

UNIVERSITY STUDENTS' SHOPPING BEHAVIOR FOR BEAUTY SOAP BRANDS IN BANGLADESH: A COMPARISON OF ATTITUDE TOWARD FOREIGN VERSUS LOCAL BRAND

Tauhid Ahmed Bappy¹, S.M. Shariful Haque², Samiya Bint Halim³

¹Lecturer, Department of Business Administration, Shanto Mariam University of Creative Technology, Dhaka; ²Lecturer, Army Institute of Business Administration, Savar Cantonment, Dhaka; ³Master of Business Administration, Department of Marketing, University of Dhaka; BANGLADESH.

¹tauhidbappy@gmail.com, ²shovon179@gmail.com, ³samiya177mkt@gmail.com

ABSTRACT

The purpose of this study was to evaluate the university students' shopping behavior for global soap brands in comparison to Bangladeshi soap brands. The participants used in this study were requested to assess a popular local soap brand named Sandalina Sandal Soap and a reputed foreign soap brand called Lux on multiple product attributes, promotional tools, branding aspects, distribution characteristics and pricing components. Quantitative data on customers' attitude toward foreign versus local soap brand were collected from 150 students of University of Dhaka selected using stratified sampling technique. With paired sample t test, it appeared that foreign beauty soap brand (Lux) is preferred over local soap brand (Sandolina) with respect to all but a few items used in this study. From logistic regression analysis, the researchers found that the likelihood of soap users' purchase intention for foreign soap brand increases as a result of customers' positive attitude toward the product attributes, promotion, branding, distribution, pricing characteristics. It was also noticed that females are more likely to purchase foreign soap brand compared to males. The researchers believe these findings will persuade the overseas soap brands to make a successful entry into Bangladeshi market.

Keywords: Shopping Behavior, Comparison, Customer Attitude, Global Soap Brand, Local Brand

INTRODUCTION

In the age of globalization, all kinds of companies in a mixture of industries from several countries are going global and are vigorously competing in the global market. This trend of global rivalry is not going to end as long as open market economy, deregulation, and advancement in information technology, global communication and transportation exist (Johansson, 2007). However, although global brands are being sold worldwide, there is a significant difference in the consumers' preference toward domestic and imported brands in the developed and developing countries. People from developed nations tend to have a fondness toward domestically produced items whereas consumers living in developing nations favor the foreign brands (Kinra, 2006)

Bangladesh, a developing country with huge number of population, is targeted by the marketers of many global soap brands. Bangladeshi consumers use soaps regardless of varying demographic characteristics. Foreign soap brands that are successfully performing well in Bangladesh are dominated by Lux, Lifeboy, Dove, Dettol, Pears, and Fiana and so on. Among them, Lux has always been one of the most chosen and sought after soap brands in the country which started its operation in Bangladesh in 1964.

Since then this brand is having tremendous success almost every year. According to Kantar Worldpanel's Brand Footprint report, Lux was considered to be the best beauty soap brand in Bangladesh in 2018 (The Daily Star, 2018).

Besides these global soap brands, some domestically produced soap brands have the capacity to fight against the global brands as the local soap brands are less expensive and they suit the tropical weather of Bangladesh. Tibet, Sandalina Sandal Soap, Meril, Cute, Keya, ACI soap are some of the reputed local soap brands in Bangladesh. According a survey conducted by Kantar Milward Brown in 2017 and 2016, Sandalina Sandal Soap became the most preferred local soap brand in Bangladesh in the two consecutive years (Bangladesh Brand Forum, 2017).

Keeping all these global moves in mind, the researchers were interested in knowing the attitude of Bangladeshi university students toward domestic versus foreign beauty soap brands. The participants were asked to assess a popular local soap brand named Sandalina Sandal Soap and a reputed foreign soap brand called Lux. Thereby, the researchers tried to make a comparison of attitude toward local versus foreign soap brands in the context of Bangladesh.

