

# SPOTLIGHT\*LEBANON

## SHOPPER BEHAVIOUR & ATTITUDES

June - 2024

# Contents

**1**

**Types of shoppers  
in Lebanon**

**2**

**Brand selection  
criteria**

**3**

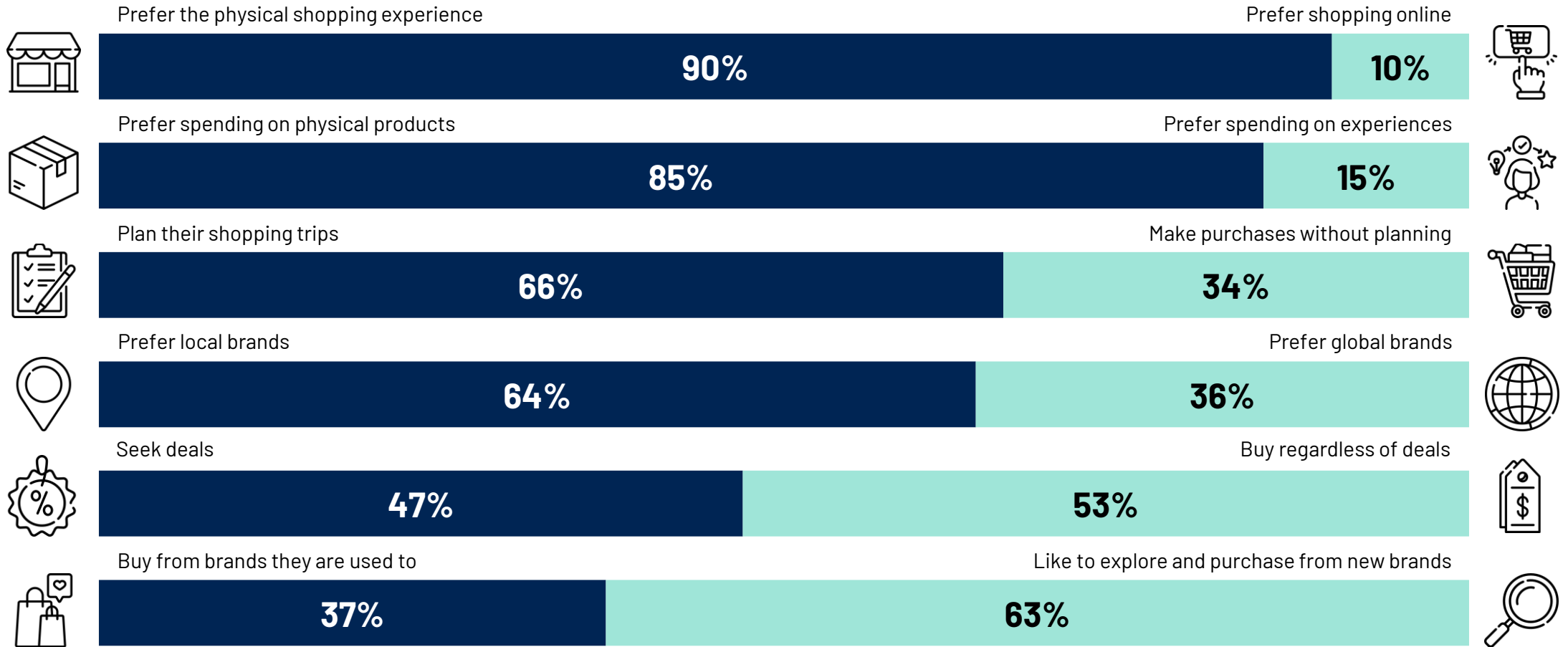
**Where do people  
obtain information  
about brands?**

