



United International University

Project Report

On

Brand Awareness and Its Impact on Consumer Preference: A Comparative Study of Local and Multinational Personal Care & Hygiene Brands in Bangladesh

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Submitted by

Farzana Biswas Mim

Student Id: 111 211 073

Bachelor of Business Administration (BBA)

School of Business and Economics

Submitted to

Dr. Md. Shariful Alam

Professor- School of Business and Economics

United International University

DATE OF SUBMISSION: 11th March, 2026

Brand Awareness and Its Impact on Consumer Preference: A Comparative Study of Local and Multinational Personal Care & Hygiene Brands in Bangladesh.

Farzana Biswas Mim

This report is submitted to the School of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Letter of Transmittal

To

Dr. Md. Shariful Alam

Professor- School of Business & Economics

United International University.

Subject: Project Report on- “Brand Awareness and Its Impact on Consumer Preference: A Comparative Study of Local and Multinational Personal Care & Hygiene Brands in Bangladesh.”

Dear Sir,

I am pleased to submit my research paper titled “Brand Awareness and Its Impact on Consumer Preference: A Comparative Study of Local and Multinational Personal Care and Hygiene Brands in Bangladesh.”

I worked on this research for the last three months and gained valuable insights into the personal care and hygiene market in Bangladesh. The study helped me understand how brand awareness affects consumer preferences, especially between local and multinational brands. Throughout the preparation of this paper, I followed your guidelines to maintain the necessary academic standards. However, there may still be some unintentional errors or limitations in the study. I want to express my sincere gratitude for your guidance, helpful suggestions, and ongoing support during this research. Your assistance was crucial in successfully completing this work. I would be glad to provide any further clarification if needed.

Sincerely,

Farzana Biswas Mim

Id: 111 211 073

School of Business and Economics

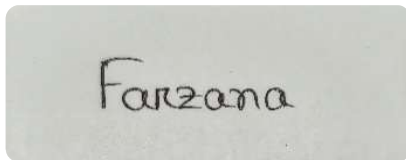
United International University

Date of Submission: 11th March, 2026

Student Declaration

I, Farzana Biswas Mim (Id: 111 211 073), would like to inform you that I have prepared and submitted the project report titled “Brand Awareness and Its Impact on Consumer Preference: A Comparative Study of Local and Multinational Personal Care & Hygiene Brands in Bangladesh.” This report is a required part of my Bachelor of Business Administration (BBA) degree with a major in marketing at the School of Business and Economics, United International University. I also confirm that this report has not been submitted to any other institution, either fully or partially, for any academic qualification. I have properly cited every source of information and support in the text and the reference list of this report. I assure you that the information and findings in this paper are original. All the data were collected, interpreted, and reported solely to fulfill the academic requirements according to the university’s code of ethics and academic integrity.

Signature:

A rectangular box containing a handwritten signature in black ink that reads "Farzana".

Farzana Biswas Mim

Student ID: 111 211 073

School of Business and Economics

United International University

Acknowledgment

First of all, I am thankful to Almighty Allah (SWT) His mercy, wisdom and blessings which was with me during this whole research work. This work would not have been possible without His guidance. My beloved parents and family members whose incessant prayers and support were my pillar of strength and I would like to express my heartfelt thanks to all of them. They have always encouraged me and supported me. I can't thank them enough for what they have sacrificed and their belief in me.

I would like to thanks my project Supervisor, Professor Dr. Md. Shariful Alam, my project. His guidance, advice and support were extremely helpful. He shared his experience. Gave positive comments on how to improve this project. I am really glad he worked hard to bring out the best in my research.

I also want to thank United International University for providing an academic environment, resources and research tools. The libraries, databases and facilities at the university helped me a lot in completing my study. I would like to thank all the respondents who provided data that was very important for my research. Their contribution was helpful. Made my findings more meaningful.

Lastly, I want to appreciate everyone who supported me on this journey. The people I met along the way showed me support, direction and kindness. I am thankful, to all of you.

Executive Summary

The personal care and hygiene market in Bangladesh has seen a lot of growth in the few years. It is now a part of the country's fast-moving consumer goods industry. There are companies competing with each other to get people's attention. Personal care and hygiene brands from countries and local brands are all trying to sell their products. In this situation people need to know about the brands so they can decide what to buy. Not many people have studied how knowing about a brand affects what people buy in Bangladesh

This study is trying to figure out how knowing about a brand affects what people prefer when it comes to care and hygiene products. It is comparing brands and brands from other countries. The study is looking at what people think and feel about these brands. To do this the study asked around 100 people in Dhaka and other big cities some questions. The people who answered the questions were from backgrounds. This way the study can say something about what people in cities think. The answers to the questions were then looked at to see if there is a connection between knowing about a brand and what people prefer. What the study found out is that knowing about a brand really affects what people buy. People think that brands they know are quality and safer. Brands from countries are well known around the world and they spend a lot of money on advertising. Local brands are still competitive because their products are cheaper and they make things that people in Bangladesh want. The study also found out that even though knowing about a brand is important the quality of the product and the price also matter. These things are important if a brand wants to keep its customers and make them loyal to the brand. The personal care and hygiene market, in Bangladesh is very interesting because local personal care and hygiene brands and multinational personal care and hygiene brands are both popular.

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CHAPTER I: INTRODUCTION

1.1 Overview

In the hyper-competitive world of the 21st Century, the online globalized marketplace, the traditional struggle for market share has been completely replaced with a more complex struggle for "mental share." Economists and behavioral scientists are now increasingly defining this period in terms of the "Attention Economy" (Davenport & Beck, 2001). In this paradigm human attention is no longer a by-product of marketing; it is a limited, scarce and highly valued commodity. Within this framework, Brand Awareness has gone from being a superficial marketing metric to being an anchor of epistemology. It is the main gateway where all the subsequent relationships between the consumer brand - trust, loyalty and advocacy - must pass.

In an environment of information ubiquity and digital saturation, the strategic imperative for a brand has changed from just "omnipresence" to "Brand Salience." As articulated by Romaniuk and Sharp (2004), salience is not just the feature of recognition of a logo by a consumer, but the propensity of a brand to be recalled out of memory during a certain and well-intensive purchase occasion. For a brand to succeed today it must have a dominant share of the consumers limited set of cognitive real estate, effectively "winning" the internal search before the external search even starts.

Within the Fast-Moving Consumer Goods (FMCG) sector, and even more specifically the personal care and hygiene sector, brands are fundamental cognitive heuristics. In the face of too many overwhelming and often paralyzing choices, modern consumers make use of brands as psychological anchors that counter Perceived Functional and Financial Risks. By selecting from a known brand, the consumer is flattening a complex decision-making calculus, replacing a full analysis process by a mental shortcut. This phenomenon has its deepest roots in great theoretical frameworks by David Aakers (1991) Brand Equity Model and Kevin Lane Kellers (1993), Customer-Based Brand Equity (CBBE). Both of these scholars put forward the idea that brand awareness is the "node" within memory to which other associations can attach. Without this initial awareness, the attributes of perceived quality and brand personality can never develop roots and their product becomes a mere commodity in the eye of the consumer.

The geographical, economic context of this study, Bangladesh, is a profound laboratory for observing these dynamics. A busy effort to reach everyone is the current navigation of a historic socio-economic metamorphosis from the category of a Least Developed Country (LDC) to a vibrant "Frontier Market", Bangladesh represents one of the world's fastest-growing consumer demographics. The personal care and hygiene market of nations, presently valued at around a

total of USD 3.5 Billion and sustaining double-digit Compound Annual Growth Rate (CAGR) has gone beyond the commodity exchange. It has developed into the sophisticated battleground of identities. This market is upheld by an unusual tension between 2 strong forces:

1. Global Standardization: Represented by Multinational Corporations (MNCs) utilizing Signaling

Theory The "Scripting" of Global Honor international prestige, Scientific Rigorousness, and the "Halo Effect" of Global Success

2. Cultural Proximity: Represented by local conglomerates which use Consumer Ethnocentrism and cultural trust in traditional, ingrained ingredients (e.g. Neem, Turmeric, Sandalwood) to create "Global" resonance.

As the Bangladeshi "Middle and Affluent Class", continues to grow, their buying behavior is gradually moving away from "Price-Elasticity" i.e. buy based on cost to "Brand-Value Cognition" i.e. buy based on perceived identity and safety. This research represents a granular, comparative study on this transition. It traces the route from Passive Recognition (Aided Awareness) to Active Top of Mind (TOM) Recall (Unaided Awareness) and examines how these cognitive states relate to real consumer preference. The study breaks down these variables into 7 key product categories (Soap, Facewash, Moisturizer, Shampoo, Hair Oil, Toothpaste, Handwash) each of which have different levels of consumer involvement and brand sensitivity. By doing this, this research attempts to bridge the gap between the western theories of branding to the subtle reality of an emerging south Asian economy.

1.2 Background of the research

1.2.1 Macro-Economic Stimulus

The economy of Bangladesh continues to grow very fast and has been developed a great macroeconomic stimulus on the resilient development of the GDP, and then followed by the emergence of Middle and Affluent Class (MAC) that will amount to more than 34 million people in 2025 or we can say according to the Boston Consulting Group (BCG). This class of consumer will continue to be more brand aware vs simple price awareness. Urbanization and the introduction of Modern Trade (retailers like: Shwapno, Agora, Unimart) have all become the dominant influences of brand awareness for Bangladeshi consumers verses traditional Mudir Dokan (small retailers) the previous dominant influences of the growth of brand awareness for Bangladeshi consumers.

1.2.2 The Multinational Paradigm:

Global Standardization of Multinational Corporations (MNCs) in Bangladesh has been affixed strongly in the psyche of the Bangladeshi people by the marketers through the "Halo Effect". When, they use Global R&D and International Celebrities to sell the product, MNCs create an illusion of Scientific Superiority to their brands.

1. Unilever Bangladesh: Unilever uses the method of marketing called - "Life-Stage Marketing" therefore, Unilever covers all the aspects of socio-economic class with their brand awareness cover products such as Lifebuoy (health seeking), Lux (aspiring to beauty) and Dove (premium care).
2. Reckitt Benckiser (RB): The RB brand "Dettol", has been able to make the evolution from being a clinically antiseptic to being a household requirement owing to the clinical trust associated with this brand's area of expertise. Therefore, the RB Brand has come to successfully be the top-selling brand in the Handwash and Soap category.
3. Marico Bangladesh: Marico's "Parachute Advanced" Hair Oil has redefined the Hair Oil category as it has transformed it from being a traditional commodity to a branded "Beauty and Nourishing" solution.
4. Proctor and Gamble (P&G) & Colgate Palmolive: These two firms' product since they focus only on "Functional Dominance" are marketed to solve specific diseases therefore their products such as Head and Shoulders (Anti-Dandruff) as well as Colgate (Cavity protection) are marketed as technical solutions to their specific problems.

1.2.3 The Domestic Revival:

Culture Proximity & Value In response to strength of international companies, Bangladeshi companies have developed "Global" strategies which utilize global quality standards with local cultural components.

1. Square Toiletries Ltd (STL): Square is taking the initiative in local branding. The leading local brand family is their Meril brand, whose products are made with ingredients like milk and honey & fruit extracts, making the link with traditional South Asian beauty "totkas".
2. Kohinoor Chemical Co. (BD) Ltd: Kohinoor is a heritage brand and it utilizes Nostalgia Marketing. The Kohinoor brand of Tibet product is a facility-rural brands in Bangladesh, while the Sandalina product is a direct competitor with MNCs by providing a zone luxury experience made with high fragrance & sandalwood at a low price.

3. ACI Limited: ACI's "Savlon" is a classic case of a localized brand that was localized after being acquired and was able to face global companies. In many households, the awareness of the brand "Savlon" is better than the awareness of the multinational company "Dettol" because of the belief given about the formulation (Savlon) which is "Gentle but Effective".

1.2.4 Sector-Specific Competitive Analysis

The investigation provides a broad comparison between seven categories:

- Soap: Lux (MNC) has the positioning of "Stardom" whereas Sandalina (Local) manufactures their soap based on the positioning of "Natural Purity".
- Facewash: Ponds/Glow & Lovely (MNC) boasts to have high tech fashionable products, whiten/brighten products and Meril/Fair & Care (Local) uses herbal and neem formulations to make their products.
- Moisturizer: Nivea/Dove (MNC) has the "Dermatological Trust" position whereas Meril Protective Care (Local) is a well-established product line known for its "Winter Protection" legacy.
- Shampoo: Sunsilk/Pantene (MNC)] has a celebrity glamour whilst Jui/Keya (Local) have natural ingredients to compete.
- Hair Oil: Parachute (MNC) has the most awareness in pure coconut oil as well as Jui (Local) and Tibet (Local) in the value added and herbal categories of hair oils.
- Toothpaste: Pepsodent (MNC) and Colgate (MNC) have supremacy in respect of 'Clinical' awareness of urban segment while Medi-Plus (Local) and White Plus (Local) hold their respective positions in 'sensitization' and 'Herbal' segments.
- Handwash: Lifebuoy/Dettol (MNC) are having "Hygiene War" because their advertisement shows fear-based messages (germ-killer) and Savlon /Sepnil (Local) are using the "Total Protection" message.

1.2.5 In-Depth Product Analysis

The Personal Care & Hygiene Market in Bangladesh has a high transaction frequency with a low likelihood of switching brands. Below you will find an in-depth analysis of the seven categories within the Personal Care and Hygiene Market Segment. The analysis will demonstrate how MNCs and Local Manufacturers continually compete in source of supply for consumers in the eight product categories.

1. Soap

The soap segment in Bangladesh is the most mature part of the Personal Care and Hygiene (PCH) segment. It is divided into two separate categories, the Health/Antiseptic Soaps and the Beauty/Moisturizing Soaps.

Multinational Positioning

MNCs dominate through "Benefit-Led Positioning" whereby, each brand has a particular psychological space in the minds of consumers.

1. Unilever Bangladesh: Lux positioned as the "Aspirational Beauty" soap. For decades, Lux has made use of "Star Endorsements" (star power of top Bangladeshi and Bollywood actresses) in order to generate a brand image of glamour and fine fragrance. Its value proposition is "Glowing Skin" and sensory bathing experience. Dove located in the "Premium/Masstige" segment. Unlike traditional soaps, Dove is promoted as "Beauty Bar" with 1/4 moisturizing cream. Its positioning is aimed at urban, SEC-A (Socio Economic Class) consumers who are more focused on skin hydration rather than mere cleansing.

Lifebuoy positioned as the world's leading "Germ Protection" soap. In Bangladesh, Lifebuoy has switched from a hard, carbolic soap to a mainstream family health soap. Its strategy is based on "preventative healthcare," with mothers in mind, by the promise that they will see their children protected against 10 infection-causing germs.

2. Reckitt Benckiser: Dettol marketed as the "Gold Standard of Clinical Hygiene." Dettols positioning is more forceful than Lifebuoys - it is viewed as 'medical' or 'expert' grade cleanser. Its distinctive phenolic fragrance is sold as the "scent of safety." It has a premium with respect to Lifebuoy in terms of price and perception.

Local Positioning

Local players compete by making use of "Cultural Heritage" and "Ingredient-Based Trust"

1. Kohinoor Chemicals: Sandalina managed to position itself as a luxury beauty soap by emphasizing on one ingredient at a premium value: Sandalwood. It is a direct competitor of Lux as it caters to a "traditional" beauty secret that is acceptable to Bangladeshi cultural values in terms of sandalwood.

1. 2.ACI Limited: Savlon is the main local competitor of Dettol Savlon brands itself as "Effective yet Gentle." While Dettol is seen as 'strong/stinging', Savlon positions itself on the skin-friendly antiseptic protection with a major market share in the hygiene area.
2. Square Toiletries: Meril targeted as the "Trusted Family Care" brand. Meril soaps (variants like Milk, Splash) is more focused on "Natural Care" addressed for all the age groups and usually promoted in a softer and emotional approach than the clinical approach of MNC's.

Awareness Drivers:

- Health Campaigns: Lifebuoy and Dettol take advantage of school-based handwashing programs (such as Global Handwashing Day) in order to create "Early-Life Brand Loyalty."
- Scent-Based Marketing: Lux and Sandalina employ heavy "Fragrance-Burst" advertisements to attract to the sensory preferences in humid climates.
- Small Unit Packs (LUPs): 10g or 15g "mini" soaps are used in rural Mudir Dokans (neighborhood shops) for driving penetration.

2. Facewash

The facewash category is the fastest growing niche of PCH in Bangladesh, as consumers are switching from using generic soap on the face to using liquid face cleansers.

Multinational Positioning

MNCs have the use of "Functional Specialization" with classification of products (Acne, Oil, Dullness) having specific skin issues.

1. 1. Unilever Bangladesh: Glow & Lovely positioned as "Instant Brightening," to the mass market. It is capitalizing on the historical brand equity of its fairness cream to present a "Fairness Facewash." It is the entry-level face wash of majority of Bangladeshi consumers because of affordability and high awareness. Ponds positioned as the "Skincare Expert." Ponds utilizes "Ingredient Science" (such as Activated Carbon in Pure White, Clay in Oil Control), to address urban concerns such as pollution and sebum. It is perceived to be more sophisticated than Glow & Lovely.
2. Himalaya Wellness: Himalaya positioned as "Herbal/Ayurvedic Problem Solver." Its flagship product Purifying Neem Facewash is the market leader in the "Anti-Acne"

segment. And its positioning is "Safe, Natural, and Soap-Free," to appeal to consumers nervous about harsh chemicals.

Local Positioning

Local brands are focused on "Ethnocentric Purity" - using ingredients found in Bangladeshi households.