PROBLEM STATEMENT

The soap industry of Bangladesh has been facing an incursion of new participants in the last couple of years. As a result, the number of soap users, irrespective of financial capability and living standards, is swiftly rising in varied areas of the country. Some of these soap users have a distinct preference for the foreign brands over local ones whereas some show favorable attitude toward local brands as they cater to the local needs and are affordable. Although a number of comparative studies on local and foreign brand preferences were previously conducted from other industry or cultural perspective, no experimental research had been found on the same topic from the perspective of Bangladeshi soap industry. This research gap stirred the researchers to conduct a study on this topic.

LITERATURE REVIEW

Several studies were conducted over the years comparing shoppers' attitude and preferences toward local and foreign brands. Some insights consistent with the research objectives obtained from numerous review of literature are described below:

Consumer Attitude and Purchase Intention

According to Schiffman and Kanak (2000), consumer attitude is the consumers' learned tendency to act in a constantly positive or negative manner with respect to a certain object such as brand, store or advertisement. Kotler and Armstrong (2010) asserted that consumer attitude encompasses a consumer's reasonably consistent beliefs, evaluations, feelings and behavioral tendencies toward certain products and services.

Purchase intention falls under the conative component of customer attitude. Schiffman and Kanak (2000) argued that buying intention is the probability or tendency that a consumer will carry out a particular action (purchase) or behave in a particular way under certain circumstances.

Differences in Consumers' Attitude toward Foreign and Local Brands

Johansson (2007) described that local brands are those brands which are reputed and competent in domestic market but are not much familiar in other markets. On the contrary, a

foreign brand originates outside the local area and is marketed in several countries (Eckhardt, 2005). Shoppers all over the world generally have a distinct perception and attitude toward the acceptance of domestic and global brands. Johansson (2007) contended that consumers tend to show positive attitude in favor of a product or service which is manufactured in countries with good image whereas they downgrade those items that are produced in countries that are perceived as having poor image. This argument supports the claims of (Han, 1989) who suggested that purchasers consider country-of-origin related issues while assessing products and services. Kinra (2006) found that consumers in developing countries like India perceive that foreign brands are superior compared to local brands in terms of quality, prestige esteem, credibility, technology and status despite having high degree of ethnocentrism. Peterson and Jolibert (1995), argue that shoppers from emerging countries have a predisposition to imitate the western consumption patterns and thus choose foreign brands over the local ones.

Nevertheless, consumers, in many cases, wish for local brands over foreign brands due to ethnocentrism and lower perceived price (Correa and Parente, 2017). They added local brands are sometimes more trusted as they can cater to the local variations in taste in a better way and are associated with the local customs and cultures.

Most Preferred Foreign and Local Soap Brands in Bangladesh

For several successive years, Lux, a foreign soap brand, has been occupying the apex position in Bangladeshi beauty soap industry. In 2018, Lux became the top beauty soap brand in Bangladesh (The Daily Star, 2018). On the other hand, in 2017 and 2016, Sandalina Sandal Soap, a local brand, happened to be the most preferred local soap brand (Bangladesh Brand Forum, 2017).

Parameters that influence Shoppers' Purchase Intention for Soap Brands

Numerous researches have been carried out to identify the factors or parameters that have an effect on shoppers' purchase intention and satisfaction toward soap brands. These parameters are described as follows:

Product Attributes: Product attributes and qualities affect shoppers' purchase behavior for soap brands. Mahmud and Gope (2012) identified that product features such as fragrance, skin care capability; germ fight features and color play a crucial role in influencing purchase intention and brand loyalty of buyers in Dhaka city. In addition, Dhanalakshmi and Ganesan, (2015), pointed out the importance of quality and unique ingredients, attractive flavors, durability of the soap, color and lather on customer satisfaction, purchase intention and brand loyalty toward soap brands.

Promotion Mix Elements: According to Ajai and Nandhini (2016), consumers are provoked to buy soap brands owing to promotional elements such as influential advertisement and word of mouth publicity from doctors, retailers, family members and other reference groups. Awunyo-Vitor et al., (2013) suggested that many young customers in Ghana are aggravated to purchase personal care products like soap on account of effective sales promotion campaign.

Furthermore, Baskin (2014) is of the view that it is possible to utilize social media to grab the attention of buyers and sell soap brands but with greater care and consciousness; otherwise the online campaigns will not yield superior returns in this sector.

