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Southeast Asia

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Decoding Consumer Behaviour in Ramadan:

How brands can ride on the wave?



Nativex



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FOREWORD

With over **1 billion** Muslims across Asia Pacific observing Ramadan each year, this festive season presents **a unique opportunity for brands** in the region to appeal to one-seventh of the world's population - especially with the surge of mobile and e-commerce activity in the past few years.

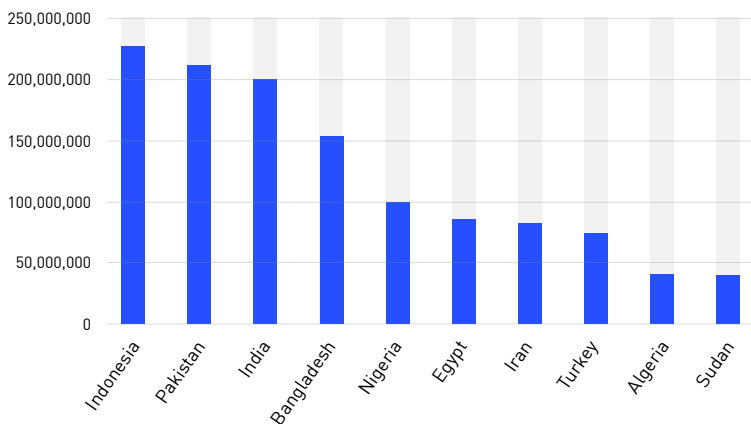
This time, we've observed and analysed **how Muslim consumers' behaviour changes**, as well as **Ramadan marketing trends** through the holy month and Eid across the Southeast Asia region, mainly Indonesia and Malaysia. This report aims to help brands in scaling their business to the next level by taking advantage of the festive season, and prepare well for upcoming hot spots!



RAMADAN LANDSCAPE IN SOUTHEAST ASIA

Ramadan, the ninth month of the Islamic calendar, is one of the biggest festivals in Southeast Asia, and is especially significant for Muslim-majority countries in the region, such as Indonesia and Malaysia. In 2022, Ramadan is observed from April 3 to May 2.

Top 10 Countries with the Most Muslims – 2021



Source: World Population Review

- Indonesia** – The country with the largest number of Muslims; the country is home to 231 million Muslims, which makes up nearly 86.7% of the Indonesian population.
- Malaysia** – The Islamic faith is the largest religion in Malaysia, and more than 63.5% of the population practices Islam.

MUSLIM BEHAVIOUR DURING RAMADAN

Common practices during Ramadan

Shifts in daily routines and changes in mindset and intent

Fasting & Praying:

- ◇ In the month of Ramadan, Muslims forgo the consumption of food and drink during the daylight hours, dedicating themselves to prayer, mindfulness and the Quran.
- ◇ From dusk to dawn, the fasting duration ranges from **13 hours** (in Indonesia) to **13.5 hours** (in Malaysia and Singapore). Each day is marked by two significant meals: **the pre-dawn meal of sahur** and **the evening meal of iftar**.

Celebrating:

Upon the conclusion of Ramadan, Eid-ul-Fitr (known as Hari Raya in Malaysia and Singapore, and Lebaran in Indonesia) is celebrated. The occasion is marked by merriment, feasting and spending time with family and loved ones. The end of the fasting month is also accompanied by a public holiday in certain countries.



Differentiations in shopping behaviour

What do consumers value most when shopping online?

Methods of searching for products and brands:

Most Muslims, especially the younger generation, search for products and brands online before making their final purchases.

In addition, **convenience, variety of options, easy payments and free shipping** all contribute to the appeal of online shopping.

Smartphones have therefore become an integral companion to customers in their shopping journey during this celebration period.

58%

Convenience of ordering

55%

Range of brands and products

55%

Easy payment

48%

Free shipping

Purchase times:

Peak shopping times vary across countries during Ramadan season: **67%** of Malaysian consumers plan to make their purchase decisions **first 10 days** in the Ramadan month, while **84%** of Indonesians tend to empty their shopping cart **one to two weeks before** the Eid celebrations.

