



12/03/2025

REPORT

From Likes to Loyalty: Ramadan's Brand Royalty



AUDIENCE

Demographics

Malaysia, Age 18 to 45

Custom Screening

Semasa Ramadan, bagaimana anda biasanya menghayati tradisi dan amalannya?

Qualified: I actively participate in Ramadan traditions and adjust my routine accordingly.

Unqualified: I acknowledge the existence of Ramadan but do not actively participate in its traditions., Ramadan does not affect my daily life.

Custom Screening 2

Pernyataan manakah yang paling tepat menggambarkan penggunaan media sosial anda semasa Ramadan?

Qualified: I interact on social media during Ramadan, whether for content, discussions, or brand interactions.

Unqualified: I use social media, but my activity decreases during Ramadan., I tend to take a break from social media during Ramadan.

Custom Screening 3

This survey includes video responses as video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

Qualified: Yes

Unqualified: No



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OBJECTIVE

To explore the dynamics of consumer-brand interactions on social media during Ramadan in Malaysia, focusing on the impact of content types, digital advertising, and brand strategies on consumer preferences, purchasing decisions, and expectations of corporate social responsibility and ethical marketing, with an emphasis on the influence of Ramadan-specific campaigns and limited-edition product offerings.

BURNING QUESTION

What are the consumer expectations regarding corporate social responsibility and ethical marketing from brands during Ramadan, and how do these expectations affect brand loyalty and engagement?



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CHAT GUIDE

1. Do your social media habits change during Ramadan?
2. Which social media platforms do you use most during Ramadan and why?
3. Is there a social media platform that you purposefully avoid during Ramadan? If so, why?
4. When you scroll through social media during Ramadan, what kind of content naturally grabs your attention?
5. Do you expect brands to adjust their messaging during Ramadan? If yes, how?
6. Have you noticed any brands that stand out on social media during Ramadan? What do they do differently?
7. Can you think of a recent Ramadan campaign that made you interact with a brand? What made it memorable?
8. Have you ever unfollowed or muted a brand during Ramadan because their content didn't resonate with you?
9. How often do you click on sponsored social media ads during Ramadan? What makes an ad effective vs. annoying?
10. Do you tend to buy from the same brands during Ramadan or do you explore new ones? Why?



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CHAT GUIDE

11. If a brand supports local Ramadan charities, does it influence your loyalty?
12. What's one Ramadan-related purchase you always make, no matter what?
13. Could you please share a picture or screenshot of that must-have Ramadan purchase if possible ?
14. Do limited-time offers or Ramadan-exclusive discounts increase your likelihood of purchasing? If so, how?
15. How would you complete this sentence: 'During Ramadan, I wish brands would...'?



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AI SUMMARY

During Ramadan, Malaysian consumers aged 18 to 45 exhibit a heightened engagement with social media, often seeking content that resonates with the spirit of the holy month. The participants' responses highlight significant shifts in social media usage during Ramadan, with many increasing their engagement to pass time while fasting, especially between sahur and iftar. Platforms like TikTok, Instagram, and Reddit become more popular due to their visual and interactive content. Users are particularly drawn to videos featuring recipes, cooking tips, and religious talks, seeking content that is both entertaining and spiritually enriching. This indicates a preference for practical and uplifting material that aligns with the daily routines and reflections of Ramadan. Expectations for brands during this period are notably centered around alignment with Ramadan's values and practices.

Participants appreciate when brands adjust their messaging to focus on themes such as family, forgiveness, charity, and community. Heartfelt storytelling and high-quality, cinematic campaigns leave a lasting impression. Examples like Petronas' advertisements, which emphasize family bonds and the journey home for Hari Raya, and Khairul Aming's "30 days 30 recipes," valued for simplicity and engagement, stand out. Brands that actively support local charities or engage in acts of goodwill resonate deeply with consumers, strengthening loyalty by reflecting the communal and generous spirit of the month. Promotional strategies also play a crucial role, with exclusive discounts, limited-time offers, family packages, and buy-one-get-one-free deals attracting attention. Participants express a desire for fair pricing and value-added offerings without exploitation of the season's increased demand. Ethical business practices, such as maintaining reasonable prices and contributing to charitable causes, enhance brand image and encourage consumer support.

