

CONSUMERS' ATTITUDES TOWARD FOREIGN CLOTHING: A STUDY ON DHAKA CITY

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***Abstract:** There is a tendency of customers in preferring foreign made products over locally produced products in Bangladesh, especially in branded or non-branded clothing. Consumers' clothing choice behavior has a significant influence on the economy of Bangladesh. If customers' interest to foreign clothing remains unchanged, in that case the local producers of clothing have to suffer a lot. This paper has been conducted to examine the customers' attitude towards foreign clothing and identified the reasons behind consumers' interest toward foreign clothing instead of domestic clothing. The study was quantitative in nature. A sample of 100 female respondents had been selected for the study in Dhaka city. The findings of the research explored that variety of style and design, price, elegance, quality as well as availability of clothing are the factors that influence consumers' attitude toward foreign clothing. Finally, this study provided some recommendations regarding domestic clothing industry to the government, local producers and customers as well.*

***Keywords:** Foreign Clothing, Local Clothing, Bangladesh.*

INTRODUCTION

Consumers often evaluate imported goods differently than they do identical domestic products (Herche, 1992). The country-of-origin effect have a general preference for domestic-made products over foreign products, particularly when information about the product is lacking (Bilkey and Nes, 1982; Elliott and Camoron, 1994). A pattern of the country of origin effect can often be observed in less developed countries, where consumers may have a preference for imported brands as opposed to domestic brands (Agbonifoh and Elimimian, 1999; Wang et al., 2000). This is more likely to be seen when the imported product is related to eye-catching consumption which is known as conspicuous consumption (Marcoux et al., 1997; Piron, 2000). Motivated by a desire to impress others with their ability to pay particularly high prices for prestige products, consumers are inspired by the social rather than the economic or physiological utility of products (Bilkey and Nes, 1982).

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In recent years, it is an observable trend in fashion industry that attraction toward foreign clothes has significantly increased comparing with the local branded or non-branded clothes among the ladies in urban as well as rural areas in Bangladesh. Female consumers are willing to spend a significant amount of money in buying foreign made clothes which causing negative impact on local clothing industry and the economy of the country. In order to meet the growing demand of foreign branded clothes, business people import vast amount of clothes from countries like India, Pakistan, and China. In this regards, Bangladeshi females think that imported clothes often associated with high social status or high fashion.

Moreover, there is an unique, an abundance of new fashion houses displaying Indian as well as Pakistani clothes with distinctive names have already started to crowd Dhaka. The target consumer cannot resist their interest on concentration on purchasing and wearing those foreign branded clothing. Bangladeshi ladies are continuously exposed to Hindi serials and cinemas which have a huge impact in the willingness of accepting the fashion. In addition to, Facebook pages are responsible for spreading the popularity of Pakistani Lawn by famous designers and their prices were really high. Later the replica version of Pakistani Lawn became available and most of the target consumers started grabbing the product because of the comfort those clothes provide during summer season. Besides, fashionable ladies are somehow accepting western branded clothes along with locally readymade garments.

On the other hand, local designers and fashion houses have begun to blend influences from abroad and within, creating new lines of work that are meant to be contemporary to increase the competitive advantage. While clothing from the “outside” is heavily popular, a number of boutique houses have also started to claim clothes and accessories only bearing roots to the homeland, whether that’s reflected in the Jamdani, the muslin, clothes bearing prints from local artists, or bringing in tribal motifs from far edges of the country. But still the target consumers are not that much appreciating the initiatives and uniqueness of the local producers in their purchasing behavior. Indeed, the customers are not happy with the design, quality and the price of locally produced clothes. However, locally produced clothing is not adequate in satisfying customers’ demand and total earnings of this industry are challenged by the imported clothing. The domestic clothing producers have less competitive advantage in terms of price when compared to imported-brands of clothing. Although domestic clothing producers are trying to motivate the local customers’ by design, style, inspiration and emotion, they are still less stylish and have lower brand recognition to the customers’ in Bangladesh.