1. Square Toiletries: o Maya: Advertises as an "All Natural" herbal solution, with the AntiPimple Neem Face Wash being its most popular choice for acne-prone skin.
2. ACI Limited: o Neem Original: This one is positioned by ACI as a "Sulfate-free & pH Balanced" medicinal cleanser, under its subsidiary Neem Laboratories. It utilizes the age-old faith in Neem and Jojoba beads for deep purification.
3. Kohinoor Chemical (KCCL): Beautina is their main face wash brand. It is put forth as a cheap beauty solution. The Neem & Aloe Vera variant is the core product and has these "3-in-1" benefits: pimple protection, oil control and brightening.

Awareness Drivers:

- Influencers and beauty bloggers Digital and social media marketing.
- Peer recommendations and word-of-mouth especially among young consumers.
- Functional claims (oil control, acnes care, brightness diversity)
- Herbal versus chemical perceived safety.
- Metropolitan living changes to skincare habits.

3. Moisturizer:

The moisturizer market in Bangladesh is extremely seasonal, experiencing a high level of demand in the winter season (November to February).

Multinational Positioning

Skin Repair and Science-Backed Protection MNCs Position. They are aimed at the functional advantages of deep tissue nourishment and the dermatological safety.

1. Unilever Bangladesh: Has the lion's share of the urban market with Vaseline. Positioning is around "Healing" (Vaseline Intensive Care) and "Brightening" (Vaseline Healthy Bright). Their facial moisturizer, Ponds Cold Cream, is placed in the classic premium winter essential category.

2. Marico Bangladesh: Positions Parachute SkinPure as a 'Natural' alternative to chemical heavy lotions. By drawing attention to certain ingredients, such as Coconut Milk and Sandalwood, they bridge the gap between MNC science and indigenous herbal inclinations.

Local Positioning

Local brands position as the "Protector of the Family" and Value-for-Money and Heritage.

1. Square Toiletries: They have a brand (Meril) which is the greatest rival to Unilever. Meril sets itself as a "Family Trust " brand. Meril Protective Care (Petroleum Jelly) and Meril Baby are household names often viewed as more appropriate for the harsh winter at home than the imported brands.
2. Kohinoor Chemical: Positions the brands Tibet Snow and Tibet Pomade as heritage products. Tibet Snow in particular has a unique "vanishing cream" position that appeals to older generations and the rural demographics.
3. Keya Cosmetics: Since Keya Cosmetics positions Keya Petroleum Jelly and Keya Glycerin as low-cost products for the mass market (Bottom of the Pyramid) and high-volume sales in rural areas.

Awareness Drivers:

- Seasonality-Based Marketing: Awareness is stimulated with aggressive TVCs and digital campaigns, which begin exactly in the end of October.
- The "Halal" and "Natural" Factor: Local brands tend to get preference by pointing out the lack of animal's fats (Halal compliance), which is a strong driving factor in Bangladesh.
- Skin Sensitivity: Awareness campaigns for brands such as Vaseline or Meril frequently refers to 'Dermatologically Tested' to establish the trust of the mother and caregiver.

4. Shampoo:

Multinational Positioning

MNCs dominate the shampoo market in Bangladesh by segmenting the market on the basis of specific "hair problems" (dandruff, hair fall, damage) to the hair and "lifestyle aspirations."

1. Unilever Bangladesh: Sunsilk located as the "youthful and vibrant" brand. It employs a cocreation approach (working with hair experts worldwide) in order to provide variants

such as Black Shine, thick & Long and Anti-Hair fall. It is the foremost known brand of shampoo in Bangladesh. Clear placed under a strict clinical role as a Anti-Dandruff specialist. It targets both men and women with "Triple Anti-Dandruff Technology" with a focus on scalp health. Dove played Placement in the Premium/Nutritive segment. Its marketing is "Damage Repair" and "Moisturization" for urban consumers with dry or treated hair. Tresemme positioned as "Professional/Salon-style" hair care at home are to target the upper middle class fashionist urbanites.

2. P&G (Procter & Gamble): Pantene lays on the platform of "Hair Strength." Its "Pro-V" formula is touted to be a scientific solution to prevent breakage and offer "Stronger Hair in 14 Days." Head & Shoulders is one of the main worldwide competitors to Clear. It relates to itself as the "World's No. 1 Anti-Dandruff Shampoo" with an emphasis on providing scalp itch relief and flake-free hair.
3. Marico Bangladesh: Nihar Naturals taking advantage of its strong presence in the hair oil segment, Marico brands the shampoo as an 'Ingredient-Led' solution (For example, Nihar Naturals Anti-Hair fall with Coconut and Methi) which covers the gap between science of MNC and traditional ingredients.

Local Positioning

Local companies capitalize the Bangladeshi consumers deep-seeded faith in Nature (Prakriti), and sell products that seem to be "safer" and "chemical-free" at a lower price point.

1. Square Toiletries: Meril positioned itself as a Family Brand Meril Protective Care shampoo is advertised to be gentle and safe for the entire family. Revive positioned as a Problem Solver. The Revive Anti-Dandruff and the Revive Perfect Fairness (as part of the Revive brand family) appeal to the youth with the sensation of "Cooling" and "Freshness."
2. ACI Limited: Neem Original repositioned as Medicinal/Therapeutic shampoo. It takes advantage of the antibacterial Neem and plays on the fact that some consumers, who have scalp infections or persistent dandruff, are seeking a "natural" solution, rather than a chemical one.

Awareness Drivers:

- The "Sachet" Revolution: Over 70% of the volume of shampoo in Bangladesh is being sold in single-use sachets (Tk 2 to Tk 5). MNCs like Unilever, P&G used this to create

huge awareness in the rural areas in which purchasing of the whole bottle is a financial burden.

- **Ingredient-Based Trust:** Consumers are becoming more conscious of ingredients. MNCs are responsible for awareness of names such as "Pro-V," "Zinc " and "Niacinamide," and local brands for awareness of names such as "Neem," "Black Seed (Kalo Jira)," and "Amla."
- **Celebrity & Influencer Endorsement:** MNCs employ the premium glitz TVCs with Bollywood or top-tier Bangladeshi celebrities (e.g. Bidya Sinha Mim). Local brands such as Square heavily rely on "Doctor/Expert" testimonials, or "Traditional Mother-Daughter" narratives in order to establish trust.
- **Anti-Dandruff as a Point of Entry:** In the humid climate of Bangladesh dandruff is a major concern. Brand awareness tends to be the highest for "Anti-Dandruff" variants. Once the consumer has a trust for dandruff products from a particular brand, there is often a switch to other products within that brand (Brand Loyalty).
- **Depth of Distribution (Availability):** The "Mudir Dokan" (neighborhood grocery shop) is the greatest cause of preference. If a local brand such as Keya or Meril is the only one available in a remote village shop, it naturally makes it the choice because of the reason of accessibility.

5. Toothpaste

The industry of oral care is one of the extensively involved categories. A combination of trust and a recommendation from your dentist offer 2 of the most important motivations in purchasing oral care products.

Multinational Positioning

1. **Unilever Bangladesh:** Pepsodent is the brand is positioned as the Complete Family Protection brand. It applies the Pepsodent Expert Protection to focus on the clinical health issues such as cavity prevention and gum health. Closeup's strategic positioning is to be centered on the segment of Social Confidence which highlights fresh breath and gel-based sensory experience mainly targeting the youth segment.
2. **Colgate-Palmolive (Joint Venture with ACI Limited):** Colgate being its partner with ACI is set to be the "Global Authority in Oral Care. The company has a portfolio as Colgate Strong Teeth and Colgate Herbal which is centered on the Calcium-Pro

technology and dentist recommendation status. It fills the existing gap between the global science and the regional herbal inclinations.

3. **P&G (Procter & Gamble):** It Governs itself with a presence mostly via Oral-B, focusing on the high-end, specialized market with an emphasis on the cleaning and elimination of plaque, as well as advanced technology.

Local Positioning

To gain loyalty among semi-industrial belts in rural and urban areas, localized manufacturers focus on the goals of establishing a loyalty that is based on the values of Natural Wisdom and Price Performance ratios.

1. **Square Toiletries:** White Plus is a specialized functional brand with a whitening and Enamel Care focus. Magic is a powerful competitor in the traditional ingredients-based segment such as Clove and Neem, focusing on the traditional herbs.
2. **Kohinoor Chemical Co. (BD) Ltd.:** AM-PM is the Kohinoor chemicals flagship modern toothpaste. It is placed as an everyday functional oral care product providing Total Protection.

6. Hand wash

In Bangladesh handwash from being a hygiene product for discretionary use has become a necessary public health commodity, especially against the backdrop of the devastation of the Covid-19 pandemic. Historically, hand hygiene practices mainly relied on traditional methods (such as soap bars and water), especially in rural and low-income households in Bangladesh. However, rising urbanization, new awareness in health and repeated public health campaigns has significantly changed the perception of consumers in aspects regarding hygiene.

Multinational Positioning

1. Reckitt Benckiser (RB): Dettol is the market leader with no doubt. It positioned which is based on the 99.9% Germ Protection assertion. It is regarded as a Medicated Cleanser, which has the most psychological trust in safety.
2. Unilever Bangladesh: Lifebuoy is on the platform of Speed and Efficiency. Its “10-Second Germ Protection” advertising campaign focuses on mothers and school-going children, where hygiene is made simple and quick.

Local Positioning

The local brands can leverage the already existing equity that they have with their brand, the Antiseptic Liquid, to capture the market in the Family Protection category at a decent price point.

1. ACI Limited: Savlon is the most important local competitor with MNCs. The product Savlon is associated with the word Safety in the Bangladeshi consumer mind. It is sold as a luxury, soft, but strong antiseptic handwashes, frequently used in urban middle-class families.
2. Square Toiletries: Sepnil is an advanced Hygiene brand. It applies a sleek professional design to attract urban, health-conscious customers who value sterile-grade cleanliness.
3. Kohinoor Chemical: Bactrol as a functional, value-based germicide. It appeals to the "Smart Buyer" who is in need of good protection and does not have to pay the higher price of MNC brands.

Awareness Driver: Post-Pandemic Awareness of Hygiene and "Institutional Trust" (eg public hospitals/clinics).

1.3 The Problem Statement

While the international and local brands do get a fairly good level of 'Brand Awareness,' there remains a 'Credibility-Preference Gap' in Bangladesh. Specifically, a brand might be rated with a high score of recognition, but this is not necessarily indicative of a high intent to purchase based upon the degree of preference manifested by consumers towards the particular company's brand. The problem is comprised of three factors:

(1) The Scientific Deficiency: Whereas the consumers see the local brands as being "Traditional" towards their approach towards Manufacturing, MNC's brands are seen as "Scientifically Superior" by the consumers regarding the way the MNC manufactures the brand. Even if the local product (i.e. Medi-Plus, Savlon) is veered to be clinically/superior to that of a MNC product (i.e. Dove), MNC's branding/positioning through heavy & frequent media advertising, has created a psychological bias for the consumer to lean towards purchasing MNC's products rather locals.

(2) The Urban-Rural Divide: Many of the strategies that work for the local companies/brands to provide the brand awareness in Dhaka, do not work generally to the same degree as the rural districts. While MNC's often struggle with the understanding of price elasticity within a rural market, local brands often struggle to "premiumize"/"upmarket" their

offerings to the higher socioeconomic status consumer base (elite) located within an urban market.

(3) The "Liability of Origin": In the case of Bangladesh there is "Colonial Hangover" or still the link of "Quality" with "Foreign Products". Therefore, often it becomes a need for local brands such as Meril & Sandalina, to invest more time / money towards achieving the same levels of "Prestige Brand Awareness" as that of a MNC brand like Dove.

At present, based on empirical evidence, it is a shortfall to demonstrate the relationship among the level of awareness of a brand, as it relates to all seven levels of brand awareness, and the actual decision making of the consumer. For example, if a consumer knows of the brand Lux and is familiar with it, but still has not confidence (trust) in the brand, and is not likely to choose it to another brand such as Sandalina, does the consumer still select the brand Lux? In this study, the objective is to show how much the brand awareness (i.e. knowledge) will have an impact on Brand Preference (i.e. Purchase Behavior).

1.4 Purpose and Theoretical Rationale of the Study

The main objectives of this study are to prepare a comprehensive and specific framework of understanding the effects of brand awareness on the consumer preference in the personal care and hygiene sectors of Bangladesh by focusing the competitive dynamics between local and MNC brands. Although brand awareness is commonly understood to be a fundamental dimension of brand equity, the degree to which brand awareness translates into consumer preference is dependent on a variety of cognitive, cultural and market-specific factors. This study, therefore, aims to explore the role of consumer brand awareness, depending on the extent of brand recognition and recall, up to top-of-mind salience, as altering consumer preference in selected important product categories, while assessing the differential levels of effectiveness of local versus multinational branding strategies.

The justification for such a study is based on three related dimensions - strategic relevance, economic significance and theoretical contribution.

From a strategic and managerial point of view, the personal care and hygiene market in Bangladesh can be described as a very competitive arena between well-established global corporations and fast-growing domestic companies. Organizations active in this sector dedicate a significant portion of their revenues (which often range from 15% to 25%) for the marketing communication to develop brand awareness. However, for awareness to be captured in consumer preference and purchase behavior, this is not always the case, especially in markets where

consumers are exposed to both globally standardized and locally adapted branding strategies. This leaves a critical conversion gap in the marketing funnel. This comparative study of how local and multinational brands translate awareness into preference offers valuable actionable insights for optimizing brand positioning, communication strategies, and the allocation of resources, which can improve the effectiveness of marketing efforts and increase the return on investment.

From an economic and developmental standpoint, the study is of special relevance in the case of Bangladesh while the country is on the move towards improved economic status. The personal care and hygiene industry is an important segment of the country's Fast-Moving Consumer Goods (FMCG) industry, where multinational brands often have a stronghold in terms of perceived quality and brand prestige whereas local brands compete based on affordability, cultural understanding of the local population and accessibility. Understanding the role of brand awareness in consumer preference in this dual-structure market is critical to strengthening the competitive position of the domestic firms. The results of this research are expected to strengthen the work that seeks to promote local industries, de-dependence from imported products and strengthening national economic resilience by identifying the drivers that help local brands to well compete with their multinational counterparts in the market.

From the theoretical standpoint, this study is a contribution to the extension and contextual validation of extant theories of branding and consumer behavior in an emerging market context. Foundational frameworks developed by David A. Aaker - which conceptualize brand equity as comprising awareness, associations, perceived quality, and loyalty -- and Kevin Lane Keller -- who points out brand salience and knowledge in the Customer-Based Brand Equity (CBBE) model -- developing the underlying foundation for understanding the role of brand awareness in the development of consumer behavior. However, these models have been mainly tested in the developed market and may not fully reflect the complexities of consumer decision-making in emerging economies such as Bangladesh.

To overcome this limitation, the current work combines these classical models with other theory models, namely, the Engel-Kollat-Blackwell (EKB) model of consumer decision-making, the signaling theory, and the country-of-origin effect. This integrative approach facilitates more comprehensive analysis of the evaluation of local versus multinational brands in a manner that is inclusive of the factors such as perceived quality differentials, cultural proximity, trust, and socioeconomic conditions.

In summary, this research work tries to bridge the knowledge gap between brand awareness and consumer preferences by making a comparative and contextually grounded analysis of local and multinational brands in the personal care and hygiene market in Bangladesh. It adds to academic literature in the sense that it builds on theories and applies them to a frontier market setting and also has implications for marketers, policy makers, and indigenous firms with a desire to achieve competitiveness in an increasingly globalized marketplace.

1.5 Research Objectives General Research Goal

To assess how closely-related in terms of consumer preference are brands that are made in Bangladesh vs. those manufactured outside of Bangladesh (international). Specific Goals of the Research are as follows:

1. Measure the extent of both aided (helped the brand recall) and unaided (recall brands without assistance) recall of the brands in the seven categories from soap to hand soap.
2. Analyze the influence brand personalities have on urban vs. rural consumers when selecting brands.
3. Identify the mediating factors (price, packaging, quality, celebrity endorsements) that cause the conversion from a brand being top-of-mind to ultimately making a purchase.
4. Compare the ability for local vs. multinational companies (MNC) to build awareness for their products utilizing either digital or traditional media.

1.6 Importance of the Study

- To corporate executives, an approach to take market share away from existing brands.
- To advertising agencies, data is used to evaluate how consumers think to better create advertisements that appeal to consumers.
- To the government, data is provided that supports their "Made in Bangladesh" initiative.
- To academics, this research is a foundational study of how consumers in developing countries behave.

1.7 Methodology of the Study

The methodology chapter explains the systematic approach and specific techniques used to analyze the effect of brand awareness with respect to consumers' preference for the personal care

and hygiene sector in Bangladesh. This study takes a descriptive and analytical research design to help the purpose of comparative evaluation for local and multinational brands.

A quantitative research approach was used in order to ensure objectivity and statistical significance. The focus of the study is to use a cross-sectional survey method to collect empirical evidence from consumers in the market, making it possible to compare the variables such as brand recognition, recall and purchasing intent in two different brand categories (local vs. multinational).

Data Collection Sources: To ensure the validity and reliability of the findings, data was triangulated using the different sources (primary and secondary).

A. Primary Data Collection

The primary data forms the crux of this research and consists of information on the behavior of consumers in the Bangladeshi market first hand.

- Survey Instrument: A structured survey instrument was created in the form of a questionnaire consisting of both closed and Likert-Scale questions aimed at measuring dimensions of brand awareness and levels of preference.

B. Secondary Data Collection

Secondary data were carefully collected to offer a theoretical framework and the context in which the study was situated in relation to the existing literature. The following sources were used:

- Academic Journals & Research Articles: Comprehensive reviews of peer-reviewed journals available through digital repositories (such as JSTOR, Emerald Insight and Google Scholar) contributed to the underlying theories related to consumer psychology and brand equity.
- Reputable Industry Reports & Online Newspapers: Data about market share, consumer trends in Bangladesh and the performance of local vs. multinational brands of hygiene brands were taken from credible news sources and organized industry publications.
- Digital Resource Centers: Various internet-based academic resources and institutional databases made it easy to obtain updated statistics and old data related to the Bangladeshi personal care markets.

