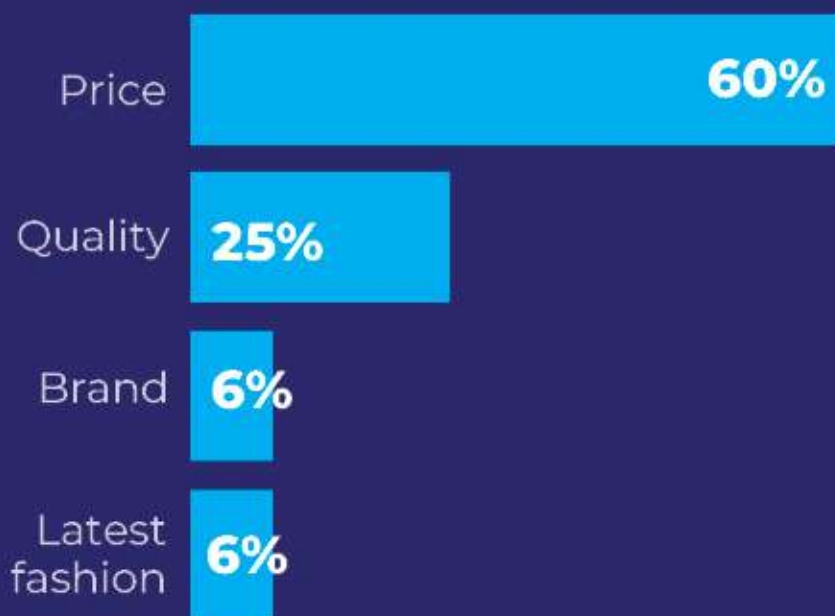


Pakistanis Prioritize Price Over Quality and Brand When Buying Clothes: 3 in 5 Pakistanis (60%) consider price the most important factor when shopping for clothes, making it the leading priority nationwide.

In comparison, only 1 in 4 (25%) prioritize quality, while 6% each value brand or the latest fashion trends.



Don't know/No response::3%

Question: What is your biggest priority when shopping for clothes?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll

Consumer/Commercial

Others

Shopping Habits

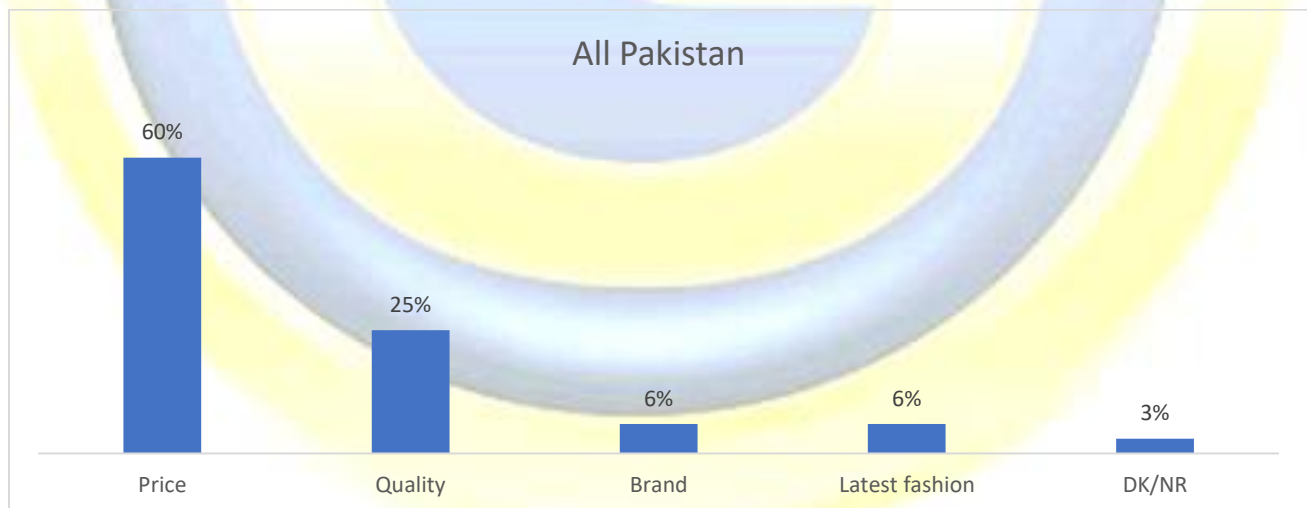
Pakistanis Prioritize Price Over Quality and Brand When Buying Clothes: 3 in 5 Pakistanis (60%) consider price the most important factor when shopping for clothes, making it the leading priority nationwide. In comparison, only 1 in 4 (25%) prioritize quality, while 6% each value brand or the latest fashion trends. (Gallup & Gilani Survey)

(Islamabad), 15th July 2025

According to a Gallup & Gilani Pakistan survey, 3 in 5 Pakistanis (60%) consider price the most important factor when shopping for clothes, making it the leading priority nationwide. In comparison, only 1 in 4 (25%) prioritize quality, while 6% each value brand or the latest fashion trends. The preference for price is even more pronounced among rural residents (64%), women (61%), and those aged 50 and above (67%), highlighting its broad appeal across key demographic groups.