Given the above scenario, it is ensured that there exists huge market potential. For that reason, for the highly diverse consumer demand for imported as well as domestic clothing in Bangladesh, it is imperative to the marketer to identify the resourceful areas with most potential. Additionally, marketers should understand

the reason behind the choice of foreign clothing over domestic clothing. Traditionally, retailers have often relied on intuition and demographic information such as age, occupation, and income level for this purpose. These variables are viable but may not be sufficient in order to understand diverse consumer segments, each with distinctive spending pattern, shopping orientation and choice behavior. Analysis of attitude toward foreign clothing, such as country of origin effects on buying intention, choice to foreign clothing, benefits of purchasing foreign clothing, should provide rich information, which would help in the understanding of consumers' motivation in their choice of domestic or foreign clothing. If customers' choices toward foreign clothing remain unchanged, the local producers as well as the future economy of Bangladesh will possibly suffer because of that. The main purpose of the study is to identify the hidden reasons of consumers' frozen attitude toward the locally produced clothing in Bangladesh

LITERATURE REVIEW

The country of origin effect refers to the potential bias in product evaluation that results from the knowledge of the country in which the product was made (Hong and Wyer, 1989). Interest in the effect of country of origin on consumers' product evaluations has risen significantly in recent years. The beginnings of this interest started with the work of Nagashima (1970). It has thereafter evolved to become a significant area of investigation in the field of consumer behavior (Maheswaran, 1994). The findings of this research stream show that both consumers and industrial buyers build up images of countries and their product and service offerings based on stereotyped information and these images affect buyers' perceptions and behavior (Bilkey and Nes, 1982; Hooley et al., 1988).

Literature asserts that the perception and evaluation of a products quality often takes reliance on its country of origin (Hong et al., 1990; Li and Wyer, 1994; Maheswaran, 1994). Past studies also indicate that a considerable proportion of consumers employ Country of origin stereotypes in their process of evaluating the quality of the product (Yasinet al., 2007). The stereotypes refer to the perceptions of people in one country who have preferences for goods which originate from another country (Lin and Chen, 2006). According to Lin and Chen (2006) consumers use the "made-in" cue as a way to evaluate the supposed "superiority" or "inferiority" of a product depending on their perception of the particular country's competence.

Hong and Wyer (1989) examined the cognitive processes that mediate the effect of country of origin on product evaluation. They suggested that country of origin may affect product evaluation in four possible ways. First, it could influence how other product attribute information is interpreted causing these attributes to have a different effect on evaluation than they otherwise would have. Second, country of origin could act as a heuristic cue for inferring product quality without giving consideration to other product attributes. Third, it could be viewed as one of the

product attributes by itself. Lastly, it could affect the attention given to other product attribute information. Results of their study lent support to the contention that country of origin stimulates consumers' interest in the product and leads them to think more extensively of the other product attribute information.

When purchasing clothing, consumers often take time to evaluate alternatives in terms of brand, style, design, color, price and country-of-origin. These choice behaviors are particularly relevant to certain shopping attitudes of interest, such as "brand conscious", "fashion conscious", and "price conscious" (Cheng et al., 2004; Schiffman et al., 2005). As such, it is interesting to see the relationship between consumer decision-making styles and the choice made between imported and domestic brand clothing (Parkvithee and Miranda, 2012).

Much research relating to attitudes towards foreign products has been conducted in countries with a large internal market of clothing like India, Pakistan etc. The generalizability of findings to small countries is somewhat problematic. Because of its size, people in a small country will generally be more exposed to and aware of other cultures. This tends to reduce tendencies towards ethnocentrism where these stem from a lack of experience or knowledge rather than prejudice (Mooij, 1997). Individuals often learn about other cultures in school by reading about them, or by watching programs on television (Basmann et al., 1988). However, actual experience of visiting or living in another country is likely to have the most profound effect on knowledge about other countries and other peoples' lifestyles and increase receptivity towards foreign products (Parkvithee and Miranda 2012; Chowdhury, 2013).

