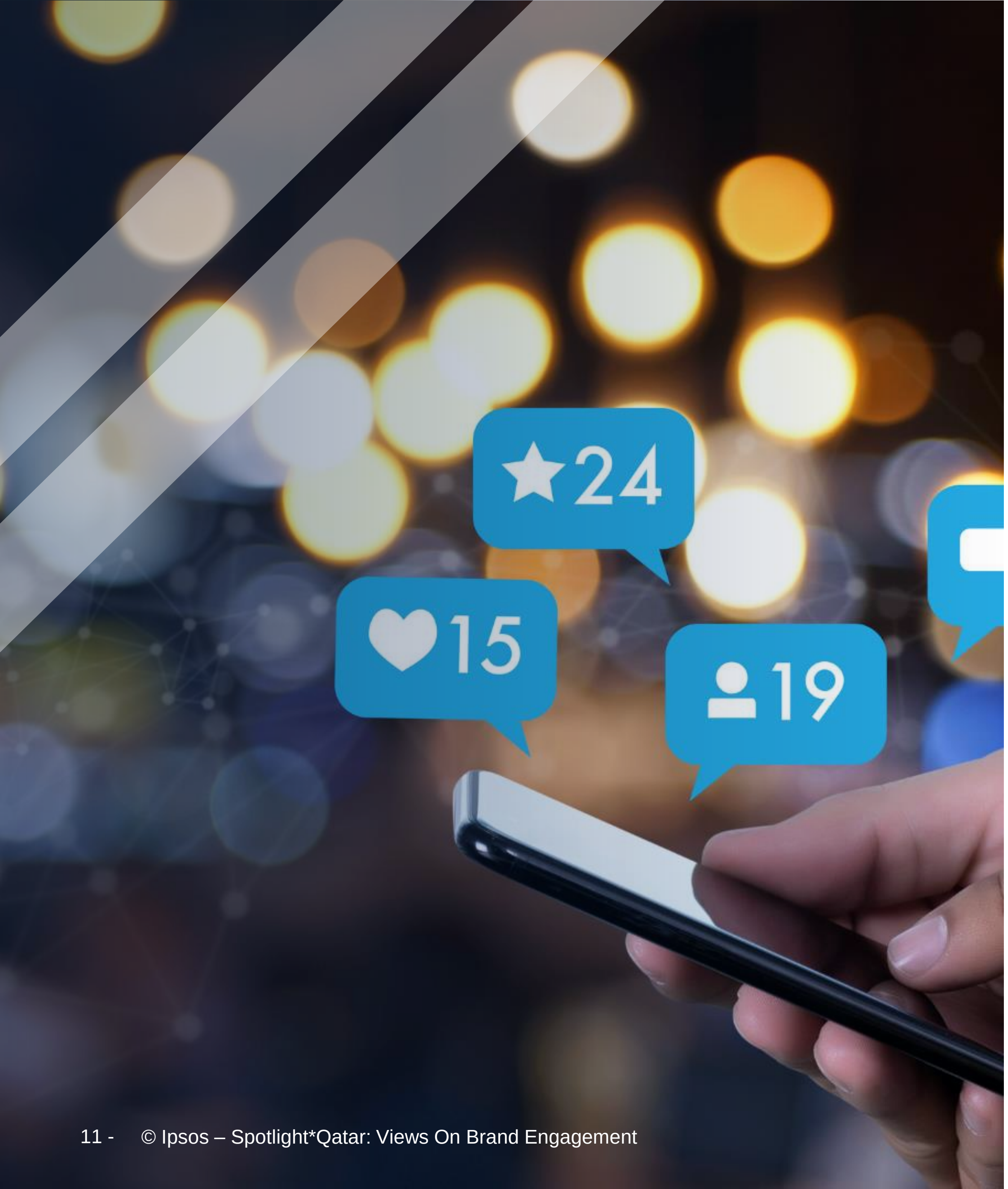


Do Consumers Believe They're Influential?