1.8 Scope of the Research

The research focuses exclusively on the Personal Care & Hygiene market segment of the market in Bangladesh. The analyzed 7 categories of products represent an evaluation of the local lead firms: Square, Kohinoor, ACI, Keya; and multinationals: Unilever, Reckitt Benckiser, Marico, P&G, Colgate-Palmolive.

1.9 Constraints of the Study

- **Temporal Bias:** With incessant changing of consumer preference, particularly due to the inflationary effect in Bangladesh, there is a possibility that some consumers would be attracted for locally produced (cheaper) brands for a short time till brand loyalty is built.
- **Social Desirability Bias:** Due to high emotional attachment with the local brands by a huge number of consumers in Bangladesh, they tend to express their liking for the local brands even though they are in fact purchasing the products of MNCs due to desire for social status.
- **Geographic Constraint:** Due to limited funding, most of the primary data collected were of the Dhaka and Chattogram markets which may not represent the northern and southern rural areas of Bangladesh.

CHAPTER II: LITERATURE REVIEW

The literature review is the theoretical and empirical basis of this research. It synthesizes the existing marketing doctrines and relates them to the particular socio-economic landscape of Bangladesh. This chapter discusses the details of brand awareness and consumer preference in the personal care and hygiene industry, concentrating on the dichotomy of Local Conglomerates and Multinational Corporations (MNCs).

2.1 Definition of Key Terms

2.1.1 Brand and Branding

The concept of a "Brand" has become more than just a legal trademark and has evolved into a multi-dimensional "mental real estate" in the consumer's psyche. Kotler and Keller (2016) describe a brand as "a name, term, design, symbol, or any other feature that distinguishes one seller's good or service from those of other sellers." However, in the high-stakes hygiene market of Bangladesh a brand acts as a "Perceived Risk Reducer." When a consumer opts for a brand such as Savlon or Dettol, he or she is not just purchasing a liquid, but an insurance policy against infection and diseases.

Branding is the strategic and purposeful process of creating this identity. In the context of Bangladesh branding is no longer about visibility, it is about "Trust Equity." The growth of branding in this part of the world can be divided into three different periods:

1. The Utility Era (1970s - 1990s): With independence of Bangladesh, the market was underserved. Branding was primitive and focused on Functional Utility. The local pioneer Kohinoor Chemical Co. (BD) Ltd. dominated this period with Tibet Snow and Tibet 570 soap. The brand promise was simple - "It works and it is affordable." Consumers did not want to make an emotional connection; they wanted something basic: clean.
2. The Aspirational Era (2000s-2015): The opening up of the economy and the advent of the explosion of satellite television (especially Indian and Global channels) had introduced the "Aspirational" element. Unilever Bangladesh changed the market in this period. Brands such as Lux and Fair & Lovely (now Glow & Lovely) were no longer mere soaps or creams, but cars to "becoming like a movie star." Branding was about glamour, white and social movement.
3. The Identity, Safety & Sustainability Era, 2016-2026: In the present day, branding has moved towards "Value-based Identity" and "Scientific Transparency." A demand by the modern Bangladeshi consumer, particularly of Gen-Z demographics, to see what is inside the bottle. High awareness on Parabens, Sulphates and "Halal" ingredients has forced both local and MNC brands to re-brand themselves as "Clean" and "Conscious."

Multinational Perspective (MNCs):

MNCs such as Unilever, Reckitt, Marico and P&G are using Globalized Branding based on local sensitivities. They take advantage of "Global Research" as a sign of superiority.

* Example: Dettol (Reckitt) has a "Doctors Choice" trope all over the world, but localize this in Bangladesh by implementing school-level hygiene programs and essentially branding themselves as the nation's health guardian.

* Example: Dove (Unilever), who target the urban elite away from the "Fairness" narrative and more towards "Real Beauty" and "Skin Nourishment" etc. more globally exposed mind

Local Perspective (Local Conglomerates):

Local giants such as Square Toiletries Ltd, ACI Limited and Keya Group make use of "Cultural Agility." They are not able to compete always with the multi-billion-dollar R&D of MNCs, so they brand themselves through Nationalistic Reliability.

* Example: Meril (Square) has built a fortress around the "Family" concept. Their Meril Protective Care range is branded around the cultural trope of a "Mothers Touch" (Mayer Chowra) which makes this brand feel like a member of the household, rather than a foreign entity.

* Example: ACI Savlon has been able to establish such a brand image that "Savlon" is now a generic term for antiseptics in Bangladesh, and often outperforms its global rival, Dettol, in the liquid antiseptic segment.

2.1.2 Consumer

A Consumer is defined as the end-user, who perceives a need, analyzes information and then makes a final purchase decision to meet a personal or home requirement (Solomon, 2019). In the personal care sector, the consumer is the ultimate "Gatekeeper." In a normal Bangladeshi household, it is the "Mother" or the "Head of Household" who makes the purchasing decision for hygiene products whereas, the influence is from the "Youth."

The Evolution of Bangladeshi Consumer:

The profile of the Bangladeshi consumer has been changed by the "Economic Miracle" of the last decade.

- The Rise of the MAC (Middle and Affluent Class): According to Boston Consulting Group (BCG), Bangladesh is one of the fastest-growing markets of the MAC segment. This group is estimated to number 33 million by the year 2030. Unlike the previous

generation, which was of course Price-Sensitive, this new consumer is Value-Sensitive. They are prepared to pay for a 20% premium for a brand that they view as "Safe" or "Scientific."

- The Digital Native: By 2026, the average consumer in even semi-urban areas will have a smartphone. This has given rise to a "Symmetry of Information." Now a consumer in a village in Bogra is able to watch a YouTube review comparing Squares Senora vs P&Gs Whisper, which makes them a very sophisticated and demanding customer.

Personal Care: Consumer Segmentation:

1. The Urban Sophisticate (SEC A): Mostly live in Dhaka/Chattogram. They prefer the best brands from MNC's (Olay, Neutrogena, Dove) and are very much influenced by the "Skin-influencers" on Instagram.
2. The Emerging Rural Middle Class (SEC B & C): This is the biggest battleground. This is moving more away from 'Loose' (unbranded) products towards 'Sachet' or 'Mini' versions of brands such as Lifebuoy, Sunsilk or Keya.
3. The "Chief Medical Officer" (The Mother): A psychological segment of all classes. She values germ protection over everything else. Brands such as Savlon, Sepsil and Dettol appeal to her "Fear of Infection" to make sell the brand.

2.1.3 Consumer Behavior

Consumer Behavior is the study of the processes involved in the selection, purchase or usage of products by individuals. According to Schiffman and Wisenblit (2019), it is a combination of psychology, sociology, and economics. In the personal care and hygiene market of Bangladesh, behavior is determined by three key psychological drivers:

1. Risk Aversion & Association Brand Stickiness:

Because personal care products (soaps, shampoos, creams) are applied to the skin, that is, the body's biggest organ, Bangladeshi consumers have a high-Risk Aversion. This gives rise to Brand Stickiness.

- Historical Context: For decades, Tibet Snow was the only snow cream that was used by millions of consumers, because they were afraid that other brands would cause their skin to turn black or have a rash.

- Current Observation: Despite having 100 choices on the shelf, if a consumer is trusting ACIs Savlon, it will not often be willing to switch to a new entrant even if it is 50% cheaper.

2. The "Halal" and "Botanical" Behavioral Pivot:

A major change of behavior over the last five years is the demand for "Purity." In a Muslim predominant country the "Halal" aspect of soap (whether it has any animal fats/lard) has become a behavioral trigger.

- Local Impact: Kohinoors Sandina and Squares Jui have succeeded by branding themselves "Natural" and "Botanical."
- MNC Response: MNCs Have Been Forced to Pivot. Unilever had launched Lifebuoy Neem and Sunsilk Black Shine (with Amla) to emulate the "Botanical" behaviour of the local consumers.

3. The "Pandemic-Induced" Hygiene Habit:

The pandemic of the Coronavirus (2020-2022) changed consumer behavior forever from "Treatment" to "Prevention."

- 2020 and beyond: Hand sanitizers become a mainstream product for travelers.
- After 2020: Hand sanitizers and liquid handwash became a "Kitchen Essential."
- The "Sephil" Success: Local brand Sephil (Square) experienced a 300% growth during the pandemic due to them cashing in on the behavior of 'Urgent Protection.' They were able to fill in the supply gap when international logistics issues in MNCs.

4. Influencer & Review Culture (-2024 to 2026):

As in 2026, the "Unboxing" and "Review" culture from TikTok and Facebook broke the grip of the MNCs to have an monopoly over what information they provide.

- The "Skin-fluencer" Effect: With more than 30-second video from a local beauty influencer on TikTok, people can now purchase more products from a local brand such as Cute or Kool as much as a TV advertisement. This has leveled the playing field for local brands who have smaller marketing budgets.

2.1.4 Comparative Brand Landscape (Recent vs. Previous Data)

Product Category	Multinational Hegemony (1990–2010)	Strategic Convergence & Domestic Resurgence (2020–2026)	MNC Key Players	Local Challengers	Strategic Market Shift & Value Proposition
Beauty & Personal Wash	Lux (Unchallenged Leader); Focus on "Aspirational Glamour."	Lux vs. Meril vs. Sandalina vs. Keya: Fragmentation of the beauty segment.	Unilever, P&G	Square, Kohinoor, Keya	Local brands captured 25% market share by pivoting from "Glamour" to "Natural/Herbal Purity."
Antiseptics & Germ Protection	Dettol: The "Gold Standard" clinical benchmark.	Dettol vs. Savlon vs. Sepsnil: A "Hygiene Triumvirate" post-COVID.	Reckitt, Unilever (Lifebuoy)	ACI Limited, Square	Savlon (ACI) now leads the liquid segment (70%+ share); Dettol retains dominance in the soap segment .
Oral Care	Pepsodent & Colgate: Focused on basic cavity protection.	Pepsodent vs. Medi-Plus vs. White Plus: Specialized care dominance.	Unilever, P&G (Colgate)	Square, Hamdard, Medi-Plus	Medi-Plus successfully disrupted the market by capturing the "Sensitivity" and "Clinical" niches previously ignored by MNCs.

Hair Care (Shampoo & Oil)	Sunsilk: Mass market dominance via celebrity endorsements.	Sunsilk vs. Jui vs. Clear vs. Parachute Advanced: In gradient focused rivalry.	Unilever, Marico BD, P&G	Square, Kohino or	Marico (Parachute) maintains an 80% monopoly in hair oil, while Jui (Local) dominates the herbal/onion oil shampoo niche.
Baby Care & Hygiene	Johnson & Johnson: Historically the sole premium choice.	Just for Baby vs. Meril Baby: A shift toward "Regional Trust."	Marico BD, J&J	Square Toiletries	Marico successfully leveraged "Ingredient Trust" to challenge the premium Meril Baby line in the LDC and middle-class segments.
Male Grooming	Minimal focus; mostly shaving creams.	Kool vs. Revive vs. Fair & Handsome: Lifestyle-driven grooming.	Unilever, Marico	Square, Kohino or	Local brands (Kool/Revive) transitioned from "Utilitarian" to " Aesthetic Premiumization ," targeting Gen-Z.

The "Premiumization" in Local Conglomerates

In today's fiscal period (2025-2026), local companies have exceeded "Price Leadership" to "Quality Leadership."

- Square Toiletries Ltd (STL): Has successfully been re-engineering the "Revive" and "Kool" lines. By embracing packaging to international standards and using progressive active ingredients (e.g., Vitamin C, Hyaluronic Acid), STL now competes right along with P&G and Unilever in the urban "Premium" segment.

- ACI Limited: Through Savlon ACI has made a "360 degrees Hygiene Ecosystem." By diversifying into wet wipes, surface disinfectants, and professional grade hand rubs, ACI has created a "moat" for the top spot in liquid hygiene which makes it hard for MNCs such as Reckitt to regain that position.
- Kohinoor Chemical: Has made effective use of "Nostalgia Marketing" when marketing Tibet range and "Premiumizing Sandalina." Sandalina is today being sold as an 'Ethnic Luxury' brand targeting the rising 'Conscious Consumer' who shuns Synthetic Fragrances in favour of Sandalwood.

Multinational Corporation (MNCs) "Hyper-Localization"

MNC's are currently following a defensive aggressive strategy, namely "Backward Integration" in order to tackle local competition and macroeconomic volatility.

- Unilever Bangladesh: Unilever Bangladesh, in a major change submission for 2025-2026, has localized its supply chain, procuring almost all the raw materials domestically, in order to control currency devaluation. Their introduction of "Natural Science" variants (e.g. Lifebuoy Neem, Sunsilk Hijab Refresh) is a direct tactical response to the "Herbal" success of the local players.
- Marico Bangladesh Marico is a diversified Personal Care giant that has shifted from being a "single-category player" (Hair Oil). Their competitive advantage is their "Rural Distribution Fortress" to ensure that Marico's hygiene and baby care products (Just for Baby) are available in the most remote regions where local conglomerates struggle with logistics.
- P&G and Reckitt: These businesses are targeting "Institutional Trust". P&G retains its dominance in Functional Superiority (e.g. Whisper in the feminine hygiene segment) and Reckitt uses hygienic programs at the school level to inculcate brand loyalty to the Dettol brand in the next generation of consumers

2.2 Theoretical Basis of the Study

The theoretical framework for this study is developed based on the multidimensional nature of constructs in the area of brand equity and consumer's psychology. In the context of the personal care and hygiene industry in Bangladesh, any brand and the consumer relationship is increasingly driven by the trust component and views of efficacy and socio-economic identity. As the market develops from the selling of traditional local products to a market dominated by both local conglomerates (e.g., Square, ACI, Kohinoor) and Multinational Corporations (e.g.,

Unilever, Reckitt, Marico), and since the pattern of branding makes it somewhat vital to determine consumer preference, understanding chronology of branding becomes essential.

2.2.1 Nature of Branding

The essence of the personal care and hygiene business in Bangladesh is mainly based upon the psychological contact between the brand and the consumer's aspirations for health or beauty. Branding in this sector is not just a labeling activity but the strategic formulation of identity. Hoeffler and Keller (2002) defined assets and liabilities of brands as "Brand fairness", that is the value that a business or its customers place on a product. In the Bangladeshi market, if a manufacturer's name or the mark, like Unilever's change of "Fair & Lovely" to "Glow & Lovely", the assumed liabilities and assets are transferred to the new name or mark, with all kinds of effect on consumer trust, and the

According to Aaker (1991), five categories of assets and liabilities make up brand equity: brand loyalty, name awareness, perceived quality, emotional branding, and proprietary assets, such as logos and symbols. In Bangladesh if an organization develops a great brand, such as Square Toiletries Ltd. or ACI Limited, it is appreciation and recognition. Increased brand equity makes it possible for such local firms to achieve a competitive status vis-a-vis global brands and companies. The perceptions that a Bangladeshi customer has for the brand lends intrinsic value to the product, and separates a basic antiseptic liquid from a household name for trusting principles such as Savlon.

2.2.2 Brand Loyalty

Brand loyalty associated with the hygiene sector in Bangladesh is an example of fanaticism where consumers usually purchase products that have a particular logo such as Dettol sword or the floral of Meril. There is a common misperception that a sufficient brand offers enough utility or a value packed combination of quality and price. In a price sensitive, but health-conscious market such as Bangladesh, belief in the consumer provides the foundation for repeat purchase behavior.

Customers first buy a hygiene product on trial - say, a sachet of Sunsilk or Jui hair oil - and when they are satisfied, they do it again, in a brand specific. For local brands such as Tibet (Kohinoor Chemical) brand loyalty is the most important aspect of brand equity that has been in the market for decades. Conversely, when a consumer cares nothing for brand, purchase decision is purely out of convenience and price, resulting in very little brand equity for the manufacturer.

2.2.3 Name Awareness

Name awareness is a factor of importance for choice of personal care products in Bangladesh. A recognized brand serves as a mark of safety. Consumers in both urban and rural Bangladesh are not comfortable purchasing the unknown brands of hygiene products especially for products that are used on the body or for disinfection as there is a risk in these products causing harm to the skin. While a consumer will try a new snack, they typically don't like to switch from popular, established brands such as Lifebuoy or Lux when it comes to their hygiene needs. Recognition gives the brand a sense of familiarity and presence that products with no branding or that are a "cottage industry" do not have.

2.2.4 Perceived Quality

In the personal care industry, there is a unique standard for each product in the consumer's mind. Perceived quality is the consumers view of a products position compared to its competitors. In Bangladesh, there was historically a perception that brands from the multinational arena had better quality than those from local brands. However, through aggressive quality control initiatives and international certifications, local brands, such as Meril Protective Care, have moved these sets of considerations. Perceived quality serves as a motivator; for example, ACIs Hexisol is seen to have such high clinical quality that it is maintained on the market despite a far higher price than newer entrants (Aaker, 1991).

2.2.5 Emotional Branding

It happens when a brand in Bangladesh reaches beyond its functional benefit, to develop a relationship with the values or feelings of the consumers, it becomes emotional branding. As an example, Meril (one of the brands of Square Toiletries) employs the "Mayer Chowra" (Mothers Touch) campaign to establish a connection of caring that makes the product a tendent that takes care of him, as opposed to being a chemical formula.

According to Marken (2003), emotional attachment to the mark is the best approach towards keeping clientele. In the case of multinational brands, such as Dove, emotional branding is centered on the concept of Real Beauty and self-esteem, the impact of which on the control strategy of the dominant customer in the decision-making process. Relying on the customer opinions and benchmarking products on an emotional level, such brands like Keya or Sandalina cease to be the object, but they become a brand image, impressed to the mind of the customers.