**4**

**Influencers on purchase  
decisions**

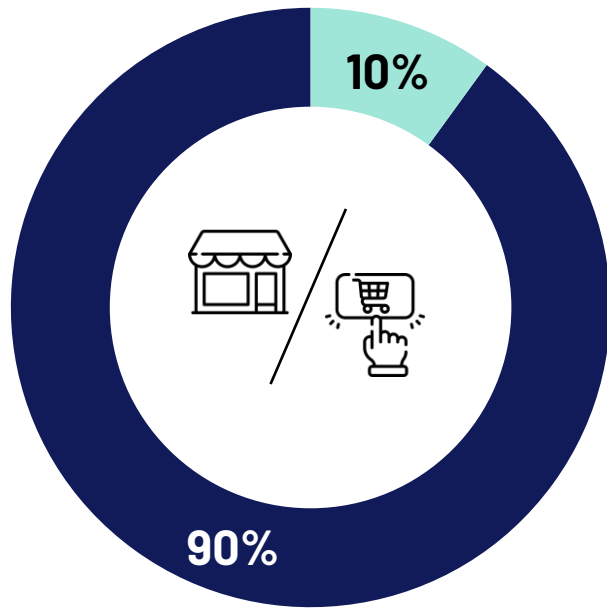
# TYPES OF SHOPPERS IN LEBANON

# Shopper types



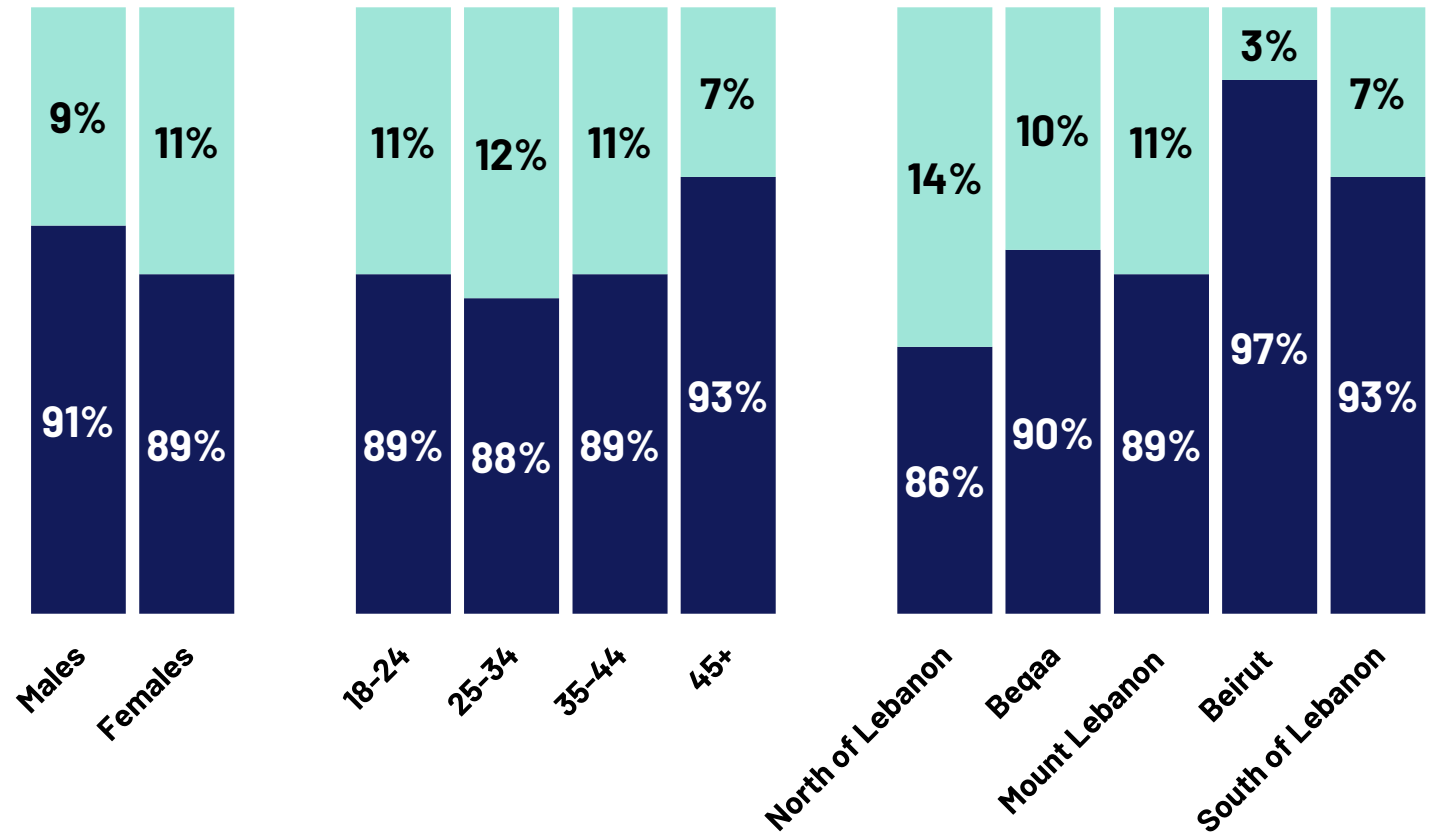
# Physical vs. online shopping

% - by demographics



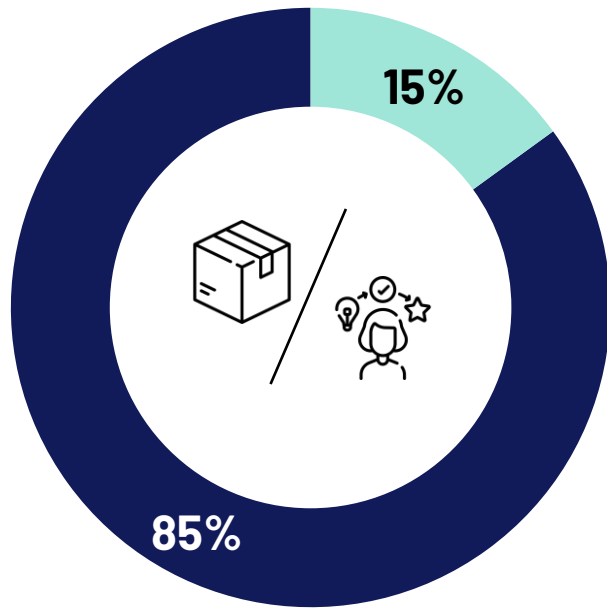
■ Prefer the physical shopping experience

