

Ethnocentrism in purchasing electronic household appliances in the
21st century: In context of Bangladesh

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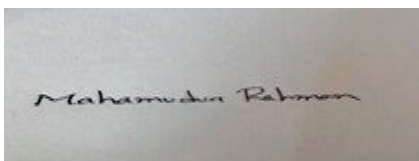
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Declaration:

It is hereby declared that

1. The thesis submitted is my own original work while completing degree in BRAC University.
2. The thesis does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university and other institutions.
4. I have acknowledged all main source of help.

Student full name and signature:A rectangular box containing a handwritten signature in black ink that reads "Mahamudur Rahman".

.....

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Ethics Statement

Abstract

In the 21st century the use and demand of electronic household appliances have increased a lot in context of Bangladesh. Few years ago, Bangladeshi people are used to buy only the foreign brands in term of purchasing household appliances. However, the scenario has been changed with the pace of time. Now the local household appliance brands are grab the market more quickly compare to the foreign electronic household appliance brands. Moreover, consumers of Bangladesh are preferring local household appliance brands over the foreign household appliance brands. In this thesis paper I sort out some important factors that are helping the local household appliance brands to get preference over the foreign one. The factors are: cost difference, after sales service, promotional offers, warranty periods, tariff and local labor, distribution network, effective targeting and marketing, employment, contribution to GDP, biasedness towards local products. The main factor which is dragging consumers towards local household brands is the cost factor. Moreover, I have found out by the quantitative analysis that the company should give more priority towards the cost factor to compete with the local brands. Finally, I have provide some recommendation towards the foreign brands to solve this factors and regain the market.

Acknowledgement

First of all I want to thank BRAC Business School for giving me the opportunity to write this thesis paper. Thanks to them for their continuous support and guidelines to make this thesis paper successfully. Moreover, I would like to give special thanks to my advisor MS. Mahreen Mamoon for the continuous assist, inspiration and giving continuous guidelines. Additionally, I would also like to give thanks to my family and friends for their continuous support and motivation which is very helpful for me to continue this thesis paper.

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Introduction of the study:

In the 21st century we cannot imagine everyday life without electric household appliances. Household commodities become so essential in our regular life that we cannot think without it. We are using this electronic household commodities frequently to solve our daily problems. Some of the frequently useable household commodities are refrigerator, air conditioner, television, microwave oven, washing machines, water heater, juicers, rice cookers, electrical kitchen stoves and many more. In the 21st century, the demand of this household appliances increases day by day in context of Bangladesh. In recent times, refrigerator, air conditioner, and television are the most demanding household commodities in context of Bangladesh. Due to availability of the electricity in remote area has increased the demand of this three (refrigerator, air conditioner, and television) electric household commodities in Bangladesh. If we think our everyday life we can see that in house for entertainment purpose and to connect with the worlds daily activities people purchase television, for refrigate raw vegetables, meat, and many other purpose we use refrigerator, to get cool and refreshing air we use air conditioner in our house, office or restaurant. According to a report of MRC Bangladesh, they predict that with in the year of 2025 the electrical market value will be 6.5 billion. Moreover, the household appliances are carrying the maximal share of electrical industry. Additionally television, air, conditioner, refrigerator are the major three electronic household appliances in terms of monetary value in the electric industry. Most importantly in term of households appliances the local brand are grab the local market more quickly and people are preferring local brand over the foreign one. In the context of 21st century electric household appliance are an important part of our daily life. Some years before people are generally used to buy foreign electronics brands. However, the scenario has been changed because local electronic household appliance brands are come up with competitive products to attract local people.

Thesis Objective:

The objective of this research is to find why people are preferring local household brands over the foreign household appliance brands and explaining those factors to give a general idea about why the people prefer local household appliance brands. Since in the 21st century the local household brands are compete with the foreign brands quiet impressively and grab the household appliance market quickly compare to the foreign household appliance brands. This thesis paper will enlighten the reason behind the advancement of the local brand and the factors behind the advancement.

