

## **Brand Personality of Pakistan: Comparison of Perception – Local versus Foreign**

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### **Abstract**

This paper involves a comparative examination of the country brand personality of Pakistan as perceived by the Pakistanis and that perceived by Non-Pakistanis. The objective is to understand: one, whether there exists a divergence between our self-perception and that of Non-Pakistanis; two, to understand the difference in perception with reference to the 13 sub-dimensions of country brand personality noted below; three, to ponder about the possible reasons for the divergence. The scale for measuring country personality was developed by combing four scales that had been developed and used in earlier research publications on brand personality. The scale was based on 13 different constructs which form the sub-dimensions of country brand personality. These are: Sincerity, Excitement, Competence, Sophistication, Ruggedness, Openness, Conscientiousness, Extraversion, Agreeableness, Boredom, Emotion, Masculine, and Feminine. The sample consisted of 100 Pakistani respondents and 100 Non-Pakistani respondents. The respondents were asked to rate the country brand personality of Pakistan with reference to each of the 13 dimensions noted above. Independent sample T-test was used to analyze whether or not there was a statistically significant difference between Pakistanis and Non-Pakistanis regarding the Country Brand Personality of Pakistan. The results of the study indicate a significant difference between our self-image of Pakistan and that perceived by the Non-Pakistanis. The significance of the study is that it allows us an insight into the difference in perception with reference to each of the 13 above noted dimensions of the country brand personality. These insights can be used by our Government to review their Foreign Policy, and by the exporters of Pakistani Products for developing their market strategy and promotion plan for selling their products in the International Market.

**Key Words:** brand personality, country personality, brand personification