■ Prefer shopping online

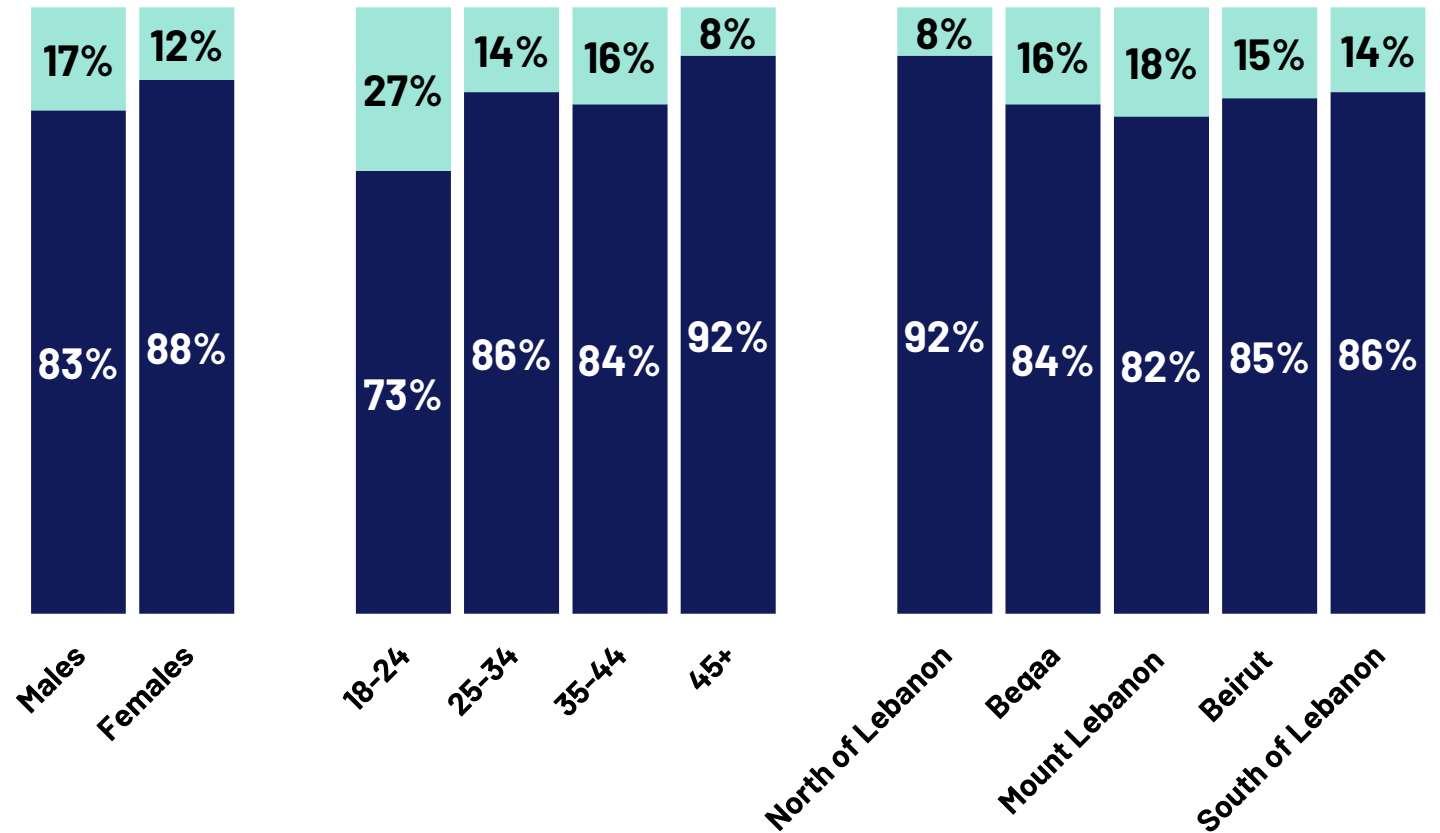


# Physical products vs. experiences

% - by demographics

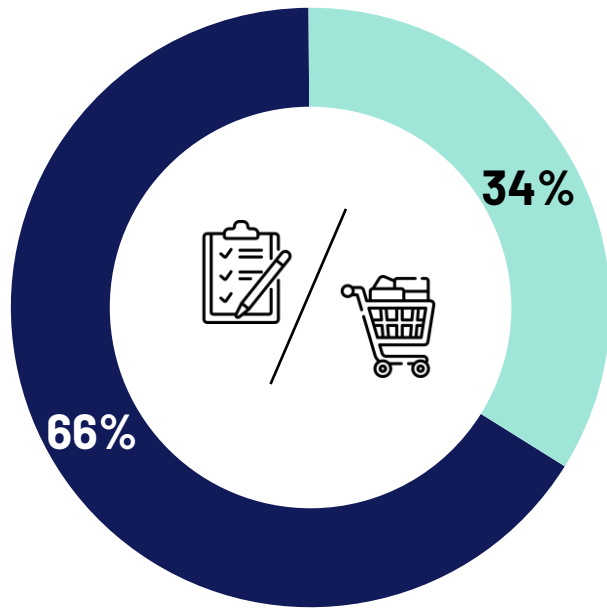


- Prefer spending on physical products
- Prefer spending on experiences

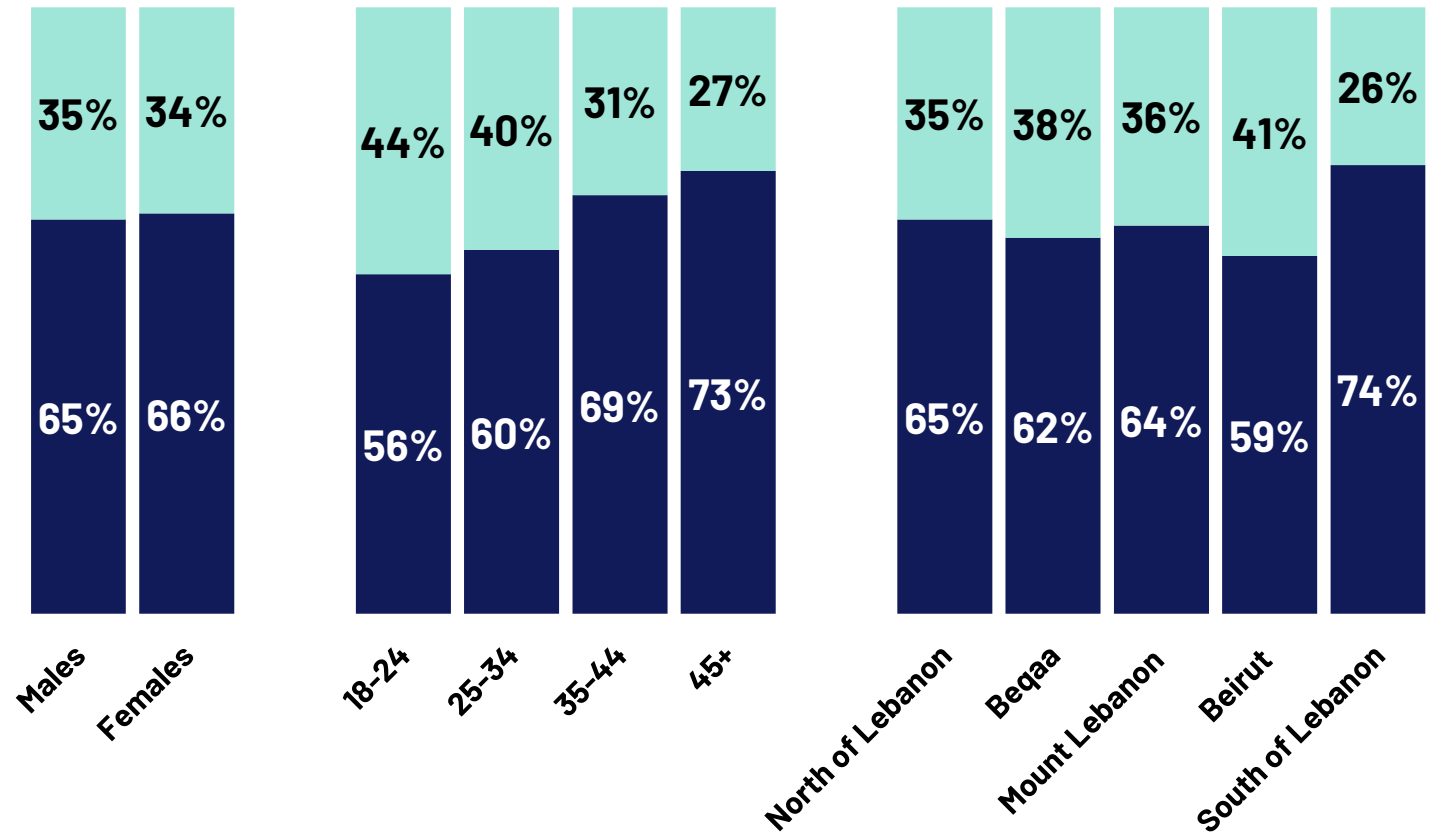


# Planned vs. unplanned shopping

% - by demographics