Branding Aspects: A powerful brand serves as a basis for superior business performance (Keller, 2013). Haque, Bappy and Arifuzzaman (2018) illustrated significant association between brand awareness building elements and brand loyalty. In the context of soap industry,

shoppers' behavior for different global and local brands is shaped by brand awareness (Chi et al., 2009; Krishnan and Nandhini, 2017), brand equity (Hemalatha et al., 2014) and brand loyalty (Chi et al., 2009; Mahmud and Gope 2012) and so on.

Distribution Characteristics: Distribution means making goods and services available to the target audiences (Kotler and Armstrong, 2010). Availability of a soap brand at all sorts of retail stores and remote locations triggers the buyers to purchase that brand frequently (Dhanalakshmi and Ganesan, 2015; Krishnan and Nandhini 2017). Besides, VanAuken (2015) elucidated that when any brand is ubiquitous and easily accessible, shoppers' preference for that brand is transformed into ultimate brand purchase.

Pricing Strategies: Effective pricing strategies prompt the buyers to choose one product over others especially when the buyers are very much price-sensitive (Kotler and Armstrong, 2010). Customers tend to exhibit positive attitude toward soaps that provide them better value for money. Furthermore, affordable prices (Krishnan and Nandhini, 2017), bundle offers (Harlam et al., 1995), perceived price fairness (YAĞCI, 2010) stimulate price-sensitive customers' buying intention.

RESEARCH OBJECTIVES

The broad objective of this study was to analyze the Bangladeshi university students' shopping behavior for soap brands by making a comparison of attitude toward foreign and local brands. In light of this broad objective, specific objectives are mentioned below:

1. To make a comparison of attitude toward local versus foreign soap brands with respect to certain parameters in the context of Bangladesh.
2. To predict the likelihood of soap users' purchase intention for foreign soap brand as a function of attitude toward the product attributes, promotion, branding, distribution, pricing characteristics as well as gender.
3. To provide some recommendations for further improvements.

HYPOTHESES

Review of different literatures led the researchers to formulate following hypotheses:

H₀1: There will be no significant difference of attitude toward foreign and local soap brands for the specific product attributes such as: a) fragrance b) quality ingredients c) attractive flavors d) color e) skin care capability

H₀2: There will be no significant difference of attitude toward foreign and local soap brands for the specific promotion mix elements such as: a) advertising b) sales promotion c) word of mouth publicity d) online promotion.

H₀3: There will be no significant difference of attitude toward foreign and local soap brands for the specific branding aspects such as: a) brand awareness b) brand loyalty c) brand equity

H₀4: There will be no significant difference of attitude toward foreign and local soap brands for the specific distribution characteristics such as: a) availability in retail stores b) availability in remote locations c) easy accessibility

H₀5: There will be no significant difference of attitude toward foreign and local soap brands for the specific pricing components such as: a) affordable prices b) bundle offers c) price fairness.

H₀₆: Intention to purchase foreign soap brand is not affected by a) product attributes b) promotional activities c) branding aspects d) distribution performance e) pricing components (f) gender.

THEORETICAL FRAMEWORK

To test the null hypothesis H₀₆, the researchers proposed the following theoretical framework:

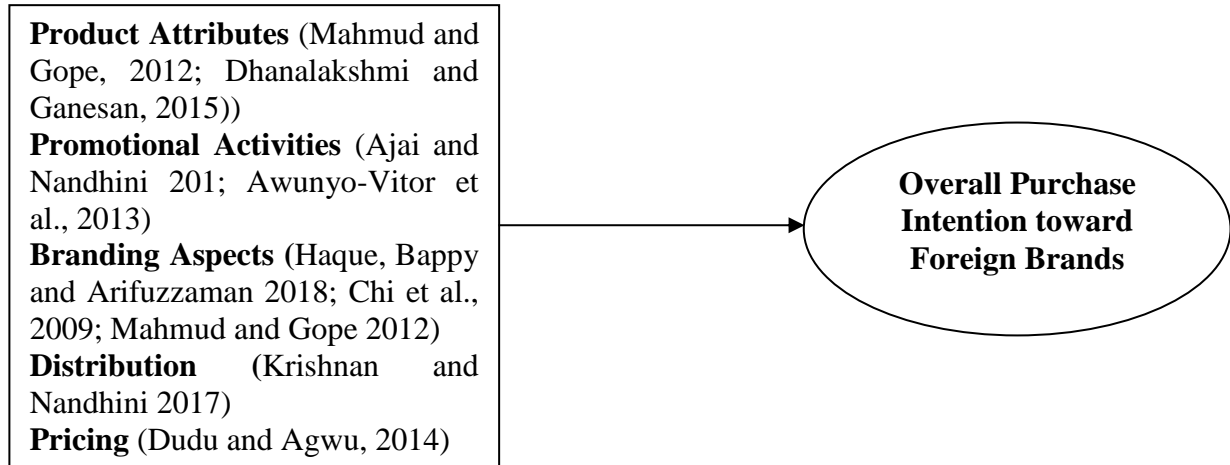


Figure 1: Conceptual Framework

METHODOLOGY

This is a descriptive study where survey questionnaire was used to collect quantitative data. Both primary and secondary sources of data were used to make this study more objective and meaningful. The primary data were collected by conducting a survey on selected students from university of Dhaka. On the other hand, review of several literatures, relevant newspaper articles, books, and websites assisted the researchers to gather secondary data. To collect the data, a self-administered structured, balanced and non-forced questionnaire was used. The items in the questionnaire represented agree-disagree statements measured on a traditional 5-point Likert scale.

The target population for this study was defined as 1000 male and female BBA students who are studying at University of Dhaka under department of marketing. They have an age range between 18-25 years and were surveyed between 2nd July and 10th August, 2018. The researchers considered a student directory as sampling frame which recorded information on all the students of marketing department graduating under BBA program. The sample size was 150 and the sampling technique used for this study included stratified sampling in which BBA students of marketing department were partitioned into 4 strata or batches. Elements were selected from each stratum or batch by a random sampling technique. For data analysis, mean scores and paired sample t test were carried out to test hypotheses H₀₁-H₀₅. Finally, a logistics regression was conducted to test the Hypothesis H₀₆ as the dependent variable was categorical. These parametric tests were used with Likert scales as Malhotra et al., (2007) suggested that data obtained from Likert scale should be treated as interval. Norman (2010) also stressed that parametric test are more robust than non parametric tests to provide unprejudiced results while examining Likert scale responses even when assumptions such as normal distribution of data are violated.

FINDINGS

University students' comparative attitude toward a foreign soap brand named Lux and a local soap called Sandalina Sandal Soap were evaluated based on several variables. However, these variables were grouped into several parameters such as a) product attributes b) promotional tools c) branding aspects d) distribution characteristics e) pricing components.

Firstly, in order to test H_01 , paired sample t tests were carried out between foreign and local soap brands for all the items related to product attributes. The outcomes are demonstrated in Table 1.

Table 1. Paired Sample Test: Means for Product Attributes and Their Significance

	Product Attributes	Mean	Std. Deviation	Mean Differences	t	Df	Sig. (Two Tailed)
Pair 1	Fragrance FB	4.06	.771	.553	5.694	149	.000
	Fragrance LB	3.51	1.028				
Pair 2	Quality Ingredients FB	4.05	.830	.073	.696	149	.488
	Quality Ingredients LB	3.97	.955				
Pair 3	Flavors FB	4.14	.724	.673	6.802	149	.000
	Flavors LB	3.47	1.028				
Pair 4	Color of the Soap FB	4.04	.911	.353	4.226	149	.000
	Color of the Soap LB	3.69	.942				
Pair 5	Skin Protection FB	4.01	.871	.340	3.369	149	.001
	Skin Protection LB	3.67	1.041				

The researchers noticed significant differences ($p < .05$) in the mean values between foreign and local soap brands for all the items representing product attributes except quality ingredients. Therefore, null hypotheses set in the form of H_01 (a), (c), (d), (e) were rejected. As evident by the mean scores in Table 1, soap users from the respondents had higher preference for foreign brand (Lux) over a reputed local brand (Sandalina Sandal Soap) with regard to soap fragrance, flavors, colors, and skin protection capability.

