



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.

Poll on ‘What Makes You Buy a New Product?’; Ingredients, Endorsement: GILANI POLL /GALLUP PAKISTAN

Islamabad, January 5, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, a little more than half of all Pakistanis (57%) check the ingredients of a packaged food product before buying it for the first time, 42% do not care and 1% gave no response. The results also show that endorsement by friends and family matters. According to survey’s findings, 50% buy new products only when a friend or a family member suggests it, 49% do not specifically get influenced by other peoples suggestion when buying a new product and 1% gave no response.

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: ‘Whenever I buy any packaged food for the first time, I read its ingredients?’” Fifty seven percent (57%) claimed to read the ingredients, while 42% claimed to not be bothered about reading the ingredients of a new product. The remaining 1% of the respondents gave no response. It is seen that a proportionately higher percentage of urbanites, young Pakistanis, and men seem to be more cautious about buying new packaged food products and therefore claim to always check their ingredients.

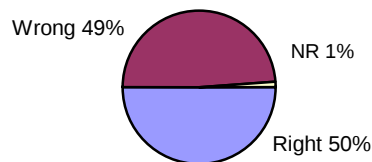
“A few sentences will be read out to you Please tell whether each one of them is right or wrong:)
‘Whenever I buy any packaged food for the first time, I read its ingredients?’”



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

Fifty percent (50%) said that they “Don’t try a new product until a friend or family suggests it” whereas just as many 49% claimed it is not true of them. The remaining 1% gave no response. The data shows that a slightly higher percentage of men and people under the age of 50 prefer to try a new product when suggested by their friends or family.

*“(A few sentences will be read out to you Please tell whether each one of them is right or wrong)
‘I don’t try a new product until a friend or family suggests it’?”*



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

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) and referred to by the same title. Also please see necessary Disclaimer on our website (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

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