



## CONSUMER ATTITUDES TOWARD FOREIGN AND BANGLADESHI PRODUCTS: A FOCUS GROUP STUDY ON BANGLADESHI CONSUMERS.

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### ABSTRACT

*Faced with an increased access to a wide variety of products and services from other countries with advances in satellite communication, travel, television outreach and Internet access as well as increased education, consumers all over the world are becoming more aware of the products/services available. As a result, the products' country-of-origin images an influencing consumer behavior that is increasing rapidly in recent times. The purpose of this research is to examine Bangladeshi consumers' attitudes toward foreign products. The results suggest that country of origin effect play an important role in performing the purchase decisions in Bangladesh.*

*Key Words: Consumer behavior, Consumer attitude, Consumer ethnocentricism behavior*

### INTRODUCTION

Country-of-origin is an important factor in determining buyer response in the marketplace and the ultimate success of a firm's product in a foreign market (Anderson et al., 1994). Consumer behavior in the international marketplace is strongly influenced by attitudes toward products and the marketing practices associated with those products (Engel et al., 1995). An important influence on the development of consumer attitudes toward products is the country-of-origin of each. Extensive research, starting in the early 1970s, has consistently shown that "made in" labels and other information indicating a product's national origin become important cues in that product's evaluation by consumers (Nagashima, 1970; Bilkey and Ness, 1982; Johansson, 1989; Wood et al., 1999; Kotabe, 1990). These cues serve consumers as a predictor of product quality and suitability, and are themselves attributes that

stimulate attitudinal reactions. Consumers become aware of a product's country-of-origin; however, in other ways and it is this information base that then provides the attitudinal cues. These country-of-origin cues interact with the branding, advertising and promotional practices associated with a foreign product in the development of each consumer's attitude toward that product (Leclerc et al., 1994). The attitudes so fostered toward the foreign supplier influence that consumer's response to the supplier's product (Kraft and Chung, 1992). In view of the above information this paper intend to a) understand consumers' attitude toward foreign products, b) to identify key indicators which influence the attitude of consumers' c) to understand the parameters that influence the attitude toward local and domestic products, d) to identify factors that influence product selections, e) to develop better marketing strategies for the products of domestic as well as foreign origin

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## LITERATURE REVIEW

Blackwell (2000) defines consumer behavior as the activities people undertake when consuming, and disposing of products and services. There are several activities included in this definition of consumer behavior; obtaining refers to the activities leading up to, and including, the purchase or receipt of product. These include the way in which consumers' search for information about which country's product he or she might use. As Phillips (1960) points out, emotional motives are those which lead the consumer to buy a certain product without considering reasons for or against the action. Copeland (2000) pointed out that, where this motive is used, an attempt is made to provide reasons, which will assure the purchaser of the article that it accomplishes the objective sought. Furthermore, Kaynak (1982) point out the behavior of consumer in a different way under the study. It was initially discovered that a large number of local people had no direct income and thereby were not so interested in commenting on consumer behavior, especially concerning durable consumer goods purchases such as television sets and refrigerators. It was suggested that homemakers, although not income earners in most cases, in many cases directly influence the buying behavior and purchasing decisions for many of consumer durable goods purchases in developing countries. The behavior of Bangladeshi consumers is clearly reflected by the study of Kaynak et al., (1995). Findings indicated that Bangladeshi consumers overwhelmingly preferred western made products, though there were differences in their perceptions across product classes as well as degree of suitability of sourcing countries. Kotler (2001) defines a buyer's decision is influenced by personal characteristics such as the buyer's life-cycle stage, occupation, economic situation, lifestyle, and personality and self concept. He also mentioned that a person's buying choices are further influenced by four major psychological factors: motivation, perception, learning, and belief and attitudes. Attitudes put people into a frame of mind of liking or disliking things, of moving toward or away from them. A company should usually try to fit its products into existing attitudes rather than attempt to change attitudes.