A nationally representative sample of adult men and women from across the country was asked the question, ***“What is your biggest priority when shopping for clothes?”***. In response to this question, 60% said ‘price’, 25% said ‘quality’, 6% said ‘Brand’, 6% said ‘Latest fashion’, while 3% said that they did not know or gave no response.

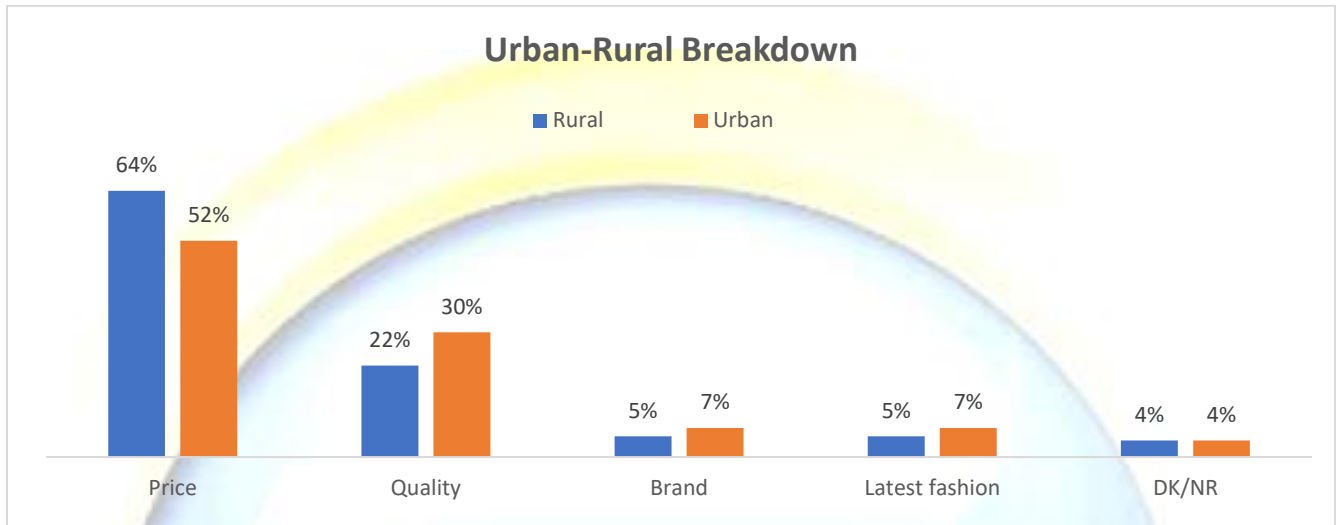
Question: What is your biggest priority when shopping for clothes?



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

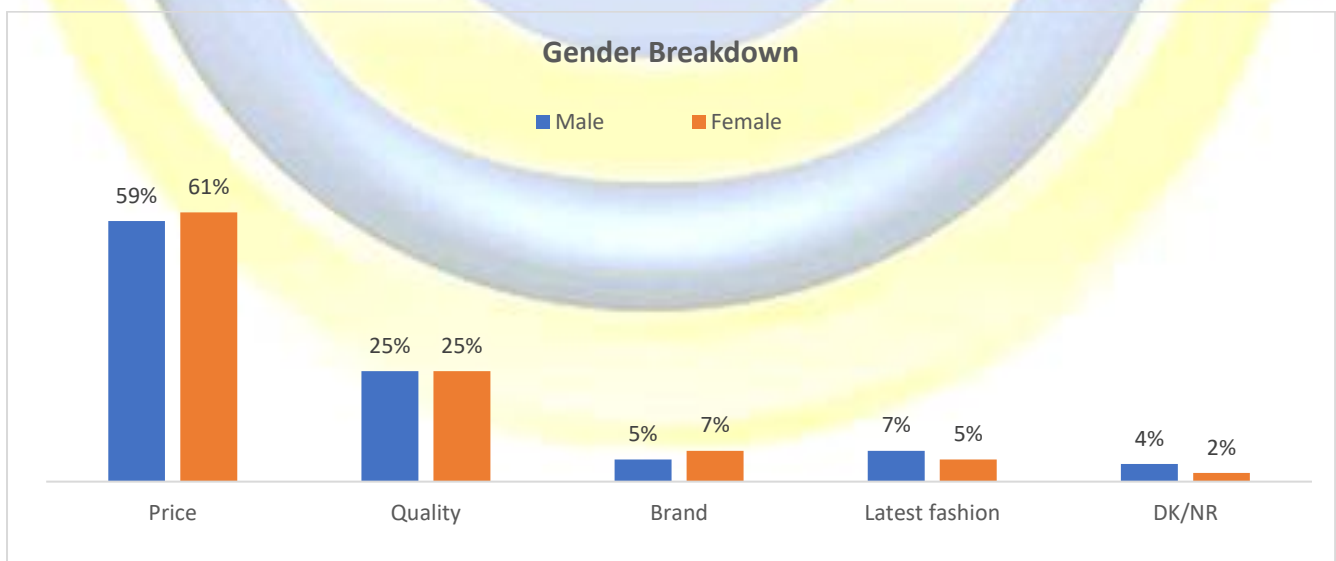
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 779 men and women in urban and rural areas of all four provinces of the country, conducted from March 07, 2025 to March 22, 2025. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