Reasons behind Attitude toward Indian Clothing

Although the popularity of Indian clothing has seen a great rise in recent years, there are several reasons that can easily be pointed out for its success. These are the reasons that have made clothes from India a fashion trend. The following are ten reasons for someone who wants to invest in Indian Clothing:

Eastern and Western Fusion: Indian clothing has a variety of colors and design options and suitable to wear with jeans and pajamas. Anyone can get a traditional eastern look by wearing Tunics, Kurti etc.

Multicolored Clothing: Indian garments are usually colorful and has been famous for its well-off mesh of diverse tones and shades. On the other hand, you will also be capable to find clothing pieces in solid colors.

Fashion for Everyone: Indian kurta, pajama, Panjabi, Sherwani all these items are available for men, and children as well. Variety in clothing ideas for this segment can be found in Indian designed garments.

Great Gift Choices: When you over think about buying a gift for a special occasion for someone, Indian fashion makes that task easy. For both men and women, clothes from India make great gifts.

Organic Cotton Clothing: All over the world, organic cotton clothing has a huge value and reputation. Organic cotton in comparison to synthetic cotton has multiple health related benefits and Indian fashion industry integrates the genuine and specialized organic cotton for manufacturing their cotton clothes.

Formal and Informal Wear: Indian fashion clothes have formal and casual options for the customers.

Clothes for Weddings: Indian bridal clothes receive immense approval from all around the world and numerous individuals desire to bear an Indian theme for their wedding. Therefore, the Indian Lehenga, Saree make an ideal outfit for such special events.

Skirts with an Eastern Touch: The beautiful designs and colors are available in skirts as well. Therefore, if you wish to own a beautifully designed, stitched and colored leg wear, then Indian skirts should make your work easy.

Artisans from Different Corner of the Country: Almost all of the Indian clothing has been created by the hard working artisans in different parts of Indian. Whether it is Rajasthan or Kashmir, you will be delighted to wear clothes that have been designed thoughtfully and stylishly.

Universal Fashion: Customers from different corner in the world are known to Indian clothing and the acceptance of Indian garments increasing day by day. Indian fashion is the new wave that is leaning fast.

Reasons Behind Attitude toward Pakistani Clothing

Pakistani Lawn denotes category and stylishness of women of any age, and in almost any occasion. Its beauty lies in its texture and anyone will be so comfortable wearing it. And the elegant prints made on it will give that perfect delicate, yet stunning look. You can leave everyone wondering how simple can be turned gorgeous with your exclusive collection of lawn. In summer, women feel very comfortable by wearing lawn with magnificent designs and colors. Almost all stores in Dhaka are flaunting an excellent collection of lawn these days.

The Level of Affluence of Bangladeshi Clothing

The uniqueness of Bangladeshi fashion is made through those who decide to deal with Bangladeshi material for designs and describe how in order to discuss what makes Bangladeshi fashion unique. The weavers and their handlooms in the country are the leading component to the prosperity of this fashion industry. The blend of traditional weavers and today's designers' inputs has brought together distinctive local materials, allowing for more experimentation with hand weaving. It is really exceptional to think that a piece that uses our tradition and our own textiles is what makes it Bangladesh. Fashion industry of Bangladesh is made of rural designers craft, cultural intervention, the calligraphy, folk art, Dhaka's Jamdani, and clothing from different corner in Bangladesh mainly Comilla, Tangail, Pabna, and Sylhet.

Bangladesh is also famous for its khadi, dating back to the 1930s when Mahatma Gandhi excited the regional people, advocating wearing clothes from the homeland to express nationalism and an appreciation for tradition. Hand spun cotton thus became popular in Bengal, continuing its wear beyond independence. In the city, customers' will be struck by vibrant colors and contrasts, along with the more subdued and tame, working together to create the feelings that have defined the urban culture block prints, hand woven materials and dyes made of ingredients that pay homage to Bangladesh have been gaining prominence among many designers, finding its place on the shelves of many leading boutiques. These native elements as integrated by designers work to define the Bangladesh in fashion, among shelves of other South Asian work.