2.2.6 Brand Name

In Bangladesh, a brand name is a very potent mode of communication. It takes in a nutshell the meaning of the proposition, as in the case of Savlon, which conveys the idea of Safety and Cleanliness or Sunsilk, which reminds one of Shine and Softness. Other local firms use names that bear minimal connection to the chemical properties of the product, but are easily remembered using the local dialect, like the name Chaka, used to describe laundry soap, which has become a household commodity because of its linguistic convenience and memorable quality.

2.2.7 Logos and Symbols

The use of symbols and logos are unique characteristics that help in recalling the brand in a market with different levels of literacy. A legal persona In Bangladesh, a specially constructed pictograph, e.g. the Red Cross of Dettol or the Unilever U, can be understood as a message of trust. Logos give the fast way of reaching a particular product in the middle of a dense shopping setting such as a Mudir Dokan (neighborhood grocery store).

According to Keller (2008), symbols have invaluable values. When a logo is rendered permanently as in the case of the graphic affiliation with a brand (i.e. the Keya flower) then it helps in instant brand recognition. The logo may turn out to be the crucial factor in differentiating the business to the minds of the customers in a competitive personal care environment in Bangladesh where the functional differentiation between the local soap and the MNC soap may be low.

2.2.8 Social Class

The Bangladeshi people live in a social system where they are classified into classes in terms of their income, occupation and their education. The individual care industry is highly dependent on the social class to have an impact on brand preference. The example of multinational brands such as LOreal or The Body Shop that are favored by members of the upper-middle or the upper classes in Dhaka is rather typical of the latter since it is associated with their globalized way of life. On the other hand, the lower-middle-income population might have their tastes and preferences as they tend to prefer local brands that are more value-driven such as Tibet or Keya. The social class understanding is critical because it determines the consideration set of a consumer before they get into a shop.

2.2.9 Conspicuous Consumption

Conspicuous consumption is practiced by people in Bangladesh in the context of personal care and grooming in order to satisfy social envy or indicate status. It is especially pronounced in the

higher social classes (SEC A), as the consumers use the money on costly and branded skin- and hair-care products and imported hygiene items as a way of displaying themselves to others (Solomon, 2006). In fact, the possession of an expensive Philips grooming gear or a full vanity of foreign MNC cosmetic stuff is a common status signifier. Such exhibition of high-end personal care products on a melodramatic shelf is a form of insisting on one's status in the highest consumerism level.

2.2.10 Purchase Intention

Purchase intention in Bangladesh is evidenced in form of customer's willingness to pay for a particular brand as compared with other brands. Consumers tend to associate specific brands with salient Consumer Events or word of mouth provided by their peers (Keller, 2008). For example, after watching a high production television commercial of Lux, a consumer becomes inquisitive and forms an intention to buy. However, buy intention does not necessarily result in an instant sale; it is a psychological condition which depends on brand awareness. In this study, we explore how this high awareness of a local brand such as Sepnil as opposed to a multinational brand like Lifebuoy gets converted into a real desire to buy in the Bangladeshi socio-economic context.

2.3 Facts Influencing Consumer Behavior

The personal care and hygiene industry of Bangladesh relies on a complex interplay between external and internal forces in the way they affect how consumers behave. Kotler and Keller (2016) state that the cultural, social, and personal factors are the main drivers of the perception, evaluation, and final choice of a brand by a consumer. Religious values, socio-economic changes and a distinctive retail environment tend to increase these factors in the context of developing economy such as that of Bangladesh.

2.3.1 Cultural Factors

The most basic determinant of wants and behavior of a person is known as culture. The marketers who target at customers in Bangladesh need to know the cultural nuances because they determine the notion of purity and health.

- **Religious Values and Halal Compliance:** In a Muslim-dominated nation, the idea of a Halal personal care (no porcine-derived fatty acids or no banned alcohols) is a strong belief. This has developed a competitive advantage to local brands such as Kohinoor's

Sandina or Squares Meril that are considered culturally more in line with local value than some western MNCs.

- **The Herbal and Natural Paradigm:** The cultural trust towards traditional ingredients such as Neem, Turmeric (Holud) and Sandalwood is inherent. This cultural tradition goes deep rooted in Ayurvedic traditions of the Indian subcontinent. This has long been exploited by local brands more than MNCs, but international companies such as Unilever have now introduced similar products under the label of Natural (e.g. Lifebuoy Neem) to regain this segment of the market that is culturally-driven.
- **Subcultures and Geography:** Geographically based subcultures (Urban vs. Rural) have a great influence on behavior. The consumer taste of urbanites in Dhaka or Chattogram is subject to the global beauty norms, but rural subcultures are obsessive with the so-called rugged functionality and value-for-money which are often based on the established brands such as Tibet 570 soap.

2.3.2 Personal Factors

Age, occupation and economic conditions are personal factors that make the brand preferences a wide range.

- **Age and Life-Cycle Stage:** Recently, Gen-Z and Millennials of Bangladesh tend to shift to special hygiene items, such as face washes, and liquid handwashes. Boston Consulting Group (BCG, 2020) shows that the younger audience is more inclined to try the MNC brands such as Ponds or Nivea. The older generation on the other hand has a high level of Brand Inertia where they tend to use the same soap or hair oil over a number of decades.
- **Economic Conditions and the Sachet Phenomenon:** Income is one of the leading causes of selectivity. Bangladesh is well known by its Sachet Economy whereby MNC companies such as Unilever and Marico are retailing high-quality products in mini, 2-to-10 Taka packs. This is an individual economic aspect, as even the very low-income groups can create an opportunity to have Brand Awareness of multinational brands, closing the social class divide.
- **Personality and self-image:** Self-image of the Bangladeshi male has ceased to be a utilitarian one but has become a groomed one. Local companies such as Squares Kool have managed to ride on this change in personality-oriented consumption.

2.3.3 Social Factors

However, there is no doubt that social factors can be seen as the strongest determinants of daily consumption decisions in a collectivist society such as Bangladesh.

- **The Family Unit:** The most influential is the Primary Group, which is the family. The Mother is the hygiene product Chief Procurement Officer in the Bangladeshi household. Her brand faithfulness to a brand, like Savlon or Dettol, predetermines the brand faithfulness of the whole family over the generations.
- **Reference Groups and Influencer Culture:** The youth in the urban setting take reference to peer groups and Skin-fluencers. Social media has taken its place in Bangladesh; thus the influence of peer-review is more compelling than the conventional TV advertisement. The endorsement of a product such as Lux or Keya by a celebrity still carries some weight, but online social groups are the new Secondary Groups the ones that mediate an attitude towards health and beauty (Hawkins, Best, and Coney, 1986).
- **Roles and Status:** Wearing an MNC brand such as Dove or LOreal has been considered as a sign of either a sign of modernity or a sign of sophistication in urban social circles, to satisfy a social status need.

2.4 Buying Decision Process

The consumer buying decision process in the personal care and hygiene sector of Bangladesh is a non-linear cognitive process that is moderated critically by income elasticity, religious heuristics, and high degree risk aversion. In a market where consumers are moving from being price-savvy to value-savvy (BCG, 2020), the decision-making process is being guided more and more by the "Attention Economy." Drawing on the classical five stage model (Kotler and Keller, 2016) the following analysis thereby contextualizes this journey in the competitive environment of Local vs. Multinational Corporations (MNCs). In the post-pandemic age, when hygiene has become a high involvement category, understanding the psychological processes of Bangladeshi consumers necessitates a step-by-step examination of their decision-making journey.



2.4.1 Problem and Need Recognition the Stimulus Framework

The process is founded when the consumer detects a gap between the self's actual state and a desired state, which is elicited by internal or external stimuli.

- **Environmental & Seasonal Triggers:** This in Bangladesh is often triggered by the Seasonal Periodicity. The iteration of the tropical winter (November - February) causes a sudden psychological need for moisturizing agents. Local heritage brands such as Meril and Tibet have dominated this stage in the past by seeking a match with this natural trigger with their "Winter Care" campaigns.
- **Health-Induced Stimuli:** Post-COV19 the need recognition has shifted from "aesthetic hygiene" to "biological survival." Perception of threat to health (e.g., outbreak of some virus or pollution which caused it) is what triggers high-involvement need to use antiseptic solutions such as Savlon (Local), or Dettol (MNC).

2.4.2 Information Search: Duality of Channels

Once a need is recognized, information is searched by the consumer, in an effort to decrease the perceived risk of a purchase. In Bangladesh this search is bicameral:

- **The "Mudir-Dokan" Heuristic:** In the rural and peri-urban areas, the search for information is often passive. The neighborhood shopkeeper (Mudir) serves as an

intermediary of trustworthy information. Their recommendation often ends up determining the "Top-of Mind" (TOM) recall for the mass market consumer with preference towards brands with greater visibility in trade or existing local trustworthiness.

- The Digital Native Shift: For the urban Gen-Z and Millennial cohorts, the search is go-getter and digitally sourced. As quoted in primary data of the research study, social media (Facebook, TikTok, Instagram) has broken down the monopoly on information possessed by MNCs. Peer reviews and "Skin-fluencer" content give the start-up local brands like Kool or Revive a chance to compete on an equal footing in terms of information with global giants.

2.4.3 Evaluation of Alternatives: Moving Through the Evoked Set

At this point consumers will process the information to assess brands in their "evoked set" (those brands they would seriously consider purchasing from). This evaluation is controlled by certain non-compensatory filters:

- The Halal and Purity Construct: In a Muslim-majority setting, "Halal compliance" and botanical purity (e.g. Neem, Turmeric, Sandalwood) are overarching evaluative filters. Local brands such as Kohinoors Sandalina and Squares Jui, take advantage of "Ingredient Trust" to compete against the "Chemical-Heavy" perception of western MNCs.
- Scientific vs. Cultural Trust: In many countries Consumers evaluate the "Scientific Superiority" of the MNCs viz. Sun silks global lab image against the "Nationalism" of the local brands respectability. While the technical trust is the specialty of the MNCs, the perceived safety and cultural proximity (e.g., Merils "Mayer Chowa" positioning) are often the advantages of the local brands.

2.4.4 Purchase Decision: The Last Mile interruption

The switch from "Purchase Intention" and "Actual Purchase" is often moderated by situation.

- The Availability Gap: In the fragmented retail landscape of Bangladeshis The single most significant disruptor is "Store Availability". If a consumer wants to purchase Lux (MNC), but the retailer stocks the substitutes to the brand and he/she can only purchase Meril (Local), the low switching cost in the toiletries category results in an immediate conversion to the available brand.

- The Sachet Economy: High unit prices are often an obstacle to bulk purchases. The availability of small-sachets (BDT 2-10) at low costs enables THC's budget constrained consumers to take purchase decisions for a premium MNC brands that were financially inaccessible otherwise; this enables them to bridge the gap between brand awareness and actual purchase.

2.4.5 Post Purchase Behavior: The Advocacy and Loyalty Loop

It is the last stage that means a consumer develops "Brand Stickiness" or "Cognitive Dissonance".

- Risk Aversion & Brand stickiness - Due to the nature of personal care products being used on the skin (the largest organ of the human body), Bangladeshi consumers have a high degree of risk aversion. A positive experience once, leads to long-term "Stickiness." For example, Tibet Snow had been a dominant cold cream for decades because it was feared that the alternative brands would cause darkening of the skin.
- The Collectivist Influence: In a collectivist society, the satisfaction after the purchase is not limited to the individual. A satisfied consumer, which usually is the "Mother" or "Chief Procurement Officer" of the household, will act as an advocate for the brand within the family network. This word-of-mouth (WOM) generates a "Credibility Loop" that is more influential than traditional media, especially for local brands that have smaller marketing budgets.

2.5 The Influence of Branding on Consumer Buying Decisions

Branding creates customer relationships with products that are of interest to consumers. In a market such as Bangladesh, which has "imitation" or "counterfeit" products, a brand is a Seal of Authenticity.

- Cognitive Shortcut: Branding reduces the "cognitive strain." Instead of analyzing chemical compositions, a consumer takes the Unilever or Square logo as a shortcut to quality (Mariotti, 1999).
- Risk Reduction: Personal care products represent "High-Involvement" because they are applied to the body. Branding decreases the "Perceived Physical Risk." A consumer buys Savlon because she/he associates it with medical-grade safety.
- Symbolic Value: According to Jesper (2007) consumers are willing to pay a higher price for branded products due to the social meaning associated with it. Buying a local brand

such as Revive may be a signal of "Nationalistic Pride," but buying Dove could be a signal of "Global Sophistication."

2.6 Overview of Personal Care & Hygiene Business in Bangladesh

The industry of personal care and hygiene in Bangladesh has made a transition from being a small-scale industry to a multi-billion-dollar powerhouse. Historically dominated by MNCs, there has been an aggressive resurgence of local conglomerates in the last decade.

2.6.1 The Market Landscape (2024-2026)

As of 2026 the sector is marked by stiff competition. While the global personal care market is growing at a moderate rate, the Bangladeshi market is growing faster than many regions due to an increased health consciousness. The market is currently divided into two big camps:

Multinational Corporations (MNCs)

Unilever Bangladesh:

Unilever Bangladesh is an operating division of Unilever, and has the most diverse and biggest portfolio of personal care in Bangladesh. Unilever's soap brands, including Lifebuoy, are positioned as health protection brands, focused on germ protection and use of all natural ingredients. Lux and Dove are strong in the beauty bar category where they target both



mass and premium beauty customers with their skincare-based products. In respect to the products available, when it comes to shampoo, Unilever's brands, Sunsilk, Clear and Dove are the front runners in all the main segments, such as anti-dandruff shampoos, hair fall control shampoos and damage control shampoos. In the hair oil category Unilever processes a limited number of value-added hair treatments but does not sell coconut oil in Bangladesh. In oral care, Unilever's brand Pepsodent is considered to be one of the major competitors in the toothpaste market, having strong presence due to the variety of protected products and whitening products that it manufactures. In the handwash market, Lifebuoy is established with good antibacterial and has a growing demand as a result of the Covid-19 pandemic. Unilever's competitive

advantage is derived, in part, from their extensive national distribution network, and their ability to penetrate rural markets through packaging strategies, massive innovation activity and high brand equity in all product categories.

Reckitt Benckiser (Bangladesh) PLC:

Reckitt Benckiser Bangladesh, a subsidiary of the multinational corporation Reckitt, is mainly concerned with supplying products in the hygiene sector and the health-related sectors. The leading brand in the antiseptic health field with Dettol. Dettol 'Sword' logo is the most recognized symbol of germ protection in the country. The soap and hand wash division of the company is dominated by the Dettol brand, and it is known to have medical-grade antiseptic properties, which protects against germs. Dettol soaps are very common in people's homes, medical facilities and even in public facilities because of their effectiveness in fighting bacteria and viruses. Apart from the solid form of soap, liquid hand wash forms of Dettol are also very trusted for the use in daily life. However, the presence of the company in the beauty soap, shampoo, hair oils, toothpaste or similar sectors is minimal, as the focus of the company is mainly on product differentiation in the hygiene sector. The credibility of Dettol brand, in the post-pandemic scenario is high and hence, it is a household name in Bangladesh for its antiseptic properties.



Marico Bangladesh:

An Indian multinational corporation has established itself as a well-known "Home" brand in Bangladesh. Its Parachute Advanced coconut oil commands more than 80% of the market share in its segment. Recently, the company has expanded into the hygiene sector with Mediker Safe Life. Marico Bangladesh, a subsidiary of the Indian multinational Marico, is recognized for its leadership in hair care products, particularly as the top supplier of hair oil. Parachute Coconut Oil (parachutecoconut.com), the company's primary product, is the leading brand in Bangladesh for delivering nutrition to hair, enjoying a significant presence in both rural and urban areas. Marico also offers shampoos through its Parachute Advanced Shampoo line, which helps to strengthen and repair damaged hair.

Marico has limited involvement in soaps, beauty bars, toothpaste, and hand-wash products, which means its hair care strategy is primarily centered on the hair care category and related goods. Marico enjoys a competitive edge

over other firms in Bangladesh in several important aspects: a strong sense of brand loyalty from its customers; extensive penetration in rural areas; and a persistent commitment to offering a range of high-quality, coconut-based hair care products. This is the reason Marico has become the preferred choice for consumers looking for traditional and natural hair care solutions.



Local Conglomerates (Local Giants)

Square Toiletries Ltd. (STL):

Square Toiletries Ltd. (STL) which is a subsidiary company of Square Group, is one of the leading domestic manufacturers in the personal care and hygiene industry in Bangladesh. Since its founding in 1988, the company has expanded its operations to form a broad and diverse portfolio of personal care products in different categories, such as skincare, hair care, oral care, feminine hygiene and baby care. STLs major brands i.e., Meril, Jui, Senora and Kool are



established brands in the Bangladesh market and are distributed across the country via a vast supply chain network. The product strategy of the company is based on the daily usage of essentials like soaps, shampoos, lotions, sanitary napkins, oral care products etc., which are placed to cater to the needs of a huge number of consumers. One of the main advantages of Square Toiletries is that it is able to affordably create products that still provide a perceived quality level that it can successfully compete with multinational brands while still having a strong penetration in the mass and middle-income segments. Its consistent efforts on brand building and product innovation has contributed to a high rate of consumer awareness and trusting that has made it one of the leading local competitors in local Bangladeshis personal care sector.

ACI Limited:

ACI Limited (Advanced Chemical Industries Limited) is involved in the personal care business, through its Consumer Brands division with its focus on health, hygiene and protection-oriented products. Established in 1968, ACI has diversified under the headings of pharmaceuticals, agribusiness and consumer goods, its personal care segment having a close relationship with its healthcare expertise. The company's flagship personal care brand, Savlon, is a well-recognized brand of antiseptic in the Bangladesh market, and offers products ranging from liquid handwash, bar soap, to hand sanitizers. These products are found around the protection of germs and the maintenance of hygiene rather than the cosmetic benefits. ACI's approach to personal care is characterized by a functional and health-centric value proposition with the consumer trust accumulated to its background as a pharmaceutical company. This positioning has been especially important in the view of the increased health awareness as well as the demand



for hygiene products. Although the range of products is relatively narrow in comparison to more diversified competitors in ACI's portfolio, the strong brand credibility along with safety and efficacy is a certain competitive advantage in the Bangladeshi market.