Statement of Problems:

To enlighten this issue I am going to write this thesis paper for academic purpose. Moreover, I am writing this thesis paper based on the 2020 information, about the ethnocentrism in household appliances in context of Bangladesh. This thesis paper will contain how the local household electronics companies grab the market over the foreign electronics household electronics brands. Additionally, this paper will enlighten you by what is the factors that creating difference between foreign and local brands in terms of household appliance and which factors are helping the local brand to grab the market quickly. I have sorted out the general research problem and under the general research problem I have sort out set of questions.

General research problem:

“Why people are preferring local electronics products more than foreign products in 21st century?”

Set of questions:

1) Which factors are creating difference between local and foreign electrical products?

2) Which factors are helping local electronic brand to grab the local market quickly?

Scope of research:

For this thesis paper I have mainly focused on the major commodities of electronics household appliance which are **television, refrigerator, air conditioner** and this thesis paper is based on the context of 2020. For the comparison I have selected the most popular local and foreign household appliances brands.

Limitation of the thesis paper:

1. I cannot take all electronics household appliance products of both local and foreign brands. Since the electronics market is vast. Moreover, for both local and foreign household appliance company, there are enormous brands and huge product line. Thus for this reason I only focus on three household appliances which are television, refrigerator, air conditioner.
2. I can take only 50 respondents for the survey which is a small number compare to the population, also a limitation of this paper.
3. I have taken only 4 respondents telephone survey to collect the data, the number of respondents is also a limitation of the paper.

Definition and terms:

LED= Light emitting diode display, GDP= Gross domestic product, KSF= key success factors

Literature review:

A report created by MRC Bangladesh for the Indian high commission created on electronics sector in Bangladesh in 2017. The report was created based on the entry of Indian electronics brands into the Bangladesh electronics market. MRC Bangladesh (2017, December), *Electronics sector in Bangladesh*. In the report there was mentioned about the monetary value of the electronics market in 2017 is 4 billion. Moreover, they have said that the monetary value of this electrical industry will be 12 billion by the end of 2025. They also have mentioned that the most demanding electronics item is refrigerator and television. In the report there is also mentioned that the products like refrigerator, television are good quality and they are compete with the foreign electronics brands.

Research Methodology:

For conducting this paper what I have done systematic manner to reach towards to my objective.

The steps which I followed to reach my objective is given below:

Research design:

I have almost 2 months to complete this full thesis paper. For that reason I have systematically divided my task to reach to my objective.

1. To conduct this thesis paper first of all I have to choose the topic.
2. Than I have to select the statement of problems of the thesis, which basically defines what I am going to resolve in this thesis paper

3. Than I have to do some literature review to know some previous work and how those information are related to this study?

4. Moreover, after that I have to do some secondary and primary research (questionnaire survey, telephone survey). By the secondary survey I have found some factors which are crucial for to establish the statement why local household appliance brands are ahead of the foreign household appliance brands.

5. The questionnaire is consists of 18 questions which are all close ended questions.

Question types	Number of questions
Nominal	11
Ordinal	2
Likert scale	5

6. Additionally, the data which I found from the primary and secondary research that helps me to justified the statement of problems.

7. Than I have reached the conclusion, give some recommendation, significance of the study and finally the implications of the thesis paper.

For conducting this thesis paper I have to collect some data which is very much crucial to establish why the people prefer local brand over the foreign one in 21st century in context of Bangladesh.

Data collection:

For conducting thesis paper, I have collected both qualitative data and quantitative data. Moreover,

I have used both qualitative data and quantitative data for conducting this thesis paper.

For gaining the qualitative data the source which I have mostly used is given below:

MRC Bangladesh report	Telephone survey
Official websites of foreign household appliance brands.	Official website of local household appliance brands

MRC Bangladesh report:

From this report I have found some information about the electronics household appliance market of Bangladesh. Which is very much helpful for developed my literature review of thesis.