OBJECTIVES

Thus the objectives of this study are:

1. to identify the intentions of customers for buying foreign made clothing in preference to locally produced clothing.
2. to know the underlying reasons for buying foreign made clothing in preference to locally produced clothing.
3. to recommend some action plans on the basis of findings.

METHODOLOGY

This study was descriptive in nature and used quantitative approach for the data collection and analysis procedure. Both primary and secondary data sources were used to generate the report. This study contained field survey by using self-administered questionnaire to gather primary data. The theoretical part of the article is based on reliable secondary sources of journals, books, and articles while the quantitative findings and interpretations depended wholly on primary data.

The study was conducted in the capital city of Bangladesh, Dhaka and the survey among respondents was conducted focused on the individual women as sampling elements, who are graduates, and therefore, can judge their satisfaction level from a product or service. The respondents were females with strong educational background within the age of 24 to 34 years and the time was November, 2014.

A single cross sectional study has been chosen with the sample size of 100 women. Cross-sectional studies are one type of observational study that involves data collection from a population, or a representative subset, at one specific point in time (Malhotra and Dash, 2013; Zikmund, 2011). Then convenience sampling method was applied in collecting data. While in selecting respondents, consumer's knowledge, awareness, affordability and experience in relation to shopping of local and foreign branded clothes are kept in mind. Therefore, this study chose those respondents who usually buy domestic brands, imported brands, and both brands of (have no specific preference) clothing.

Considering the nature of the study, data were collected through structured questionnaire using 5 point Likert scale (where Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4 and Strongly Agree=5) to collect information about consumers' attitude toward foreign and local branded clothing. The questionnaire was designed into parts, in part-1, to identify respondents' specific demographic criteria and in part-2, it includes 22 questions for evaluating consumers' attitudes toward purchasing foreign and local branded clothing. The primary survey was done by the researcher. After collecting the raw data the next step was to input the data and analyze the findings. Frequency distribution has been done as a tool of data analysis. .

The limitations of this study include, the relatively small sample size, and focused only on the Dhaka city. So the consumer perception of the rest of the areas of Bangladesh is unknown. The age of the respondent was from 24-34. So there are huge numbers of consumers out of the age group who may have different types of thinking about the topic.

FINDINGS

Based on the 100 sample customers, the respondents were all female in the age group of 24–34 years. In terms of qualification, all the respondents were graduates. The demographic profiles of the respondents are shown in table 1.

Table 1: Profile of the respondents

Measures		No. of Respondents
Age	24-34	100
Education	Graduate	100
Gender	Female	100

Source: Primary Data

Table 2: Consumers' Preference of Foreign Clothing

Factors Influence Consumers to Purchase Foreign Branded Clothing	% of Responses in Dichotomous Questions	
	Yes	No
1. The designs of foreign branded clothes are more prominent from local branded clothes.	66%	34%
2. The price of local branded clothes are much higher than foreign branded clothes	48%	52%

Source: Primary Data

It is inferred from table 2 that the respondents given higher preference (66%) for the statement “the design of foreign branded clothes are more prominent from local branded clothes. In addition 52% respondents think that there is little difference between pricing of local branded clothes and foreign branded clothes.

Table 3: Level of Association with Foreign Branded Clothes

% of Responses in 5 Point Likert Scale						
Factors	SA (5)	A (4)	N (3)	D (2)	SD (1)	$\bar{x} =$ $(\sum xi) / n$
1. I prefer wearing Pakistani lawn for regular wear	15%	45%	10%	15%	15%	3.30
2. For occasion I prefer Indian saree	9%	33%	12%	30%	16%	2.89
3. Indian Salwar Kameez seems much gorgeous to me	19%	40%	20%	9%	12%	3.45
4. While instructing the tailor, the designer wear of Indian serial actresses influence me the most	2%	26%	9%	30%	33%	2.34
5. Buying foreign branded clothes seems quite prestigious to me	9%	30%	19%	30%	12%	2.94

