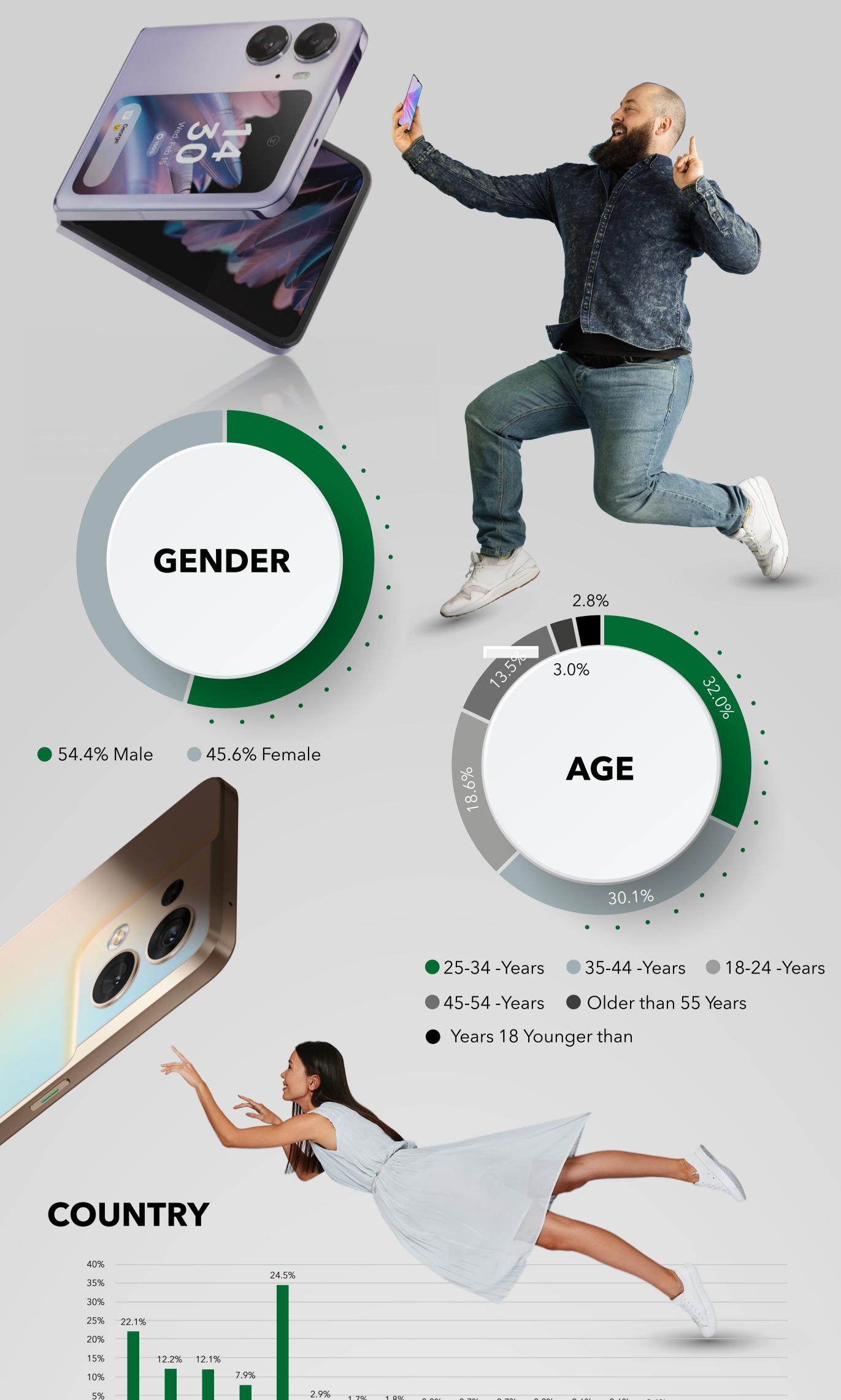


CONSUMER BEHAVIOR SURVEY **DATA ANALYSIS**



Oman Kuwait Bahrain Palestine Qatar

THE MOST?

KSA Morocco Egypt Jordan

Iraq

0%

Algeria

UAE

WHEN THINKING ABOUT

WHAT INFLUENCES YOUR

PURCHASING DECISIONS

PRODUCTS/SERVICES,



THE BEST?

37.0% Quality29.4% Price14.2% Need

8.6% Brand Name 3.1% Referral from a Friend/Family

3.9% Ads & Promotions3.8% After Sales Service

WHICH OF THE FOLLOWING

STATEMENTS DESCRIBES YOU

PLEASE INDICATE HOW MUCH DO YOU AGREE OR DISAGREE

3.0% I consider myself as a high spender

45.2% I often look for information about

the products/services before purchasing

of the product

(preferred brand)

22.3% Disagree

27.2% I take into account the price of the product

8.0% I prefer to make purchases from the same brand

16.6% I take into consideration the brand name

- I TEND TO TRY NEW THINGS 63.2% Agree 14.4% Neutral
- 45% 40% 38.2% 35%-30%-25%-

