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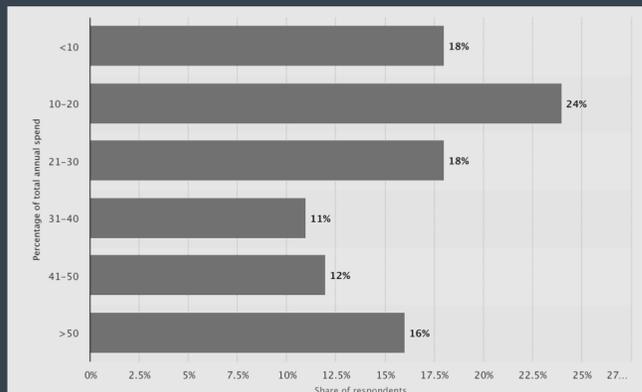
2023 RAMADAN CONSUMER

# INDONESIAN RAMADAN HAS ALWAYS BEEN SPECIAL

As the world's fourth largest populous country with world's largest Muslim population

## Indonesia is home to the world's largest Ramadan celebrations

The festivities are big, not just for the people, but also businesses. A survey of consumer behavior during Ramadan in 2019 found -



SOURCE: Statista

16 % were willing to spend more than 50 % of their annual spending for Ramadan.

In comparison, the highest share of respondents, 24 %, were willing to spend between 10 and 20 % of their annual spending.

RAMADAN FESTIVITIES IN INDONESIA ARE SO MAGNANIMOUS THAT EVEN A SLIGHT SHIFT IN CONSUMER'S ECOSYSTEM HAS HUGE IMPACT ON RAMADAN BUSINESS

# COVID-19 CHANGED OUR LIFE AS WE KNEW IT & RAMADAN CELEBRATIONS WERE NO EXCEPTION TO THIS SHIFT

We embarked on a journey to understand the pandemic's impact on Ramadan celebrations and the aspiration for upcoming festivities in 2023

To understand the above, we met with a **PANEL OF CONSUMERS** consisting of

## OLDER CONSUMERS

SES AB

MALE: working, with children

FEMALE: Housewife, with children

## YOUNGER CONSUMERS

SES AB

MALE: working, single

FEMALE: working, Single

And we strengthened our findings with **SOCIAL MEDIA LISTENING** to gauge larger audience's sentiment & behavior



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SHIFT IN  
CONSUMER SENTIMENT



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SHIFT IN  
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RAMADAN COMMUNICATION



# CHAPTER I

## SHIFT IN CONSUMER SENTIMENT

# Ramadan 2020 was imbued with optimism and hope

Indonesia had to endure the first isolated Ramadan celebration a month after its first Covid case outbreak on March 2, 2020.

Even though the festivities were met with many restrictions and checks, there was a general recognition of a socially distanced, virtual celebration as most believed it to be an anomaly that would soon pass.

2020 Eid was celebrated with passion and dedication, fueled by the optimism that the situation would soon turn for the better.

Eid this year is different. Using virtual friendship, all social media and videocall applications are used to exchange news. It's sad but cool to see that the pandemic still beats the so-called tradition. Our tradition on Hari Raya, sungkem & sorry for each other. Happy eid Mubarak!!

10:38 AM · May 26, 2020 from Taman, Indonesia · Twitter for Android

This year's Eid is really different, but it doesn't diminish the feeling of Eid itself. You can still have a virtual relationship with your family, of course, you can still forgive each other. Happy Eid ❤️

Translated from Indonesian by Google

Virtual Eid is really not fun.... but whatever it is, you still have to be grateful... Happy Eid Al-Fitr 1441 H 🙏❤️



*“During the pandemic we would stay at home at have our buka puasa only with our families, we don't go out and have bukber together outside. We would probably just share on social media photos of what food we had for iftar”*

*“My wife was in Kalimantan during the lockdown so we couldn't do fasting together. But I can still go out and buy food from this Padang restaurant which is still open during the pandemic, this makes it easy for me to have something to eat during sahur”*

## However, 2021 & 2022 Ramadan celebrations saw a big shift in consumer sentiment

After struggling with Covid – 19 for a year, people had become cautious of moving out in public spaces or meeting distant relatives, whose prior whereabouts and activities were unknown.