Overall, the insights suggest that brands that thoughtfully align their strategies with the cultural and spiritual significance of Ramadan—by providing relevant content, engaging respectfully, and giving back to the community—are more likely to build lasting positive relationships with their audience during this important time.



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KEY INSIGHTS

Social Media Habits During Ramadan

- During Ramadan, participants' social media habits exhibit both increased usage and shifts in content focus.
- Many individuals spend more time on platforms like TikTok and Facebook to pass time while fasting, especially before breaking fast. Others maintain their usual usage but seek out more spiritual or Ramadan-related content, such as Quran readings or religious talks.
- Some participants reduce their social media activity due to increased responsibilities like cooking or to avoid content that doesn't align with the sanctity of Ramadan.
- Overall, social media remains integral for connecting with others, finding meal inspirations, and enhancing spiritual practices during this holy month.

Quotes:

"Yes, I spend a lot of time on social media during my free time and while waiting to break fast."

Age 34, Male

"When the time for Asar comes, I usually watch videos on TikTok. But during the month of Ramadan, I will be busy cooking in the kitchen."

Age 35, Female

"I usually open social media in the middle of the day and in the afternoon. I spend one to two hours on social media and am most active in the evening."

Age 24, Male

"I'm more active on social media during Ramadhan for spiritual purposes. Reading more Quran on apps and finding religious talks on tiktok."

Age 32, Female



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KEY INSIGHTS

Content Engagement and Preferences

- Participants show a strong preference for content relevant to Ramadan, such as recipes for sahur and iftar, religious talks, and motivational quotes from the Quran and Hadith.
- Cooking videos are particularly popular among both males and females, serving as inspiration for meal preparation. Some engage with content that enhances their spiritual practices, like live religious sessions or Quran reading apps.
- Entertainment content, including comedy videos and viral food trends at Ramadan bazaars, also attracts attention as a way to pass time pleasantly.
- There is intentional avoidance of inappropriate content, with some participants steering clear of platforms or material that do not align with the sanctity of Ramadan.

Quotes:

"Content about food and drinks. It is very interesting to me because fasting makes me very thirsty and hungry."

Age 28, Male

"Among the topics are new food menu at the bazaar and also health practices that are suitable to be practiced during fasting."

Age 37, Male

"Usually when there is a nice quote from Quran or Hadith."

Age 32, Female

"The content that catches my attention is content such as cooking and travel."

Age 42, Female



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KEY INSIGHTS

Brand Messaging and Marketing Strategies

- Participants expect brands to acknowledge Ramadan in their messaging, emphasizing themes like family, forgiveness, and charitable acts.
- Effective strategies include offering Ramadan-specific promotions, creating heartwarming advertisements that resonate emotionally, and supporting local charities.
- Brands that adjust their marketing to include Ramadan elements are more likely to capture attention and foster goodwill. Some participants highlight the effectiveness of brands using storytelling or engaging influencers to create relatable content.
- There is a tendency to avoid brands that ignore the significance of Ramadan or fail to recognize the needs and values of Muslim consumers.

Quotes:

"Yes, in my opinion, they should follow the trends and seasons as well as celebrations and religious practices for their marketing. It should be interspersed with tips and tricks to make it easier for users."

Age 35, Female

"I would like them to be more inclusive of muslims during Ramadhan. Major brands do not know if it's Ramadhan. "

Age 32, Female

"Yes, they need to do more promotion to attract customer interest"

Age 28, Male

"What I always remember are the Petronas advertisements. The ads are more focused on the period before Hari Raya when Ramadan is almost over. The content often reminds us to return to our hometowns to be with family."

Age 37, Male





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KEY INSIGHTS

Shopping Behavior During Ramadan

- Shopping behaviors during Ramadan reveal a mix of loyalty to familiar brands and openness to exploring new ones.
- Many participants stick to brands they trust for consistent quality, especially for essential items like dates and traditional foods. However, attractive promotions, discounts, and the desire to try new products motivate some to explore other options.
- Participants are influenced by brands that engage in charitable activities, feeling that their purchases contribute to good causes.
- Economic factors such as affordability and value for money play a significant role in purchasing decisions during the holy month.