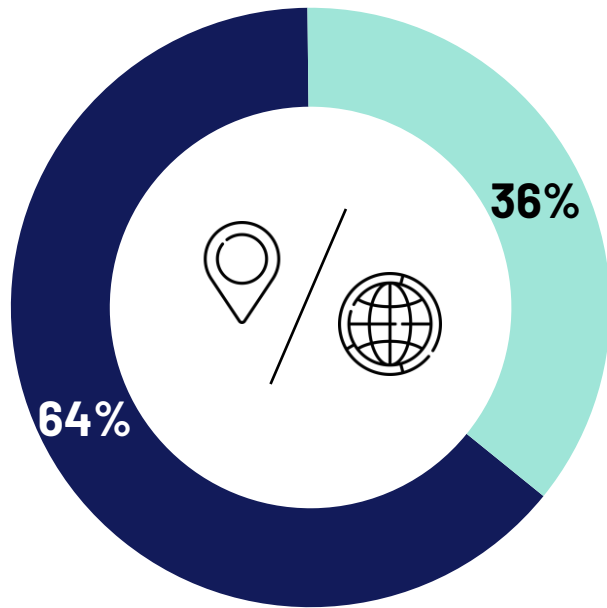


- Plan their shopping trips
- Make purchases without planning

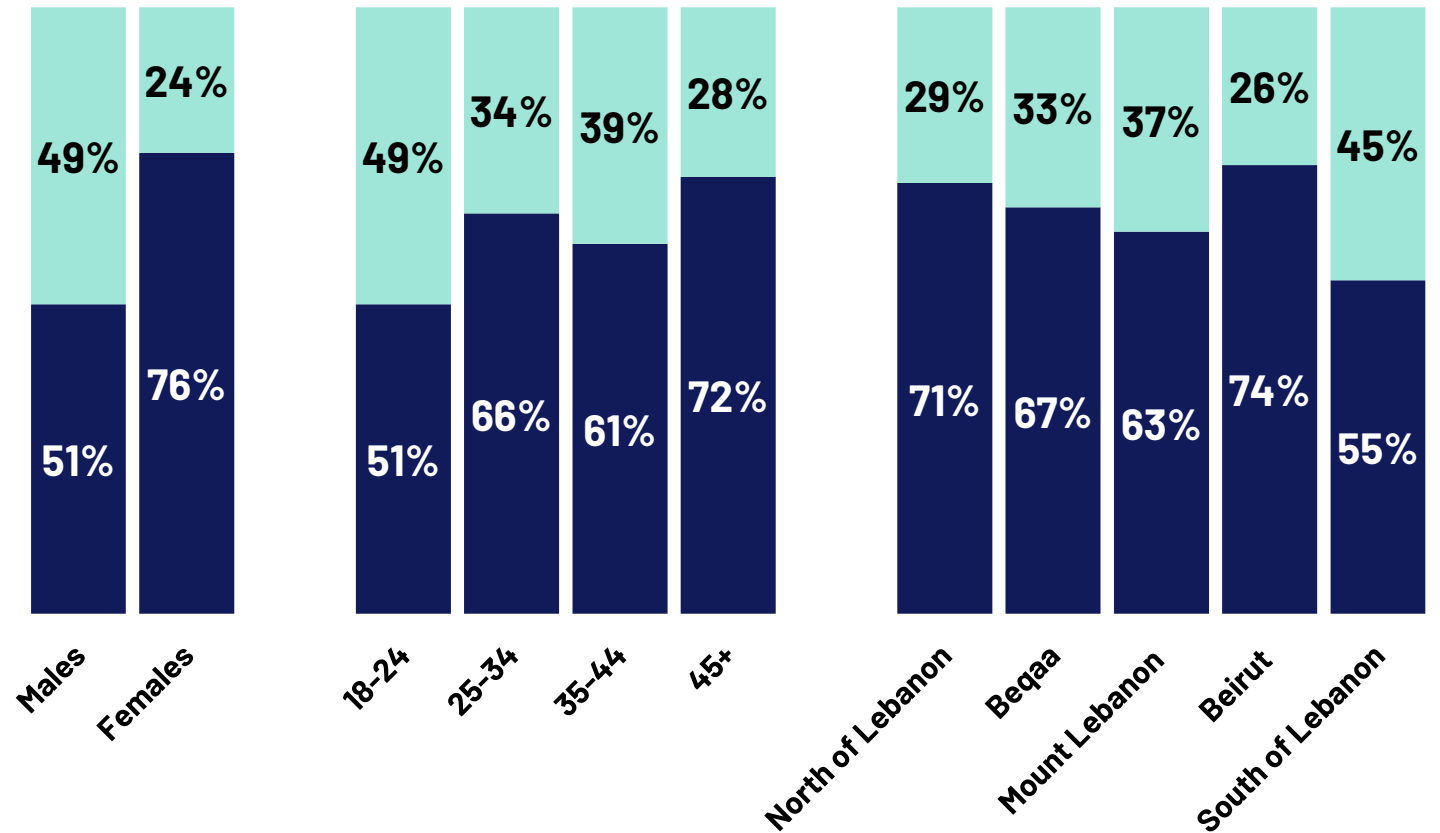


# Local vs. international brands

% - by demographics



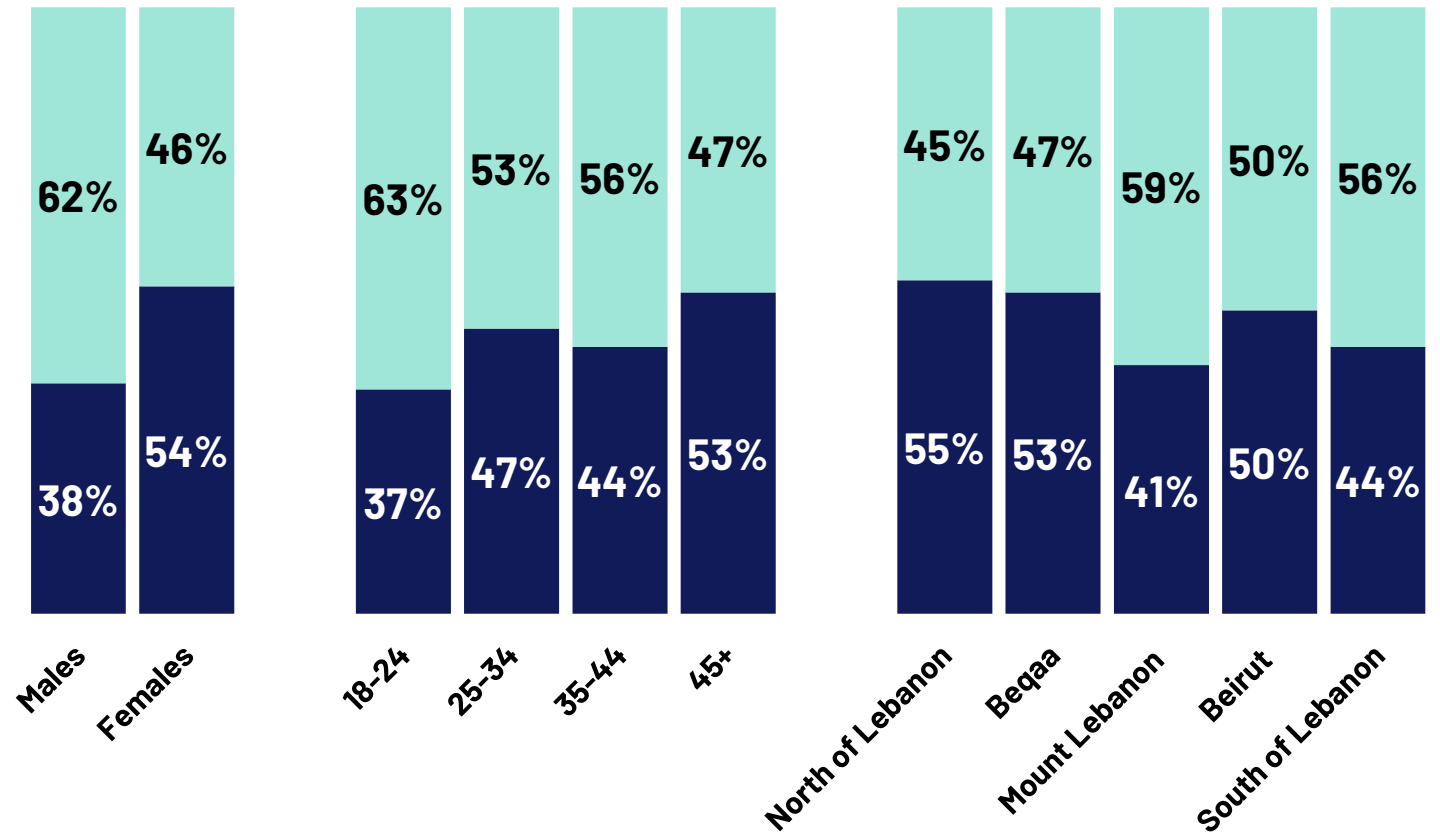
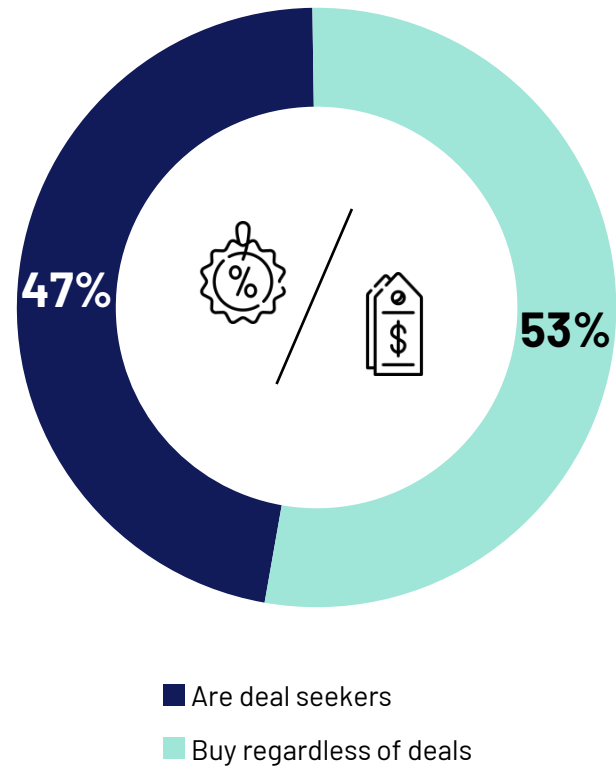
■ Prefer local brands  
■ Prefer global brands





