

Consumer Survey

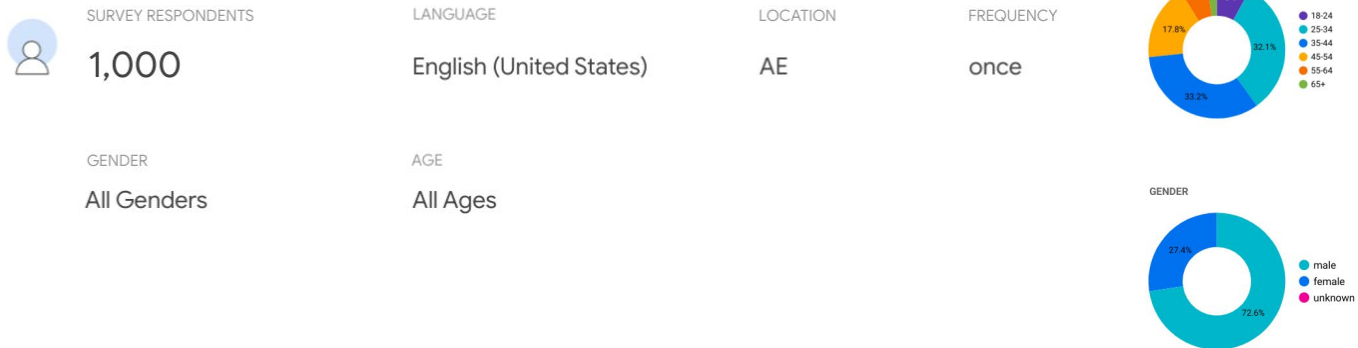
UAE consumer survey about
Influencer marketing
transparency
November 2024

UAE Consumer survey on influencer marketing transparency

Methodology : This research is designed to provide a report based on custom questions. It's conducted by running one survey in each location specified, in this case the UAE. This study is limited to 10 questions.

Responses are collected through the respondent surface, the Google Opinion Rewards app. All these locations have been tested by the Google Surveys team and they provide a representative results from age & gender demographics. We then weight the results after the survey to the region's population distribution (when available) to keep results consistent over time.

You can see the size of these weights above in the "Design Affect" column, and learn more about our methodologies either in our [Help center](#), or [Technical whitepaper](#).

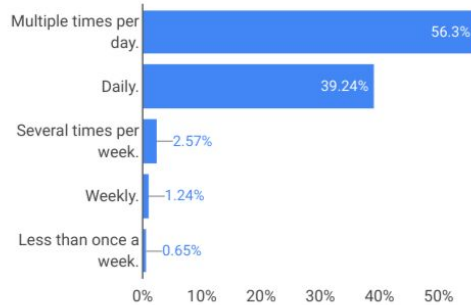


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QUESTION 1

56.3%

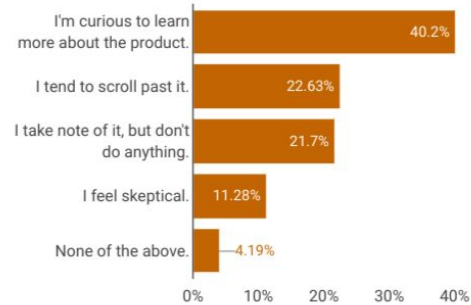
How frequently do you use social media platforms?



QUESTION 2

40.2%

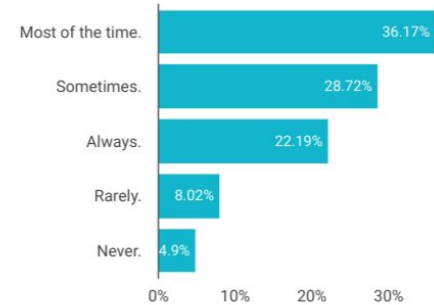
When you see a product mentioned or featured by an influencer, what is your initial reaction?



QUESTION 3

36.17%

How often do you notice disclosures in influencer content that indicate a brand partnership (e.g., #ad, #sponsored #paid partnership)?

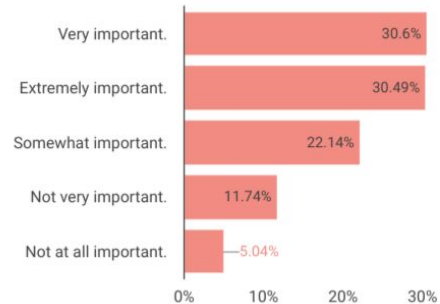


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QUESTION 4

30.6%

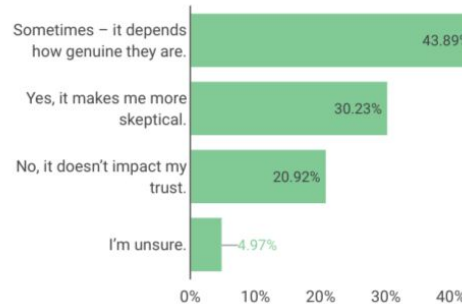
How important is it to you that influencers clearly disclose when they have a paid relationship with a brand?



QUESTION 5

43.89%

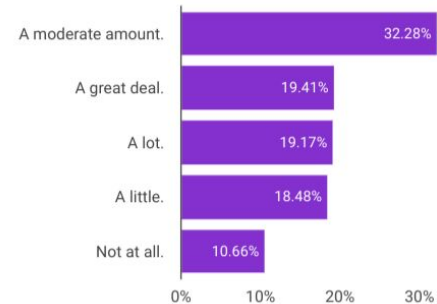
Does knowing that an influencer is paid to promote a product affect your trust in their endorsement?



QUESTION 6

32.28%

Thinking about your own purchasing decisions, how much does an influencer's recommendation influence whether you buy a product?

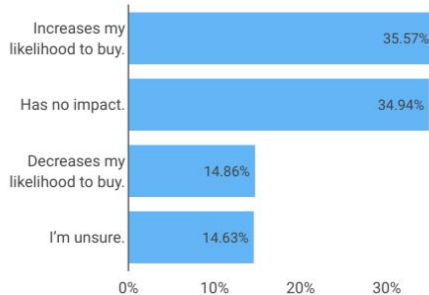


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QUESTION 7

35.57%

How does knowing an influencer was paid to promote a product impact your likelihood of purchasing that product?



QUESTION 8

54.14%

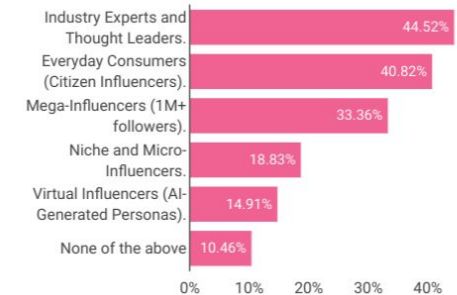
When an influencer you follow promotes a product, what factors most influence your perception of their recommendation? (Select all that apply)



QUESTION 9

44.52%

Which type(s) of influencers are most likely to influence your purchasing decisions? (Select all that apply)



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QUESTION 10

37.23%

Do you prefer influencers to work with brands on a long-term basis rather than one-off, short-term promotions?