According to Hawkins (2001) attitude is an enduring organization of motivational, emotional perceptual and cognitive process with respect to some aspect of our environment. It is a learnt predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object. Thus, an attitude is the way we think, feel, and act toward some aspect of our environment. Behavior is then determined by intentions. It is also mentioned that attitude is a combination of psychological function according to Attitude Function Theory; attitudes may serve any number and combination of psychological functions (e.g. Katz, 1960; Herek, 1987; Smith et al., 1956). Herek (1987), outlines two major categories of attitude functions: evaluative and expressive. Herek describes three sub-types of expressive attitudes; attitudes that serve a "social-expressive" psychological function result from the individual seeking acceptance by others in their immediate environment; attitudes that serve a "value-expressive" function result from the individual expressing important human values and self-concept; and attitudes that serve a "defensive" function arise from unconscious intra-psychic events that seek to avoid anxiety producing thoughts. So consumer researchers applying the functional approach to attitudes often investigate how the psychological function that an individual's attitude serves affects his or her ability to be persuaded by two types of products (local products and foreign products). The product attitudes of high self-monitors serve a social adjustive/social identity psychological function. However, although a consensus exists on the psychological function underlying the attitudes of high self-monitors, these same researchers disagree about the functions of low self-monitors, with some suggesting that the function is value-expressive (Snyder and DeBono, 1985) and others that the function is instrumental (Shavitt et al., 1992). These researchers agree that low self-monitors attend to utilitarian meaning, but Snyder and DeBono suggest that the reason is that low self-monitors want to express their own, as opposed to their reference group's, identity and human values. In contrast, Shavitt et al. 1992 suggests that the explanation is that low self-monitors want to maximize the benefits and minimize the costs of interacting with objects. Such contradictory



proposals highlight the limitations of using self-monitoring as a proxy for attitude function.

Similarly ethnocentrism is a part of attitude that a consumer possess and it is mentioned that ethnocentric consumers prefer domestic goods because they believe that products from their own country are the best (Klein et al., 1998). Moreover, a concern for morality leads consumers to purchase domestic products even though the quality is poorer than that of imports (Wall and Heslop, 1986). Consumer ethnocentrism (CE) may play a significant role when people believe that their personal or national well-being is under threat from imports (Sharma et al., 1995; Shimp and Sharma, 1987). The more importance a consumer places on whether or not a product is made in his/her home country, the higher his/her ethnocentric tendency (Huddleston et al., 2001). Research from the US and other developed countries generally support the notion that highly ethnocentric consumers overestimate domestic products, underestimate imports, have a preference for, and feel a moral obligation to buy, domestic merchandise (Netemeyer et al., 1991; Sharma et al., 1995; Shimp and Sharma, 1987). While CE may be regarded as a means by which to differentiate between consumer groups who prefer domestic to foreign products (Huddleston et al., 2001), its influence on willingness to buy domestic products (WBD) is likely to vary between technologically/ economically-developed and developing countries. Research on consumer ethnocentrism shows that consumers in developed countries tend to perceive domestic products as being of higher quality than imported products (Damanpour, 1993; Dickerson, 1982; Elliott and Cameron, 1994; Herche, 1992; Morganosky and Lazard, 1987) whereas the reverse is true for consumers in developing countries (Agbonifoh and Elimimian, 1999; Batra et al., 2000; Bow and Ford, 1993; Sklair, 1994; Wang et al., 2000). Given that consumers' evaluation of the quality of domestic/imported products will influence their purchase preferences, the impact of ethnocentrism on willingness to buy will be different between developing and developed countries.

Under the light of the study of developing country's perspective, research has consistently found that there is a preference for products manufactured in the home country (Bilkey and

Nes, 1982; Rierson, 1967; Samiee, 1994). Some studies suggest that products from countries viewed as culturally similar to the home country, in comparison to products from countries that are viewed as culturally dissimilar, are preferred (Crawford and Lamb, 1981; Heslop et al., 1998; Wang and Lamb, 1983). In a study that examined the relationship between consumer ethnocentrism and evaluations of foreign sourced products, Lantz and Loeb (1996) found that highly ethnocentric consumers have more favorable attitudes toward products from culturally similar countries.

Even Bangladeshis who are living outside their home country display ethnocentric behavior. Psychological acculturation is a long process, even for immigrants who have moved and plan to live in another country/region for the remainder of their lives. Studies from various disciplines (including economics, psychology and education) found that immigrants who lived in the USA for several generations retained the values from their original culture (Carroll et al., 1994; Wang and Phinney, 1998; Youn et al., 1999). Similarly, other acculturation studies that investigated the adjustment of immigrants to new environments found that it took a significant amount of time even generations for immigrants fully to acculturate to the new environment (Yang, 1991; Chen, 1996; Park-Adams, 1997). With regard to consumer ethnocentrism, Sharma et al. (1995) suggest that cultural similarity between countries is one factor that may influence the effect of consumer ethnocentric tendencies on attitudes toward foreign products. In an article that examined the relationship between consumer ethnocentrism and evaluation of foreign products, Lantz and Loeb (1996) examined the value consumers in Canada and the USA place on a product (computer mouse pads) being from their own or another country. In support of their hypotheses, Lantz and Loeb (1996) found that highly ethnocentric consumers, in comparison to individuals with low levels of consumer ethnocentrism, have more favorable attitudes toward products from culturally similar countries.