Perceived Consumer Ability To Influence Brand Actions

% - By Demographics

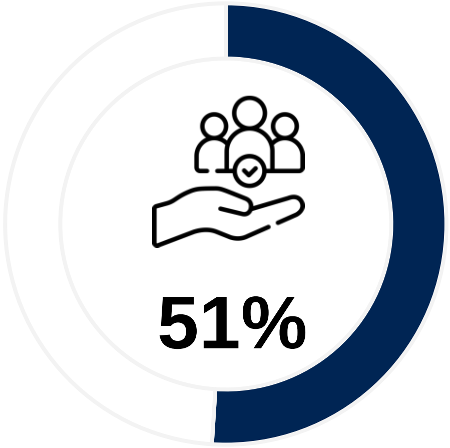




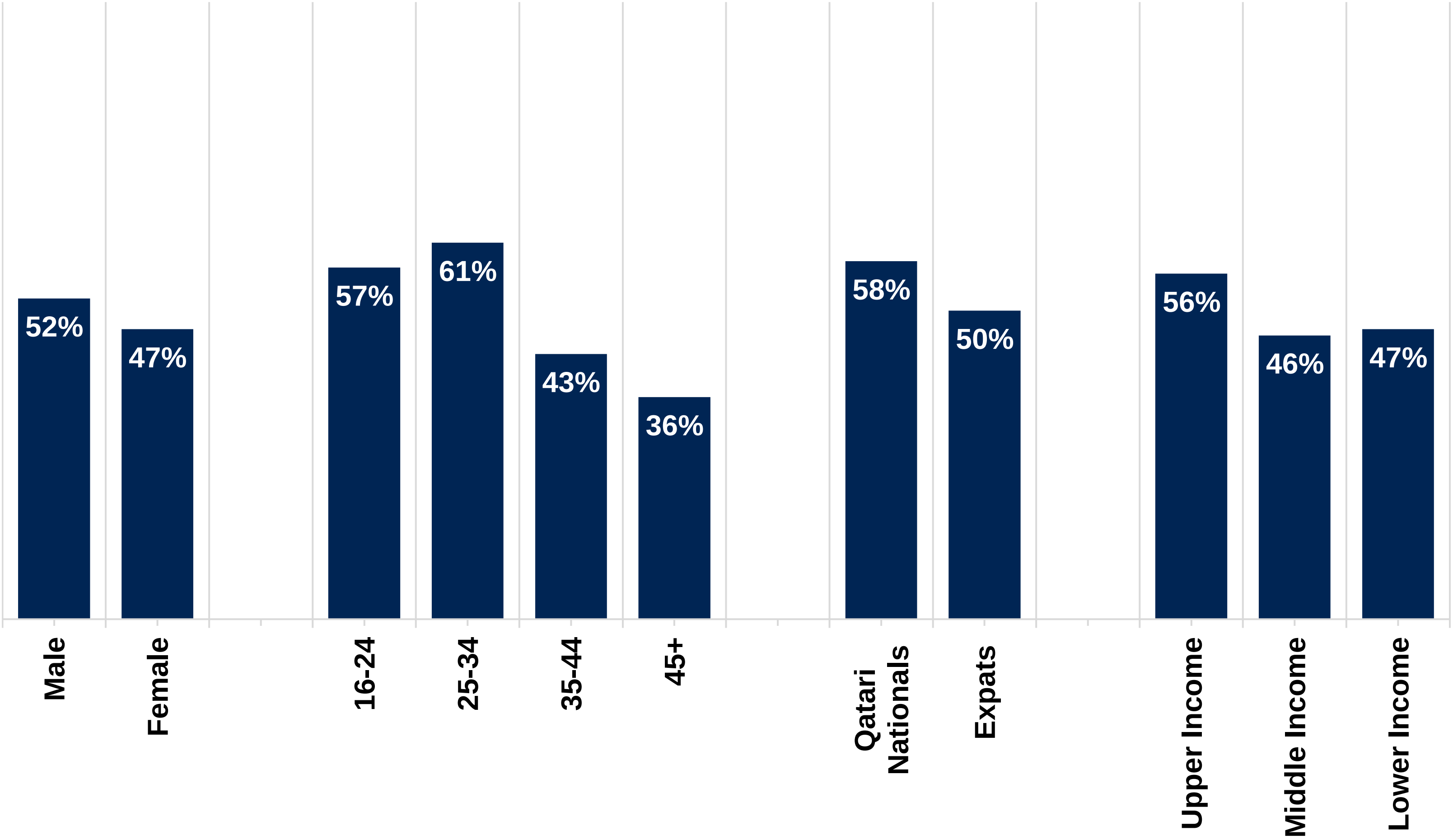
What Do People Expect From Brands?