Kohinoor Chemical Co. (BD) Ltd.:

Kohinoor Chemical Company (Bangladesh) Ltd. is one of the oldest established personal care manufacturers in Bangladesh with its origin starting from the year 1956. The company has always been oriented to the traditional and essential personal care products, such as beauty soaps, hair oils and the basics for grooming. Its most important brands, including Tibet, Sandalina and Xpert, have gained long-term recognition among Bangladesh consumers. These products are



generally targeted as very affordable and accessible - targeting mainly middle and lower-income groups especially in semi urban and rural markets. Kohinoor's competitive strength is its heritage, brand familiarity and cost-effective production that has helped it to remain relevant in the face of growing competition from both multinational and emerging local brands. However, in comparison with other more modern competitors, the product innovation and brand repositioning activities of the company were relatively insignificant, which may affect its competitiveness in the premium and urban segments.

Keya Cosmetics:

Keya Cosmetics Ltd. a concern of Keya Group came into the market of personal care in the mid 1990s and has grown to become an important local producer of toiletries and cosmetic products. The company produces different products including soaps, shampoos, toothpaste and seasonal skin care products. Operating under the Keya brand, the company is focused on the mass-market segment and a strategic emphasis is placed on competitive pricing and broad product availability. Keyas



manufacturing capabilities and distribution channels allows them to access consumers in urban and rural areas making it a good contender in the affordable personal care segment. The competitive positioning of the company is based on 'value for money' products which are

alternatives to higher priced multinational brands. While Keya has become highly penetrated in the market, the brand positioning is still mostly driven by price and there is less focus on premiumization or product differentiation.

2.6.2 Market Dynamics and Geopolitical Shifts (2024-2026)

A recent significant trend in the Bangladeshi market is the influence of geopolitical sentiments on consumer preferences. Since late 2023, certain multinational brands have encountered consumer boycotts prompted by international disputes (particularly the Israel-Palestine conflict), resulting in a notable increase in the sales of domestic brands.

- The "Mojo" Effect in Hygiene: Similar to how Mojo (beverage) expanded its market share through nationalistic marketing efforts, local hygiene brands like Sepnil and Savlon have experienced a "Preference Spike" as consumers intentionally seek "Local Alternatives" to international MNCs.
- Market Scale: The personal care industry in Bangladesh is projected to surpass \$3.5 billion USD by 2026, with hygiene products (handwash, sanitizers, soaps) representing approximately 45% of the overall revenue.

2.6.3 Comparative Brand Analysis (Summary Table)

Category	Organization	Flagship Brands	Strategic Value Proposition	Competitive (Core Advantage)	Distribution & Penetration Strategy	Primary Awareness Driver
MNC	Unilever Bangladesh	Lux, Sunilk, Dove, Lifebuoy	Mass Premiumization: Accessible luxury and universal hygiene solutions.	Global R&D & Scale: Ability to rapidly localize global skincare innovations.	The Sachet Economy: Dominates rural markets through low-unit price (LUP) micro packaging.	High frequency TVC & Cross platform Digital Campaigns.

MN C	Procter & Gamble (P&G)	Whisper, Pantene, Head & Shoulders	Functional Superiority: high-efficacy, scientifically proven physiological solutions.	Premium Skimming: Focused on high margin, high involvement urban categories.	Modern Trade Focus: Strong presence in urban supermarkets and E-commerce hubs.	Performance based marketing & "Dermatologically Tested" claims.
MN C	Reckitt Benckiser (RB)	Dettol, Lysol, Veet	Clinical Authority: The "Gold Standard" in germ protection and family safety.	Institutional Trust: Decades of endorsement by the medical community and public health initiatives.	Hygiene Ecosystem: Presence in both retail pharmacies and mass-market grocery stores.	School level hygiene programs & "Doctor Recommended" tropes.
MN C	Marico BD	Parachute, Mediker, Just for Baby	Natural Wellness: Transitioning traditional commodities into branded beauty solutions.	Category Monopoly: Holds 80%+ share in the coconut oil segment through legacy trust.	Rural Consolidation: Deepest rural footprint among MNCs through a massive wholesaler network.	"Purity" & "Nutrition" narrative rooted in tradition.
Local	Square Toiletries (STL)	Meril, Seppil, Jui, Revive	Pharmaceutical Heritage: Clinical quality backed by the Square Pharma brand equity.	Emotional Resonance: High "Trust Equity" through the "Mayer Chowa" (Mother's Touch) archetype.	Multitiered Retail: Competitive presence in both urban "Modern Trade" and rural "Mudir Dokans."	Heritage based storytelling & Nationalistic brand pride.

Local	ACI Limited	Savlon, Hexisol, Septisol	Genericization: The brand name has become synonymous with the category (Antiseptic).	Clinical-Gentle Balance: People received as tougher on germs yet gentler on skin than global rivals.	Institutional Supply: Primary supplier to hospitals, clinics, and government facilities.	Postpandemic "Survivalist" branding & Institutional presence.
Local	Kohinoor Chemical	Tibet, Sandalwood, Xcel	Heritage & Purity: Leveraging nostalgia and South Asian herbal traditions.	Niche Premiumization: Leader in the Sandalwood and herbal beauty soap category.	Legacy Wholesale: Strongest historical ties to traditional wholesale markets in non-metropolitan areas.	Nostalgia marketing and alignment with "Natural/ Halal" values.
Local	Keya Cosmetics	Keya Soap, Keya Detergent	Price-Value Leadership: High-volume hygiene solutions at the lowest market entry point.	Cost Leadership: Vertically integrated local manufacturing allowing for aggressive pricing.	Mass Volume: High-speed distribution to lower middleclass and rural demographic	High-visibility sponsorship of culturally revered television programs.

CHAPTER III: RESEARCH METHODOLOGY

3.1 Introduction to Research Framework and Analytical Model

This chapter explains the methodology used in examining the relationship between brand awareness and consumer preference in personal care and hygiene industry in Bangladesh. The methodology of the research adheres to a systematic and structured approach in line with the generally accepted principles of marketing research ensuring that logical coherence, validity and reliability are met throughout the research process. The research process consists of a number of sequential steps such as identifying the problem, choosing the method of research design, formulating sampling strategies, data collection, and statistical analysis. This ordered progression lends itself to a structured investigation of the influence of brand awareness on consumer decision making in a competitive fast moving consumer goods (FMCG) environment. The analytical framework of the study is based on certain theories of brand equity and consumer behavior that had been established. Brand awareness is conceptualized as a major aspect of brand equity, which includes both brand recognition, brand recall. In addition, the study brings other relevant constructs like perceived quality, brand trust, and sources of brand awareness like social media, traditional advertising and interpersonal communication. A comparative dimension is built into the model to differentiate between the multinational and local brands operating in the Bangladesh's personal care market. This helps the study determine the differences in consumer perception, trust and preference when compared with these two categories. Furthermore, the framework takes into account the increasing role of digital media and shifting consumer attitudes, especially among the younger, urban consumers.

Stages during the Research Process The sequence of Stages in the research process is:

1. Formulation of Research problem and objectives
2. Selection of a suitable research design
3. Development of the data collection instrument
4. Choice of the method for data collection
5. Sampling design and data collection
6. Data analysis/interpretation using statistical techniques
7. Preparation and Presentation of Research Report

3.2 Research Design

This research aims to use a quantitative research approach with a combined descriptive and exploratory research design to gain a comprehensive understanding of the behavior of consumers in the personal care and hygiene sector.

The descriptive component is used to systematically present the demographic characteristics of the respondents, levels of brand awareness and patterns of consumer preference. It facilitates the measurement of the relationship of different branding factors to the consumer buying behavior, such as packaging, advertising, promotion strategies etc.

The exploratory component has been used to study factors which could underlie consumer perceptions, especially the differences in perceived quality and trust between the local and multinational brands. This aspect of the study aims at seeing patterns and relationships that may not be easily discernible.

A survey study using a cross-sectional design is used making it possible to collect data from respondents at a single point in time. This method is suitable for capturing existing consumer attitudes and practices in an ongoing changing market environment.

Operationalization of Variables

- Independent Variables (IV): Brand awareness (in terms of brand recognition and recall), sources of awareness (including social media, television advertising, and word-of-mouth), and perceived quality of product.
- Dependent Variable (DV): Consumer preference, measured by such indicators as brand choice, degree of trust and purchase intention.
- Moderating Variables: Demographic characteristics such as age, gender, and monthly income, because these may have an impact on consumer perceptions and preferences.

3.3 Population and Sample Size

The target population of this study is the urban consumers in Bangladesh who regularly buy personal care and hygiene products such as soaps, shampoos, hand wash, and skincare products.

It is mainly oriented to consumers living in large cities, where access to a large number of brands and exposure to marketing communications are relatively greater. These consumers are more likely to be influenced by the activities of branding so are relevant for the purposes of this research.

A total of 100 (N=100) respondents were selected to be included in the sample. While most sample sizes are these days preferred for the sake of increased generalizability, the chosen sample size is deemed adequate for an exploratory study that seeks to identify patterns and relationships.

The sample consists mostly of people of ages 18-25 years old, a significant number of whom are students. This group is an important section of the consumer market because of their active involvement with digital media and their responsiveness towards branding and promotional activities. Additionally, there is a significant share of respondents that fall in the range of lower to middle income that will let the study focus on consumer preferences in a market that is price sensitive.

3.4 Sampling Technique

This study uses purposive non-probability method of sampling which is deemed suitable in selecting the respondents who meet certain criteria defined for the purpose of this study in accordance with the research objective. Specifically, participants were selected using criteria of active participation in purchasing personal care and hygiene products and their acquaintance with local and foreign brands. This targeted selection helps to ensure that respondents have relevant knowledge and experience and that the data collected is of good quality and relevant.

Data was obtained using a structured online survey platform, which allowed efficient dissemination of the questionnaire as well as timely response collection. The necessity of using digital methods of data collection is especially evident in the light of the changing consumer landscape in Bangladesh as online platforms play an increasingly important role in shaping brand awareness, information search and purchase behavior.

The adoption of the online survey approach has a number of methodological advantages. These include cost-effectiveness, speed and ease of gathering data in urban settings, increased access in urban populations, and reduced data entry mistakes by eliminating the need for manual data entry and error-prone data entry by automated recording of responses. There are, however, limitations to this method. The use of digital platforms could cause sampling bias since participation is always limited to those with access to the internet and a level of digital literacy. Consequently, the representativeness of the sample may be constrained, especially with regard to populations that are not yet in digitally connected urban segments.

Gender Distribution of Respondents

Classification	Number of Sample	Percentage (%)
Female	55	55%
Male	45	45%
Total	100	100%

3.5 Data Collection Process

To maintain a thorough and well-backed study, the paper makes use of both primary and secondary data.

3.5.1 Primary Data

The data were obtained using a self-administered structured questionnaire in online-based survey instruments. The questionnaire was developed in a way that elicited the appropriate information on four main aspects:

1. Demographic Data: Age, gender, income level and education level.
2. Brand Awareness: The evaluation of brand recognition, recall and exposure to different channels of communication.
3. Consumer Perception: Evaluation of perceived quality, trust and safety connected with various brands.
4. Consumer Behavior: analysis of brand preference, switching measures, and purchase intention.

Attitudes and perceptions of respondents were measured using a five-point Likert scale with Strictly Disagree to Strictly Agree. This method allows a quantitative analysis and helps to determine a relationship between variables.

3.5.2 Secondary Data

The resources used to gather secondary information were valid and include academic literature, industry publications, and reports on leading institutions. These sources supplied background data on the personal care and hygiene market in Bangladesh, and information about branding practices and trends in consumer behavior.

3.6 Ethical Considerations and Limitations

Ethical Considerations

The research follows the general ethical standards of undertaking research. This was done voluntarily, and respondents were told the purpose of the study they were participating in before filling the survey. A clear statement at the onset of the questionnaire was used in obtaining informed consent. Privacy and anonymity were upheld. No personal information was gathered and all the answers had an academic purpose only.

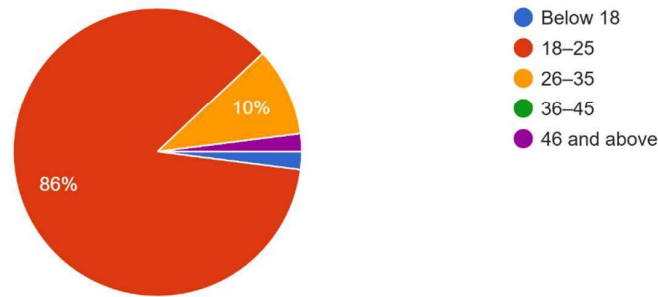
Methodological Limitations

Although ambitiously designed and implemented, the study is limited in some ways:

- Limitations related to geography: The sample of respondents was restricted to the urban population which can restrict the ability to generalize findings to the rural population.
- Sample size: The sample size is very small, so the results cannot be extended to the whole population and use of complex statistical methodology is not possible.
- Self-reported data: Data is reported self-reportedly; in terms of what the participants perceive as being purchased, not necessarily a reflection of what is being actually purchased.
- Sampling method: Non-probability sampling can be used, which can result in selection bias.

CHAPTER IV: RESEARCH FINDINGS

Age
100 responses



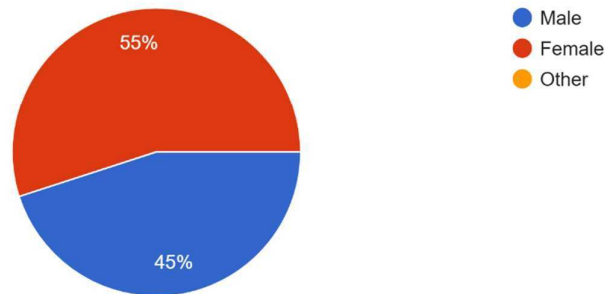
The survey gathered responses from 100 people and the age group shows a high concentration of respondents in the age group of 18-25. Specifically, 86% of the respondents belong to this category and are the most dominating demographic segment represented in the study. The second largest consists of participants who are aged between 26-35 years of age, which was 10% of the total respondents. In comparison the below 18 category is a very small group of the sample, making up some 2% of the sample. Similarly, the group that is 46 years and above also accounts for about 2% of the total participants. Of interest is the fact that the 36-45 age group is not represented in the survey responses in any meaningful way.

Overall, the data is very clear that the survey sample is severely skewed towards young adults, especially those in the early stages of adulthood.

Based on the age distribution of the respondents, some important research insights can be found. First, the result show that young consumers play a dominant role in the discussion and purchasing decision relating to personal care and hygiene brands in Bangladesh. This demographic group is more likely to be familiar with local brands as well as multi-national brands, mainly because of their high exposure to social media marketing, influencer endorsements and digital advertising. Second, the large population of respondents in the age group of 18-25 years suggests that the overall results of the study have to a great extent reflected the attitude, awareness level, and purchasing behavior of the young consumers. This is especially important as young consumers are often considered a trend-setting segment of the market, shaping the popularity of brands, adoption of products and new consumer trends. Third, the relatively low representation of older age groups shows that the brand perceptions and purchasing motivations of mature consumers are not as well represented in the current dataset. Older consumers may have different purchasing behaviors, such as greater brand loyalty, product

quality and health-related considerations. These factors may need to be explored in more depth in future research.

Gender
100 responses



The distribution of gender of the survey respondents shows the participation is relatively equal for the male and the female consumer. Out of the 100 respondents, 55% are female while 45% are male. No respondents identified themselves under the other gender category in the survey.

Although the difference between the two groups is not significant, female respondents make up the slightly dominant segment of the sample. This distribution is fairly balanced in terms of representation of gender perspectives in the dataset.

The gender composition of the respondents implies that both males and female's consumers took active part in the survey and hence, is more balanced on the comprehension of brand awareness and consumer preferences in the personal care and hygiene sector.

The somewhat higher participation of female respondents is of particular significance as women have traditionally been a significant consumer segment for products for personal care and hygiene. Female consumers in general display some notable behaviors when it comes to consumption and they include:

- Buying a wider variety of personal care products
- Demonstrating increased levels of brand awareness and brand comparison
- Increasing interest in product ingredients, quality and brand reputation
- Being more active in beauty and personal care marketing activities

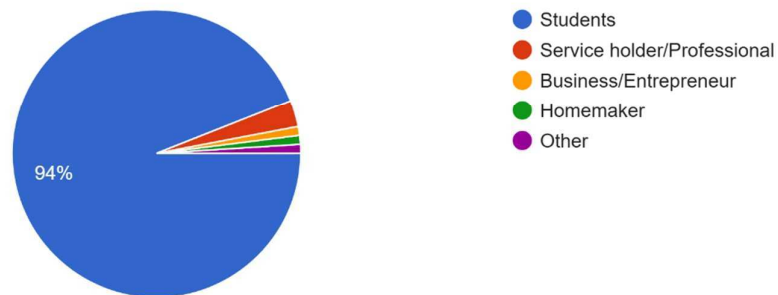
Consequently, the stronger representation of the female respondents may offer more detailed insights into consumer perceptions, levels of trust and patterns of brand preference within the market.

There are several important research insights that can be made from the gender distribution results.

First, there are relatively equal numbers of male and female respondents, which adds credibility and diversity to the representation of consumer points of view in the study. Since personal care and hygiene products are used by both genders more or less, the representation of viewpoints from both genders allows for a richer analysis of consumer awareness and purchasing behavior. Second, the slightly higher number of female respondents implies that women may be more active in the selection and purchase of personal care products. This finding is in line with current consumer behavior research, which suggests that women are often heavily involved in household buying decisions, especially when it concerns issues of hygiene and grooming products. Third, the results are also indicative of the growing participation of male consumers in the personal care market. With 45% participation from the male population, the data indicates that men are growing conscious and interested in personal care brands. This trend has been correlated with the rapid expansion in the male grooming segment which has become an important part of the global as well as Bangladeshi personal care industry.