Demographic differences with regard to age and educational level for ethnocentrism have been found previously (Shimp and Sharma, 1987); thus, there is the potential for bias in the establishment of ethnocentrism levels. Another potential



limitation of the study conducted by Lantz and Loeb (1996), and perhaps a limitation of other research examining the country of origin effect, concerns the lack of precision as to the definitions of similar and dissimilar countries. For Lantz and Loeb (1996), Canada was regarded as having a shared identity with the USA "due to a considerable history of trade and social relations," while Mexico was deemed to be culturally dissimilar, seemingly because it lacked this historical connection. Many previous studies have also relied on perceptions of cultural similarity and dissimilarity that are only loosely grounded in theory (Kaynak and Cavusgil, 1983). Individual perceptions of cultures as similar or dissimilar may vary considerably, but for the purposes of academic research, a theoretical rationale for the classification of cultures seems advisable.

Likewise Moon (1996) noted that even highly ethnocentric consumers can have a favorable attitude towards a foreign culture but the question remains as to which countries will be the preferred choice of ethnocentric consumers when purchasing goods not manufactured domestically. Sharma et al. (1995) provide some insight into this area. They suggest that ethnocentric consumers may distinguish countries based on their similarity to the home country as either in-group or out-group. Ethnocentric consumers are expected to exhibit a greater preference for products from these in-group countries over products from the out-group countries because of their in-group status. Therefore, it could be hypothesized that in a decision situation where domestically manufactured goods are unavailable, ethnocentric consumers will exhibit a preference for products from culturally similar countries over those from culturally dissimilar countries. In recent times globalization presents considerable challenges and opportunities for international marketers on the issue of the consumer behavior their attitude and the ethnocentric approach. The relaxation of trade policies has provided consumers with more foreign product choices than ever before. Consequently, their attitudes toward products originating from foreign countries have been of interest to international business and consumer behavior researchers for decades. The relationship between country-of-origin and the quality image of imported products is especially strong when

consumer ethnocentrism (CE) is involved (Agbonifoh and Elimimian, 1999; Shimp and Sharma, 1987). The tendency of consumers to be ethnocentric represents their beliefs about the appropriateness and moral legitimacy of purchasing foreign products (Shimp and Sharma, 1987).

The behavior Consumer ethnocentrism is coming from the country of origin effect, also known as the "made in" concept, has been broadly defined as the positive or negative influence that a product's country of manufacture may have on consumers' decision processes or subsequent behavior (Elliott and Cameron, 1994). Within the realm of consumer decision making, country of origin has been defined as an extrinsic cue that acts as a risk mitigate or quality cue for consumers (Cordell, 1992). Such extrinsic cues (others include price, brand name, warranties) serve as intangible product traits that contrast with intrinsic cues (e.g., taste, design), which are tangible aspects or physical characteristics of the product itself (Bilkey and Nes, 1982). Although some studies have questioned the importance of country of origin for much consumer decision making (Elliott and Cameron, 1994; Hugstad and Durr, 1986; Mitchell and Greatorex, 1990; Schooler and Wildt, 1968). The country of origin has a substantial effect on attitudes toward products and the likelihood of purchasing these products, often demonstrating effects that are as strong or stronger than those of brand name, price, or quality (Ahmed and d'Astous, 1996; Lantz and Loeb, 1996; Okechuku, 1994). Because of globalization and easy access with the information technology, Kaynak et al., (1995) argue that in recent years, consumers worldwide have been having increased access to a wide variety of products and services from other countries. Furthermore, with advances in satellite communication, travel, television outreach and Internet access as well as increased education, consumers all over the world are becoming more aware of the products/services available throughout the world. As a result, the significance of products' country-of-origin images in influencing consumer behavior is increasing rapidly.