67%



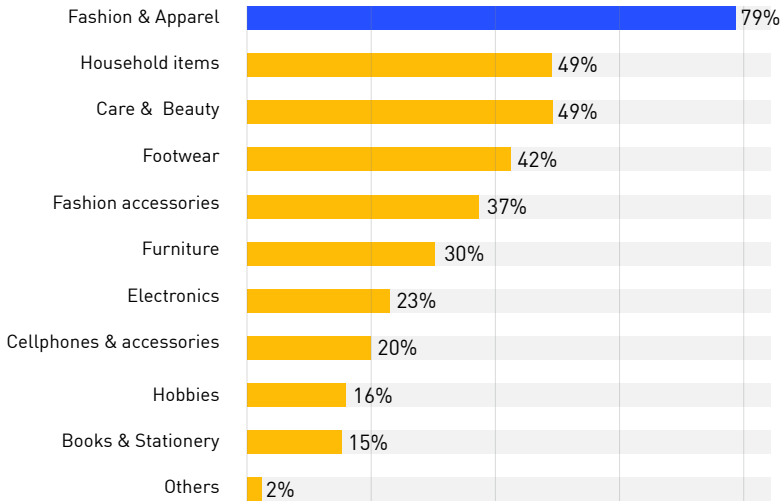
84%



Source: YouGov RealTime Omnibus:

Mar 2022

Preferences in product categories and payment



Top product verticals:

Unlike peak times, top verticals across Southeast Asia are more consistent: **fashion and apparel, household items, care and beauty products** are some of the top product categories for the festive season.

New Financing Option:

“Buy Now, Pay Later” (BNPL) - the introduction of this new financing advancement option **contributes to the boost in consumer spending**. This is expected to continue affecting consumer purchasing behaviour during the Ramadan and Raya festive period.

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plentina

Rely

redivo
Buy now, Pay later

Split

Pine Labs

Stronger resonance with real-life stories and personalized content

Authentic storytelling is powerful during Ramadan.



McDonald's Ramadan: My Happy Table

#REUNION #GIVING
#CELEBRATION

A video story showing how familial bonds were strong enough to overcome physical distance.

Performance
(within 1 week after publishing):

1M+ Views

6K+ Shares

8K+ Reactions

Image Source: McDonald's Singapore YouTube Channel

Personalised ads and content continue to engage well with target audiences.

#WRAPITUP INSPIRATIONS

Check out what others have created!



#WrapItUp recipe generator
by Old El Paso
#SAVING #SHARING

To solve food waste during Ramadan. A hashtag campaign targeting home-cooking groups, encouraging them to make full use of leftover ingredients and sharing new recipes.

Performance
(within 1 week after publishing):

4M Reach

90K+ Engagements

In this day and age, individuals are inundated with content on a daily basis, and this has built a certain level of discernment when it comes to consumption. As is the case even outside of Ramadan, **meaningful storytelling and high-quality personalised content continues to be an effective way of engaging with target audiences.**

Source: oldelpasoarabia Website, wearesocial.com

OPPORTUNITIES FOR BRANDS

The 4 Phases of Consumers during Ramadan

Beyond the increasing prioritisation of digital channels across the globe (as a result of the pandemic), Ramadan also brings about sharp adjustments in consumer habits:

PHASE 1 *(2 weeks before Ramadan)*

Discovery and inspiration

- ◇ Deep spirituality:
Searching for prayer and religious content
- ◇ Festive decoration:
Getting decoration inspiration from YouTube and other video platforms

PHASE 2 *(week 1 – 2 of Ramadan)*

Mobile engagement

- ◇ Dedication and mindfulness:
Increasing downloads of religious apps, and consumption of related content
- ◇ Cooking and fasting:
Searching for Ramadan recipes as well as household appliances

PHASE 3 *(week 3 – 4 of Ramadan)*

Eid and last-minute gifting

- ◇ Online shopping:
Browsing for special in-app discounts and making purchase decisions
- ◇ Entertainment:
Playing games during spare time, sharing festival greetings and interacting with others via social media
- ◇ Perfect gifts:
Searching for gifts in advance for Eid, along with visiting shopping malls

PHASE 4 Eid *(Post-Ramadan)*

Celebration and gathering

- ◇ Celebration:
Gathering together with families for a great feast
- ◇ Return to normal life:
Preparing for work and study

Key Messages to Brands

To seize the opportunities before and during Ramadan, brands must adjust their campaigns accordingly to meet new acquisition and revenue-based KPIs.



Raise your brand awareness before Ramadan:

Feature targeted campaigns that utilise memorable content related to the religion (e.g., seasonal sayings and iconic symbols), as well as accompanying promotions, to attract attention to your brands and products.



Help your target consumer groups to make purchasing considerations during Ramadan:

Vary your creatives, match your ad content to keep audiences engaged through omni channel strategies (for example, in-app advertising, social and entertainment platforms), or customise your product pitches.



Analyzing your campaign conversion after Ramadan:

Monitor and analyse statistics and data, and try to re-engage target audiences appropriately in order to boost customer retention.