Telephone Survey:

For conducting this thesis paper and to found some qualitative information. Thus I have to done telephone survey. I have collected the information of 4 respondents regarding the topic. I have asked some questions regarding the local household appliance brands and the foreign household appliance brands. Those respondent give me some important qualitative data to enlighten this thesis paper.

Official website of foreign and local household appliance brands:

To gain some secondary information and to support my thesis paper I have collected some information from the official website of foreign and local household appliance brands.

For getting the quantitative data I have done the questionnaire survey. I have collected the data by the help of Google doc's survey.

Data type	Method name	Sample size
Quantitative data	Questionnaire survey	50

Data analysis method:

In this steps I will describe how I analysis the data to conducting my thesis paper. I have some factors of which are helping the local home appliance brands to ahead of the foreign home appliance brands. Based on those factors I have made a questionnaire and ask the respondents via google doc's survey and questionnaire. To give support to the factor I have used [pie chart and comparison table](#). This pie chart and comparison table are helping me to support my factors which I have been sorted out. Moreover, the qualitative data I have found from the [telephone survey](#) which I have been quoted to stronghold my factors. Furthermore, I have sorted out 10 factors which are solving my statement of problems. Additionally those factors and the qualitative data, quantitative data and secondary data I have found out previously are helping me to strengthen my thesis paper. Finally, I try to relate those 10 factors to the questionnaire survey, telephone survey, and secondary research to give a better analysis.

Analysis and Findings:

From the primary and secondary research I have found that several factors are giving advantage to local brands and lead people in buying local products in term of electronics products. Those factors are playing a crucial role in changing people preference and attracted them towards buying the local household products over the foreign household brands in the 21st century. The factors which are giving advantage and changing the perception and buying pattern are given in the below box:

Number of factors	Name of factors
1	Cost difference between local and foreign products
2	After sales service
3	Promotional Offers
4	Warranty periods
5	Tariff
6	Distribution Network
7	Effective targeting and marketing
8	Employment
9	Contribution to GDP
10	Biasedness towards local products

1. Cost Difference between local and foreign brands:

When purchasing any household electronics appliance cost plays an vital role regarding the decision making. Moreover, from the perspective of Bangladesh cost is a crucial factor in term of buying electronics products. As we know that Bangladesh is a developing country and in developing country price of the products impacts on the consumer buying process. Additionally, we can see a huge price difference between foreign and local household electronics products. In the below box, some information regarding the price of foreign and local television will be given. In terms of comparing between foreign and local electronics television we choose same height LED and LED smart television of Walton (Local) and Sony (Foreign) television and compare their average price. As electronics market is consisted of enormous brands, I have selected this two brands television to give a scenario about the electronics market price gap between local and foreign products.

Size of Television	Price of Sony television	Price of Walton television	Price difference
32"	22K-27k Taka	15k-22k Taka	5k-7K taka
40"	26k-38K Taka	23k-30K Taka	3k-8K Taka
43"	45k-62K Taka	30k-42K Taka	15k-20K Taka

Table 1: Price comparison of local and foreign brands

From the huge price difference we can say that Walton gets an advantage regarding the price factor. If we look at the table 1 we can see that there is a huge price gap between local and foreign, this price gap plays a vital role regarding the purchase of household electronics products developing country like Bangladesh. In term of comparing, the average price is compared between the two brands. Moreover, from my primary research I have found out that most of the respondents are telling that the price of foreign electronics household appliance is more than the local one.

12. Do you think foreign electronic household appliances brands (Television, refrigerator, air conditioner) price is comparatively higher?

50 responses

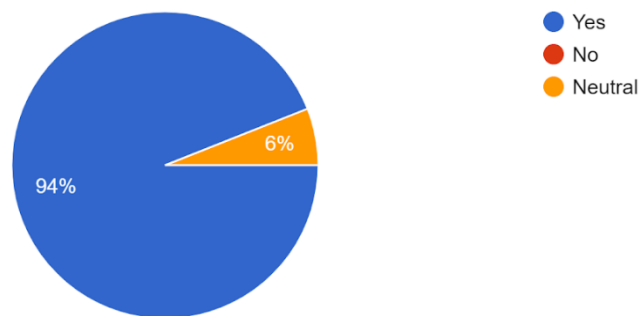


Figure 1: Perception of foreign electronic household appliances brands (Television, refrigerator, air conditioner) price is comparatively higher.