Quotes:

"I'd explore a few before deciding which one to buy, because I believe all brands have their own unique taste "
Age 42, Female

"I tend to explore new brands because they offer more affordable prices."
Age 34, Male

"I am exploring new brands because they might offer better quality at a cheaper price."
Age 24, Male

"I usually buy from the same brands I usually like because of their quality and design."
Age 32, Female



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KEY INSIGHTS

Ramadan Shopping Essentials

- Participants consistently identify certain items as must-haves during Ramadan, such as dates, traditional cakes, and ingredients for special meals.
- These essentials are deeply tied to cultural and religious practices, symbolizing the spirit of the month. Some participants share personal traditions, like always purchasing instant ketupat or specific snacks enjoyed with family.
- Buying these items often carries emotional significance, reinforcing family bonds and spiritual reflection.

Quotes:

"Eid clothes and cookies. We always have new clothes for eid. Cookies at our house for guests during eid."

Age 32, Female

"Traditional cakes and pastries, as they are a must during the month of Ramadan"

Age 24, Male

"Dates. A must-have for breaking fast."

Age 28, Male

"I buy Ramadhan cakes and always visit the Ramadhan bazaar"

Age 30, Female



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KEY INSIGHTS

Expectations from Brands

- Participants express a desire for brands to be more considerate and supportive during Ramadan. This includes maintaining fair pricing without unnecessary increases, offering promotions or family packages to make purchases more affordable, and engaging in charitable activities.
- Several participants hope brands will inspire good deeds, either through direct contributions to those in need or by encouraging consumers to participate in charitable acts.
- There is also an expectation for brands to be culturally sensitive and to provide products or services that align with the values of Ramadan, such as modest clothing options or healthy food choices

Quotes:

"If a brand supports local communities, of course it would influence my loyalty towards the brand. I'd support that said brand even more because I believe what good you do to others, good things will come your way sooner or later"
Age 42, Female

"Throughout Ramadan, I hope brands will continue to provide the same quality of goods at the same price. Most brands increase prices during Ramadan. I hope brands do not do so."
Age 37, Male

"continue to provide the best promotions while doing good deeds in this holy month"
Age 28, Male

"I hope this brand always inspires me to do good."
Age 30, Female



TOPICS

Which social media platforms do you use most during Ramadan and why?

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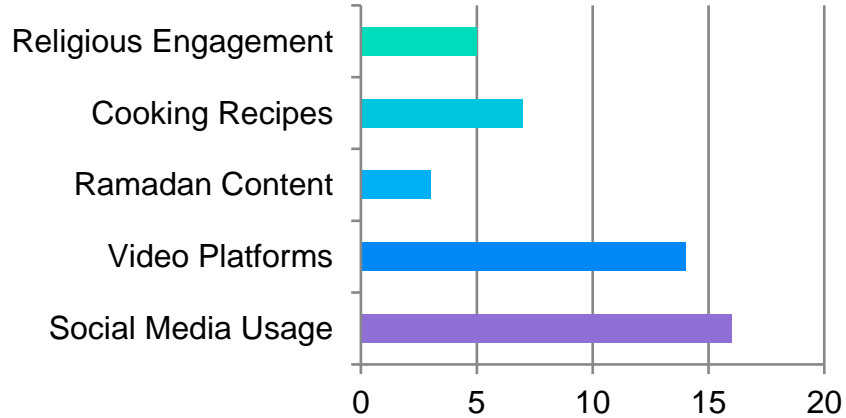
Semasa Ramadan, bagaimana anda biasanya menghayati tradisi dan amalannya?