**Thus, even with active vaccination campaigns and reduced restrictions, people were apprehensive to move out.**

**Overall, Ramadan 2021 failed to renew the hopefulness of previous year.**

Go away Covid. I want my uncomplicated EID back

9:31 AM · May 13, 2021 from Pamulang, Indonesia



for me the wrong people. busy with ramadhan bazaar, aidifitri bazaar, balik kampung, shopping mall etc. It's like you can die if you don't do all that

This is so me..I haven't been to town, shopping, eating out etc since fasting that day because I'm worried about high cases. Hmm, but until bilaaaa 🥺🥺 in the kitchen, send your husband a lot to buy it because he's already vaccinated, so trust him more than yourself

*“We wouldn’t have relative come to our home because I was afraid that they might bring covid to our home, so we just celebrated Eid within our main family at our own home”*

*”I wouldn’t go to the wet market even though that’s where they have the fresh vegetables and meat. I was afraid because it gets really crowded there and most wouldn’t follow the protocol. So, I just shop at a supermarket at the mall during that time”*

*“I didn’t go back to my parents at that time because the cases were still high, so we just celebrated Eid by ourselves and just did staycation within the city”*

## While Covid-19 is no longer a concern, the gloom of recession indicates yet another cautious Ramadan celebration in 2023

Given media focus on inflation, lay offs and the possibility of recession, **consumers are mentally prepared for yet another restrained Ramadan** – the only difference being that the control is not in mobility, but rather **expenditure**.

While **THR will allow celebration and festivities**, consumers are preparing to take some **calculated measure** to ensure they **do not splurge uncontrollably**



*Price of goods and staple food usually increase drastically during the month of Ramadhan – one of the concern is that recession might damage the prices of these essential products further. We will need to make some tough decisions*

*“I feel that the recession wont impact my income, however it would increase the prices of goods sold in the market. So that would impact my daily consumption, I would have to be wiser in the things I buy”*

*“I think I would think twice when I'm about to give THR to my nephews if the recession does happen, would reduce the amount of money I give by a little and also would try to give gift that are affordable but still attentively tailored for the one I'm giving to.”*



## CHAPTER 2

# SHIFT IN CONSUMER BEHAVIOUR



**As the consumer sentiment around Ramadan shifted, so did the spirit of celebration....**

**5 keys aspects of Ramadan celebration were impacted the most**

**01**  
**LEBARAN MUDIK**

**02**  
**SAHUR & BUKA PUASA**

**03**  
**GROCERY SHOPPING**

**04**  
**PERSONAL & GIFT SHOPPING**

**05**  
**BEAUTY BEHAVIOR**

## PRE-PANDEMIC BEHAVIOR

Millions would travel back to their home-town and villages to celebrate Lebaran with extended family, each year, before the pandemic

It also marked the annual celebration of all the hard work done throughout the year

## PANDEMIC IMPACTED BEHAVIOR

Meeting and well-wishing family and friends became **online** as consumers were cautious not to invite anyone home

**Online Ramadan celebrations offered an alternative, but it also made the celebrations monotonous and tiresome**

While online connections helped people maintain the social spirit of Ramadan celebrations, the increase **in screen time resulted in an acute feeling of fatigue – mostly mental fatigue**

Furthermore, online Ramadan conversations became familiar and routine → **converting fun activities into obligatory tasks**

## ASPIRATION FOR RAMADHAN 2023

After a 3-year hiatus, consumers eagerly look forward to Mudik in 2023

Pre-Pandemic Mudik is expected to **return, even with the impending threat of recession**

However, a few new habits adopted during the pandemic such as travelling in **personal transport, avoiding densely crowded places, cleaning hands frequently are likely to continue**

*“Back then I would go mudik to my hometown and meet my parents and my big family, but now with the restriction I haven’t gone home since the pandemic started. I’m planning to go back to my hometown next year”*

*“During the pandemic we could only video call our relatives during Eid because we weren’t allowed to leave the city with all the restrictions. I think that in 2023 the road will be heavily dense because how everyone will celebrate not only Eid but also the freedom after being restricted to go home for so long”*

## PRE-PANDEMIC BEHAVIOR

While *Sahur* (morning meal) would be shared with family, at home...