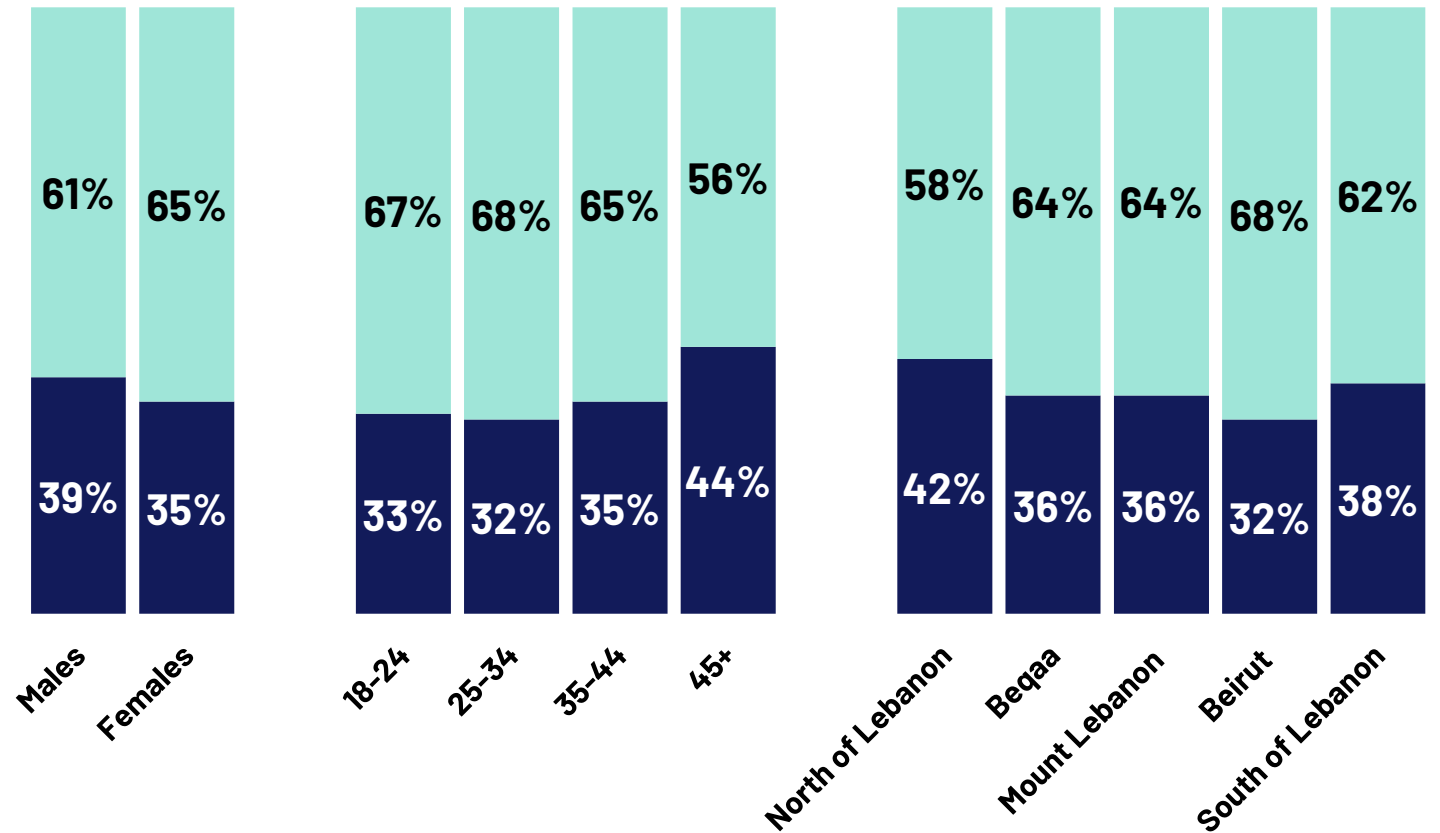
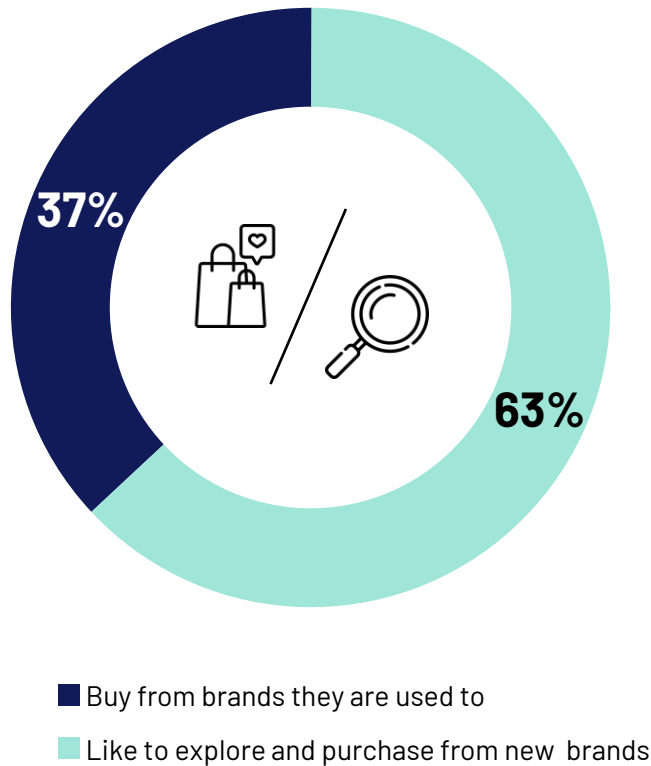
# Deal seekers vs. non-deal seekers

% - by demographics



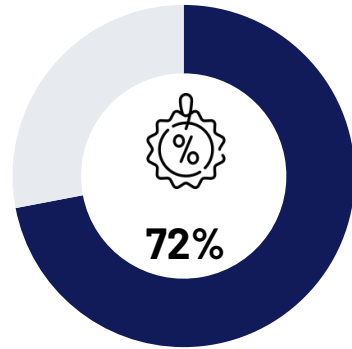
# Purchasing usual brands vs. exploring new brands

% - by demographics

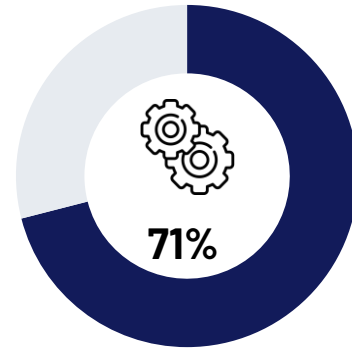


# BRAND SELECTION CRITERIA

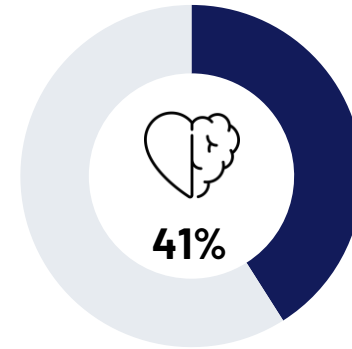
# Brand selection criteria



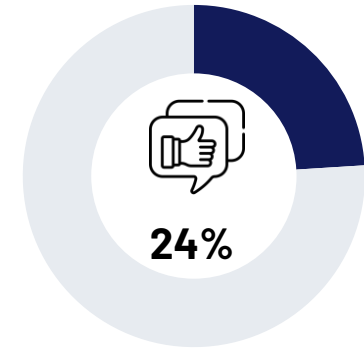
Prices and promotions



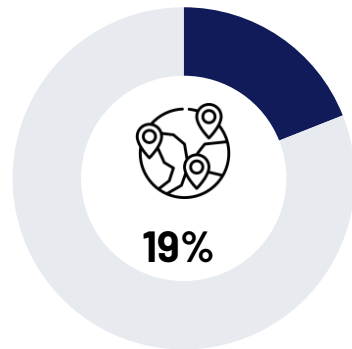
Functional attributes\*



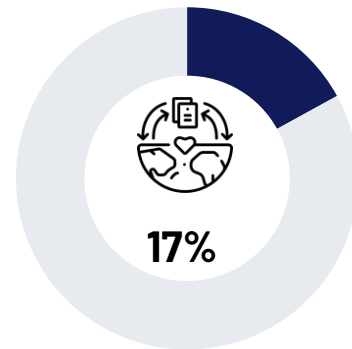
Emotional attributes\*



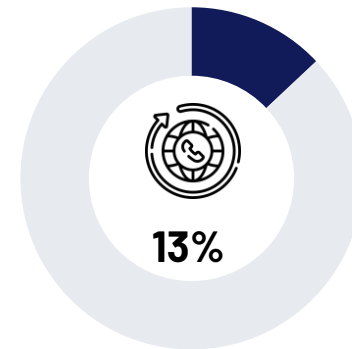
Referrals and reputation



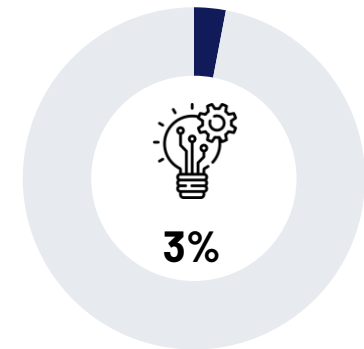
A brand's country of origin



Brand ethics



Customer service











A brand's innovation

\*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

	 Prices and promotions	 Functional attributes*	 Emotional attributes*	 Referrals and reputation	 A brand's country of origin	 Brand ethics	 Customer Service	 A brand's innovation
<b>Total</b>	<b>72%</b>	<b>71%</b>	<b>41%</b>	<b>24%</b>	<b>19%</b>	<b>17%</b>	<b>13%</b>	<b>3%</b>
<b>Male</b>	69%	66%	43%	26%	21%	18%	17%	4%
<b>Female</b>	74%	75%	39%	23%	18%	17%	10%	2%
<b>18-24</b>	64%	70%	48%	25%	13%	26%	16%	6%
<b>25-34</b>	73%	70%	45%	23%	27%	15%	10%	2%
<b>35-44</b>	74%	72%	36%	23%	15%	13%	16%	4%
<b>45+</b>	74%	70%	37%	26%	21%	16%	12%	2%
<b>North of Lebanon</b>	80%	72%	35%	18%	20%	17%	12%	1%
<b>Beqaa</b>	71%	75%	38%	22%	18%	25%	12%	-
<b>Mount Lebanon</b>	69%	69%	44%	28%	19%	14%	15%	5%
<b>Beirut</b>	56%	79%	47%	21%	21%	21%	15%	-
<b>South of Lebanon</b>	75%	68%	39%	26%	21%	16%	12%	5%