Custom Screening 2

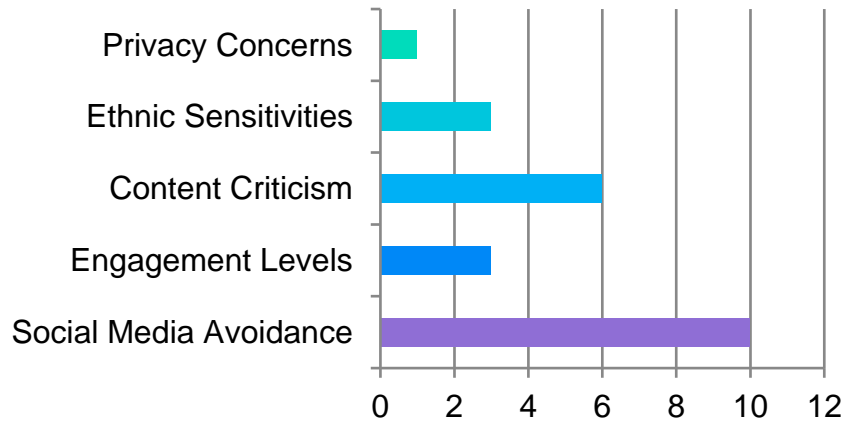
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Is there a social media platform that you purposefully avoid during Ramadan? If so, why?



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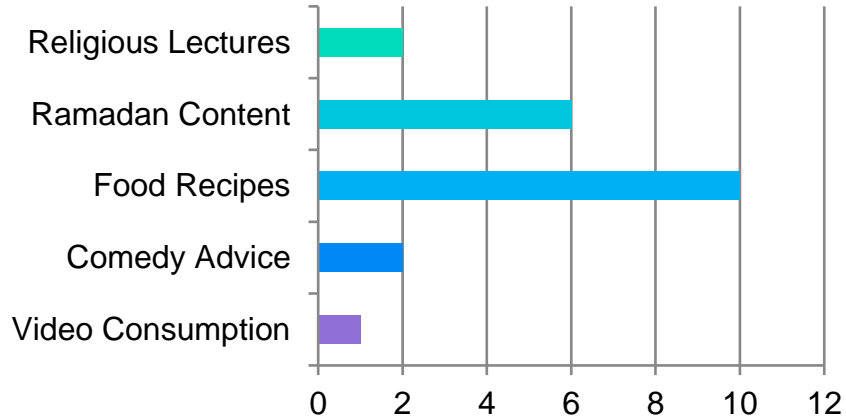
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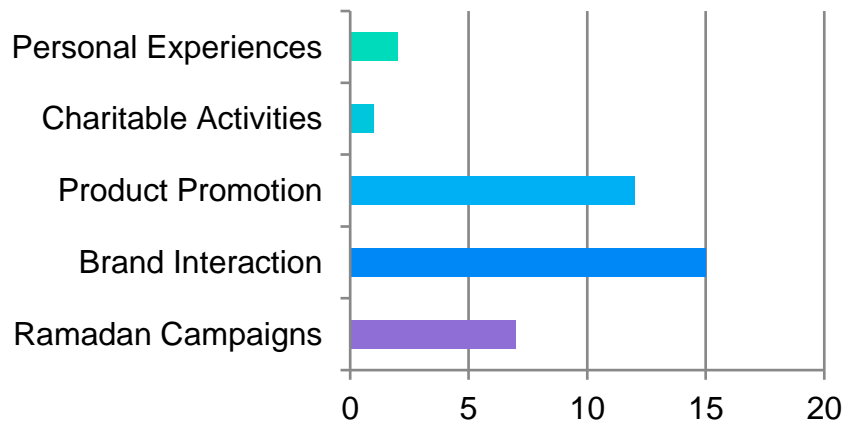
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TOPICS

When you scroll through social media during Ramadan, what kind of content naturally grabs your attention?



Can you think of a recent Ramadan campaign that made you interact with a brand? What made it memorable?



