



ALL AT THE MALL

The region's huge appetite for retail therapy is growing, according to the huge volume of online searches.

MALL TRAWLING has gone viral in the UAE. If you didn't know already that the world's largest shopping centre, The Dubai Mall, is indeed the Middle East's most popular retail destination, then you do now.

A recent study by Sekari reveals that the mega mall leads the fashion pack with a whopping 40,968 online mentions. It's also the most searched for keyword among the shopping fraternity, with 90,500 searches. This means that the mall attracts vast amounts of attention online, not only on a local scale, but it's also measuring up globally too. Simply put, The Dubai Mall has gone viral.

Unsurprisingly, the sheer volume of conversation and social media sentiments on malls run almost in parallel, with The Dubai Mall checking out first again.

But are other malls making an impact? The UAE's top ten malls after The Dubai Mall are: Ibn Battuta Mall, Mall of the Emirates, Dragon Mart, Abu Dhabi Mall, Marina Mall, Dubai Festival City, BurJuman and Wafi Mall, with Mercato Shopping Mall scrapping in with just 1,600 searches per month.

In Saudi Arabia, the most famous leisure destination is the Mall of Arabia, with 2,900 online searches – a mere blip on the fashion radar when compared with The Dubai Mall – followed by: Red Sea Mall, Sahara Centre Shopping Mall, Granada Centre, Riyadh Sahara Mall, Hayat Mall, Al Faisaliah Centre, Kingdom Centre, Al Noor Mall, Al Rashid Mega Mall and Heraa International Mall.

What is surprising, however, is the low volume of searches, albeit positive sentiments, that the majority of the malls attract. Only four malls across the UAE and Saudi Arabia were reprieved for their marketing efforts. They are: The Dubai Mall, Mall of the Emirates, Mall of Arabia and Red Sea Mall.

The top five keyword phrases in both countries are: 'shopping', 'online shopping', 'shopping online', 'outlet' and 'shop'.

But what else do consumers look for when they want to shop, or just browse around and socialise, which is mostly the case in Saudi Arabia?

Search terms also reveal that, surprisingly, only two brands were featured persist-

ently, namely: Carrefour and Burberry. This says a lot about the two countries that are home to more than 700 brands.

Therefore, brand managers, mall operators and marketers should take heed. Strategising on consumer behaviour in the digital world is paramount, especially if you want to capitalise on your consumers' comments and digital behaviours.

Social media is also a key platform for getting involved with consumer conversations. Being active across different platforms not only creates buzz for your brand, it also builds sentiment among the increasingly vocal shopping fraternity.

As the saying goes: "You need to be seen to be heard."

Research covered Arabic and English search activities from July 21 to August 20, 2013.



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Powered by BrandWatch

GENERIC KEYWORDS BY SEARCH VOLUME

English – The UAE

#	English keyword	Local search	Global search
1	Carrefour Dubai	18,100	27,100
2	Carrefour UAE	9,900	18,100
3	Online shopping	2,900	673,000
4	Online shopping in Dubai	2,400	3,600
5	Online shopping in UAE	1,600	2,400
6	Shopping	880	450,000
7	Dubai online shopping	880	4,400
8	UAE online shopping	880	1,600
9	Shopping online	720	74,000
10	Electronic shops UAE	720	880
		38,980	1,255,080

English – Saudi Arabia

#	English keyword	Local search	Global search
1	Shopping	1,000	450,000
2	Shopping online	1,000	74,000
3	Store	590	110,000
4	Outlet	480	301,000
5	Shop	480	135,000
6	Shop online	320	60,500
7	Mall	210	135,000
8	Italian food	210	49,500
9	Burberry outlet	110	74,000
10	Stores	58	33,100
		4,458	1,422,100

TOP BRANDS BY KEYWORD SEARCH VOLUME

English – The UAE

#	English keyword	Local search	Global search
1	Dubai Mall	22,200	90,500
2	Mall of the Emirates	6,600	14,800
3	Abu Dhabi Mall	4,400	8,100
4	Ibn Battuta Mall	2,400	27,100
5	Marina Mall	2,400	4,400
6	Festival City	1,900	4,400
7	BurJuman	1,600	2,900
8	Wafi Mall	1,600	2,900
9	Mercato Mall	1,000	1,600
10	Al Ain Mall	880	1,300
11	Dragon Mart	880	9,900
		45,860	167,900

English – Saudi Arabia

#	English keyword	Local search	Global search
1	Red Sea Mall	720	1,000
2	Riyadh Mall	390	720
3	Mall of Arabia	260	2,900
4	Hayat Mall	91	170
5	Faisaliah Mall	73	140
6	Sahara Mall	73	1,000
7	Kingdom Mall	58	110
8	Granada Centre	16	880
9	Al Noor Mall	12	46
10	Al Rashid Mega Mall	10	36
11	Heraa International Mall	10	16
		1,713	7,018

SOCIAL MEDIA – VOLUME VS SENTIMENT GRAPH