In case of judgment of product quality Consumers will generally use country of origin to infer product quality if they know little else about





the product class and/or product brand (Eroglu and Machleit, 1989; Han, 1990). Past studies indicated that consumers evaluate positively products coming from advanced countries of Europe and North America and evaluate those products coming from lesser developed countries in a negative light. Kaynak et al., (1995) also states in their article country-of-origin information were found to be more important in affecting product quality assessments than were price and brand information. Price was important in value assessment, while brand was significant in a few product-specific cases (Wall et al., 1991). In an effort to gain a better understanding of the impact of country of origin on purchasing managers' product perceptions by distinguishing between country of design and country of assembly and to examine how purchasing managers' perceptions of products made in Mexico are affected by a change from a single cue setting to a multiple cue setting. Results indicated that country of design was a more important cue in organizational purchase decisions than country of assembly and brand name, which is more important in consumer goods selection and purchase decisions (Ahmed et al., 1994). In a study conducted by Klenosky et al. (1996), the joint effects of country of origin information and two marketing variables on the decision-making behavior of consumers in the Czech Republic was studied. Study results indicated that, although Czech consumers were sensitive to the pricing and advertising practices used to sell the products, they were most sensitive to the information about the product's country of origin. By understanding the attributes consumers pay attention to, companies can develop better marketing strategies for the products of domestic as well as foreign origin.

This finding, as well as most, if not all, of the research that has been examined the country of origin effect, is only applicable to decision situations where a domestic alternative is available. In the case of Bangladeshi consumers there is probably limited opportunity in this regards. Regardless of the product category examined and the consumer population studied, the decision situation has always included a domestic alternative within the consideration set. On the basis of the literature review the following research questions have arisen:

- How much consumers value respective attributes of products coming from foreign countries compared to the domestic ones?
- How are various product sourcing countries perceived by Bangladeshi consumers?
- What are the relationships between the country product image and international marketing strategies of companies?
- How do the general business conditions and the prevailing environmental factors affect the way Bangladeshi consumers make decisions with regard to purchase of domestic versus foreign products?

#### METHODOLOGY:

Most social research is about the past; most focus groups are about anticipation, trying to find out what people might do or would say. That is why they are fully hypothetical and simulations. The researchers in most of their focus group studies are interested in anticipation because someone wants to know how to deal with the project future. And it is also noted that the detail of the focus group goes through several reductions before it even reaches the client. The review necessarily concentrates on the uses of focus groups by sociologists. Still it should be obvious that focus groups like other qualitative methods are used across a wide variety of different fields for instance: Consumer behavior. We can highlight Malhotra (2004) who points out the main purpose of focus groups are to gain insights by listening to a group of people from the appropriate target market talk about issues of interest of the researchers. This study aims to examine consumers attitude towards own country products and their view towards the foreign products by utilizing focus group technique. Our interest is to find out how different groups would respond if there was no predetermined notion about the phenomena that is going to be studied.

The desire of this study is to understand how consumers behave in terms of choosing domestic products when they have the alternative to purchase foreign products. Owing to the recent growth of private ownership in Bangladesh, a new consumer group who purchase relatively costly durable goods has emerged. Not only the private land owners,



even a large number of their associates, namely "new rich" belong to this category. Earlier, the consumers of these costly durable goods constituted mainly government officials, college university teachers and military personnel. With the rapid transformation taking place in the economy along with increased income, consumers' habits and behavioral patterns and tendencies have also changed for the better. With this in mind, the purpose of the current study is to investigate Bangladeshi consumers' perceptions of products of foreign origin compared to domestically manufactured ones. Series of focus groups used to explore these issues.

Analysis is a challenging and exciting stage of the qualitative research particularly in focus group process. It requires a mix of creativity and systematic searching of a blend of inspiration and diligent detection. Although there will be a stage dedicated to analysis, the pathways to forming ideas to pursue, phenomena to capture, theories to test begins right at the start of a research study and ends while writing up the results. It is an inherent and ongoing part of qualitative research. There are two main ways in which group data can be analyzed; the first of which is most commonly practiced: Whole group analysis, Participant based group analysis and try to follow whole group analysis because it adds the immediate context in which the contribution was made, it is less time consuming. It is also to be mentioned that all the conversations were not

recorded, though one of the focus group participants agreed to record their conversation and then we transcribed all groups perception into the analysis. As the number of Bangladeshi consumers is not enough to conduct survey method of this research in here, we choose focus group technique to reach the decision of our study.