I have been asked the respondents that do they think that foreign electronic household appliance brands price is comparatively higher, in the response 94% people say that they agree that the cost

of foreign household appliance is higher. So from the figure 1 we can easily assume that the people perception is that the price of foreign household brands is higher comparatively from the local brands. This factors also derived consumers to not purchasing the foreign household appliance brands.

2. After Sales Service:

This terms refers that whenever a consumer buy a products after that the service is provided to the consumer. In terms of after sales service local brands take an upper hand compare to the foreign brand. They are more responsiveness and available regarding the after sales service. In terms of comparing local brands and foreign brands in household electronics products, we are selecting Walton as a local brand and Sony as a foreign brand. The numbers will show how much the local brands are ahead of the foreign brands in terms of after sales service.

Brand Name	Numbers of Showroom	Service center
Sony	78	1
Walton	372	62

Table 2: Differences in the showrooms between foreign and the local brands

If we see the table 2 we can see that in terms of decentralized showroom and service center ratio between foreign and local company has a great number difference. If the consumers television need repairing and maintains a consumer can take the product to the nearest service center for the

issues they are facing. However, if we see at table 2 we can see how much disparity between the local and foreign brands. In terms of foreign brands, in remote areas people buy that brand and facing some issues regarding the products they have to come to the city for repairing the products. On the contrary we can see that if a people buy local television they can easily repair their television from the nearest service center. In here I asked my respondents about the after sales service of the foreign brands.

14. What is your opinion about the after sales service of your foreign electronics household appliances brands (Television, refrigerator, air conditioner)

50 responses

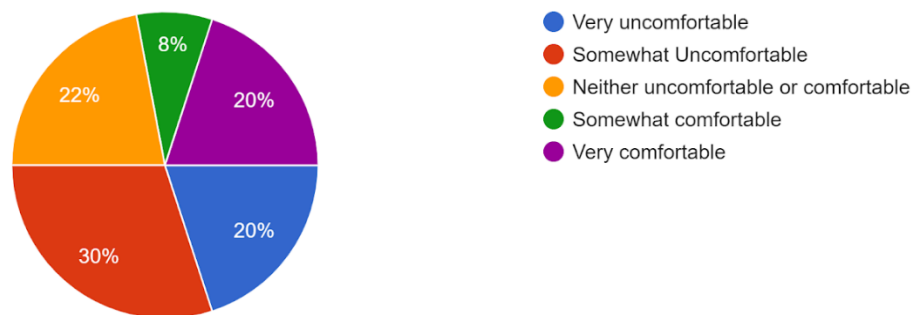


Figure 2: The opinion of about the after sales service of your foreign electronics household appliances brands (Television, refrigerator, air conditioner)

From the figure 2 I can say that, there I have found that about 20% people are very uncomfortable, 30% people is somewhat uncomfortable, Neither uncomfortable or comfortable is 22%, somewhat comfortable is 8% and very comfortable is 20%. So from this primary data statistics we can easily assume that people most of the people are unsatisfied regarding the foreign household appliance brands. On the other hand regarding the local household appliance brand are extraordinary

regarding the after sales service.