But null hypothesis set in the form of H_01 (b) could not be rejected as participants did not exhibit significant differences in attitude in terms of satisfaction with soap ingredients.

Table 2. Paired Sample Test: Means for Promotional Elements and Their Significance

	Promotional Elements	Mean	Std. Deviation	Mean Differences	t	Df	Sig. (Two Tailed)
Pair 1	Advertising FB	4.06	.853	.327	3.394	149	.001
	Advertising LB	3.73	.939				
Pair 2	Sales Promotion FB	4.00	.976	.260	2.474	149	.014
	Sales Promotion LB	3.74	.993				
Pair 3	WoM Publicity FB	4.09	.955	.223	2.160	149	.032
	WoM Publicity LB	3.85	.922				
Pair 4	Online Promotion FB	3.82	.868	.460	4.409	149	.000
	Online Promotion LB	3.36	1.082				

Soap users had more favorable attitude toward the foreign soap brand over the local one with respect to advertisements, sales promotion strategies, word of mouth publicity and online promotion as evident from the mean scores illustrated in Table 2. As referred in Table 2, for

all the promotional elements, there were significance differences ($P < .05$) in attitude among local and foreign soap brand users which led the researchers to reject the null hypotheses set in the form of H_02 (a), (b), (c), and (d). Hence, it can be inferred that respondents perceived the advertisement of foreign brand (Lux) to be more attractive and persuasive, sales promotional tools to be more stimulating, WoM publicity to be more influential and online ads to be more eye-catching than those of local Sandalina Sandal Soap.

Table 3. Paired Sample Test: Means for Branding Aspects and Their Significance

	Branding Aspects	Mean	Std. Deviation	Mean Differences	t	df	Sig. (Two-Tailed)
Pair 1	Brand Awareness FB	3.81	1.073	.093	1.144	149	.254
	Brand Awareness LB	3.71	1.119				
Pair 2	Brand Equity FB	3.79	.894	.653	7.049	149	.000
	Brand Equity LB	3.13	.981				
Pair 3	Brand Loyalty FB	3.79	.885	.313	3.262	149	.001
	Brand Loyalty LB	3.48	1.066				

As per the results presented in Table 3, brand awareness for both local and foreign soap brands turned out to be relatively similar (3.81 versus 3.71). Therefore, no statistically significant differences ($P > .05$) in attitudes between local and foreign brands were observed for this variable. So, the null hypothesis for H_03 (a) could not be rejected. On the other hand, the researchers had to reject hypotheses formulated in the form of H_03 (b), and (c) because it was found that foreign brand (Lux) is preferred over local brand (Sandalina Sandal Soap) in terms of brand equity and brand loyalty. The mean scores for brand equity and brand loyalty as shown in Table 3 reveal this fact.

Table 4. Paired Sample Test: Means for Distribution Characteristics and Their Significance

	Distribution Elements	Mean	Std. Deviation	Mean Differences	t	Df	Sig. (2-tailed)
Pair 1	Availability in Retail Stores FB	3.97	.923	.333	3.291	149	.001
	Availability in Retail Stores LB	3.63	1.045				
Pair 2	Availability in Remote Location FB	4.05	.892	.480	5.481	149	.000
	Availability in Remote Location LB	3.57	.986				
Pair 3	Easily Accessible FB	3.95	.885	.400	3.737	149	.000
	Easily Accessible LB	3.55	1.167				

With respect to distribution characteristics, it appeared that foreign soap brand is doing comparatively better as respondents perceived the availability of soap brand at the retail stores as well as in the remote locations to be relatively higher for the foreign brand over the local one. Moreover, the respondents feel that foreign brand, Lux, is more easily accessible to the customers. From the results shown in Table 4, it can be concluded that there were significant differences ($P < .05$) in the mean scores between the local and foreign brands for all the distribution characteristics. Hence, null hypotheses set in the form of H_04 (a), (b), and (c) had to be rejected.