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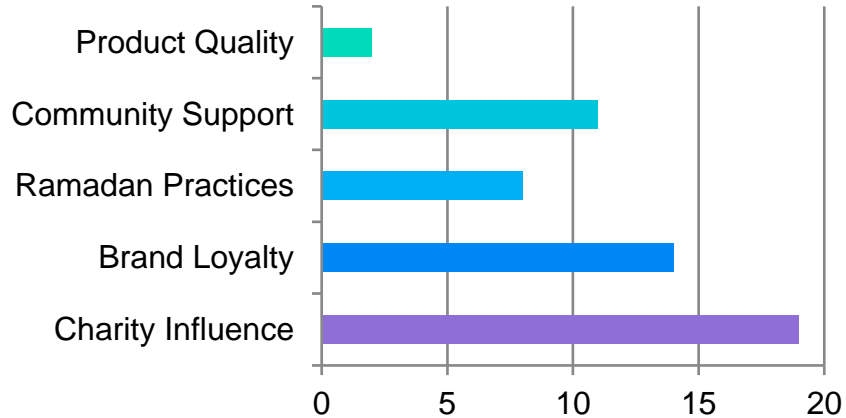
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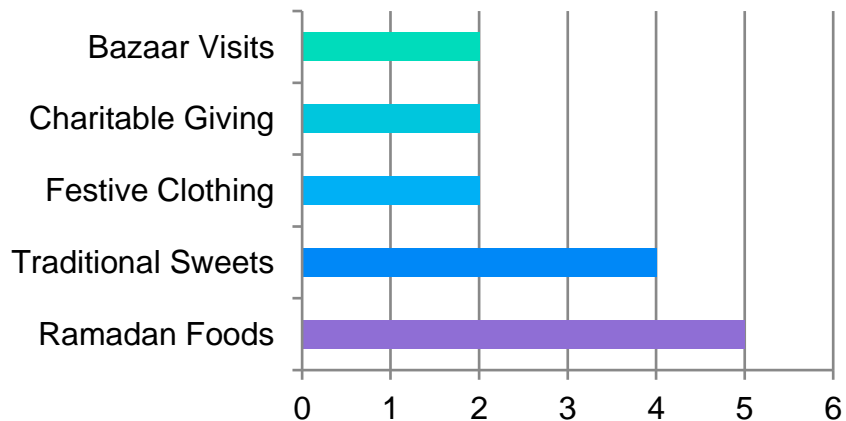
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TOPICS

If a brand supports local Ramadan charities, does it influence your loyalty?



What's one Ramadan-related purchase you always make, no matter what?



PERSONAS

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The Traditionalist

Description:

- Aged between 30-42, married with children, and fully employed.
- Actively participates in Ramadan traditions and adjusts routine accordingly.
- Prefers social media platforms like TikTok for engaging with religious content, cooking videos, and family-oriented activities.

Insights:

- Values the spiritual aspect of Ramadan and seeks content that enhances religious practices.
- Looks for Ramadan-specific deals and discounts, especially on traditional clothing and festive foods.
- Engages with brands that offer a sense of community and support local charities, which influences loyalty and purchasing decisions.

The Social Media Savvy Foodie

Description:

- Aged between 30-37, married, and actively looking for cooking inspiration on social media.
- Uses platforms like TikTok and Instagram to discover new recipes and cooking tips for sahur and iftar.
- Interacts with brands that provide useful Ramadan content, such as cooking demonstrations and recipe ideas.

Insights:

- Social media habits are driven by the search for culinary inspiration during Ramadan, indicating a high engagement with food-related content.
- Prefers brands that offer practical value and align with the festive spirit of Ramadan through their promotions and content.
- Likely to be influenced by user-generated content and influencer marketing that focuses on family meals and festive preparations.

The Ethical Shopper

Description:

- Aged between 28-34, employed, with a focus on ethical consumption and social responsibility.
- Engages with brands on social media that support local charities and provide Ramadan-specific discounts.
- Prefers to explore new brands during Ramadan, looking for better quality and prices, and is influenced by charitable brand actions.

Insights:

- Brand loyalty is enhanced by corporate social responsibility, especially during Ramadan, when charitable acts are highly valued.
- Responsive to digital advertising that showcases ethical practices, such as donations or support for local communities.
- Likely to be a trendsetter among peers, advocating for brands that align with their values of giving back to society during the holy month.





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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