*Buka puasa* would be out of home with friends and family, focused on Ramadan special street food

## PANDEMIC IMPACTED BEHAVIOR

WE WITNESS 4 KEY SHIFTS IN BEHAVIOR

1. Consumers, especially mothers, **upgraded their cooking skills** to offer **Ramadan special items such as cookies, Rendang, opor chicken at home**
2. Reliance on **food delivery increased, with focus on Padang restaurant and warteg**
3. As most meals were consumed at home, **healthier traditional foods began to replace** greasy, oily, fried food that used to be consumed
4. **Midnight snacking reduced** as people where at home. **Few ordered fast food**

**Socially distanced Ramadan took away the gratification that eating with the larger community offered – food became monotonous and boring**

## ASPIRATION FOR RAMADHAN 2023

**Collective fast breaking - *bukber* is expected to be back**

However, some **shifts** are expected due to reception and pandemic:

1. While ***Bukber*** will be practiced, consumers will avoid **unnecessary snacking, café hopping and restaurant gatherings to save money**
2. **Continue to learn new recipes** so that exciting food can be **cooked at home rather than bought**
3. **Will buy food online, or go out – but after THR is received**
4. Some feel they would continue to **consciously select healthier food**, especially for *buka puasa* at home

*“Because there weren’t any street food found on the street because of the restriction, I started to learn how to cook snacks and sweets myself. That’s the new skill I gained during the pandemic, I can cook more stuff than before.”*

*“I ordered a lot more food through online deliveries during the pandemic because we couldn’t really go outside and there weren’t much choices either. That’s why I ended up spending a lot on online deliveries alone. This year I will not let this happen”*

## PRE-PANDEMIC BEHAVIOR

Store visits to super marts and hyper marts start a week before and first week of Ramadan - to stock up frozen food, snacks, condiments and beverages

Weekly visits to wet market for fresh produce of meat and vegetables

## PANDEMIC IMPACTED BEHAVIOR

Increase in-home cooked meal automatically increased purchase of food ingredients

Furthermore, **choice of shopping place also changed** due to home focused meals and cooking

### 03 KEY SHIFTS WITNESSED ARE:

1. Wet market shopping reduced and **shopping moved online**, supplemented with grocery stores
2. **Supermarket/ hyper market became the preferred place** for shopping as it offered hygiene and Covid protocol protection
3. **Expanded shopping list** – Apart from the usual snacks and frozen foods, newer items such as bakery ingredients, **RTE foods, health supplements, raw ingredients** to prepare food at home

## ASPIRATION FOR RAMADHAN 2023

**Online platforms and hyper markets are expected to become the preferred shopping platforms**

Expenses on 'fancy' **packaged snacks** is predicted to **reduce** in the hope to save some money

As the desire to continue cooking at home is high, **consumers continue to seek easy recipes and ingredients to prepare more meals at home**

*“Usually, I would go to the wet market to buy fresh food because they would have the freshest food out there. But ever since the pandemic, I became more cautious and chose to shop at the supermarket where it is cleaner, because I worry of catching the virus if I go to the wet market.”*

*“During the pandemic, the things I shop for my grocery remains more or less the same, but I buy more vitamins and other supplements so that I can boost my immune system to prepare myself and avoid from getting sick during the pandemic.”*

## PRE-PANDEMIC BEHAVIOR

Shopping for personal items and gifts would begin during the middle of Ramadan month, once THR would be received

Part of THR would be saved for Mudik, whereas the rest would be used to buy new clothes, personalized gifts for close family and generalized gifts for larger social circle

## PANDEMIC IMPACTED BEHAVIOR

As all shopping transferred **online** → consumers had to **identify new stores and platforms** for shopping. **IG became a key influence touchpoint**

### 2 KEY SHIFTS NOTICED IN SHOPPING BEHAVIOR

1. **Gift shopping** became more **personalized** as it became a key token to **show affection and gratitude** to friends and family – **budget for gift shopping also increased**
2. As people **saved money from not going to mudik, indulging in personal shopping** emerged as a key past time

Due to the above, while online shopping increased, so is the **guilt associated with the act of shopping**

## ASPIRATION FOR RAMADHAN 2023

As first post pandemic Ramadan and possibility of Mudik, the desire to share budgeted **personalized, gifts with creative and premium looking packaging**

However, in the wake of recession, consumers feel they will **rationalize spends on personal shopping** to save money – like buy fewer clothes or recycling old clothes

**Consumers hope to save some money this Ramadan, rather than consume their entire THR and salary**

*“The new thing that we did during the pandemic was how we became more attentive in the gift we give, so it wasn’t just expensive hampers, but this time we also put a lot of thought in the packaging and the gift itself. This is something that I started enjoy doing and will continue doing for the next Ramadhan”*

*“Because we don’t go for mudik this time, we don’t really spend the money we saved up for it. Instead, we ended up shopping gifts or do staycation within the city...”*

### PRE-PANDEMIC BEHAVIOR

A month dedicated to socializing, special effort is put into personal grooming and beautification

Regular beauty regime intensifies with focus on hydration & moisturization

Beauty treatment were common as means of self pamper + prepare for the festivities