15. What is your opinion regarding the after sales service of the local electronics household appliances brands?

50 responses

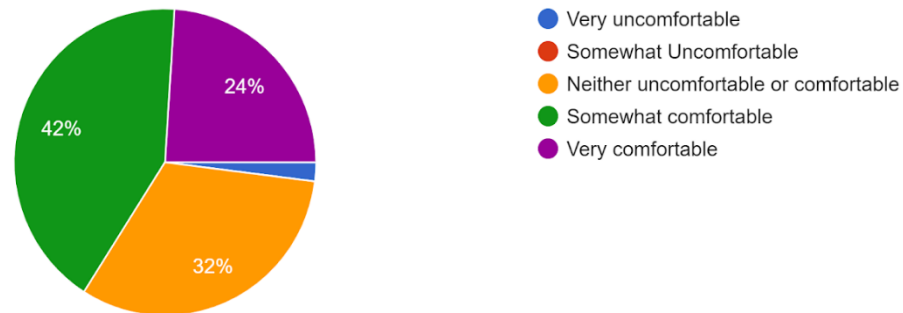


Figure 3: The opinion regarding the after sales service of the local electronics household appliances brands?

From the price research I have found out that the opinion about the after sales service of local brands is more appreciable compare to the foreign brands. From figure 3 about 42% people are somewhat comfortable and 24% people are comfortable, 32% is neither uncomfortable nor comfortable regarding the after sales service of the local electronics household appliance brands. So we can easily say that the after sales service of local household appliance brands is more preferable towards the local people. Thus if we compare figure 2 and 3 we can easily sort out that the local household appliance brands are more promising in terms of after sales service. Moreover, after sales service is one of the crucial factor for why the people are preferring local brands over the foreign electronic household appliance brands.

3. Promotional Offers:

It refers that lowering the price of products to attract the consumers to purchase the products. In terms of promotional offering we can see different approach from the local brands and foreign brands. Now I am going to select a local brand and a foreign brand to compare the promotional offers between them. According to the date of 16 September 2020 I have compared the promotion offers between Walton refrigerator and Samsung refrigerator. Moreover, I have found the percentage of discount between the two brands. The disparity of percentage between the two brands are given in the below box.

Brand Name	Percentage of Discount	Difference in Percentage
Samsung Refrigerator	2%	6%
Walton Refrigerator	8%	

Table 3: Differences in promotional offer between the foreign and local brands

In the table 3 we can see the disparity in promotional offers between this two brands. As we know that usually in every electronic appliances like television, refrigerator, air conditioner the price of the foreign brands are higher and they are also giving the less discount towards the consumers. Thus giving more promotional offers towards the consumers local brands are grab the market so quickly and encourage the consumers to buy their brands. From the primary research results we can see that the local home appliance brands are giving the better promotional offer.

16. Which electronic household appliances brands (Television, refrigerator, air conditioner) give the best promotional offers?

50 responses

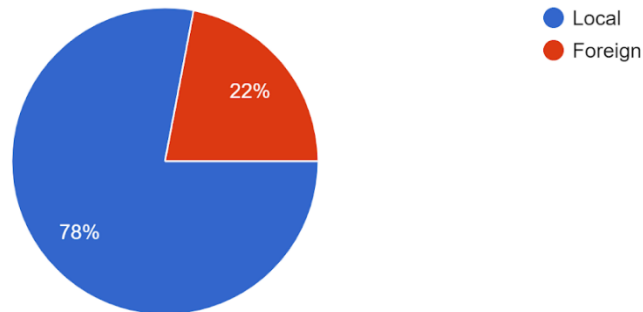


Figure 4: The best promotional offer providing Brands.

From the figure 4 we can say that out that about 78% people are say that the local brands are giving best promotional offers and on the other hand 22% respondents are saying that foreign household appliance are giving the best promotional offers. Moreover, in developing countries like Bangladesh promotional offer plays a vital role regarding the purchase of electronic household appliances.

4. Warranty Period:

Warranty period refers from the purchase date to a specific purchase date if something malfunctioning occurs with the products, then the company will resolve the malfunctioning without any cost. In terms of warranty period in electronics products local brands are much more ahead compare to the foreign brands. In terms of warranty period in context of Bangladesh, the

more the company will give warranty the people will prefer that brand. The more warranty period ensure their safety of the products and since people are not generally buys electronics products like their daily commodities, thus people are investing their money wisely and carefully in terms of buying electronics products.