In sum, the gender makeup suggests that both male and female consumers play a significant role in the patterns of brand awareness and consumer preference noted during the study.

Occupation
100 responses



According to the occupational distribution of the respondents, the sample is quite concentrated among students. Out of the 100 participants, 94% of the survey indicated that they were students, which is the large majority of the sample population.

In contrast, very small proportions of respondents are to be found in other occupational groups. Approximately 3% of the participants are service holders or a professional. 1% are the business owners or entrepreneur. Similarly, 1% of respondents described themselves as homemakers and

one percent chose the category Other. These results clearly show how the respondent pool is mostly made up of students and there is little representation from other occupational categories.

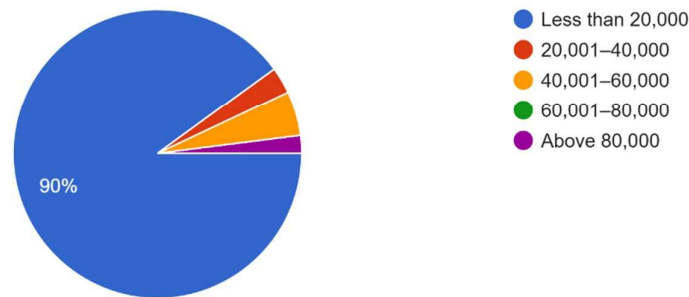
Several important research insights can be noted from the occupational distribution of the respondents.

First, the overwhelming concentration of students means that the study is mostly representative of the brand awareness and consumer preferences of younger consumers. This demographic group is of particular interest when considering brand awareness, as students are among the most digitally connected consumers, as they often interact with brand content through social media platforms and online marketing channels. Second, the fact that there are not many professionals, entrepreneurs, or homemakers indicates that there are limited views on the dataset from economically independent consumers. Individuals within these occupational categories may exhibit varying levels of purchasing behavior, such as higher levels of brand loyalty, greater focus on product quality and longer-term brand relationships. Third, the high representation of students reflects the increased importance of youth-driven market dynamics in the personal care industry of Bangladesh. Multinational brands tend to market to this segment with up-to-date branding strategies, influencer marketing and digital advertising campaigns, while local brands often compete by highlighting affordability and accessibility of their products.

In summary, the occupational distribution shows that students are the hegemonic portion of the study sample, which has a decisive influence on the results of the patterns of brand awareness and consumer preference. As a result, the findings largely reflect the perspectives and behaviors of young consumers as they play a more important role in determining market trends in the personal care and hygiene industry in Bangladesh.

Monthly Income (BDT)

100 responses



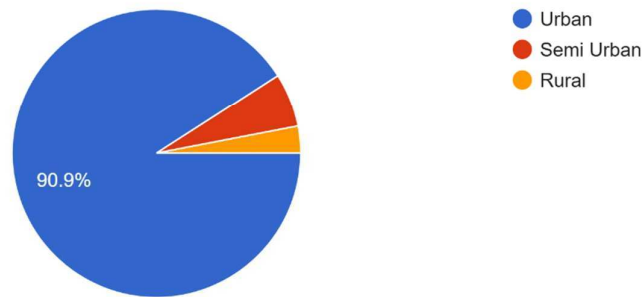
The survey result regarding the monthly income of the respondents suggests that most of them fall under the lower income range. Out of the 100 participants, 90% of them reported income less than 20,000 BDT per month which is the most dominating income group in the data set.

A smaller proportion of the respondents are in the income bracket of 20,001-40,000 BDT representing about 3% of the sample. Besides, nearly 4% of the people were earning between 40,001 to 60,000 BDT per month. Only a very small percentage of the participants fall into the higher income categories. Approximately 1% of the respondents have an income of between 60,001 and 80,000 BDT while 2% of the respondents have an income of more than 80,000 BDT per month. As a whole, the results of this question show that the pool of respondents is generally made up of poor people or financially dependent people.

The income distribution of the respondents indicates a number of important things pertinent to the research objectives. First, the supremacy of respondents under the low-income category implies that the price sensitivity may have an important say in shaping consumer preferences in the personal care and hygiene market. Consumers who have low incomes: They are more likely to compare prices and are more focused on cost effective items that are good enough in terms of quality. Second, in spite of income limitations many consumers may still show a good awareness of multinational brands, which is primarily because of widespread marketing campaigns and strength of international brands in the markets. However, such awareness does not necessarily result in consistent purchasing behavior if these products are perceived to be relatively expensive. Third, the low percentage of higher-income respondents means that there is representation from a limited number of sources with more purchasing power. Consumers with higher income brackets tend to give more importance to brand reputation, superior quality and international standard that consumers might end up favoring multinational brands.

In summary, the income distribution shows that level of income is a great factor in determining consumer preferences especially when comparing local and multinational personal care brands. While multinational brands may enjoy greater brand recognition and perceived product quality, local brands may have a competitive advantage by offering affordable pricing which is very appealing to lower-income consumers.

Which area do you live in?
99 responses



The survey results about dwelling place of the respondents shows that most of the respondents live in the urban areas. Out of the 99 responses collected, 90.9% of the respondents stated that they live in urban regions making it the overwhelmingly dominant data within the 99 datasets.

As the comparison stands, a relatively small number of the respondents live in the semi-urban areas, making up about 6% of the entire number of respondents. Meanwhile, the same number of respondents said that they lived in rural areas (about 3%).

This distribution thoroughly shows that the sample of the survey is greatly concentrated in the urban regions and there is little representation from the semi-urban and rural communities.

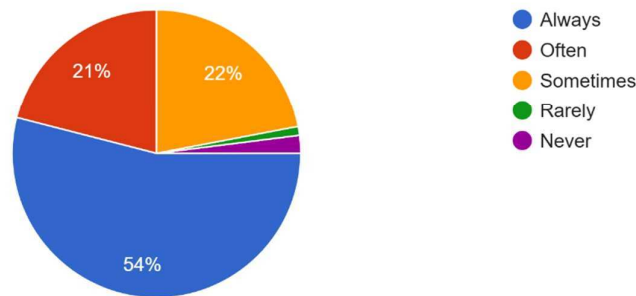
Some significant findings can be obtained from the residential distribution of the respondents.

First, the strong representation of urban participants means that the study mainly reflects the brand awareness and the preferences of consumers living in urban areas, who are usually more exposed to advertising campaigns, brand promotions and modern marketing strategies. The power of this exposure has a significant impact on brand recognition and decision-making processes for consumer behavior. Second, urban consumers are more likely to be exposed to local and multinational brands in the personal care category in their daily lives. Consequently, they are frequently able to make well-informed comparisons between these brands based on factors such as product quality, brand reputation, pricing and perceived value. Third, the low inclusion of respondents from semi-urban and rural regions indicates that the survey results may

not necessarily reflect the overall national dynamics of the consumer market, but mainly the dynamics of the urban markets. In rural markets, consumer preferences can be different because of various factors such as low-income levels, availability of limited products, and greater consumption of locally-made products.

Finally, the dominance of urban respondents indicates the growing significance of urban consumer segments in the personal care and hygiene industry of Bangladesh. Multinational firms often focus on urban markets in the introduction of new products or advertising campaigns, whereas local companies often compete by offering affordable alternatives that appeal to a wider range of consumers.

How often do you notice or recognize personal care brands before purchase?
100 responses



The research findings show that consumers in Bangladesh have a high level of brand awareness in the personal care and hygiene market. The respondents were asked the frequency with which they notice or recognize personal care brands before they make a purchase decision.

The results show that 54% of respondents said they always do brand recognition or notice them before buying. This implies that more than half of the consumers regularly consider the brand identity when they choose the personal care product.

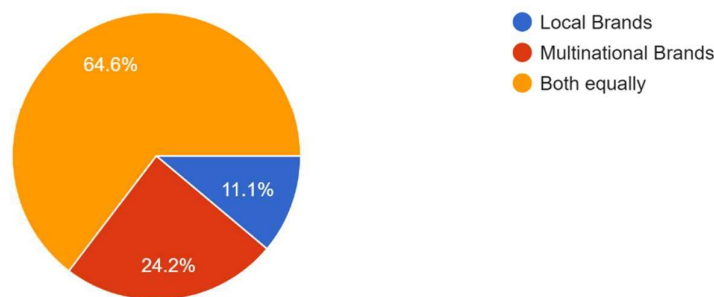
In addition, 21% of the population respondents said that they usually know what brand before buying, while 22% of them sometimes pay attention to brand names in buying process. These results show that brand-related information is being actively assessed by a large percentage of consumers before purchasing decisions are made. The combined percent of consumers that always or often recognize brands (75%) suggests that brand awareness plays an important role in how consumers act. On the other hand, a low proportion of respondents described low levels of brand attention. Approximately 2% said that they rarely pay attention to brands, while 1% said that they do not think about the brand recognition when making buying decisions. This is a

very small percentage, which indicates that there is near universal awareness of brand identification in the personal care product category. Several important insights of brand awareness and consumer behavior of personal care and hygiene market in Bangladesh can be extracted from the survey results.

The results show the majority of respondents (54%) identify or see personal care brands all the time before buying them. This indicates a high level of brand awareness among consumers, and it suggests that awareness of the brand plays an important role in the purchasing process. The combined responses of Always (54%) and Often (21%), which accounts for 75% of the respondents, proves that quite a large share of consumers have often recognized brands before buying them. This points out the aspect of how much brand awareness can affect the buying decisions of consumers regarding their personal care sector. Only 3% indicates that they rarely or never recognize brands before purchasing. This extremely small proportion shows that brand awareness is almost universal and a limited number of consumers are uninformed brand identity during purchasing decisions.

The findings highlight the importance of effective branding strategies, such as advertising and promotional activities, as well as unique packaging. Strong marketing communications helps in increasing brand visibility and trust among consumers that ultimately affects the buying behavior of an organization or product at the end of the day. High level of brand awareness indicates that well-established multinational brands may rely on their recognition and trust among consumers. However, local brands can still stay competitive by enhancing brand positioning, boosting marketing efforts and creating a stronger emotional connection with consumers.

Which type of brands are you more aware of?
99 responses



Respondents were asked what their preferred type of personal care brands they are more aware of - local or multinational brands. The survey results show that 64.6% of the respondent said that they are equally aware of local and multinational brands. This implies that most consumers

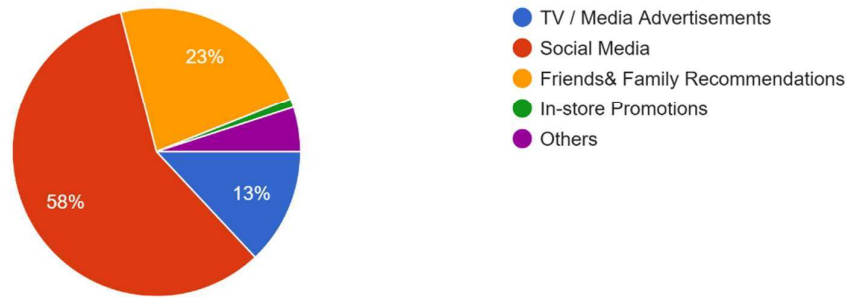
in Bangladesh have exposure and recognition to both categories in the personal care and hygiene market.

However, it is also evident from the results that 24.2% of the respondents have shown more awareness of the multinational brands and 11.1% have shown more awareness of the local brands. This difference implies that multinational brands were able to enjoy a little bit more visibility and recognition among consumers than local brands did. Multinational brands may be more recognized around the world due to their established brand names and worldwide marketing initiatives for a long time. In contrast, the lower percentage for the local brands indicates that whilst local companies are active in the market, perhaps they aren't yet as visible and recognized as the multinational competitors. Nevertheless, the fact that the majority of respondents admitted to an equal awareness of both brand categories suggests that local brands have succeeded in having an established significant presence in the marketplace and are now seriously competing with multinational brands. Several significant things can be learned from the survey results in terms of consumer awareness of local and multinational personal care brands. A significant majority of the respondents (64.6%) reported Awareness of the brands both from local and multinational brands, which indicates that consumers have exposure to a wide variety of brand choices within the personal care market. Among answers that stated they have better awareness of one category, those of multinational brands (24.2%) were more recognized than those of their local brands (11.1%). This indicates that the multinational companies retain a competitive edge in how they are viewed and recognized. Despite relatively lower levels of individual awareness levels, overall, the results show that local brands have gained meaningful recognition and are slowly becoming more competitive in the Bangladeshi personal care industry.

The findings indicate that local companies may have to further improve their brand marketing strategy, marketing communication, and brand positioning in order to raise awareness and compete better with multinational brands in the market.

How did you first become aware of your preferred personal care brand?

100 responses



The objective of the survey was to find out the main sources of the consumers of knowing their favorite personal care brands. The results show that social media has the greatest impact on brand awareness, which accounts for the highest 58% of respondents. This result represents the increasing importance of the digital platform, such as Facebook, Instagram, and YouTube in the development of consumer awareness and how they influence the consumer's purchasing behavior. Social media platforms enable brands to communicate with their consumers directly through targeted advertising, promotional campaigns, and influencer marketing and can be highly effective tools for reaching potential customers.

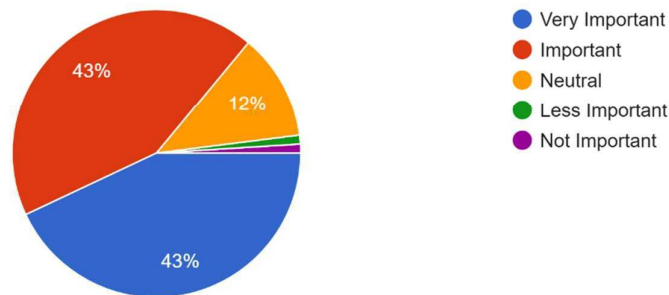
The second most important factor in the awareness of the brands is recommendations from friends and family, accounting for 23% of the answers. This finding is important in highlighting the continued importance of word-of-mouth communication, which is a powerful factor in influencing consumer perceptions and brand trust. Consumers often trust the experiences and opinions of people they admire which makes interpersonal communication an important aspect in the creation of brand awareness and preference. In addition, 13% of respondents said that they first were aware of their preferred brand through television or other traditional media advertisements. Although traditional advertising channels still foster brand awareness, the influence of these seems to be low as compared to digital platforms. This trend implies that consumers have begun to place more of their attention on online and social media platforms and less on traditional media as their sources of information for products and brands. A very small percentage of respondents said that the initial awareness of a personal care brand was due to in-store promotions or other retail-based sources. This finding suggests that retail environments do not play a very large role in the generation of initial brand awareness, although they may have some impact on purchase decisions at the point of sale. The survey results show that the biggest source of brand awareness comes from social media; 58% of those surveyed said they first heard about their favorite personal care brand through social media, such as Facebook, Instagram and

YouTube. This shows how important digital platforms are to shape the awareness and involvement of consumers. The results also indicate that word-of-mouth communication plays an important role as 23% of the respondents became aware of their favorite brands through the word of mouth of their friends and family. This proves that individual experiences and trusted opinions are still powerful when it comes to influencing the consumer's perception and selection of brands.

In comparison, traditional media advertising such as television accounts for 13% of brand awareness indicating that although still contributing to consumer awareness, its impact is lower than digital platforms. Meanwhile, in-store promotions and other sources have little to do with creating initial brand awareness. Overall, the findings seem to support consumers are increasingly looking to digital and social media channels to discover personal care brands and that word-of mouth recommendations are still an important supporting factor in shaping consumer awareness and trust.

How important is brand in your decision to purchase personal care products?

100 responses



The survey focused on the degree of importance that consumers assign to the brand when making purchases of personal care and hygiene products. The results show that brand is a significant influence in a consumer's purchase decisions.

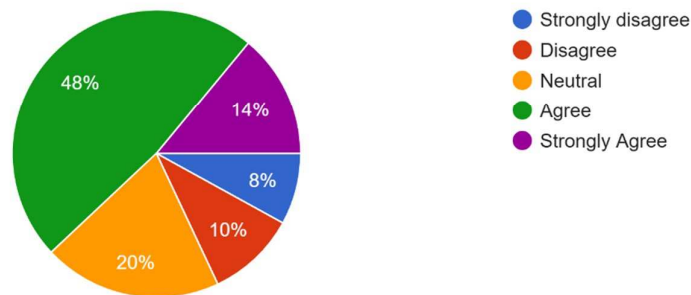
Out of the 100 respondents, 43% said brand is very important, and 43% said that brand is important in their purchasing decisions. This shows that a combination of 86% of respondents find that brand is a major factor in the selection process of personal care products. Meanwhile, 12% of respondents had a neutral opinion implying that brand may not be their top consideration. These consumers may pay more attention to other factors such as the ingredients of the product, price, availability of product or from what other people are saying about it. Only a very small proportion of respondents stated brand was less important or not important, which demonstrates the potential of consumers to use brand identity when selecting their personal care products. The

outcomes of this study offer a number of fine points on the behavior of consumers. First, the results demonstrate that brand awareness is a crucial factor in the formation of consumer preference in the personal care and hygiene industry. Most of the respondents stated that brand has a significant impact on their purchasing decisions. Second, consumers tend to associate well-known brands with quality, safety and reliability of the product, increasing the desire to purchase these products. Third, the findings underscore the importance of effective branding strategies, such as advertising, appealing packaging, the promotion of the product, and the consistent performance of the product to attract and retain customers.

Overall, the results of this study prove that brand awareness plays an important role in consumer preference, which helps support the researcher's main objective of conducting this research.

Do you think price influences your preference between local and multinational brands?

100 responses



The survey investigated whether price affects consumers preferences of local vs. multinational brands of personal care products. The results show that price is quite a major determinant factor in consumer purchases.