Source: Primary Data

Note: SA=Strongly Agree, A=Agree, N=Neutral, D=Disagree, SD=Strongly Disagree

$$\bar{x} = (SA \times 5 + A \times 4 + N \times 3 + D \times 2 + SD \times 1) / 100$$

It could be observed from table 3 that 45% of the respondents agreed that they prefer Pakistani lawn for regular use. Also, 15% of the respondents were strongly disagreed with the statement. In addition, 33% respondents prefer Indian Saree for occasional use. However, 46% respondents disagreed and strongly disagreed to wear Indian Saree in occasion. It is evident from the table that majority of the customers (59%) agreed that Indian Salwar Kameez seem gorgeous to them. Nevertheless, this study found a mixed opinion of customers' preferences in buying foreign branded clothing is prestigious.

Table 4: Reluctance towards Local Clothing

% of responses in 5 Point Likert Scale						
Factors	SA (5)	A (4)	N (3)	D (2)	SD (1)	$\bar{x} =$ $(\sum xi) / n$
1. I prefer wearing a bit gorgeous dress than spending money on local cotton clothes	9%	38%	16%	16%	21%	2.98
2. Wearing Pakistani/ Indian/other country branded clothes is a trend now	17%	45%	19%	14%	5%	3.55
3. The designs of local branded clothes seem simple to me	14%	49%	4%	26%	7%	3.37
4. All my friends wear foreign branded clothes, so do I	0%	33%	9%	21%	37%	2.38

Source: Primary Data

Note: SA=Strongly Agree, A=Agree, N=Neutral, D=Disagree, SD=Strongly Disagree

$$\bar{x} = (SA \times 5 + A \times 4 + N \times 3 + D \times 2 + SD \times 1) / 100$$

It is clear from table 4 that among the various factors, the majority of the respondents (63%) showed their extent of agreement and strong agreement to “the designs of local branded clothes are simple” followed by “wearing Pakistani/Indian/foreign branded clothes is a trend” (62%). Moreover, 37% respondents expressed their opinion in favor of foreign dress or outfit because these are gorgeous. Besides, they found local branded or non-branded clothing are mostly cotton and simple design, which are not preferable to them in terms of monetary value. It could be identified from the above table that most of the respondents have shown highest preference (mean value 3.37) to the factor ‘the designs of local branded clothes seem simple to me’ and least preference (mean value 2.38) to the factor ‘all my friends wear foreign branded clothes, so do I’. Therefore, the reasons behind to prefer foreign clothing instead of local clothing to the customers’ were gorgeous look, unique designs and trend.

Table 5: Benefits of Purchasing Foreign Branded Clothes

% of responses in 5 Point Likert Scale						
Factors	SA (5)	A (4)	N (3)	D (2)	SD (1)	$\bar{x} =$ $(\sum xi) / n$
1. Foreign clothing are trendy for occasional & regular wear	26%	44%	23%	2%	5%	3.84
2. Foreign clothes are affordable in price	5%	56%	11%	21%	7%	3.31
3. Foreign clothes are available at everywhere	48%	47%	5%	0%	0%	4.43

Source: Primary Data

Note: SA=Strongly Agree, A=Agree, N=Neutral, D=Disagree, SD=Strongly Disagree

$$\bar{x} = (SA \times 5 + A \times 4 + N \times 3 + D \times 2 + SD \times 1) / 100$$

Table 5 reveals that most of the respondents (95%) agreed and strongly agreed to the factor 'foreign clothes are available at everywhere'; followed by 'foreign clothing are trendy for occasional and regular wear (70%) and 'foreign clothes are affordable in price' (61%). It can be observed from the findings that customers' chose foreign clothing because it is available at everywhere at the same time in affordable price. It is an indication that local branded clothes are less available to the customers' comparing to foreign branded clothes.