Company Name	Component parts	Warranty periods	Difference in warrant periods
Walton	Television Panels	4 years	2 years
Sony		2 years	

Table 4: The difference in television panel warranty between foreign and local brands

Company Name	Component	Warranty periods	Difference in warrant periods
Walton	Compressor	10 years	8years
Whirlpool		2 years	

Table 5: The difference in compressor warranty between foreign and local brands

In table 4 I have showed the warranty gap between the most important television part which is television panel between Walton and Sony television.

Now I am going to show you the difference in warranty in refrigerator units between our local brands and the foreign brands. For the comparison I will select Walton as a local company and Whirlpool as a foreign company and show the service warranty difference.

So, in table 5 we can also see the same scenario regarding the warranty parts. Thus if we compare the overall electronics local product warranty compare to foreign products warranty we can say that local company are giving a excellent competition towards the foreign brands. Nowadays Samsung the foreign brands are giving equal level warranty in components in terms of refrigerator. Moreover from my primary research I have found that warranty period is a reason for that people prefer local brands.

17. Which factors are dragging you towards local household appliances brand over foreign electrical brand?

50 responses



Figure 5: the factors dragging purchasing the local household brands over the foreign brands

From the figure 5 there are 22% people are saying that for the warranty periods they are choosing local household appliance over the foreign one. Thus warranty period is a factor for this reason we can say that people are heading towards the local household appliance brands.

5. Tariff:

Tariff refers whenever we are export or import some products the tax or duty we have to paid on

that particular products and service. When a local company operates in Bangladesh they don't have to pay the import tax of that product because they are producing this products in locally and they are only paying tax on the required parts they import from other countries. For this reason we can see a price difference between foreign and local brands. For this advantage the local company can charge least price towards their consumers and when the consumers see that the price is lower compare to the foreign brands they are encouraged to buy local electronics products. When a consumer see that same features from a particular electronics product in foreign brand and local brands, they choose the local brands because of the price. Moreover, the government imposed a significant amount of taxes on electronic appliances import from the foreign country, which ultimately lead to a high price for the foreign brands. An example of a foreign brand can clear this scenario. Sony is a world famous foreign electronics brand, when they are importing product towards Bangladesh, they have to pay a certain amount of import tax. They have to pay a general duty, supplementary duty, regulatory duty, advance income tax. Moreover, they have to pay a shipping cost when they are bringing the product towards the host country. The below figure will give a better understanding why the foreign electronics brand prices are higher compare to local brands.