Table 5. Paired Sample Test: Means for Pricing Components and Their Significance

	Pricing Components	Mean	Std. Deviation	Mean Differences	T	Df	Sig. (2-Tailed)
Pair 1	Affordable Price FB	3.95	.911	.160	1.878	149	.062
	Affordable Price LB	3.79	1.001				
Pair 2	Bundle Price Offers FB	3.91	.919	.400	3.653	149	.000
	Bundle Price Offers LB	3.51	1.122				
Pair 3	Fair Price FB	3.95	.805	.420	4.895	149	.000
	Fair Price LB	3.53	1.001				

Regarding pricing, respondents found the prices of foreign soap brand, Lux, to be slightly more affordable compared to the Sandalina Sandal Soap. But this difference was not statistically significant ($P < .05$) which led the researchers to reject the null hypothesis set in the form of H_05 (a). However, as shown in Table 5, null hypotheses developed in the form of H_05 (b) and (c) were rejected which indicated that participants perceived the foreign brand, Lux, to be superior over the local soap brand in terms of coming up with bundle price offers and charging fairer price.

In the next phase of the study, the researchers conducted *a logistic regression* to predict the likelihood of soap users' purchase intention for foreign soap brand as a function of attitude toward the product attributes, promotion, branding, distribution and pricing characteristics measured on the basis of the mean scores of several items identified from previous studies. A categorical variable, gender, was included in the model to understand how intention to buy foreign soap relates to gender (male = 0; female = 1).

Table 6. Results of Logistic Regression Conducted to Test Hypothesis Set in the Form of H_06

Dependent Variable Encoding					
	Original Value	Internal Value			
	Will Not Purchase	0			
	Will Purchase	1			
Model Summary					
Step 1	-2 Log Likelihood	Cox & Snell R Square	Nagelkerke R Square		
	120.864 ^a	.417	.564		
a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.					
Hosmer and Lemeshow Test					
Step	Chi Square	Df	Sig.		
1	13.980	8	.082		
Classification Table ^a					
		Predicted			
		Purchase Intention			
	Observed	Will not Buy	Will Buy	Percentage Correct	
Step 1	Purchase Intention	Will Not Buy	43	17	71.7
		Will Buy	7	83	92.2
Overall Percentage				84.0	
a. The cut off value is .500					

		Variables in the Equation					
		B	S.E	Wald	df	Sig.	Exp (B)
Step1 ^a	Product Attributes	1.546	.461	11.250	1	.001	4.693
	Promotional Activities	1.138	.357	10.144	1	.001	3.120
	Branding Aspects	1.563	.392	15.872	1	.000	4.773
	Distribution Performance	1.275	.375	11.554	1	.001	3.580
	Pricing	1.272	.396	10.303	1	.001	3.569
	Gender (Ref= Female)	.994	.458	4.709	1	.030	.370
	Constant	-26.828	4.882	30.200	1	.000	.000

a. Variable(s) entered on step 1: Product Attributes, Promotional Activities, Branding Aspects, Distribution Performance, Pricing, and Gender.

As shown in Table 6, this study included a binary dependent variable where intention to buy was coded as 0 and intention not to buy was coded as 1. The Cox & Snell R Square (.417) and Nagelkerke R Square (.564) signified a reasonable fit of the model to the data. Hosmer-Lemeshow goodness of fit test suggested that this model was a good fit to the data as ($P > .05$). This was further examined with the classification table which indicated that 126 out of 150, that is, 84 percent of the cases were properly classified and this percentage surpassed the cutoff value of 50%.

The significance of the estimated coefficients was based on the Wald's statistics. As can be observed from the "variables in the equation" portion in the Table 6, all the independent variables were found to be significant ($p < .05$) in explaining the purchase intention of foreign soap brand named Lux. So, the null hypotheses set in the form of H_0 6 (a-f) were rejected. Looking at the values of Odds ratio in the Exp (B) column, the researchers can conclude that the positive signs for the coefficients reveal that students with positive attitude toward the product attributes are 4.693 times more likely to purchase the foreign soap brand than those with negative attitude. Similarly, students having positive attitude toward the promotional activities, branding measures, distribution performance, pricing policies of foreign soap brands are 3.120, 4.773, 3.580 and 3.569 times more likely to purchase the brand respectively than those having negative attitude. It was also found that males are .370 times less likely to go for purchasing foreign soap brands as compared to females.