Urban-Rural Breakdown: Rural respondents are more likely to prioritize price when shopping for clothes (64%) compared to their urban counterparts (52%). In contrast, urban respondents show a higher preference for quality (30% vs. 22%) as well as slightly greater interest in brand and fashion trends, at 7% each.



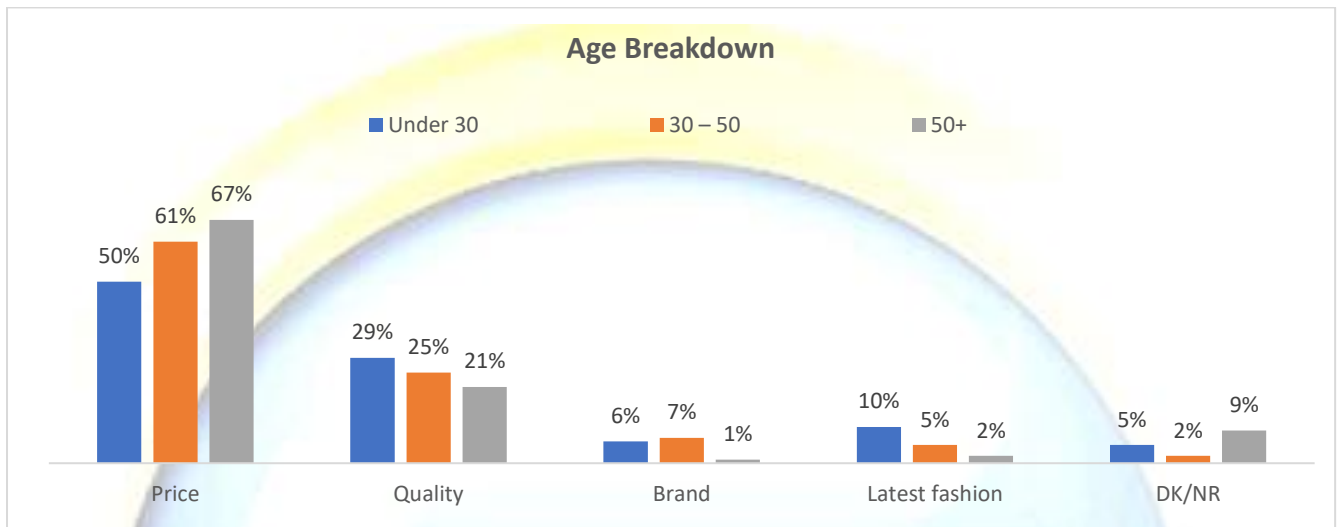
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Gender Breakdown: Men and women indicate remarkably similar clothing purchase priorities, with price emerging as the leading factor for both genders (59% of men, 61% of women). While preferences for quality are identical (25% each). Women are slightly more brand conscious, 7% compared to 5% of men, whereas men show a marginally higher interest in the latest fashion trends (7% vs. 5%).



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Age Breakdown: Preference for price increases steadily with age—while 50% of respondents under 30 prioritize price, this rises to 61% among those aged 30–50, and peaks at 67% for those aged 50 and above. Conversely, interest in quality, brand, and fashion trends declines with age, with younger respondents (under 30) more likely to value the quality (29%) and latest fashion (10%) compared to older age groups. Notably, brand importance drops sharply to just 1% among those aged 50+.



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)



Opinion Poll from Gallup Pakistan
*The Pakistani Affiliate of Gallup
International*



Tuesday, 15th July 2025

(4 Pages, English version Only)

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)