



FemDriveKSA

Unveiling the Auto World of KSA's Female



An AMC's initiative - that aims to unfold women's automotive preferences and aspirations



About Study



FemDriveKSA

Unveiling the Auto World of KSA's Female

FemDrive KSA is a qualitative syndicated study initiative of AMC Insights, with the aim to gain insights into women's **automotive preferences** in Saudi Arabia, their **knowledge, technology engagement, customer journey, media touchpoints and brand perceptions** → with the aim of enhancing dealership experiences and identifying areas for improvement to better serve female customers

12 Focus Group Discussions (FGDs) was conducted in Riyadh, Jeddah, Dammam, Jizan, and Taif among Saudis, Arabs and Asians. Aged 19 to 35 who either owned a personal vehicle or intended to purchase one



Key questions to know?



Explore how the rising empowerment of Saudi women fuels their automotive preferences and expectations



Investigate the choice drivers and customer journey to improve customer experience



Discover the channels and resonate with their expectations in terms of reach



Understand expectations from dealers and new brands to partner with to increase loyalty



A sneak peek into the findings

Lifestyle of Women in KSA: Routines regarding food habits and activities stay unchanged, but increased awareness levels of Health & Fitness and belief that participation of Females in Saudi Arabia's workforce strongly driving economic growth reflects their confidence

Weekdays & Weekend

On weekdays, they manage their work and household chores and fitness activities

During weekends, they prioritize time with friends and family - visiting malls, cafes/restaurants, going on outings



Health & Fitness

Health is a paramount post covid-19 with various activities to balance their life styles. These include gym, exercise and balanced diets

Foods

Women in the Kingdom have diverse food preferences, with popular choices including Kabsa, pizza, Caesar salad, and both fried and grilled chicken. While many prefer home-cooked meals, they also enjoy dining out occasionally to explore new flavors and experiences

Role of Women in Kingdom's workforce

Women's acceptance and empowerment in the workforce enables them to express opinions, take care of themselves, and gain respect and financial independence. They believe their involvement contributes to economic growth and the improvement of the Kingdom's GDP

Basic understanding about cars: Females demonstrate confidence in car knowledge but seek support and guidance for their automotive needs throughout their entire car journey

Category Knowledge

Saudi women across age groups possess a clear understanding of their automotive needs i.e. whether to take Sedan or SUV, for making informed decisions about their vehicle requirements they still rely upon **mostly male members of their family**

Sedan

For daily commuting and local travel, Sedans are the preferred choice, emphasizing ease of driving, fuel economy, and convenient parking. In Riyadh and Jeddah, Sedans are particularly favored for **local travel in such dense traffic conditions**.

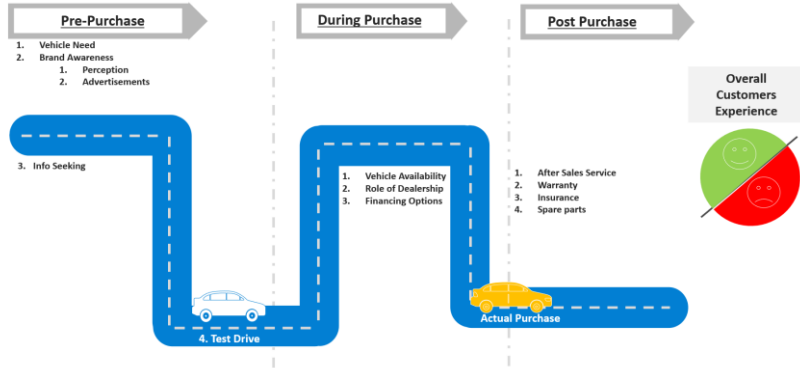
SUVs

Mini-SUVs are preferred for long trips, intercity travel, and outings due to their easier handling. In **Taif and Jizan**, women favor SUVs for their ability to navigate bumpy, hilly roads and off-road capabilities. In **Dammam**, SUVs are favored by females for out-of-city travels



Urban areas lean towards Sedans and Mini- SUVs and in smaller cities preference is skewed towards SUVs. For any household a Female car in general is a 'secondary car'

Customers' Vehicle Journey: Approach to understand females needs in KSA



Make of Origin: Japanese cars are considered as the front runner followed by Korean for the current target group.

	Larger, Powerful and easy to drive but less fuel efficient and expensive
	Supreme Designs, Good aftersales services, Strong dealership, powerful engine, and premium but expensive
	Comparable to German cars in terms of quality, variety from expensive to affordable cars, perceived to be more masculine, durable, good for driving in deserts, spare parts are easily available at reasonable prices and required Low maintenance. This makes them good 'Value for Money' and provides better resale value
	They are in between Japanese and Chinese, value for money, balanced performance and technology features, acceptable designs, durability is somewhere considered questionable

Consideration Sets:

When we discussed about the cars, comparison was mostly around Asian cars

Positives Perception of Chinese Cars:

It offers **affordability**, a wide range of technological features, numerous accessories, a variety of colors and designs, and a multitude of choices in terms of sizes

Negative Perception of Chinese Cars:

It lacks **durability**, prone to frequent breakages, and spare parts are not readily accessible, often exceeding expected costs. Its built-in quality is not suitable for long-term use, and the engines tend to last no longer than 4-5 years. **Issue with Resale Value**