DISCUSSION

Based on the findings from this study, it appeared that foreign beauty soap brand (Lux) is preferred over local soap brand (Sandalina Sandal Soap) in terms of multiple product attributes, promotional activities, branding aspects, distribution performance and pricing components. However, no statistically significant differences in attitude were noticed with respect to certain variables such as ingredients, brand awareness, and perceived affordability. This may be due to fact that local brand Sandalina Sandal Soap is using sandal wood as ingredients to differentiate from Lux plus the traditional perspective of Bengalis toward sandal wood is playing a key role here in terms of health benefit. Target market is now more aware that it is a wood based natural soap and a symbol of luxury for skin care due to heavy celebrity endorsement through advertisements. Although Sandalina charges higher prices (42 BDT for 125gram soap) compared to Lux (42 BDT for 150gram), university students did not consider this difference in price to be significant. Logistic regression results revealed that all the identified parameters significantly and positively affected university students shopping intention for foreign soap brand and branding aspects with an odds ratio (OR) of 4.773 had

the strongest impact on the purchase intention followed by product attributes (OR = 4.693), distribution performance (OR = 3.580), and pricing policies (3.569). Females were found more likely to buy foreign soap brand (Lux) since they are generally more beauty conscious than males. Hence, the brand, Lux, always uses female celebrity endorsements to target this female segment. The researchers, however, believe that these findings will persuade the overseas soap brands for successful entry into Bangladeshi market. In addition, the study will also help the local brands to focus on the areas on which they are behind from the global competitors.

LIMITATIONS

The sampling frame chosen in this study represents merely a defined section (only students of University of Dhaka) of Bangladeshi society which certainly limited the scope of generalization of study. Although Malhotra et al., (2007) stressed that the data obtained from Likert scale should be treated as interval; those who consider Likert scale items to be ordinal data highly criticize the use of parametric tests such as paired sample t test. Due to lack of time, the researchers could not fully compare other demographic characteristics of the respondents affect customers' attitude toward foreign and local soap brands.

CONCLUSION AND RECOMMENDATION

The researchers believe that considering the findings of this study, more foreign soap companies will be attracted to enter Bangladeshi market. Moreover, it will warn the local soap brands that they need to create some entry barriers by means of differentiation through ameliorating their performance with respect to product, price distribution, promotion as well as branding aspects. Otherwise, it will be very difficult for them stay competitive in the marketplace.

This study showed that positive attitude toward foreign soap brands is higher among the female customers. So, the soap marketers must try to promote their brands by keeping the interests and preferences of female customers in mind. As branding aspects turned out to be the most important influencers of purchase intention, marketers must come up with attractive and eye catching soap name, logo, symbol, slogan, character to improve brand awareness. Moreover, strategies such as line extension, brand extension need to be adopted continuously by the foreign or local soap marketers to develop strong brand so that high level of brand equity and brand loyalty can be established.

Finally it can be said that this study was limited to only the respondents from University of Dhaka. Further research on this topic should cover broader geographic areas to examine how customers' attitude to purchase foreign and local soap brands vary across several demographic characteristics.

