



**Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.**

*Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.*

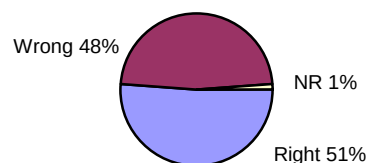
## **Perceptions on Preferred Brands; Most Pakistanis Have Specific Choice in Choosing a Brand: GILANI POLL / GALLUP PAKISTAN**

Islamabad, December 30, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, for majority of Pakistanis choosing a specific brand is quite important and many of them take great interest in choosing different brands; 51% claim to decide a brand of the product they buy by their advertisements, in another scenario, 43% claim to want to buy brands which are not commonly used by others, and when asked about their brand choosing decision 58% said they like buying brands which bring out their personality.

A nationally representative sample of men and women from across the country were read out a list of statements depicting various shopping habits and were asked “A few sentences will be read out to you Please tell whether each one of them is right or wrong: ‘I usually decide the brand of a product through advertisements’?” Fifty one percent (51%) said yes and 48% claimed they do not decide the brand of a product they are buying through advertisement. The remaining 1% gave no response.

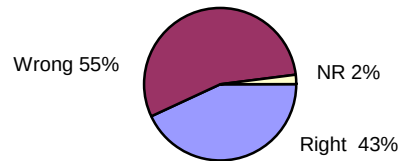
*“A few sentences will be read out to you Please tell whether each one of them is right or wrong: ‘I usually decide the brand of a product through advertisements’?”*



Source: Gilani Poll conducted by Gallup Pakistan,  
the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))

When the respondents were read out the following statement “While shopping I prefer to shop for brands which are different from what other people buy” Forty three percent (43%) said this statement depicts a true picture of their liking to buy different uncommon branded products while 55% said this is not the case. The remaining 2% gave no response. The findings show that a proportionately higher percentage of women and young Pakistanis prefer to shop for brands which are different from what other people use.

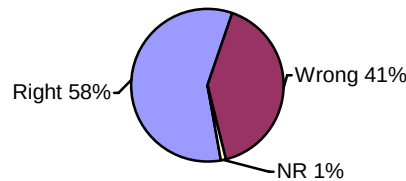
*“A few sentences will be read out to you Please tell whether each one of them is right or wrong: ‘While shopping I prefer to shop for brands which are different from what other people buy’?”*



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More than half of all respondents (58%) agreed with the statement “I prefer to buy brands which highlight/correspond with my unique personality” whereas 41% it is not true of their shopping patterns. The remaining 1% gave no response.

*“A few sentences will be read out to you Please tell whether each one of them is right or wrong: ‘I prefer to buy brands which highlight/correspond with my unique personality’?”*



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The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2770 men and women in rural and urban areas of all four provinces of the country, during November 2009. Error margin is estimated to be approximately  $\pm 2-3$  per cent at 95% confidence level.

**Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan,** the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com)) and referred to by the same title. Also please see necessary Disclaimer on our website ([www.gallup.com.pk](http://www.gallup.com.pk)). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social and other issues see website [www.gallup.com.pk](http://www.gallup.com.pk)

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