The recruiting criteria also made sure that there would be a demographic range across the groups, so groups were recruited from ages of 20-30, as most of the students from Bangladesh are within this age range so we did not have any option of choosing other age group. It was tried to arrange the group combination of male and female so that it will be easy for us to understand the different perception under the combination of gender. The aim was not to correlate opinions with these demographic categories but just to ensure that no obvious group was left. In this study most of the participants recruited met for the first time when they came to the focus group. In general, the usefulness and validity of focus group data are affected by the extent to which participants feel comfortable about openly communicating their ideas, views, or opinions. According to Stewart et al (2007) the wealth of literature on group dynamics suggests that there are many variables that influence participants' "comfort Zones". These influences can be grouped into three broad categories: interpersonal factors and individual differences, interpersonal factors and environmental factors.

Table 1: Composition of the focus groups

Group	Category	Number of Participants	Characteristics
FG A	Students	Four	Undergraduate students (Economics and Business)
FG B	Students	Four	Undergraduate and post graduate students (Islamic reveal Knowledge)
FG C	Students	Four	Undergraduate and post graduate students of Engineering

In addition to that Bales (1953) identified that a group goes through a sequence of stages simply as a result of its existence as a group. Market researchers refer to focus groups in the stages of forming, storming, norming, performing and mourning (Gordon and Langmaid, 1988; Robson and Foster, 1989). An understanding of

these stages can help the moderator move participants through the initial difficult stages of the discussion. Meanwhile Gamson (1992) first noted that his procedures departed from the prevailing rules of thumb when he used loosely moderated groups of 4 to 6 familiar acquaintances who met at one of the participants' homes; he



then justified each of these design decisions by stating why it would produce data better suited to his purposes. The most common rule of thumb is that projects consist of four to six focus groups. The typical justification for these ranges is that the data become "saturated" and little new information emerges after the first few groups, so that moderators can predict what participants will say even before they say it (Zeller 1993). Morgan (1992) has suggested that diversity in either the participants or the range of topics to be covered will increase the number of groups necessary to achieve saturation.

The number of participants who are invited to a focus group is one element of the research design that is clearly under the researcher's control. Morgan (1992) reviewed the bases for determining group size, concluding that smaller groups were more appropriate with emotionally charged topics that generated high levels of participant involvement, while larger groups worked better with more neutral topics that generated lower levels of involvement. Furthermore Malhotra (2004) feels that a group should be homogeneous in terms of demographic and socioeconomic characteristics and also the participant must have had adequate experience with the object or issue being discussed. In this study typical information obtained from the questionnaire includes product familiarity and knowledge about domestic products, usage behavior, and attitude towards the domestic products as well as foreign products, classifying the groups by product usage ranging from heavy users and light users of domestic and foreign products, Participation in focus groups and standard demographic characteristics. He also states that Focus group can be used to address substantive issues such as understanding consumer's perceptions, preferences and behaviors concerning a product category, obtaining impressions of new products concepts, generating new ideas about older products, obtaining preliminary consumer reaction to specific marketing programs. The employment of focus groups as a research technique is increasing in marketing and in the social sciences. It was argued that the interaction between participants is a key data resource for analysis and interpretation.

## ANALYSIS OF THE FOCUS GROUP STUDY

The most common purpose of a focus group interview is to provide an in-depth exploration of a topic about which little is known for instance consumer ethnocentricism under the umbrella of attitude toward their domestic product compared to US products. We will precede our interpretation of focus group discussion with a brief overview of Bangladesh. Bangladesh, with a total area of 55,126 square miles, it is one of the most densely populated, and the least developed agricultural countries in the world. In 1995, the total population was 116 million and per capita GDP was a mere of \$US198. Only 10 percent of the populations live in urban areas, and 80 percent depend on agriculture for their livelihood. Compared to most other lesser developed countries, however, Bangladesh is religiously, ethnically, linguistically, and socially extremely homogenous (Kochanek, 1993).

Some participants in the Undergraduate students (Economics and Business) focus groups immediately nominated Cultural similarity has a strongly influence the effect of consumer ethnocentric tendencies on attitudes toward foreign products; for example U.S products" (FG A). Most of the participants in the focus groups were strongly drawn to the notion that priority-setting should be determined by foreign product under the mentioned dimensions. The technical advancement, prestige, workmanship, price, reliability, and value of the products of Bangladesh compared to foreign products in terms of this attribute of foreign products which is high choice for the consumers. Several respondents added that for decision-making, a consumer like them should base his/her decision on both intrinsic (i.e. taste, durability, design) and extrinsic (i.e. price, brand name, service) cues in the evaluation of purchasing a foreign product (FG A, FG B, FG C). A significant number of participants also explored the idea that as Muslim consumers we shouldn't purchase western or US products and the perception of ignoring the US product will not change over time if Muslim countries (FG 2 Undergraduate and post graduate students of Islamic reveal Knowledge). In addition country of origin label, also have seen most of the participant in the focus group and through the questionnaire "made in Bangladesh" concept was examined and





consumers' perceptions of the quality of various products within this label are very important in the decision of purchasing those products that are made by their home country.