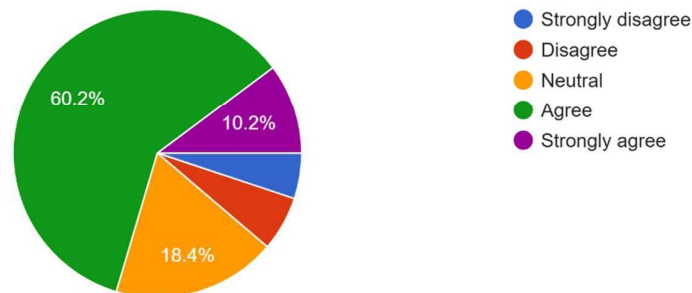
Between respondents who agreed and strongly agreed that price influences their local vs. multinational brand preferences some 48% and 14%, respectively. Together, these responses account for 62% of the total sample suggesting that most consumers consider price when choosing between different types of brands. In contrast, 10% of the respondents did not agree and 8% strongly disagreed with the statement, meaning that price does not have a big influence on their brand choice. These consumers may put more emphasis on factors such as brand reputation or perceived product quality, or international standards, and not price. Additionally, 20% of respondents had a neutral opinion which suggests that their purchasing decisions are based on a combination of factors, rather than simply price. The results of the survey give several important insights into consumer behavior in the personal care market. First, price is one of the critical factors that affects consumer preference between local and multinational brands as most

of the respondents stated that pricing has an effect on their purchasing decision. Second, the results indicate that a competitive advantage can be achieved by local brands through low pricing policies, especially among price-sensitive consumers. Third, the international fame of multinational brands, which continue to attract consumers who value brand reputation, perceived quality, and global popularity, and are willing to pay more for them.

The findings suggest that price sensitivity remains as an important aspect of consumer behavior in the personal care market of Bangladesh. Many consumers compare product prices before deciding about purchasing the products, especially between local and multinational brands. Local brands tend to find consumers who want similar products at cheaper prices that may appeal to price conscious purchasers. In developing markets, affordability often becomes an important factor in determining consumer preference. However, multinational brands are still enjoying strong demand because of these brands established global reputation, perceived high quality, and strong brand image. Some consumers are willing to pay more for the product of multinational brands as they believe that such products offer higher reliability and quality assurance.

I am willing to pay more for a well-known brand.

98 responses



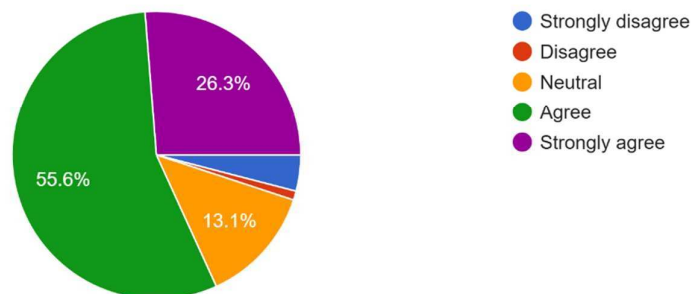
The survey discussed whether consumers are ready to pay more for famous brands in the personal care and hygiene sector. The test results show that brand reputation is very important to the willingness of consumers to pay a higher price.

Out of the 98 respondents, 60.2% said yes and 10.2% strongly said yes, they are willing to pay more for recognized brands. Together, these responses will provide around 70.4% of the sample which makes them think that the majority of the consumers are willing to pay more for the brands that have strong recognition as well as a good reputation. Meanwhile 18.4% of respondents showed a neutral opinion which suggests that their readiness to pay premium may depend on certain condition, such as superior product quality, better ingredient, or proven effectiveness. A smaller percentage of respondents disagreed with the statement. About 6%

disagreed and roughly 5% strongly disagreed, indicative of the potential presence of a limited section of consumers that places importance on affordability and does not put a priority on the brand's reputation in the evaluation and purchasing decision. The results obtained in this survey have offered some significant insights regarding the consumer behavior in personal care market in Bangladesh. First, most consumers are ready to pay a higher price for famous brands, which indicates the great influence of brand awareness and brand reputation on people's choice. Second, brand equity is one of the main contributors to perceived product value. Consumers tend to equate established brands with better product quality, safety and reliability that receive higher pricing. Third, while the response to price remains in some consumers, good brand positioning can play a role in diminishing the power of price issues by raising perceived value. Finally, the results suggest that for companies that operate in the personal care market, it is important to ensure that brand image and product quality consistency are maintained as well as consumer trust, which can improve consumer willingness to pay a premium price. Overall, the results support the findings of this broader study, which draws the conclusion that brand awareness and brand reputation play an important role in the consumer's preference and perception of value within the personal care and hygiene market.

I am willing to switch brands if I find a better alternative.

99 responses



This question in the survey sought to measure consumer brand loyalty by determining whether consumers would change brands if they find a better product be available in the personal care and hygiene market.

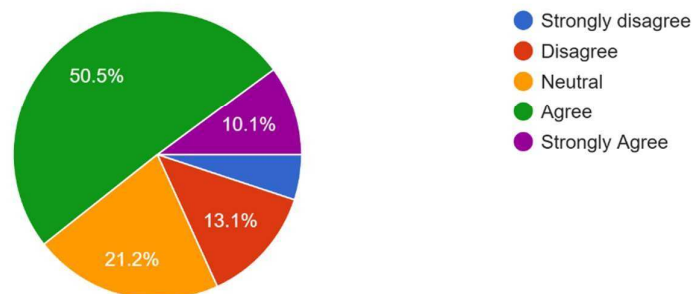
The results show that a significant proportion of consumers are open to brand switching on the condition of perceiving a better option. Among the 99 respondents, 55.6% agreed and 26.3% strongly agreed that they would change brands if a better alternative product was available. Combined, these responses best represent that around 81.9% of all consumers are willing to change their brand under better conditions. Additionally, 13.1% of the respondents had a neutral

opinion and therefore, we can say that their decision to change brands may depend on the price difference, product quality, brand reputation or promotional offers as well. Only a small proportion of those surveyed were disagreeing with the statement, which suggests that a limited number of consumers are showing a high level of brand loyalty and prefer to stay with their current brand, regardless of the alternative available. The results from this survey provide a number of important insights relative to consumer preferences and brand loyalty in the personal care market. First, the majority of consumers are willing to switch brand if a better alternative becomes available, which suggests that there is a lot of influence of perceived value of brand loyalty so that brand loyalty alone does not determine whether a consumer is loyal. Second, while brand awareness may be part of the initial purchasing decision, long-term customer retention is highly dependent on product performance, competitive prices, and overall consumer satisfaction. Third, the high willingness to switch to a brand represents a need for continuous innovation and improvement of products by companies to retain interest and loyalty of consumers.

Finally, the results indicate that the local and multinational brands are operating in a very competitive market where consumers actively consider and compare product attributes and benefits before making purchasing decisions. Overall, the results show that while brand awareness might draw consumers in at first, consistent product value, quality and performance are essential to maintaining consumer preference and loyalty in the long term.

Brand name influences my purchase decision.

99 responses



This survey question tried to retrieve the extent to which brand name influences the purchasing decision of the consumer in the personal care and hygiene product market in Bangladesh. The outcomes show that the brand name does play a big role in shaping the consumer's purchase decision.

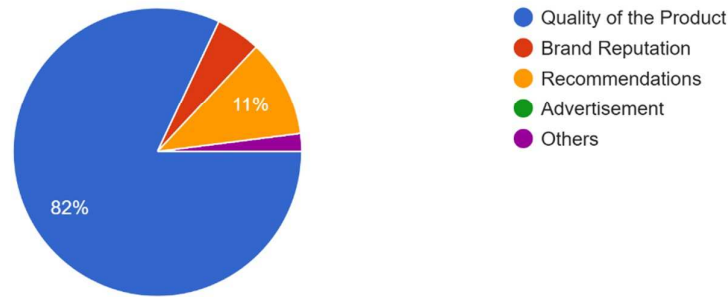
Of the 99 people included in the survey, 50.5% of the respondents agreed and 10.1% of the respondents strongly agreed that brand name plays a role in their purchasing decisions. Collectively, 60.6% of respondents recognized the fact that brand name directly influences their purchasing decision of personal care and hygiene products. This finding suggests that brand identity and recognition is important factors in guiding consumer preferences in this category of products. In addition to this, 21.2% of the respondents had neutral opinion towards the influence of brand name. This group of consumers may be aware of the role that brand name plays but may not be the most important factor affecting their purchasing decisions. Instead, they may approach and analyze other product attributes such as product quality, price, availability, product ingredients, or recommendations of others before deciding on a final purchase. Conversely, 13.1% of the respondents disagreed and about 5% of the respondents strongly disagreed with the statement that brand name is a factor when it comes to influencing their purchasing decisions. This means a smaller part of consumers do not consider brand recognition as a primary factor when choosing personal care and hygiene products. These consumers may care less about a brand reputation than other consumers and may be more interested in other qualities such as product functionality, affordability, or specific product benefits. Distribution of responses shows that brand name is having a significant influence on the purchasing behavior of majority of the consumers dealing with the personal care and hygiene market.

The results from this survey question we can have give us some important understanding of the consumer's behavior.

First, brand name has an important effect on purchasing decisions among consumers of the personal care and hygiene market in Bangladesh. A solid majority of respondents indicated brand recognition has an impact on product choice. Second, the results suggest that brand awareness is an important factor for developing consumer trust and minimizing the uncertainty of the purchasing process. Consumers frequently use familiar and reputable brand names as brand indicators of product reliability and safety and product performance. Third, while brand name is considered an important determinant, the existence of neutral and disagreeing responses suggests that there are also other factors, including price, product ingredients, product availability, and recommendations, that consumers consider in making purchasing decisions. Overall, these findings are in favor of the central premise of the current study that brand awareness and brand recognition have a strong influence towards consumer preference in the personal care and hygiene sector in Bangladesh.

What factors influence your preference for a brand?

100 responses



This was a survey question that was created in order to try and identify key factors that affect consumers when deciding which personal care brand to choose. The results show that quality of products is the most important factor determining the choice of consumers in personal care and hygiene market.

Out of the 100 respondents, 82% of them identified product quality as the major factor in their brand preference. This overwhelming majority suggests that the consumers place their utmost importance on the effectiveness, safety and overall performance of personal care products. Since these products closely relate to health, hygiene and the everyday use of personal protective products by consumers, it is common for consumers to prioritize reliable and high-performing products when making purchasing decisions. In comparison, 11% of respondents said that recommendations have an influence on their brand preference. These recommendations can come from friends, family members, online reviews, or social media influencers. This finding suggests that word-of-mouth communication and social influence are of secondary but meaningful importance in consumer choices to build trust toward specific brands. A smaller percentage of respondents said that brand reputation influenced their purchasing decisions and advertising and other factors only accounted for a minimal percentage of the responses. This suggests that while the marketing strategies and promotional activities may have influence in creating brand awareness and attract attention of the consumers, they are less impactful than the actual quality of the product in making final purchasing decisions. The results further emphasize that consumers place the most value on the functional performance and reliability of personal care products when selecting a brand.

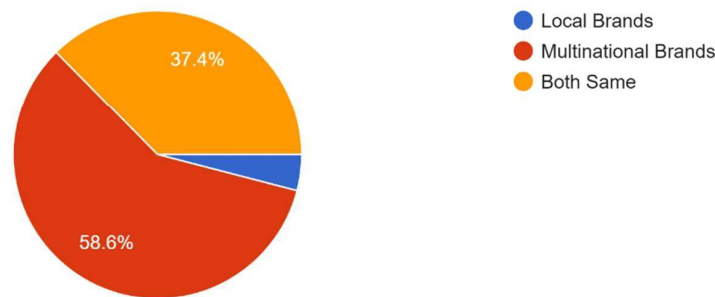
The results from this survey question offer some important insights into the decision-making of consumers in the personal care and hygiene sector.

First, product quality is the most influential factor affecting brand preference with the figure justifying this with the overwhelming majority of respondents identifying product quality as the most important determinant when choosing a brand. Second, social influence through recommendations are also a factor in influencing consumer behavior, emphasizing the importance of word-of-mouth communication and customer satisfaction in building brand credibility. Third, although brand reputation and advertising help to build brand awareness, they seem to be not so relevant compared to the actual performance and effectiveness of the product in terms of preference of consumers. Fourth, the findings suggest that long-term brand success is not only dependent on the effectiveness of marketing strategies but also on the reliability of the quality of the products offered that meet consumer expectations.

Overall, these findings have highlighted that while brand awareness may initially be a way of attracting consumers, the quality of the products ultimately defines consumer preference, satisfaction and brand loyalty in the personal care and hygiene market.

In terms of quality, which brand type do you perceive to be better?

99 responses



The purpose of this survey question was to investigate the perceptions of the consumers regarding the quality of the products of the local and multinational personal care and hygiene brands in Bangladesh. The results show that there is a strong inclination to multinational brands in the perceived product quality.

Among the 99 respondents, 58.6 percent of the respondents said that multinational brands are of better quality. This majority indicates that consumers are more likely to relate multinational brands with superior product quality, superior formulations, and reliability. The fact that multinational firms have a high global presence and reputation could help to create a perception that their products are produced under high standards of technological and quality control. Conversely, respondents who think that local brands are of a better quality, assumed that it was only about 4 percent. That percentage is quite low, which means that local brands still have

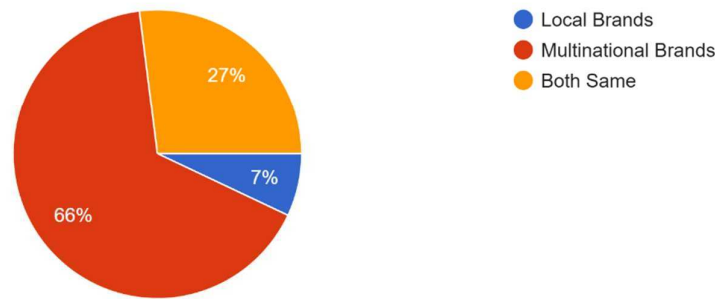
difficulties in persuading customers that their products are equally or even better in quality compared to multinational ones. Nevertheless, 37.4 percent of the respondents indicated that the quality was similar in the local and multinational brands. This result is crucial, because it indicates that a significant part of consumers are aware of the quality improvements of the local brands, and they see the same as similar to the products of multinationals. These perceptions could be related to the current progress which has been made in local manufacturing procedures, product development and quality control standard. The frequency of the responses shows that though the present perception of the quality in the eyes of the consumers is being held by multinational brands, the local brands are slowly catching up in terms of product standards and quality-enhancements.

The results of this poll question are some valuable data concerning consumer attitude to the quality of products. To begin with, multinational brands are strongly branded as offering high quality products relative to local brands which has a strong effect on consumer preferences and product buying behavior in the personal care and hygiene category. Second, the findings show that brand reputation in the world and perceived technological superiority are significant in influencing beliefs of consumers that multinational brands have superior product quality. Third, the large percentage of the respondents who suppose that the two brand types can be similar in quality indicates that the local brands are slowly reducing the perceived quality difference between themselves and multinational companies. Fourth, the results suggest that enhancement of the quality of products and sufficient communication of quality requirements might allow the local brands to compete better with the multinational brands.

On the whole, these findings indicate that the perceived quality of products is strictly linked with brand awareness and brand image, which is a significant factor that affects consumer preference and buying behavior in the personal care and hygiene market in Bangladesh.

In terms of trust, which brand type do you prefer?

100 responses



This survey question was aimed at exploring the level of consumer trust in local and multinational brands of personal care and hygiene products in the country of Bangladesh. The results show that the level of consumer trust in multinational brands is much higher than it is in local brands.

Out of 100 respondents, 66% respondents reported that they have more faith in multinational brands that implies it is a heavy majority of consumers who perceive multinational brands as more reliable, credible, and consistent in terms of product quality. The worldwide existence and past history of multinational companies may make consumers confident in these brands. In comparison only 7% of respondents had a higher level of trust in local brands. This relatively low percentage shows that local companies in general still have problems in building a strong consumer confidence and brand credibility within the market. As well, 27% of those surveyed said they trust both local and multinational brands equally. This category of consumers may value product on the basis of particular brand performances, qualities of products, or personal experiences, as opposed to the country of origin of the brands.

The results obtained from this survey question point to some important consumer behavior insights in the personal care and hygiene market.

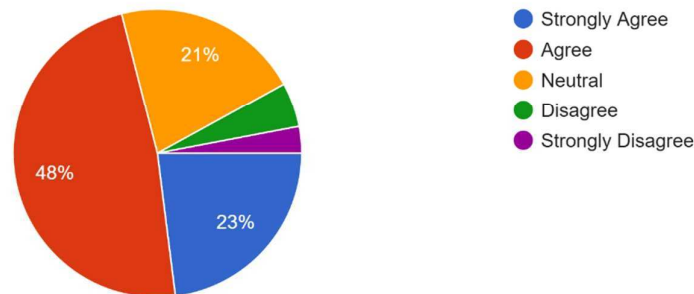
First, the multinational brands are assumed to be more trustworthy in majority of consumers in Bangladesh and it has a significant impact on consumer preference and purchasing decision. Second, the rather low level of trust towards "local" brands points to the need for local companies to increase brand credibility and develop greater consumer confidence. Third, the respondents' presence of trust in both local and multinational brands equally indicates that local brands are slowly receiving recognition, especially when they manage to provide quality product and

satisfactory consumer experiences. Fourth, the results suggest there is a strong link between consumer trust and perceived product quality and brand reputation, both of which are a key part of brand awareness.

Overall, it can be concluded from the results that consumer trust lying in the personal care and hygiene market is highly affected by the brand reputation, the perceived quality of the product, and the brand awareness of the product in the market.

Do you think multinational brands are more advertised than local brands?