KEY TAKEAWAYS

As brands navigate the holy month of Ramadan and craft campaigns to better engage with the Muslim community in Southeast Asia during this month, here are some tips and insights to bear in mind.



1. Approach campaigns with nuance and sensitivity

Marketers should approach content and ad messaging with greater sensitivity during Ramadan. Cultural awareness, respect and nuance of tone is critical across any form of content that is being put out.

- ✓ **Giving sufficient weight and reverence in all manner of marketing and communication.**
- ✓ **All content should undergo rounds of review and assessment -** to ensure that no religious, cultural and social boundaries are being crossed, and that appropriate tone and angles are being given to the festival.

2. Bear in mind shifts in schedules and habits

The nature of the sunrise-to-sunset fasting results in changes to consumers' standard patterns of online consumption.

- ✓ Brands must **select the right days and times to push content out**, and ensure campaigns are also tailored to such preferences, in order to connect with the largest target audience bases, as well as ensure that campaigns gain the greatest possible traction with viewers.

3. Customise content to different audience groups

Targeted content helps brands increase top-of-mind recall, and this rings especially true during special occasions such as Ramadan - where people are ready to purchase special gifts for family and friends.

- ✓ **Customising ad placement to meet specific needs:** placing ads where your intended target audiences spend the most time on (e.g., search engines, e-commerce marketplaces and more).
- ✓ **Optimizing re-engagement strategy:** re-targeting potential users appropriately, to leverage existing interest and enhance customer retention.

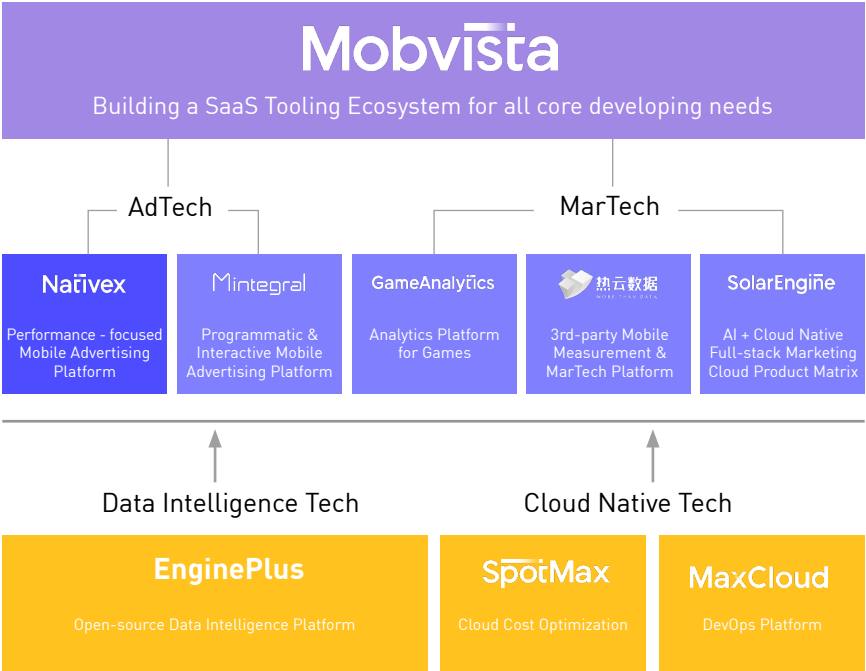
4. Advance planning

Planning ahead is especially important during this period for a range of reasons.

- ✓ **Book both online and offline media outlets in advance of Ramadan,** and for specific peak time slots as well, to increase the effectiveness of media buys.
- ✓ **Keep an eye on local channels:** plan in advance for the time and resource allocation for different channels, to avoid slower responses during the festive season.



WHO WE ARE





PERFORMANCE-FOCUSED MOBILE ADVERTISING AGENCY

Nativex is a leading digital marketing agency covering traffic resources across all major markets in the world.

By providing **high-quality user acquisition automation tools, KOL marketing services, and a wide range of creative customization capabilities**, Nativex helps brands and apps around the world boost their cross-regional growth. As part of the Mobvista Group, Nativex has offices in 14 locations around the world and provides services to over 3,000 advertisers across more than 60 countries.

| Media Buy | Creative | Strategy |
|--------------------------------|--------------------------|--|
| TRAFFIC SOURCES | CREATIVES CAPABILITIES | INTELLIGENT TOOLS |
| Precise & Massive Global Reach | Global Creative Networks | Streamlined Workflow Maximized Efficiency |

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ENABLE VISIBLE RETURNS