On the other hand members of the FGA indicates Consumer should bases his/her decision both intrinsic (i.e. taste, durability, design) and extrinsic (i.e. price, brand name, service) cues in the evaluation of a product and most of the members of this group choose durability and brand name as the most important things. On the contrary most of the members of FGB though agree that those criteria are important, they think when there is any alternative to choose our own country's product we should relax those issue to sacrifice some intrinsic factors like design; and extrinsic like brand name. In this study, it is posited that low income consumers with lower educational attainment generally consider physical attributes of the product (intrinsic as well as extrinsic), whereas their high income and high educational attainment counterparts place more importance to augmented parts of the product.

Results suggest that cultural similarity is an important consideration for highly ethnocentric consumers in the evaluation of foreign products; in particular in the decision situation where a domestic alternative is not available for instance some of the members of FGA like to choose Indian products as we have almost similar culture. Whereas most of the other members in particular FGB and FGC like to select the products of countries' other than USA, Iran, Pakistan, Japan, Korea, Thailand, Malaysia. The study results indicated that country of origin significantly influenced Bangladeshi consumers' perception of products imported from overseas. In particular, there were variations in the product class evaluations across countries. For instance, electronic goods coming from Japan; food products coming from the Malaysia; fashion merchandise coming from India, Thailand Pakistan.

Even reference group play a significant role in the decision of purchase towards foreign products to the home country's product as well. To illustrate, most of the members of FGA and FGB agree that reference group has a huge role in purchasing any type of goods even though participants in FGC has mixed perception

regarding this issues. More than religious Ideology, moral grounds are the most vital part that affects the purchasing decision to the USA products as well. For instance most of the participant in FGA, FGB and some of the participants of FGC agreed that as the perception of foreign policy is against the Muslim Ummaha, so we should prohibit the certain countries product but at the same time we have to encourage other developed Muslim countries to produce those products. Furthermore it is also revealed that most of the participants agree that this perception can not be changed over time. So on moral grounds, consumers should purchase their own countries products to encourage the flourishing of the industrial development of their country (Bangladesh)

### CONCLUSION

The results of this Research suggests that a significant proportion of consumers will be interested in country-of-origin information before making a purchase as the consumers prefer domestic goods because they believe that products from their own country are the best. Moreover, a concern for morality leads consumers to purchase domestic products even though the quality is poorer than that of imports. The country-of-origin cue helps consumers to make inferences about quality, and affects their beliefs about product attributes. Consumers from developing countries will tend to purchase a product that is made in by their own country. In other words, in a developing country, a consumer with strong ethnocentric tendencies may not necessarily perceive domestic products as being of higher quality than imports, even though she/he rejects foreign products on moral grounds. Consequently, the negative perception of domestic-made products coupled with an admiration of imported products would mitigate the effect of ethnocentrism on intention to purchase the former.

The findings also suggest that the most obvious implication concerns decision situations in which a domestic alternative to the foreign product is unavailable. In such situations, the use of country of origin information may be strategically advantageous for foreign importers from countries classified as culturally similar for instance India. In our study, Bangladeshi





consumers demonstrated less favorable attitudes toward products from such countries and high favorable attitude towards purchases of their own country's product or the products made by Muslim country.

#### RESEARCH IMPLICATION:

In terms of the size of the market and purchasing power, Asia is a growth market. There is a greater need to understand perceptions, behavioral and attitudinal characteristics of Asian consumers and how these consumers react to products from various sourcing countries. Consumer attitudes toward domestic and foreign products are a key strategy consideration for most marketers. For marketers who are fortunate enough to be market leaders and to enjoy a significant amount of customers so that they will not succumb to competitor's special offers and other inducement designed to win them over. With the expansion of trade and commerce already growing quite well until 1996, This research on the proposed topic is very worthy because, the extensive developments in digital technologies had changed the whole environment and potential of communications and multimedia; so after compilation of the research the findings will enable the academicians, and researcher in this field to understand the attitude of the consumers of a growing sector. Ultimately the result will benefit the marketers to take proactive strategy in order to gain competitive advantage in home and abroad for their expansion.

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