Table 6: Threats of Purchasing Foreign Branded Clothes

% of responses in 5 Point Likert Scale						
Factors	SA (5)	A (4)	N (3)	D (2)	SD (1)	$\bar{x} =$ $(\sum xi) / n$
1. I think the local producers will face limitless crisis	21%	47%	25%	7%	0%	3.82
2. It will have an adverse impact on our economy	38%	48%	10%	2%	2%	4.18
3. It will reduce the ethnocentrism of country people	33%	40%	20%	5%	2%	3.97

Source: Primary Data

Note: SA=Strongly Agree, A=Agree, N=Neutral, D=Disagree, SD=Strongly Disagree

$$\bar{x} = (SA \times 5 + A \times 4 + N \times 3 + D \times 2 + SD \times 1) / 100$$

Table 6 represents the consumers' perception toward the threat in purchasing foreign clothing. The respondents were asked to measure the level of risks of purchasing foreign branded clothes according to their point of view. Most of the respondents (86%) agreed with the statement "it will have an adverse impact on the economy"; followed by 'it will reduce the ethnocentrism of country people', (73%) and 'I think the local producers will face limitless crisis' (68%).

Table 7: Consumer's Willingness to Buy Local Branded Clothes

% of responses in 5 point Likert Scale						
Factors	SA (5)	A (4)	N (3)	D (2)	SD (1)	$\bar{x} =$ $(\sum xi) / n$
1. I am interested to buy local branded products always if the prices are according to the design & quality	23%	35%	21%	21%	0%	3.60

Source: Primary Data

Note: SA=Strongly Agree, A=Agree, N=Neutral, D=Disagree, SD=Strongly Disagree

$$\bar{x} = (SA \times 5 + A \times 4 + N \times 3 + D \times 2 + SD \times 1) / 100$$

Table 7 discerns that 23% of the respondents strongly agreed with the statement and 35% agreed with the statement. From the table it is observable that customers' have intention to buy local branded clothes, at the same time, they desire consistency among price, design and quality in the locally produced clothes. However, from the table it is also pointed that 21% respondents possibly not buy the local branded clothes if the design and quality are up to the desired standard.

Table 8: Consumer's Deal Evaluation

% of responses in 5 point Likert Scale						
Factors	SA (5)	A (4)	N (3)	D (2)	SD (1)	$\bar{x} =$ $(\sum xi) / n$
1. I think we should avoid purchasing foreign branded clothes	20%	32%	21%	25%	2%	3.43
2. I think our local producers are capable enough to serve our demand	23%	43%	11%	18%	5%	3.61
3. The designs of the local branded clothes should be more prominent & catchy compared to foreign branded clothing	52%	45%	3%	0%	0%	4.49

Source: Primary Data

Note: SA=Strongly Agree, A=Agree, N=Neutral, D=Disagree, SD=Strongly Disagree

$$\bar{x} = (SA \times 5 + A \times 4 + N \times 3 + D \times 2 + SD \times 1) / 100$$

Deal evaluation refers to the extent to which the users judge the attitude toward product or services on various criteria (Moschis and Moore, 1979). In that case before making the purchasing decisions consumers try to explore the products on which she will choose which product to purchase. The result (table 8) shows that 20% strongly agreed, 32% agreed, 21% neutral, 25% disagreed and 2% disagreed that they should avoid purchasing foreign branded clothes. It means some people may be convinced with the improvement in local branded clothes and some will not change their opinion as well as several women may not agree of avoiding it. In addition, 23% strongly disagreed and 43% agreed to the factor that 'our local producers are capable enough to serve our demand'. Additionally, 52% respondents were strongly agreed the factor 'the designs of the local branded clothes should be more prominent and catchy compared to foreign branded clothing', and 45% respondents agreed this statement. Therefore, customers' demand unique and variety of designs in local branded clothes and if their demands fulfill that may turn their preferences from foreign clothing to local clothing.

