CONSUMERS’ ATTITUDES TOWARDS SOCIAL MEDIA INFLUENCERS, SAUDI ARABIA
THE RELATIONSHIP BETWEEN SOCIAL MEDIA AND SHOPPING have been growing rapidly during last few years.
Are social media influencers the most effective marketing tool of our era?

According to brands, the answer seems to be YES as some of social media influencers admit to have a monthly income that reaches more than 250,000 USD from advertising to different companies and brands.

We were interested to know more about consumers and the impact of social media influencers on their choices as such. Steady Pace is pleased to share the results with you.
Utilizing our CATI UNIT, the study has covered a sample size of 700 who were reached randomly using an in house built DIAL UP SYSTEM that generates number randomly.

HOW we did it?
### Geographic Distribution

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Region</td>
<td>35%</td>
</tr>
<tr>
<td>Western Region</td>
<td>30%</td>
</tr>
<tr>
<td>Eastern Region</td>
<td>20%</td>
</tr>
<tr>
<td>Southern Region</td>
<td>9%</td>
</tr>
<tr>
<td>North Region</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Age Groups

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 20</td>
<td>4%</td>
</tr>
<tr>
<td>20s</td>
<td>37%</td>
</tr>
<tr>
<td>30s</td>
<td>37%</td>
</tr>
<tr>
<td>40s</td>
<td>16%</td>
</tr>
<tr>
<td>50s</td>
<td>5%</td>
</tr>
<tr>
<td>More than 60</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Who did we talked to?

- **Female**: 50%
- **Male**: 50%
- **Expat Arab**: 20%
- **Saudi**: 80%
Without any doubt, **Internet is the number one media channel used by consumers** with %85 placing it on the top of the list followed by TV with only %13.

**TV is for …**
- News 50%
- Entertainment 48%
- Sport 38%

**It is a media channel for anything and everything**
- Entertainment 36%
- Fashion 42%
- News 50%
- Sports 30%
- Information 30%

**Other channels**
- Including Newspapers, Magazines and Radio are the least used channels, %2
- News 20%
- Information 14%
SOCIAL MEDIA PLATFORMS

YouTube (%83) and Snapchat (%76) are the most used platforms on daily basis followed by Instagram

Facebook and LinkedIn are the least used platforms in Saudi Arabia

When it comes to social media platforms, you either visit them on daily basis or you do not use them at all, incidents of weekly or monthly visits rarely exist.
The most interesting part of the interview is when we asked consumers about their favorite social media celebrity regardless of the platform they are using.

A very long list of names were mentioned….. but some were clearly more popular than others. Let's see who are the most popular figures among consumers.

It is worth mentioning that 18% do not relate themselves to any of the current social media influencers.
POPULAR SOCIAL MEDIA FIGURES

Entertainment

Comedian

CONSUMERS’ ATTITUDES TOWARDS SOCIAL MEDIA INFLUENCERS
POPULAR SOCIAL MEDIA FIGURES

Football Players

- Cristiano Ronaldo
- Mohamed Salah

Religious Figures

- Sheikh Salih Al-Faisal
- Sheikh Abdul Rahman Al-Sudais
- Sheikh Ayman Al-Farsi
We have tried to dig more to understand how do people perceive social media and its influencers
TRUST

More than **50%** of consumers do not trust what social media are saying.

While only **24%** believe that they have maintained their credibility over the passing few years.

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I don't trust what social media influencers say

لا أثق بما يقوله مؤثرو وسائل التواصل الاجتماعي

- **28%** Strongly Agree
- **24%** Agree
- **27%** Not Sure
- **15%** Don't Agree
- **6%** Strongly Don't Agree

Social media influencers have lost their credibility

لقد فقد المؤثرون على وسائل التواصل الاجتماعي مصداقيتهم

- **25%** Strongly Agree
- **17%** Agree
- **34%** Not Sure
- **16%** Don't Agree
- **8%** Strongly Don't Agree

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CONSUMERS’ ATTITUDES TOWARDS SOCIAL MEDIA INFLUENCERS
Clearly the majority are not sure if social media influencers care about consumers or about themselves.

Influencers won’t intentionally advise me with a brand that might harm me.

Social media influencers care about what is good for me.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Not Sure</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>16%</td>
<td>25%</td>
<td>30%</td>
<td>21%</td>
<td>8%</td>
</tr>
<tr>
<td>10%</td>
<td>26%</td>
<td>30%</td>
<td>22%</td>
<td>12%</td>
</tr>
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</table>
63% of consumers claim that social media influencers' endorsement do not necessarily encourage them to make a purchase.

Only 38% says that a recommendation by their favorite social media influencer will trigger a purchase.

I make purchases based on social media influencers recommendations

If my favorite character recommended a brand, I will most likely buy it.
60% believe that social media has a negative impact on the society.

But it is still a major source to stay updated with the latest fashion trends.

I discover new fashion trends on social media

Social media has a negative impact on society

- Strongly Agree: 21%
- Agree: 32%
- Not Sure: 12%
- Dont Agree: 22%
- Strongly Dont Agree: 13%
Arab Influencers are generally preferred over international ones with only 21% claiming to prefer international influencers.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Not Sure</th>
<th>Don’t Agree</th>
<th>Strongly Don’t Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>28%</td>
<td>11%</td>
<td>16%</td>
<td>5%</td>
</tr>
</tbody>
</table>

I prefer to follow local and Arab social media influencers compared to international ones.
If you would like to get detailed feedback by AGE or GENDER, feel free to contact **STEADY PACE**

THANK YOU!

**STEADY PACE**

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