



*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?



**E**xplore how the rising empowerment of Saudi women fuels their automotive preferences and expectations



**I**nvestigate the choice drivers and customer journey to improve customer experience



**D**iscover the channels and resonate with their expectations in terms of reach



**U**nderstand expectations from dealers and new brands to partner with to increase loyalty



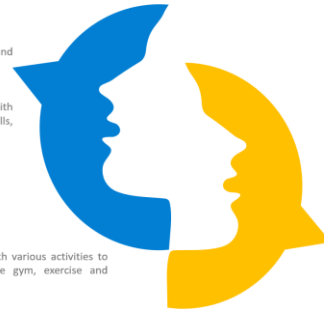
# A sneak peek into the findings

**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 Kabasa, 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.

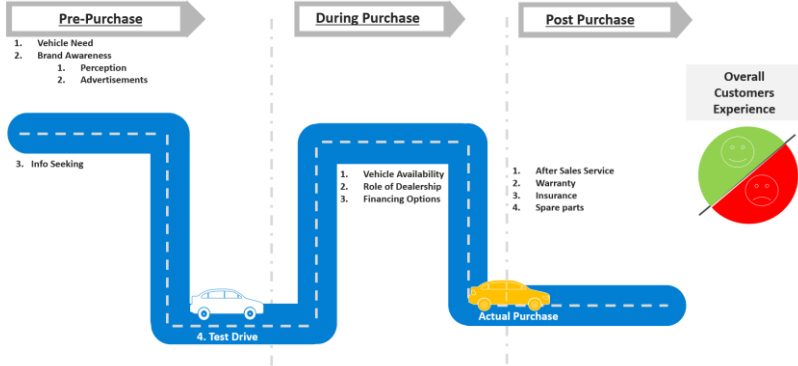
## SUVs

Mini-SUVs are preferred for long trips, intercity travel, and outings due to their easier handling. In Taif and Jazan, 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





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