Table 9: Overall Mean of the Six Factors

Factors	Overall Mean Value
1. Level of association with foreign branded clothes	2.98
2. Reluctance towards local clothing	3.07
3. Benefits of purchasing foreign branded clothes	3.86
4. Threats of purchasing foreign branded clothes	3.99
5. Consumer's willingness to buy local branded clothes	3.60
6. Consumer's deal evaluation	3.84
Overall mean of the six factors:	3.56

Source: Primary Data

From the above table it can be noticed that according to the respondents, the level of association with foreign branded clothes is not that much intense ($2.98 < 3.56$). Therefore, it means consumers are not always predisposed to purchase foreign branded clothes. The mean value of the reasons why the consumers are reluctant in purchasing clothes from local producers is 3.07 that is a bit lower than the overall mean value. It includes dissatisfaction with the prices of local branded clothes, the designs; materials etc. Customers' emphasize on design, quality, and elegance in their dress in relation to price which are not satisfactory in local branded clothes. However, research indicates that consumers' have a different view in this regard.

Factor three is perceived benefits of purchasing foreign branded clothes have a second highest score in the table 9 (mean score 3.86). It means consumers think that the perceived benefits of purchasing foreign branded clothes is really high and for these reasons they consider to purchase foreign branded clothes.

The fourth factor has the highest mean score of 3.99 among the six factors. It means consumers think, the perceived threats of purchasing foreign branded clothes have much impact for the economic sector as well as the local clothing industry in the long run. This also shows that consumers have positive attitude toward the wellbeing of the country.

The fifth factor is consumer' willingness to buy local branded clothing which is very much important for the result of the study. Here, the mean is 3.60 which is higher than the overall mean score 3.55. This indicates that consumers are very much interested to shift their demand from foreign branded clothes to local branded clothes if the style, design and quality improved, at the same time the price level should be within the range of their purchasing capability.

The final factor is deal evaluation that has the higher mean score of 3.84 than the overall mean score. This implies that they were satisfied with the deal evaluation of purchasing foreign branded clothes. But they also want to shift their purchasing pattern if the local producers can modify the designs and production pattern to grab more market share compare to foreign market.

RECOMMENDATIONS

After the analysis of survey result, here it can be concluded that the majority of women consumers do have more interest in foreign branded clothes. Moreover this survey results show that the consumers are willing to buy local branded clothes if those will be modified with trendy and appealing designs. Consequently producers should move forward to develop the market of local branded clothes with good quality and unique style. In this case the producers, importers, government and the consumers should be more active to influence consumers to buy local product with the fulfillment of their demand. Here, some suggestions are recommended to producers and government to attract consumers more specifically.

Producers of Local Branded Clothes

1. Producers should understand what exactly the consumers are expecting from them and produce accordingly.
2. Local brands like Arong, Deshal, Bunon, Rong, Biborton, Shada Kaloetc.can set their price according to quality and design. As price seems much higher sometimes that consumers can rarely purchase their desired clothes within the budget.
3. Producers can pay a little bit more to the “Karigor” to encourage them to produce unique things.

Thus the market of local branded clothes will be developed more strongly in Bangladesh which will be beneficial for our consumers as well as producers and consumers.

Government

1. Government can reduce the availability of foreign branded clothes by imposing taxes and embargos.
2. Government can subsidize specific local producers.
3. Government can encourage the local fashion house designers to invent designs that can compete with current trend and reward them if they become successful.

Consumers

1. Consumers should understand the economic loss of the country and involve in purchasing local products to save the industry and encourage the local producers.
2. Consumers can articulate their desire and the expectation gap to the producers of local clothing industry. Therefore, they can understand the motive of the customers and will try to implement what customers' wants.

CONCLUSION

In the research, it was found that many consumers inclined to purchasing foreign branded clothes besides the local branded clothes. It was also found in the study done by Morganosky, and Lazarde, (1987). Etzel (1989) pointed out that the consumers get attracted to foreign products of those countries that they are familiar with. Consumers need awareness about the clear idea what benefits they are consuming from purchasing and what are they losing in instead (Marcoux, et al., 1997). Consumers have the interest on local branded clothes but the local producers need to push the target market with something fashionable and trendy. The government should be careful in controlling the availability of the foreign branded products in market. Otherwise consumers' willingness to purchase foreign branded clothes cannot be reduced and the country will face a huge economic imbalance for this industry.

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