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**Advertising A1**

ID: 19K-0354

Name: Saman Khan

Section: 8-C

Instructor: Ms. Asiya Zaheeer

**Question:** **What are the discernible consumer buying trends in Pakistan? Choose a product or service category and examine how trends have changed over the past few years. What has influenced these changes? Are the changes consumer-led, marketing led, or technological? Support your answer with references from the source.**

In recent years, consumer purchasing trends in Pakistan have changed dramatically, affected by a variety of reasons such as changing demographics, expanding urbanization, technology improvements, and altering customer preferences. The smartphone sector is one product segment where there have been significant changes in consumer behavior. In spite of the COVID-19 outbreak, a Counterpoint Research analysis claims that the smartphone industry in Pakistan expanded by 23% in 2020. The availability and affordability of smartphones have expanded along with the demand for digital services, which has contributed to this expansion. Also mentioned in the survey was the market dominance of Chinese companies, which accounted for more than 70% of all smartphone purchases.

The growing inclination for larger screens is a prominent trend in the Pakistani smartphone market. According to a Nielsen survey, 66% of smartphone users in Pakistan chose a screen size of 6 inches or larger in 2020. This transition is being driven by the rising use of smartphones for activities such as video watching, social media browsing, and gaming. Another development in Pakistan's smartphone market is the growing use of mobile payments. With the rise of digital services and e-commerce platforms, people are increasingly relying on their cell phones to make payments. In a 2020 Visa study, 77% of Pakistanis expressed interest in utilizing mobile payments, while 68% claimed they had actually used a mobile payment app.

Consumer behavior is changing as a result of technology improvements and marketing efforts by smartphone manufacturers and digital service providers. They are, nevertheless, impacted by evolving consumer preferences and demographics. As the Pakistani population becomes more urbanized and digitally connected, there is a growing desire for smartphones that are both affordable and reliable enough to support their digital lifestyles. Ultimately, the smartphone market in Pakistan has undergone considerable changes in recent years, with customers favoring larger screens and embracing mobile payments. These changes are mostly the result of technological developments and marketing efforts, but they are also influenced by shifting customer preferences and demography. It will be interesting to see how these trends change in the future as the Pakistani smartphone industry grows.

The growing popularity of e-commerce in Pakistan is another important trend in consumer purchasing behavior. Over the last few years, the online shopping business in Pakistan has grown dramatically, with more people choosing to purchase online due to convenience, accessibility, and low rates. According to a Pakistan Telecommunication Authority study, the number of internet users in Pakistan will reach 100 million by 2020, representing a 47% penetration rate. This increase in internet usage has been a major driving element behind the country's surge in e-commerce. The rising availability of smartphones is another factor contributing to the expansion of e-commerce in Pakistan. According to a GSMA report, the number of smartphone users in Pakistan will reach 84 million by 2020, representing a 39% penetration rate. The availability of low-cost smartphones, combined with the expansion of 4G networks, has made it easier for Pakistani customers to access the internet and shop online.

The COVID-19 pandemic has had a substantial impact on consumer purchasing behavior in Pakistan. With the adoption of lockdowns and social distancing measures, more consumers are turning to internet buying to avoid going to physical stores. According to research from Daraz, one of Pakistan's major e-commerce platforms, sales climbed by 55% in the first half of 2020. Consumer behavior in Pakistan's e-commerce market is changing due to a number of variables, including technical improvements, shifting demographics, and the COVID-19 epidemic. Companies that can adapt to shifting consumer demands and create flawless online shopping experiences are likely to succeed as the sector grows.

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