CONSUMER BEHAVIOR IN GROCERY SHOPPING: QATAR COMMUNITY DURING THE BLOCKADE

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ABSTRACT

While Qatar had the highest GDP in the world in 2016, it faced the dilemma of a blockade in June 2017. There was a direct effect on the Qatari community who united and showed clear signs of patriotism. Consumers turned from the blockade countries' food products to products that were local or those that came from supporting countries. This blockade was seen as an economic opportunity for local brands as well as many international brands since 40% of the food that was previously available came from blocked countries (2017). With this, many new brands entered the market and soon prospered. This research aims to compare the changes in the grocery shopping consumer behavior of Qatar. This study focused on the effects of the blockade on the community and the competitive advantages of the products. Conclusion show the Qatari community remains consistent with giving priority to buying groceries that support the country and its allies throughout the blockade. They also show that the consumers become more aware in comparing available products and making educated buying decisions. Further research should be conducted to examine the changes in consumer behavior after the blockade is lifted.

SIGNIFICANCE OF THE STUDY

There are several significant factors that can affect the study. First, the Qatari government immediately announced that it would start a "Support Local Goods" campaign. The Qatari National Food Security Program (QNSP) that envisions the production of 60-70% of food locally by 2020 was already set before the blockade (Al-Multan and Al-Jubaili, 2016).

THEORETICAL FRAMEWORK

Explain the theoretical framework.

METODOLOGY

List the methodology used in the study.

RESULTS

Summarize the results of the study.

ATTITUDE TOWARDS BRAND IDENTITY OF GROCERIES PRODUCTS MADE IN BLOCKADE COUNTRIES

ANALYSIS AND CONCLUSION

During the blockade, the Qatari community followed the government's call for buying local products in order to avoid negative repercussions for the country. Many also turned to sustain local brands for the blockade.

The Qatari community showed a high sign of patriotism in avoiding food buying from the blockade countries. This was more evident in the community.

Most of the respondents substituted grocery products from blockade countries with ones that fulfilled their needs and supported the country.

The results show that the Qatari government was selling imported brands that allowed by their own policies to local, social, and organic products. However, it was not concerned with advertising or services to local products.

2017

2020

Sample

Governmental national product campaign

Governmental national product campaign

Product from family and

Product from family and

Price

Price

Other

Other

QATARI COMMUNITY'S CONSUMER BEHAVIOR TOWARDS GROCERY PRODUCTS MADE IN THE BLOCKADE COUNTRIES

LOYALTY TO CURRENTLY-USED GROCERY BRANDS (Will continue to buy after blockade is lifted)

FUTURE RESEARCH

Examine the attitude of the Qatari towards blockade countries product after the blockade is lifted...