REFERENCES

- [1] Awunyo-Vitor, D., Ayimey, E. K., & Gayibor, R. A. (2013). Does sales promotion influence buyer behaviour? A study of PZ cussons limited. DOI: 10.9734/BJEMT/2013/3098.
- [2] Chi, H. K., Yeh, H. R., & Yang, Y. T. (2009). The impact of brand awareness on consumer purchase intention: The mediating effect of perceived quality and brand loyalty. *The Journal of International Management Studies*, 4(1), 135-144.
- [3] Correa, S., & Parente-Laverde, A. M. (2017). Consumer Ethnocentrism, Country Image and Local Brand Preference: The Case of the Colombian Textile, Apparel and Leather Industry. *Global Business Review*, 18(5), 1111-1123. DOI: <https://doi.org/10.1177%2F0972150917710112>
- [4] Dhanalakshmi, S & Ganesan, M. (2015). Impact of bath soap' attributes on customer satisfaction-away to enhance of brand loyalty. *International Journal of Pharmacy and Technology*. 6. 7148-7154.
- [5] Eckhardt, G. M. (2005). Local branding in a foreign product category in an emerging market. *Journal of International Marketing*, 13(4), 57-79.
- [6] G, Ajai & M Nandhini, Dr. (2016). Effect of Advertisement on Consumer Buying Behaviour toward Bathing Soap with Special Reference to Consumers in Kottayam District Kerala. 260-271. DOI: <https://doi.org/10.13140/RG.2.1.4653.5761>
- [7] Han, C. M. (1989). Country image: Halo or summary construct. *Journal of marketing research*, 26(2), 222-229. DOI: 10.2307/3172608
- [8] Harlam, B. A., Krishna, A., Lehmann, D. R., & Mela, C. (1995). Impact of bundle type, price framing and familiarity on purchase intention for the bundle. *Journal of Business Research*, 33(1), 57-66. DOI: [https://doi.org/10.1016/0148-2963\(94\)00014-6](https://doi.org/10.1016/0148-2963(94)00014-6)
- [9] Haque, S. S., Bappy, T. A., & Arifuzzaman, M. (2018). The Impact of Brand Awareness on Customer Loyalty toward Igloo Ice Cream: A Study on Dhaka University Students. DOI: <https://doi.org/10.5281/zenodo.1136274>
- [10] Hemalatha, A., Com, M., & ANTONY, V. (2014). A Study on Antecedents of Brand Loyalty in the Toilet Soap Market. *Journal Impact Factor*, 5(10), 51-57.
- [11] Johansson, J. (2009). *Global marketing*. Boston: McGraw-Hill Irwin.
- [12] Keller, K. (2013). *Strategic Brand Management*. Pearson Education UK.
- [13] Kinra, N. (2006). The effect of country-of-origin on foreign brand names in the Indian market. *Marketing Intelligence & Planning*, 24(1), 15-30. DOI: 10.1007/s10459-010-9222-y
- [14] Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.
- [15] Krishnan, G.A. & Nandhini, M., (2017). Factors Affecting the Purchasing Behaviour of Consumers in Ernakulam District with Special Emphasis on Bathing Soap. *International Journal of Research in Arts and Science*, Vol. 3, Special Issue, May 2017 DOI: 10.9756/IJRAS.8150
- [16] Mahmud, K., & Gope, K. (2012). Factors Influencing the Extent of Brand Loyalty of Toilet Soap Users in Bangladesh: A Case Study on Dhaka City. *Global Journal of Management and Business Research*, 12(15).

- [17] Malhotra, N. K. (2007). Review of marketing research. In *Review of Marketing Research* (pp. v-v). Emerald Group Publishing Limited.
- [18] Norman, G. (2010). Likert scales, levels of measurement and the “laws” of statistics. *Advances in health sciences education*, 15(5), 625-632.
- [19] Peterson, R. A., & Jolibert, A. J. (1995). A meta-analysis of country-of-origin effects. *Journal of International business studies*, 26(4), 883-900.
- [20] Schiffman, L. G., & Kanak, L. L. (2000). *Consumer behavior*, 7th. NY: Prentice Hall, 15-36.
- [21] YAĞCI, M. İ. (2010). The Impact of Perceived Price Fairness and Consumer Ethnocentrism on Consumers' Purchase Intentions: An Exploratory Assessment. *Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 19(3).

Websites

- [22] Baskin, J. (2014). Selling Soap In The Era Of Social Media. Retrieved from <https://www.forbes.com/sites/jonathansalembaskin/2014/04/25/selling-soap-in-the-era-of-social-media/>
- [23] Best Brand Award | Bangladesh Brand Forum. (2017). Retrieved from <https://bangladeshbrandforum.com/best-brand-award/>
- [24] The Daily Star. (2018). Sunsilk, Lux, Rin top FMCG brands. The Daily Star. Retrieved from <https://www.thedailystar.net/business/sunsilk-lux-rin-top-fmcg-brands-1583623>
- [25] VanAuken, B. (2015). How Brand Accessibility Builds Strong Brands | Branding Strategy Insider. Retrieved from <https://www.brandingstrategyinsider.com/2015/09/how-brand-accessibility-builds-strong-brands.html#.W3iY4egzbIU>