\*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



**85%**

Use offline sources to obtain information about brands

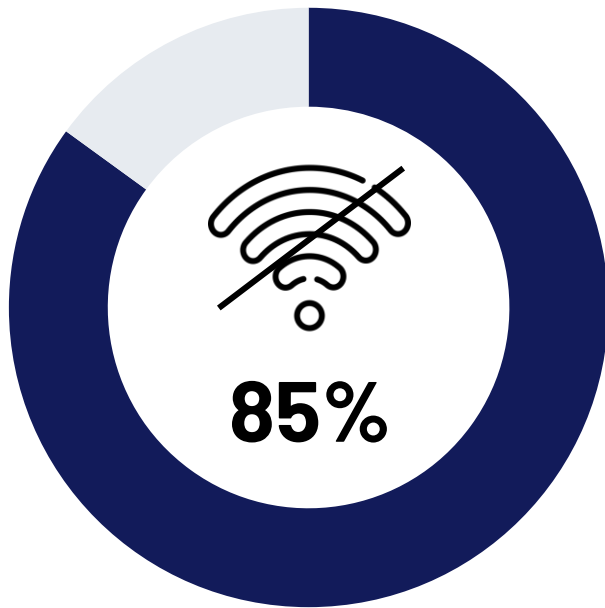


**74%**

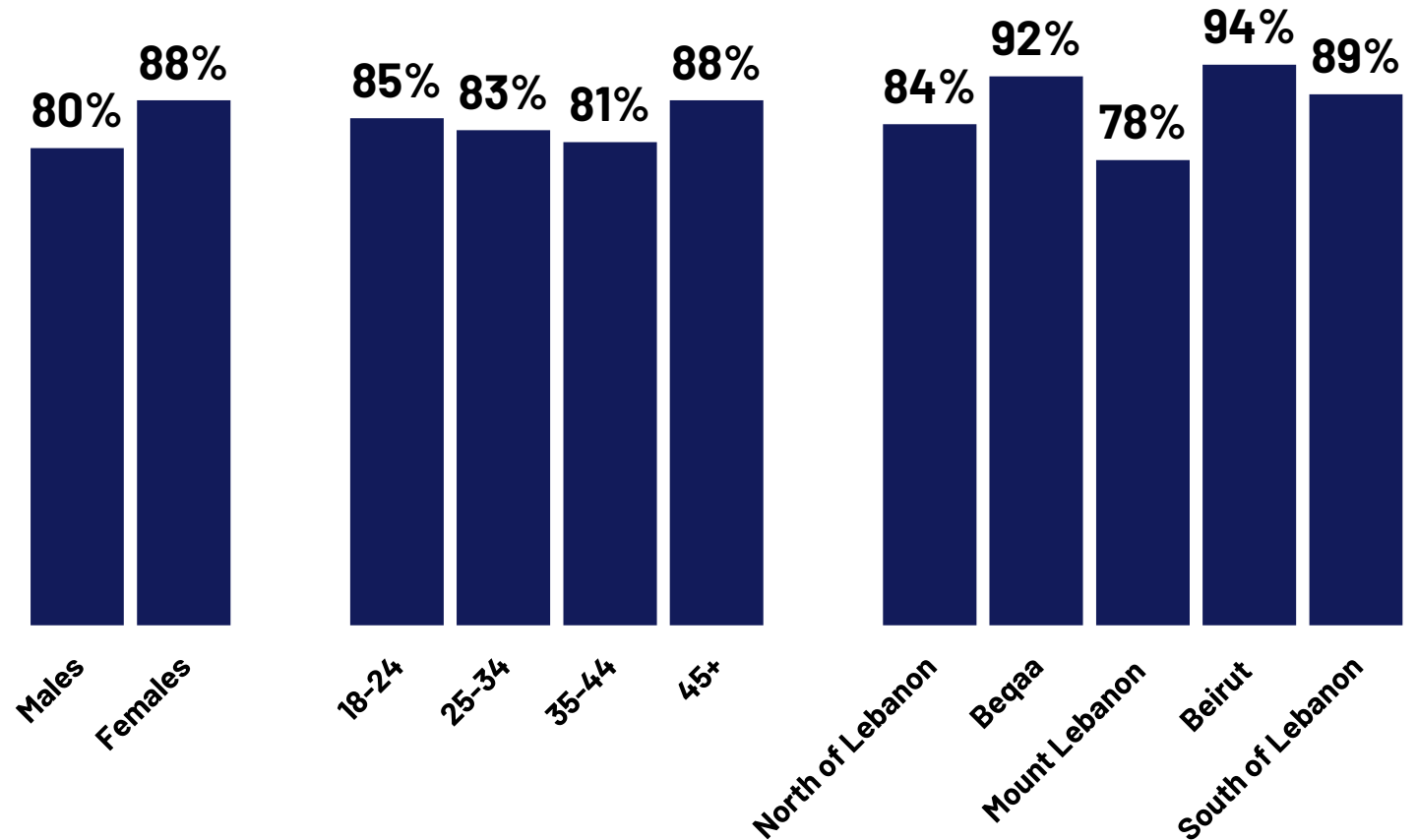
Use online sources to obtain information about brands

# Using offline sources to obtain information about brands

% - by demographics



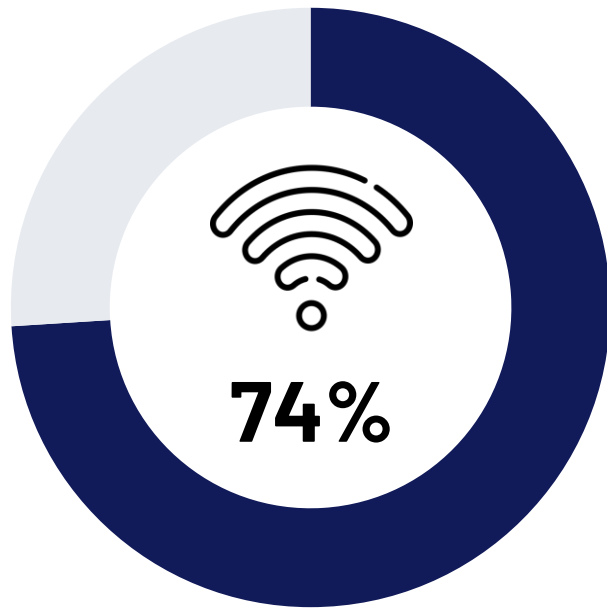
Use offline sources to obtain information about brands