20%

15%-

10%

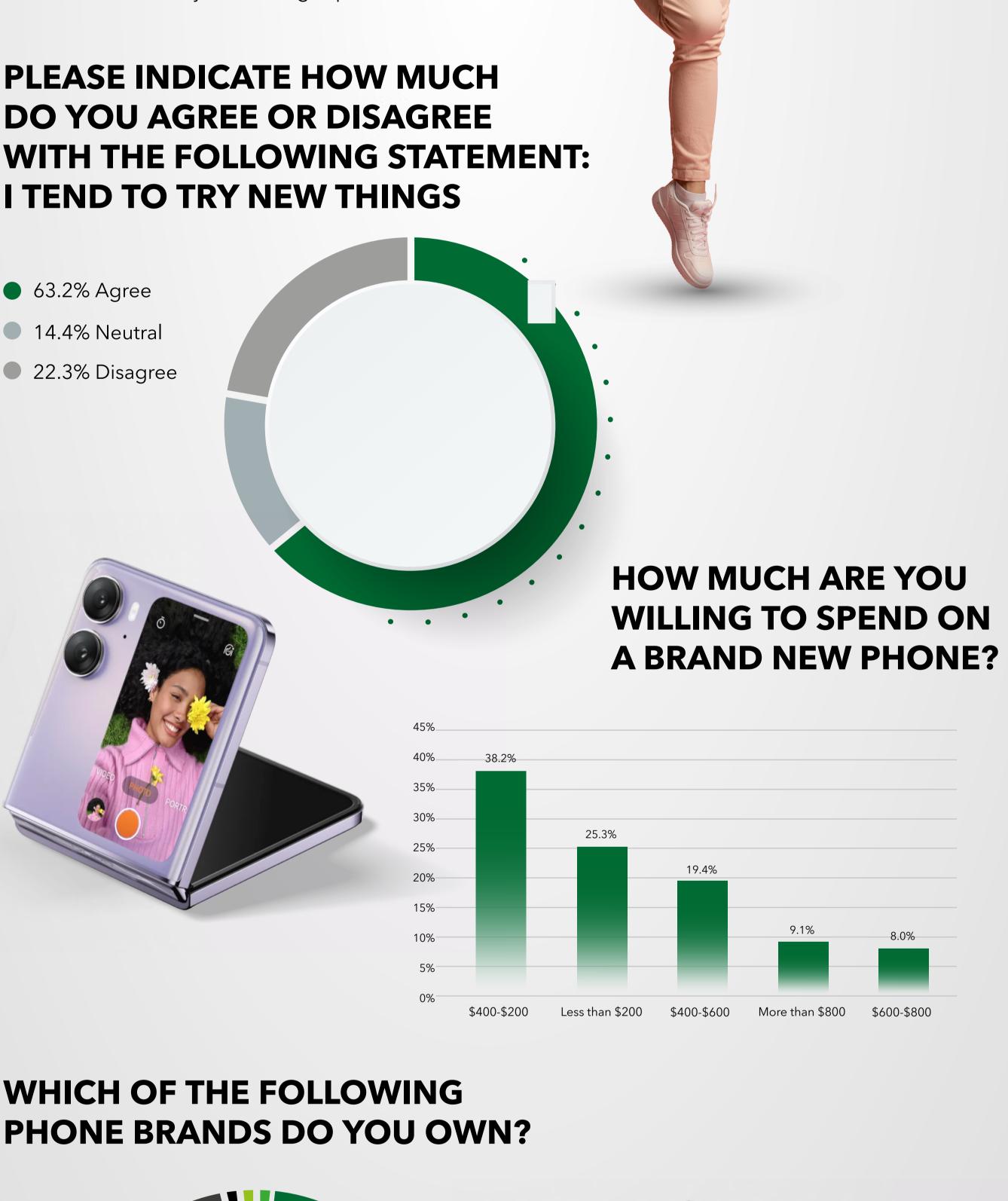
5%

0%

OPPO Reno8 T 5G 120Hz Curved AMOLED

0.1%

Syria Lebanon Libya Somalia Sudan Tunisia



PHONE? 28.7% Samsung 11.9% Xiaomi

0.7% Sony

0.4% One Plus

0.6% Google Pixel

WHICH OF THE FOLLOWING

28.3% OPPO

18.4% iPhone

11.0% HUAWEI

WHICH FEATURES DO YOU

63.9% When the device is not working properly 18.1% Every two years 9.4% Every one year I don't upgrade my phone Less than a year

HOW OFTEN DO YOU

UPGRADE YOUR SMART

9.4% Brand Name 9.6% Battery Efficiency 5.3% Price 1.3% Screen Size and Resolution 0.8% Phone Design and Appearance 2.5% Safe Charging Speed

CONSIDER WHEN PURCHASING

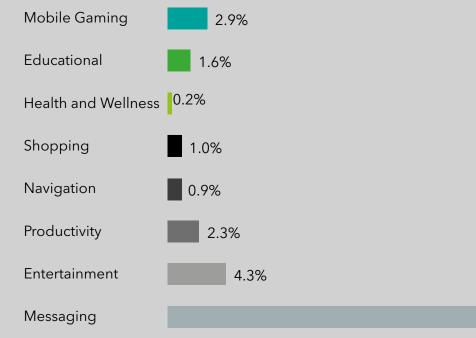
WHICH APPS DO YOU

A SMART PHONE?

57.1% Overall Performance

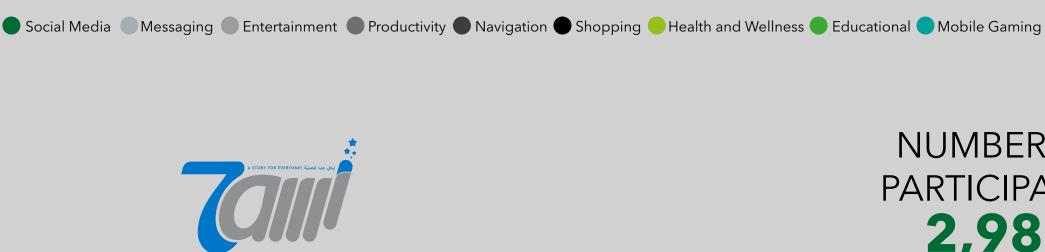
16.7% Camera Quality and Accuracy

USE THE MOST?



Social Media

0.0%



10.0%

24.4%

30.0%

40.0%

50.0%

20.0%



60.0%