100 responses



This survey question was meant to explore the perceptions of consumers about the advertising intensity of the multi-national brands against the local brands in the personal care and hygiene market in the country of Bangladesh. The results show the general public sees multinational brands as having more advertising exposure and presence of promotions.

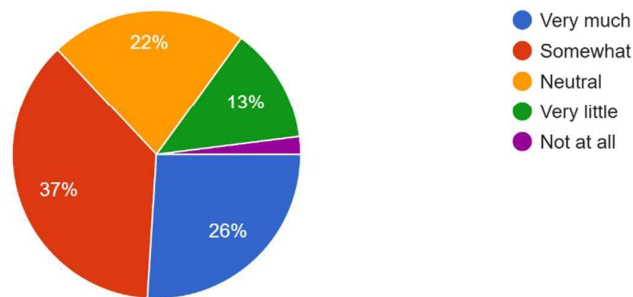
Of the 100 respondents, 48% agreed, and 23% strongly agreed with the statement that multinational brands are more highly advertised compared to the local brands. Combined, these responses account for 71% of the total respondents, proving that a substantial majority of consumers feel that the MNC brands have a stronger advertising presence in the marketplace. In contrast, 21% of respondents indicated a neutral opinion which indicates that some consumers may pay less close attention to the patterns of advertising or may view similar amounts of advertising between local and multinational brands. Only a small proportion of those respondents disagreed with the statement. Approximately 5% strongly disagreed, while 3% disagreed, meaning very few consumers feel that local brands advertise more frequent or intense than the multinational companies. The distribution of answers implies that the multinational brands are mostly perceived to undertake more visible and intensive promotional activities than their local counterpart.

The results that stemmed from this survey question offer a number of significant pieces of information regarding the role that advertising plays in shaping consumer perceptions.

First, majority of the respondents consider that multinational brands are more heavily advertised compared to local brands as this is the strong presence of multinational companies in the Bangladeshi personal care market. Second, higher amounts of advertising exposure seem to cause or directly lead to increased levels of brand awareness and greater levels of brand recall among consumers. Frequent promotional activities help the multinational brands to stick in the minds of the people. Third, the findings indicate that the differences in the intensity of advertising between the multinational and local brands may affect the perceptions the consumers have about brand credibility, reliability, and superiority of the products. Finally, the findings have showed the importance of strategic marketing communication for local brands. Increasing advertising efforts and enhancing promotional visibility could help local companies to strengthen their brand awareness and better compete with the multinational brands.

Overall, the results stress that advertising plays an important role in building brand awareness and impacting the perception of consumers in the personal care and hygiene market in Bangladesh.

How much do brand advertisements influence your opinion about a product?
100 responses



This survey question was designed to gauge the extent to which brand advertisements influences consumers personal care and hygiene products opinions. The results show that advertising contributes substantially to the shaping of consumer perceptions and attitudes towards these products.

If we take it to 100 people, who are polled about how much opinion advertisements make, 37% say advertisements make opinion a little, and 26% make opinion a lot. Combined, these

responses make up 63% of the overall respondents, suggesting that advertising plays an important role in a consumer's attitudes and perceptions toward brands of personal care.

What's more, 22% of respondents had a neutral opinion, meaning they may be influenced by their advertisements from time to time, but are not a major factor in their product evaluations.

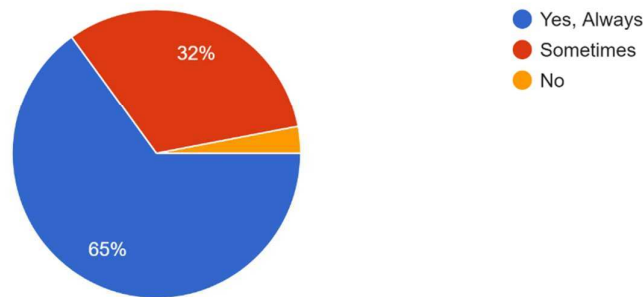
On the other hand, 13% of the sample reports that advertisements influence their opinions very little while around 2% say that advertisements do not influence them at all. These consumers may rely more heavily on personal experience, product quality, recommendations or brand reputation if they're making their opinion of personal care products.

The results of this survey-question offer some significant insights into the relationship between advertising and consumer perception. First most of the respondents admitted that there was an influence on their opinions towards the personal care products by advertisements which shows the importance of the advertising as one of the key factors for brand awareness and the determining factors for individual perception. Second, advertising plays an important part in influencing the initial impression that consumers have about products. Through repeated exposure and persuasive messaging, advertisements can affect attitudes and rouse interest in particular brands. Third, the results show that the effectiveness of advertising differs from one consumer to another. While some people are highly influenced by information in advertising, others may depend more on other sources of information, such as personal experience, recommendations from peers, performance of a product.

Finally, the findings suggest that companies should combine advertising strategies with other marketing approaches such as improving the quality of products, engaging in customer interactions, and communicating through positive word-of-mouth; these approaches will create better and more sustainable market influence. The results highlight the importance of advertising, which is a key component of brand awareness and is significant in influencing consumer opinions and purchase considerations in the personal care and hygiene market.

Would you recommend your preferred brand to others?

100 responses



This was a survey question that was intended to investigate consumers' willingness to recommend their personal care and hygiene preferred brands to others. The responses give valuable insight into the consumer satisfaction, brand loyalty and the potential impact of word-of-mouth communication in the market.

One hundred people were asked and 65% of them said that they would always recommend their favorite brand to others. This high percentage indicates a good level of consumer satisfaction and confidence in brands that they are using. It implies that a majority of consumers have positive perceptions about the quality, effectiveness, and reliability of their chosen products and have motivation to share their experiences with their friends, family or the team.

In addition to that, 32% of respondents answered that they will recommend their preferred brand sometimes. This group may have a general satisfaction with their brand but make recommendations for them only in certain circumstances, such as the product would be in agreement with the needs or preferences of the person who is seeking advice.

A very small proportion of this (about 3%) said that they would tell people about their preferred brand through word of mouth or not recommend their preferred brand. This minority may include consumers who are not as happy with their current brand or those who do not want to build up the purchasing decision of others.

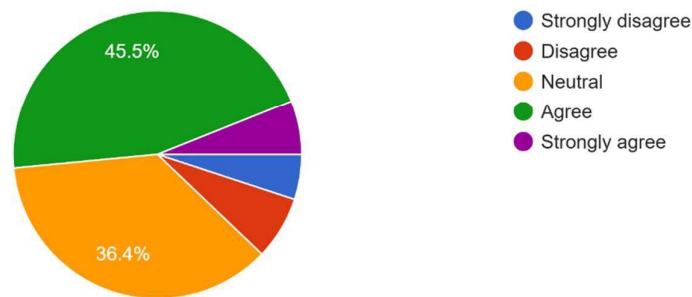
Overall, the results show that the vast majority of consumers display a willingness to recommend their favorite brands as an indication that the perception for personal care products available to the market is generally good.

The results from this survey question have revealed a number of important information on consumer behavior and brand loyalty in the personal care and hygiene market.

First, most of the respondents are willing to recommend their favorite brands of personal care to others, which mean that there are very high levels of consumer satisfaction and loyalty. Second, positive recommendations imply that consumers feel that their choice of brands are reliable and effective, which builds up the credibility of brands, strengthening the overall brand awareness. Third, word-of-mouth communication seems to be a strong factor in generating purchasing decisions, especially within the personal care industry because consumers often regard a trustworthy source for advice and opinion in their buying.

Finally, the results suggest that product quality and customer satisfaction are essential for sustaining product brand loyalty and for getting positive brand recommendations. The findings highlight that consumer satisfaction and positive word of mouth communication are hugely responsible for the growth of brand awareness and consumer preference in the personal care and hygiene market.

Overall, I am satisfied with the personal care brands available in Bangladesh.
99 responses



This survey question was framed to assess the general satisfaction among the consumers with the personal care and hygiene brands in the Bangladeshi market. The findings offer important information as to how the consumers perceive the quality, variety and availability of products offered by local or multinational brands.

Among the 99 respondents, 45.5% of them believe they are satisfied with the available brands of personal care items in Bangladesh. This shows that almost 50% of the respondents have a generally positive perception of the brands currently present in the market, which means that a significant number of companies are doing a good job of satisfying consumer expectations. In addition, 36.4% of the respondents were neutral in their opinion which indicates that although they are not dissatisfied with the available products, they are not strongly satisfied either. This class of consumers may think that there are improvements that need to be made especially in the

area of product quality, pricing strategies, brand variety, innovation, or product differential. A smaller proportion of people said they were dissatisfied with the current offerings. Approximately 7% of them disagreed and about 5% of them strongly disagreed with the statement, indicating that there is a minority of consumers who are not satisfied with the available personal care brands available in the market. On the other hand, around 6% of the respondents agreed strongly with the statement, meaning a remarkably high degree of satisfaction for fewer consumers.

From this survey question, there are several major insights that can be identified regarding the consumer's attitude toward the personal care and hygiene market in Bangladesh.

First, the results show that a significant proportion of consumers are generally satisfied with available brands in the market, suggesting that successfully many companies are to a certain extent able to satisfy consumer expectation in terms of the quality of provided products, their availability, and the brands they offer. Second, that there is a relatively large, undecided neutral group suggests that there is room for brands to better product innovation and brand positioning and marketing strategies to move consumers in the middle-up. Third, the small percentage of dissatisfied consumers indicates that while most brands seem to be quite good, there may still be things that need to be done for the various preferences and expectations of consumers. Finally, the findings assume that high product quality, good brand awareness, and continuous enhancement of customer experiences will prove to be the necessary strategies for the improvement of consumer satisfaction levels. The findings highlight the importance of consumer satisfaction in the formation of long-term brand loyalties, as well as in the areas of consumer preference in the personal care and hygiene market.

CHAPTER V: RECOMMENDATIONS & CONCLUSION

5.1 Recommendations

Based on the findings and analysis of the study, some practical suggestion may be made for marketers, brand managers and policymakers in personal care and hygiene industry in Bangladesh. These recommendations seek to build brand awareness, boost up consumer trust and the competitive positioning of both local and multinational brands within the market.

5.1.1 Strengthening Strategic Brand Awareness Programs

The results of the research show that brands awareness is an important factor in influencing consumers purchasing decision in the sector of personal care and hygiene. A significant fraction of the sampled people reported to have known and noticed brands before choosing for an acquisition. This sovereign the significance of constant and strategic branding effort.

Companies should invest in integrated marketing communications strategies, which combine traditional forms of advertising with modern forms of digital marketing strategies. Social media campaigns, influencer marketing, brand storytelling, and interactive promotional activities can help to significantly boost brand visibility and consumer engagement. Local brands in particular should come up with culturally relevant marketing strategies that the Bangladeshi consumer base can identify with, to better compete with the established brands that are multinational.

5.1.2 Focusing on Product Quality and Perpetual Innovation

The study findings clearly indicate that product quality is the most influential aspect that affects preference in consumers while choosing personal care and hygiene products. Consumers will usually favor effectiveness, safety, and reliable brands when they have to choose between brands.

Therefore, it would be important for companies to continuously improve the quality of their products, as well as to engage in research and development to improve their product formulation, ingredients, and product. Maintaining high standards of quality and adding new product features can greatly enhance brand competitiveness. Local manufacturers should especially pay particular attention to existing quality issues of products and to devil out these issues well so as to reduce the notion of quality difference amongst local and multinational brands.

5.1.3 Increasing Consumer Trust and Brand Credibility

Another important finding in this study is that there is a significant population who trust multination brands rather than local brands. This shows that brand credibility, reputation in the

Bangladeshi personal care market is still an important factor when it comes to determining consumer preference.

To mitigate this, local brand will need to work on its brand credibility by being transparent in its communication, consistent in its products, and by marketing to the customer. The attainment of recognized quality certifications, dermatological approvals, and safety assurances may also help to boost consumer confidence. Developing long-term relationships with trust in product performance and customer relationships is the key to building brand loyalty.

5.1.4 Employing Competitive Pricing Strategies

Price sensitivity is an important factor that influences consumers in their purchasing decisions and is especially so with price-sensitive consumers. Many consumers look for value (relative to price) when choosing a personal care brand.

Local brands may take advantage of this factor in keeping competitive pricing and ensuring acceptable quality of the product. Multi-national brands, on the other hand, are better served with value-based pricing strategies that have to justify the premium pricing with the help of convenience and the benefit of superior quality, innovation, and brands. A balanced pricing strategy that is proportional to the purchasing power of consumers will help the companies to stay competitive in the market place.

5.1.5 Promoting positive Word of Mouth and Consumer Advocacy

The research findings show that there is a large percentage of consumers who are willing to recommend their favorite personal care brands to others. This is a good example of how word-of-mouth communication has a great impact on consumer perception and behavior when making purchases. Companies need to put customer satisfaction at the forefront and be able to provide positive brand experiences that encourage customers to share their experience with others. Loyalty programs, referral incentives, and interactive customer engagement strategies may further build brand advocacy and higher customer retention.

5.1.6 Capitalizing on Digital Platforms to Appeal to Young Consumers

The demographic traits of the respondents indicate that many of the consumers are from the younger generation, especially students and young adults. These consumers have strong activity on digital aspects and social media networks. Therefore, companies should focus on strengthening their digital marketing strategies to properly reach this segment of the population. Online advertisements, influencer partnerships, content marketing, social media engagement,

etc., can play an important part in raising brand awareness and shaping consumer preference among young consumers.

5.2 Conclusion

The personal care and hygiene market in Bangladesh has showed a growth during a period of the major reason for its development is the increasing consumer awareness, growing disposable income, and the emergence of local and multinational brands. In this increasingly competitive environment, understanding factors that influence consumer preference has become an essential part of doing business for those businesses striving for sustainable market. The results of this research show that brand awareness is an important factor in the formation of consumer preferences in the personal care and hygiene industry. Consumers will often use the recognition of a brand name as a relevant factor to the reliability, safety and effectiveness of a product when making a purchase. Brands that have good visibility and consistent marketing communication are more likely to have an impact on consumer perceptions and purchase decisions.

However, the results also uncover the fact that awareness of the brand is not enough to guarantee the preference of the consumer. Product quality became most influential when purchasing decisions are made that revealed the importance of product performance, safety and effectiveness in the consumer decision-making process. While multinational brands are usually perceived to have greater levels of consumer trust and perceived quality, the local brands are also competitive thanks to their affordability and increasing presence in the market. Another important observation from the study is the relative lack of brand loyalty of the consumers. Many respondents said that they are willing to switch brands if newer and better options are available. This implies that for companies, there is a need to continually focus on stuffing their product, innovation, and marketing strategies in a way that helps the company to retain their customers and to maintain customer loyalty in the long run. Furthermore, the research also emphasizes the growing significance of digital marketing and youth consumer behavior. As younger consumers are a significant part of the personal care market, companies have to adapt their marketing strategies according to changing consumer preferences and technology changes.

In conclusion, the study supports the view that there is a combination of factors that influence consumer preference in this case study of the personal care and hygiene market in Bangladesh, including brand awareness, product quality, pricing strategies, and consumer trust. Multinational brands are currently enjoying the benefits of having high global reputation and perceived quality advantages and on the other hand, local brands have substantial opportunities to gain their competitive position due to improved product qualities, effective brand and competitive pricing.

By strategically addressing these factors, local as well as multinational companies can increase consumer satisfaction, build brand loyalty, and achieve sustainable growth in the evolving Bangladeshi personal care market.

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Appendix-A

Questionnaires:

1. Full Name *

2. Email ID *

3. **Age ***

Mark only one oval.

Below 18

18–25

26–35

36–45

46 and above

4. **Gender ***

Mark only one oval.

Male

Female

5. **Occupation ***

Mark only one oval.

Students

Service holder/Professional

Business/Entrepreneur

Homemaker

Other

6. **Monthly Income (BDT) ***

Mark only one oval.

- Less than 20,000
- 20,001–40,000
- 40,001–60,000
- 60,001–80,000
- Above 80,000

7. **Which area do you live in?**

Mark only one oval.

- Urban
- Semi Urban
- Rural

8. **How often do you notice or recognize personal care brands before
* purchase?**

Mark only one oval.

- Always
- Sometimes
- Rarely
- Never
-

9. **Which type of brands are you more aware of?**

Mark only one oval.

- Local Brands
- Multinational Brands
- Both equally

10. **How did you first become aware of your preferred personal care brand? ***

Mark only one oval.

- TV / Media Advertisements
- Social Media
- Friends& Family Recommendations
- In-store Promotions
- Others

11. **How important is brand in your decision to purchase personal care * products?**

Mark only one oval.

- Very Important
- Important
- Neutral
- Less Important
- Not Important

12. **Do you think price influences your preference between local and multinational brands?**

Mark only one oval.

Strongly disagree

Disagree

Neutral

Agree

Strongly Agree

13. **I am willing to pay more for a well-known brand.**

Mark only one oval.

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

14. **I am willing to switch brands if I find a better alternative.**

Mark only one oval.

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

15. **Brand name influences my purchase decision.**

Mark only one oval.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

16. **What factors influence your preference for a brand? ***

Mark only one oval.

- Quality of the Product
- Brand Reputation
- Recommendations
- Advertisement
- Others

17. **In terms of quality, which brand type do you perceive to be better?**

Mark only one oval.

- Local Brands
- Multinational Brands
- Both Same

18. **In terms of trust, which brand type do you prefer? ***

Mark only one oval.

- Local Brands
- Multinational Brands
- Both Same

19. **Do you think multinational brands are more advertised than local * brands?**

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

20. **How much do brand advertisements influence your opinion about a product?**

Mark only one oval.

- Very much
- Somewhat
- Neutral
- Very little
- Not at all

21. **Would you recommend your preferred brand to others? ***

Mark only one oval.

Yes, Always

Sometimes

No

22. **Overall, I am satisfied with the personal care brands available in Bangladesh.**

Mark only one oval.

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