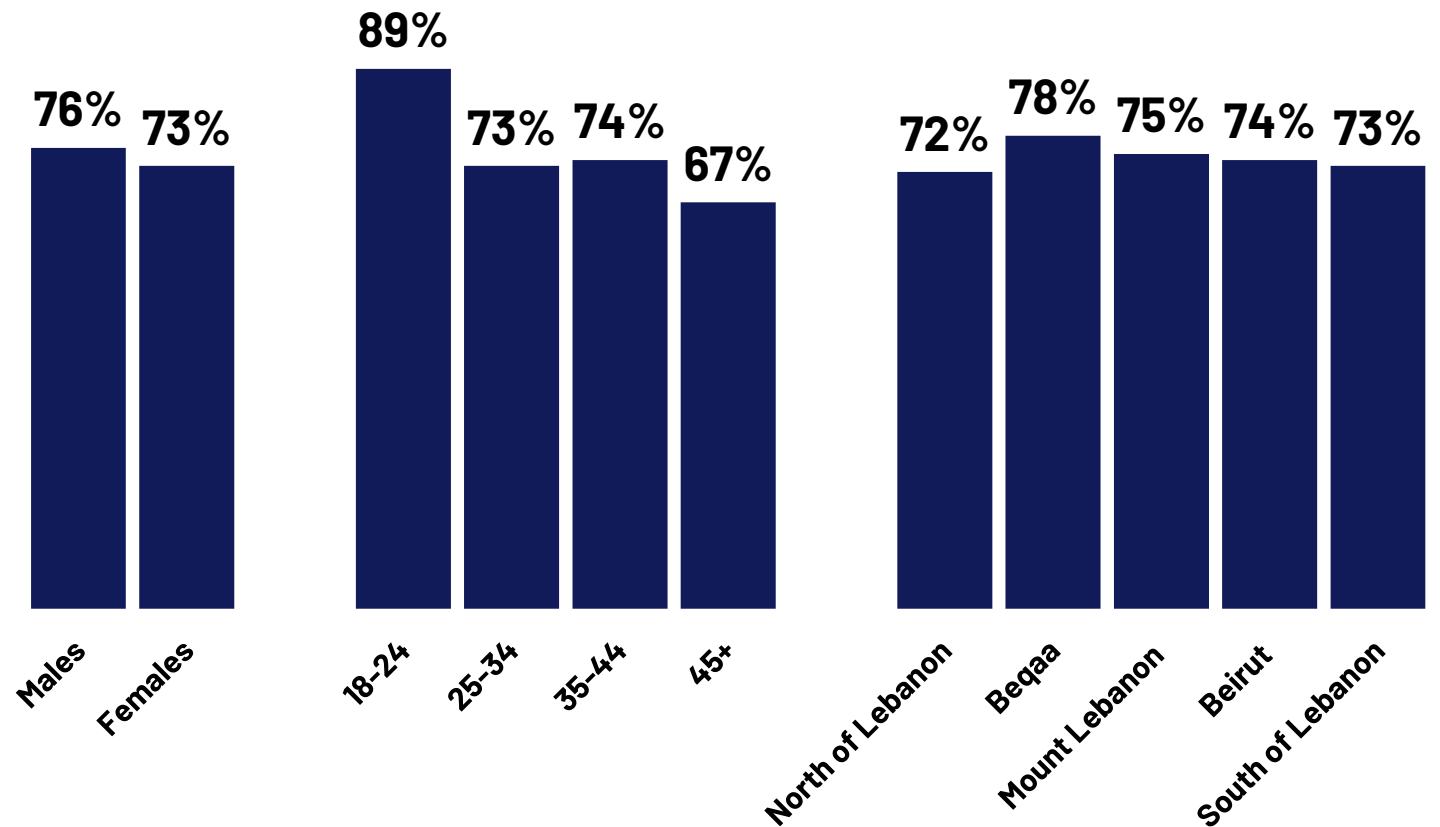


# Using online sources to obtain information about brands

% - by demographics

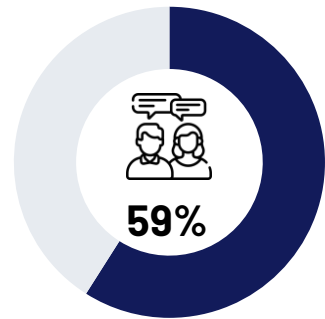


Use online sources to obtain information about brands

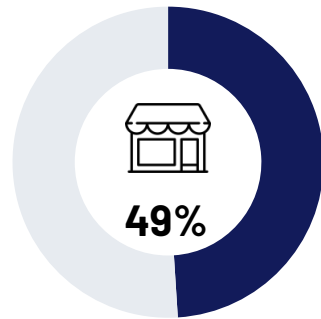


# Sources used to obtain information about brands

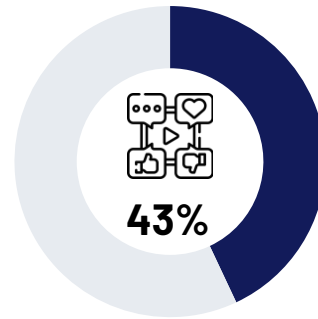
- Detailed



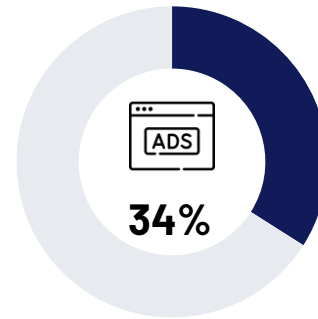
Word of mouth



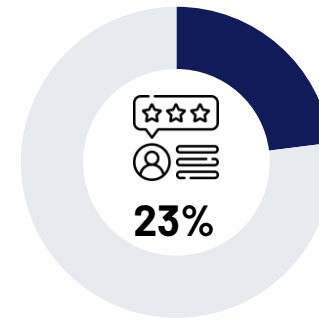
Directly at the physical store/ outlet



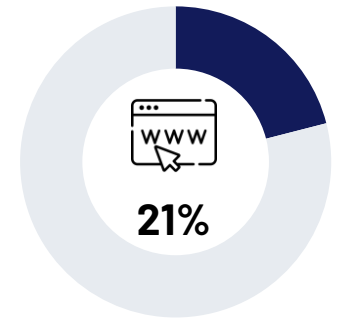
Social media platforms



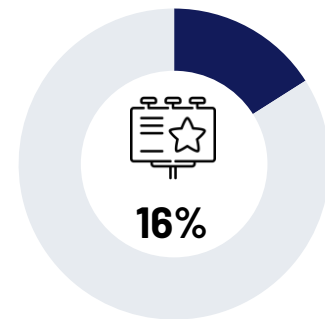
Online advertisements



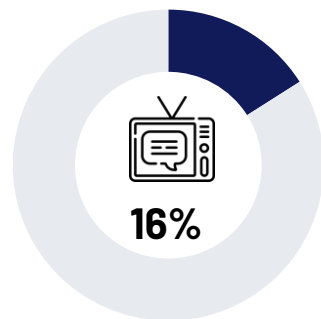
Online reviews and ratings



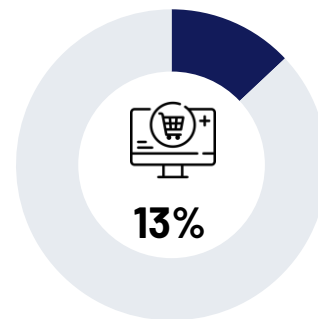
Company/ brand websites



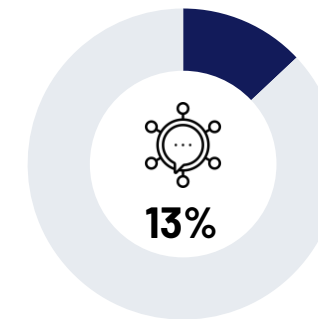
Billboards and outdoor advertisements



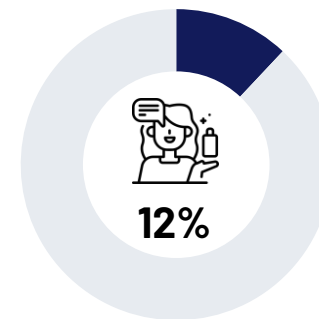
Traditional media



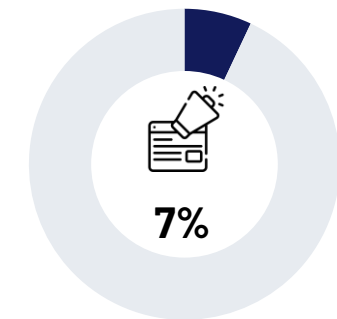
E-commerce platforms



Blogs/forums/ online communities















Influencers



Email newsletter subscriptions

# Sources used to obtain information about brands

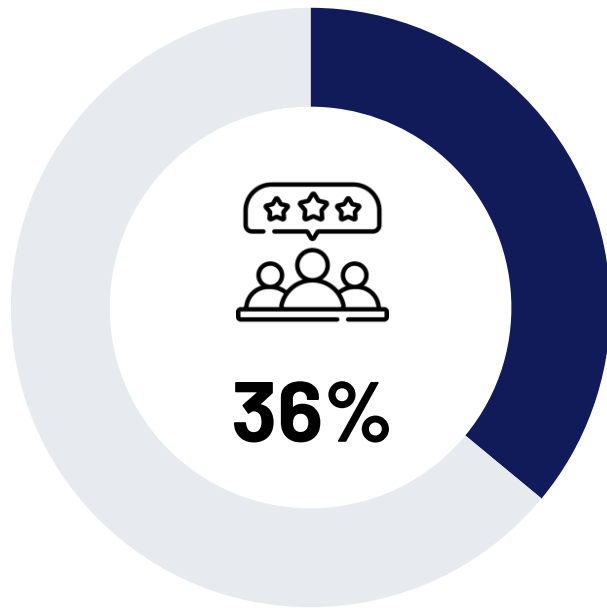
Detailed - by demographics

	 Word of mouth	 Directly at the physical store	 Social media platforms	 Online ads	 Online reviews and ratings	 Brand websites	 Outdoor ads	 Traditional media	 E-Commerce platforms	 Online communities	 Influencers	 Email newsletter
<b>Total</b>	<b>59%</b>	<b>49%</b>	<b>43%</b>	<b>34%</b>	<b>23%</b>	<b>21%</b>	<b>16%</b>	<b>16%</b>	<b>13%</b>	<b>13%</b>	<b>12%</b>	<b>7%</b>
<b>Male</b>	50%	38%	41%	34%	17%	23%	19%	17%	11%	11%	10%	9%
<b>Female</b>	68%	59%	46%	34%	29%	19%	13%	15%	15%	15%	13%	5%
<b>18-24</b>	66%	54%	62%	50%	43%	36%	19%	12%	26%	24%	28%	6%
<b>25-34</b>	58%	43%	45%	28%	17%	16%	17%	10%	8%	8%	6%	4%