Social Responsibility

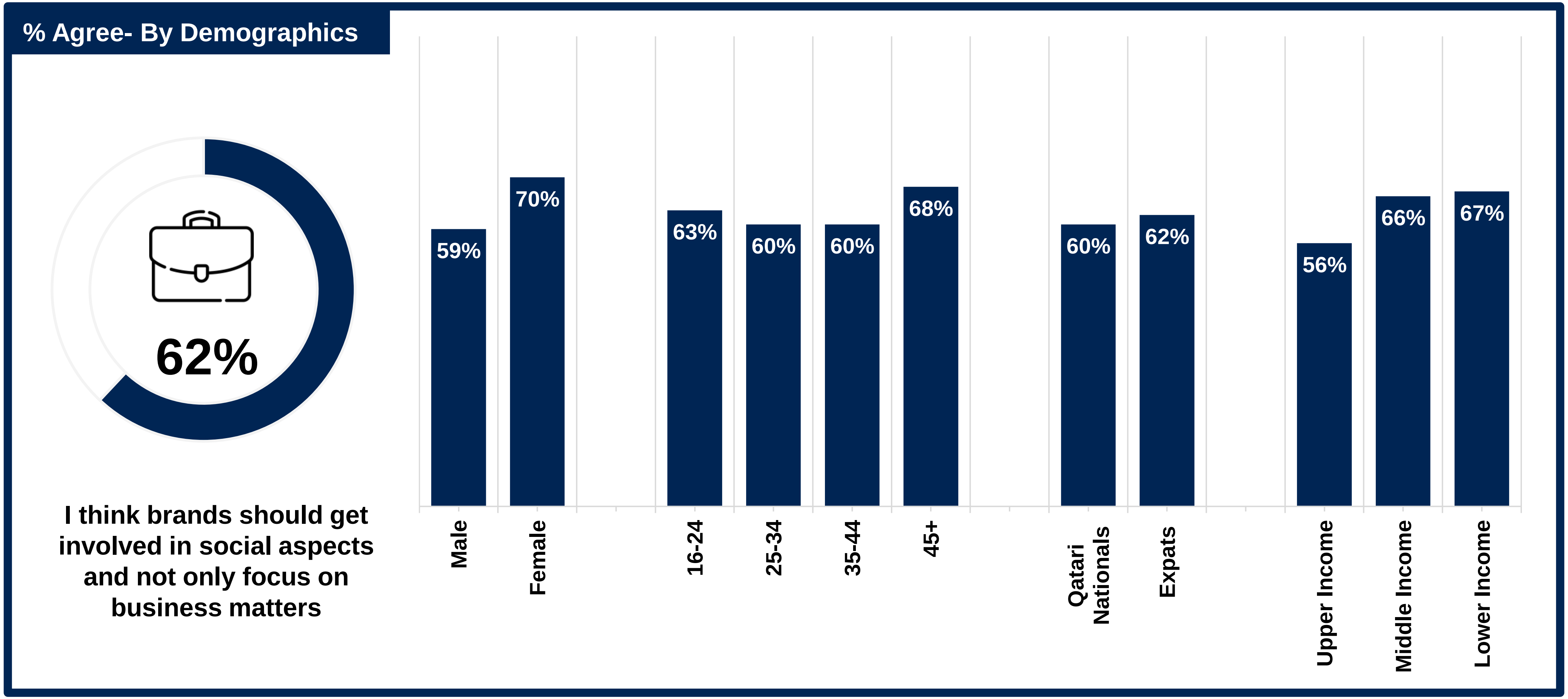
% Agree- By Demographics



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

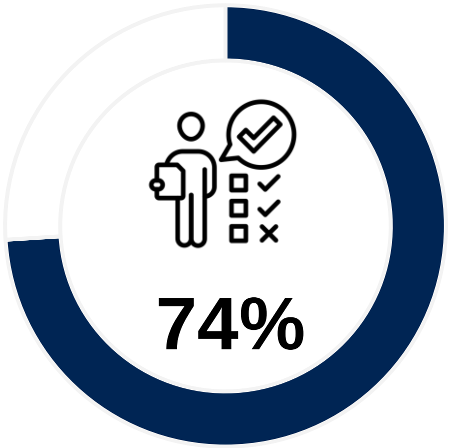


Brands' Involvement In Social Aspects

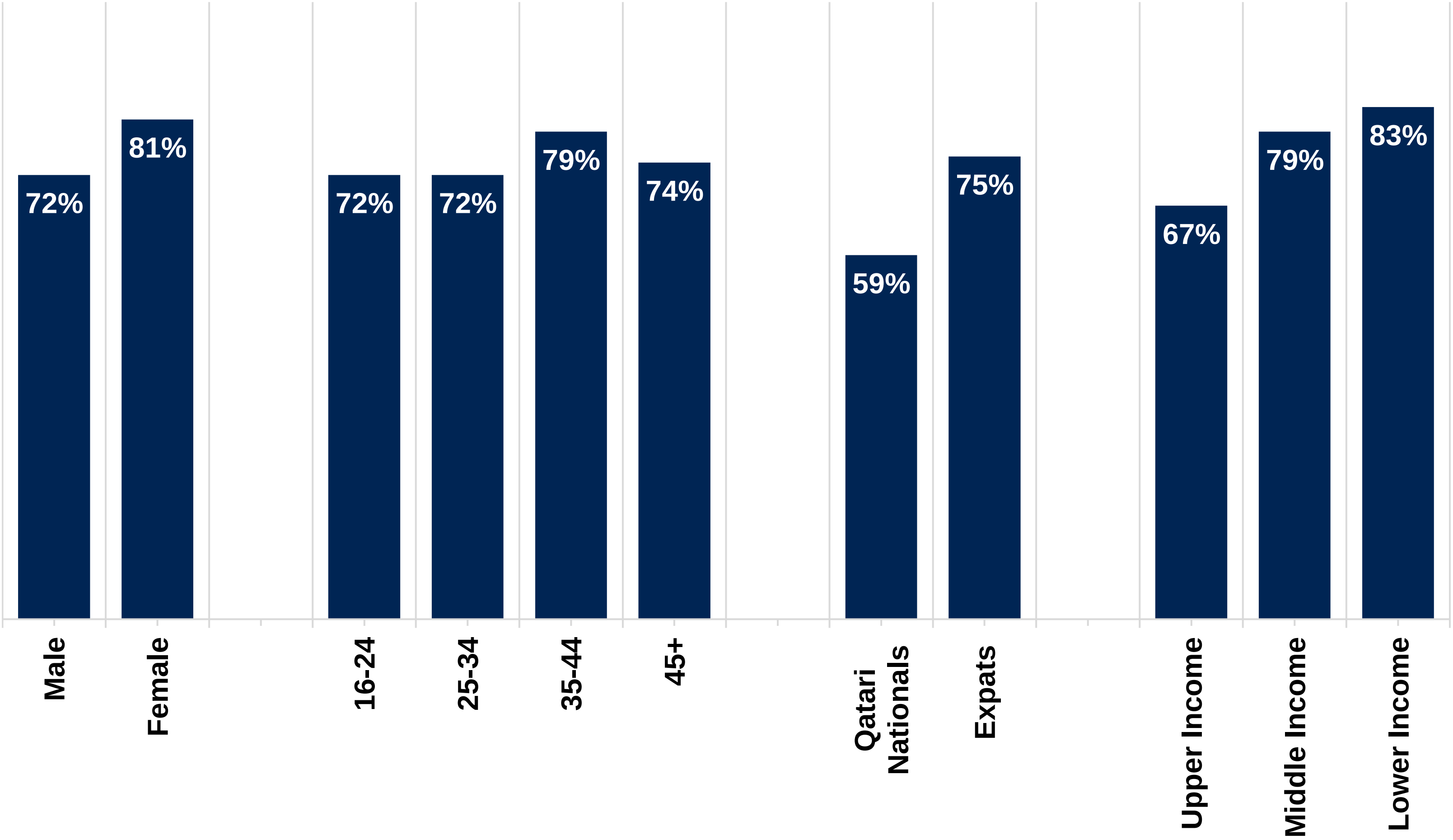


Prioritizing Social Responsibility In Consumer Choices

% Agree- By Demographics



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



Methodology

Sample Size

500 Respondents

Sample Criteria

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

Methodology

The survey was conducted via the Ipsos online panel

Geographical Coverage

Conducted in Qatar, with a nationwide coverage

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GAME CHANGERS

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