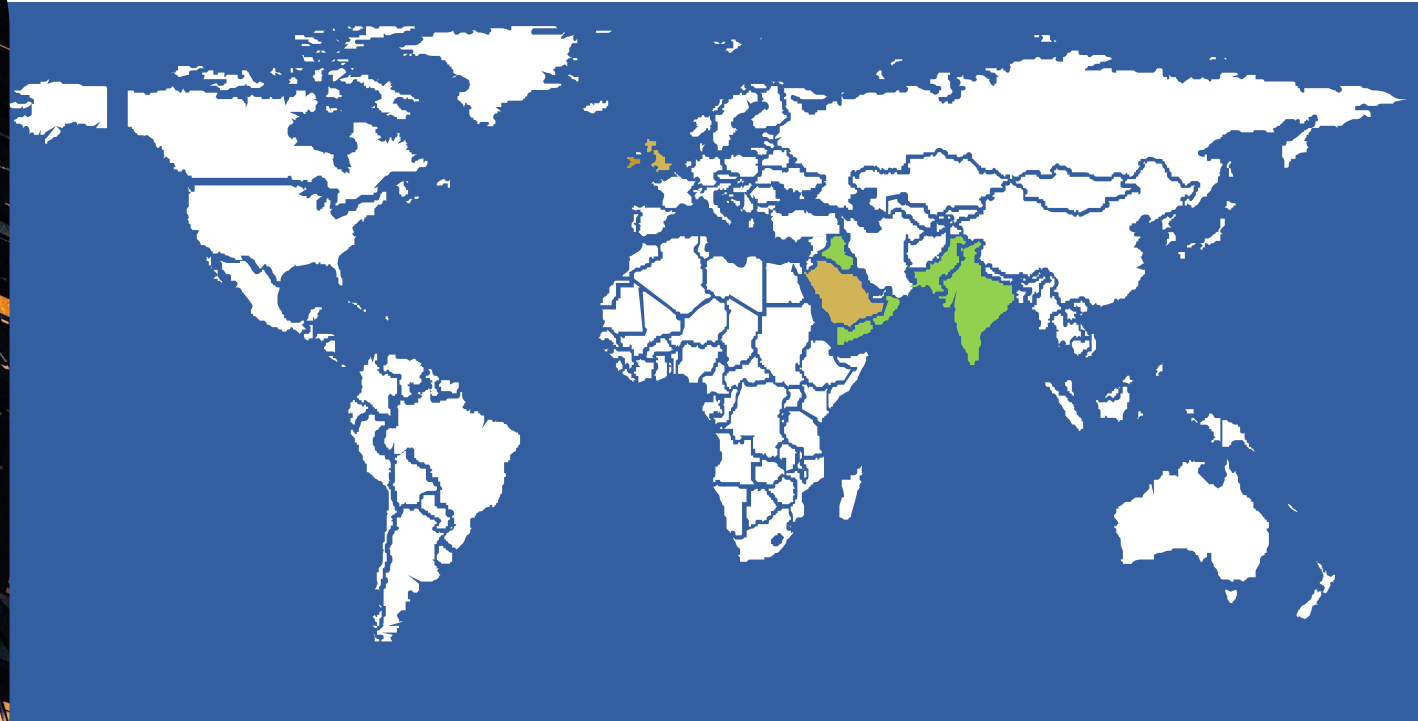
ABOUT AMC INSIGHTS

About Us

- **AMC is a marketing insights consultancy firm that started its business operations in 2014 in Riyadh Saudi Arabia**
- **Extended its services in the European market through the UK office in 2022 and first Saudi market research firm to open its office in Europe**



Our Coverage



KSA Office

Main Office, is in Riyadh city and have a field network in Middle Eastern & Asian region



UK Office

Main office in London, with focus on handling Europe



Operations setups

Focus on data processing and research operations

About Us



Founders

Expertise in specific fields with over 50+ years of experience together

We believe in building the future of insights and therefore oriented a 'NEW' approach, enhancing from a traditional research agency to a 'knowledge house of insights'



Vision

To deliver strategic information and knowledge-sharing services especially to **growing entities** in KSA and UK, that support the decision-making based on scientific in-depth market information adding business value



Mission

Wherein we innovate and transform along with the needs of our clients and market
Create a relationship of trust and quality with our clientele
A lean approach to provide business value and actionable insights

Why to choose us?



The top leadership is Saudi and the team has local and international experience



Data-Driven practical approach



Provides business value and foresight to manage your business



Consultants analyze client data and sift through social media via text analytics



Vast and Diverse experience in management / strategy / operations



Provides actionable insights from multiple required methods



Expertise in running complete research plan as per business need



Relevant & focused surveys for more informed business decision

Sector of Experience of AMC Team



Agriculture



App delivery



Automobile



Banking &
Finance



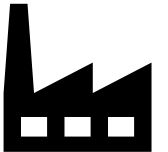
Durables



FMCG



Health &
Pharmaceuticals



Industrial



Media



Tobacco



Restaurants



Retail



Sports



Social &
Education



Telecom



Travel

Key Clients:

Spread across Automotive, QSRs, Financial, Fintech, Food-tech, Start-ups, Beverage categories and the Government sector





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