<b>35-44</b>	48%	46%	41%	27%	19%	17%	16%	8%	6%	11%	11%	8%
<b>45+</b>	62%	52%	33%	32%	19%	18%	14%	27%	13%	11%	6%	9%
<b>North of Lebanon</b>	57%	55%	30%	36%	24%	12%	12%	12%	13%	16%	5%	4%
<b>Beqaa</b>	73%	58%	53%	25%	38%	32%	15%	21%	21%	19%	14%	12%
<b>Mount Lebanon</b>	54%	45%	42%	37%	20%	22%	16%	15%	11%	8%	15%	7%
<b>Beirut</b>	59%	62%	62%	29%	21%	9%	32%	26%	18%	18%	9%	12%
<b>South of Lebanon</b>	62%	41%	44%	33%	19%	21%	14%	15%	9%	13%	11%	4%

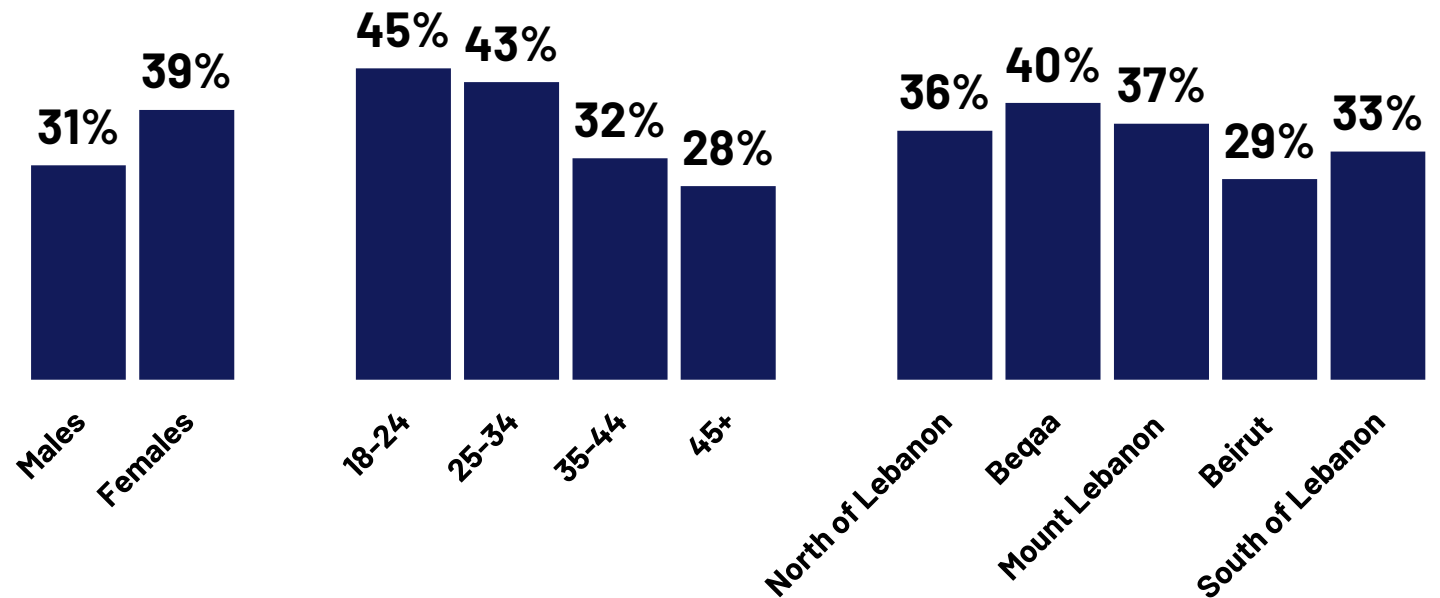
# INFLUENCERS ON PURCHASE DECISIONS

# 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

40%

Recommendations  
from experts or  
industry  
professionals



32%

Recommendations/  
word of mouth from  
people



23%

Online reviews  
from others



6%

Influencers/  
celebrities



# Most trusted sources impacting purchase decisions

% - by demographics



Recommendations from experts  
or industry professionals



Recommendations/  
word of mouth from people



Online reviews  
from others



Influencers/  
celebrities

	40%	32%	23%	6%
<b>Total</b>				
<b>Male</b>	45%	29%	19%	7%
<b>Female</b>	35%	35%	26%	5%
<b>18-24</b>	44%	24%	25%	8%
<b>25-34</b>	33%	33%	29%	5%
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<b>45+</b>	40%	38%	17%	5%
<b>North of Lebanon</b>	34%	39%	23%	4%
<b>Beqaa</b>	38%	30%	25%	7%
<b>Mount Lebanon</b>	41%	31%	23%	5%
<b>Beirut</b>	26%	47%	21%	6%
<b>South of Lebanon</b>	48%	23%	21%	8%

# Sample and methodology

## Sample size

500 respondents

## Sample criteria

General public  
representative of the population across gender and age (18+)

## Methodology

The survey was conducted via computer aided telephone interviews (CATI)

## Geographical coverage

Conducted in Lebanon  
with a nationwide coverage



# FOR MORE INFORMATION

Sana Toukan  
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