### PANDEMIC IMPACTED BEHAVIOR

As social moments moved online, **need to be camera ready heightened.**

**Crafting personal social media Ramadan look emerged as a new trend**

KEY SHIFT IN BEHAVIOR WITNESSED ARE

1. **Complete make up application at the beginning of the day** became the new norm as video calls could happen anytime
2. **Reliance on skin care products and routine enhanced** as women were working more in the kitchen and home. Also, make-up would be applied for longer hours
3. **Idle shopping + heavy discounts** led to **frequent beauty products shopping**
4. As discounts were more frequent on **local brands, new local beauty brands were adopted**

### ASPIRATION FOR RAMADHAN 2023

Women missed the pamper that beauty treatments allowed during Ramadan – **desire to revert to pre-pandemic routine is high**

**However, given the recession, consumers feel they will need to be conscious of which**

**treatments to indulge in – some treatments like cream bath may continue, going to dermatologist may not as it is more expensive**

**Product shopping online** will be preferred as consumers expect **heavy discounts** to continue

**Preference towards local brands** is expected to continue as consumers believe they offer high quality at low price

*“The local beauty products are usually cheaper during Ramadhan, so that’s why I would usually stock up on skincare and make ups through online shopping”*

*“In terms of grooming myself, I still do that because I still want to share my Eid dress and make up look on my social media. I still maintain a presence there, that’s one of my way of celebrating Eid and show people my new dress like I used to do before the pandemic, but now all of this are done virtually”*

Consumers await Ramadan 2023 with great fervor and excitement. However, the uncertainty of financial stability is evident in the minds of the consumer

Consumers solution to the impending recession is **not to cut on expenses** but rather

1. Seek **value for money deals**
2. Spend on **local brands** to help Indonesian community
3. **Reduce** spends on **personal indulgence**

**Brands will need to identify a NEW WAY TO ENGAGE AND GAIN RELEVANCE** with this value seeking consumer





## CHAPTER 3

# RAMADAN COMMUNICATION

# The memory structure of Ramadan communication is guided by nostalgia and familiarity of iconic Ramadan brands

Consumers spontaneously recall old Ramadan ads by iconic brands that are uniquely associated with Ramadan

Key memory structure of Ramadan is guided by

1. Communications that stress on the themes of togetherness and enjoyment, especially around *sahur* and *iftar*
2. Ramadhan jingles, usually accompanied by the sound of adzan and Arabic musical instruments

Top of mind ads for the consumers are:

- *Marjan Syrup and ABC Syrup* – known for displaying the sense of relief consuming fresh drinks after long day of fasting
- *Gajah Duduk and Sarung Atlas* – displaying festivities of wearing a *sarung* during Ramadhan
- *Khong Guan* - known for its iconic ads displaying families coming together to maintain *silaturahmi* (keeping in touch)

*“Marjan coco pandan usually have these Ramadhan ads, the smell of coco pandan is very Ramadhan-like. And usually, they would have the bedug played in the ads, makes me think that it is iftar already”*

*“Usually Gajah Duduk would always play their ads on TV a lot, how it would show father and son wearing a sarung, a very typical ad that I always see every Ramadhan”*

*Khong Guan! Yes they always have ads that shows families coming together and having fun together to celebrate Eid after the tarawih prayer, they would show big family getting together in a big house and this ad always comes up during Ramadhan”*

# Recall of recent Ramadan ads and brands is low

We looked at recent Ramadan communication by 15 brands and noticed clear overlap in themes, narrative style and music across these brands and categories

Thus, a key reason for low recall is lack of distinctiveness in Ramadan ads



Gojek



Sukun Cigarette



Pertamina



Wardah



Pocari Sweat



Grab



Dulcolax



HerbaKOF



BSI Bank



BJB Bank



Redoxon



CDR

OVERCOMING RAMADHAN  
STRUGGLES

RAMADHAN, MONTH OF  
GOODNESS

RAMADHAN OPTIMISM

“The Ramadhan ads are always as expected, they have the bedug (religious drum) and the adzan played in the background. As soon as the ads play, it tells me that Ramadhan is coming”

The overall theme shown in Ramadhan ads is perceived to be repetitive, making it predictable and thus less engaging for consumers.

While jingles are generally involving, consumers remember only the old iconic jingles.

**Overall, NEWNESS in Ramadan themes, music and overall communication is MISSING... This results in low distinctiveness & the low engagement and recall.**



At Quantum,  
we believe  
that:

**The  
Future  
Is  
Human**

**Psyche**

**Culture**

**Behavior**

**STRATEGY**

# Thank You

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