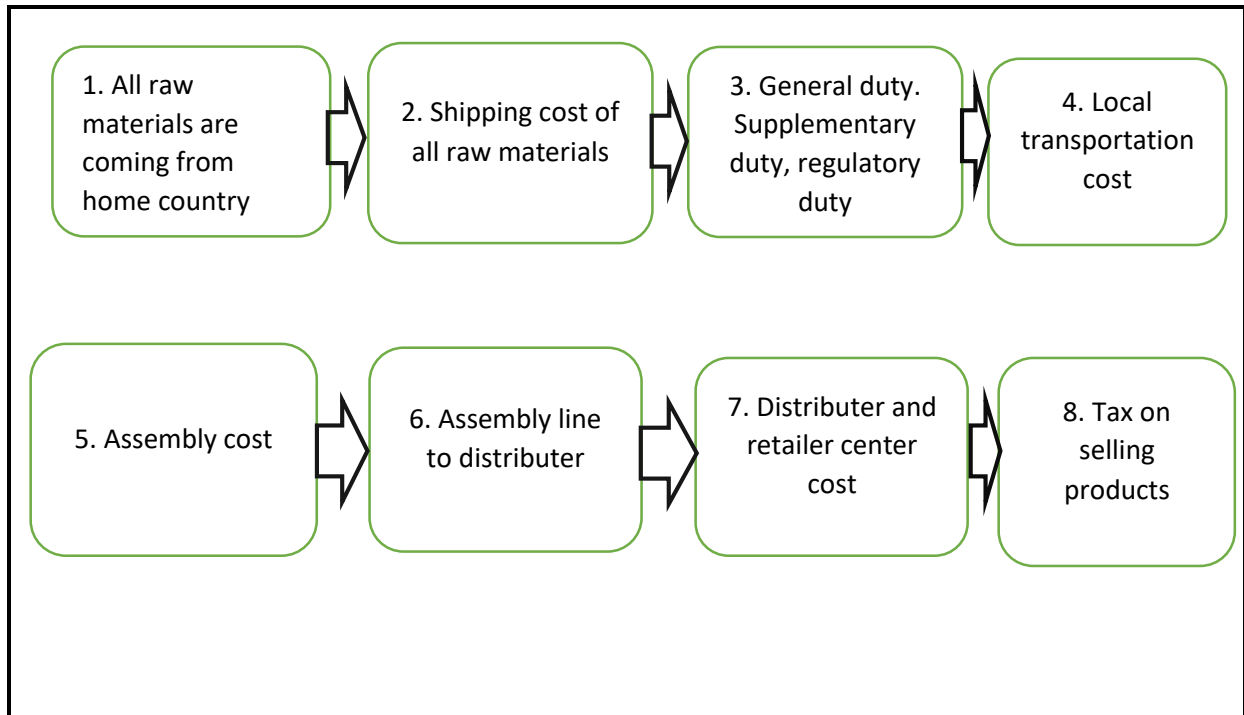


Figure 6: Tariff and costing for the foreign home appliance brands

So from the figure 6 we can easily assume that why the foreign brands are charging more compare to local brands. From figure 6 we can see that all the necessary materials are coming from the home country towards host country. However, if we think about the local company we can see that, they only import the required raw materials and produce the other raw materials in Bangladesh with a help of cheap labor. Moreover in every aspects of the procurement the cost of local company reduces by a significant number. If we think about the shipping cost we can see that foreign brands have to import everything to assemble the products, so the amount of shipping raw materials are comparatively high and for this reason foreign company have to pay a lot of shipping charges. Moreover in the figure 6 we have seen that they have to pay general duty, supplementary duty, and regulatory duty towards government for the excess carrying raw materials. Moreover in the final

stage they have to pay taxes towards government after the sale of the products. For this reason they have to charge a higher amount money towards the consumers. Moreover, we can say that in figure 1.8 in every stage foreign brands have to pay a lot of money.

6. Distribution Channel:

Distribution channel refers that it's a business intermediaries who are responsible for distributing the goods or service towards the consumers. In context of Bangladesh we can see some difference between the distribution channel in the local and foreign company in electronic industry. The most popular foreign air conditioner brand across the Bangladesh is General air conditioner and the authorized distributor of General air conditioner is Esquire electronics. Moreover, esquire electronics have around 75 showrooms across the country. If we compare this air conditioner brand with the local Minister brand we can see that there are 116 showrooms are available across the country. Moreover, if we think about the Sony television we can see that they are distributed under Rangs Electronics Limited and Rangs Electronics Limited have 75 showrooms under them. Moreover if we compare the Sony television with the local brand which is Walton, we can see a huge number difference in terms of showroom. Walton have around 372 showroom under them in Bangladesh. The below table will show the difference between the local and foreign distributor company.

First of all we will compare the difference in two television brand. We will select two local household appliance brands and two foreign household appliance brands then compare between their showrooms.

Brand Name	Number of showroom	Difference in showroom
Sony	75	297
Walton	372	

Table 6: Difference between the number of showroom for the television local and foreign brands

Brand Name	Number of showroom	Difference in showroom
General	75	41
Minister	116	

Table 7: Difference between the number of showroom for the air conditioner local and foreign brands

The number difference in showroom is clearly defined that in term of distribution channel local company are far more than ahead compare to foreign household appliances brands. Moreover, another information is that most of the foreign household appliance brands choose another company to distribute their products. For this reason the consumer get confused regarding from where they should purchase the house hold appliances of foreign brands. When I take the telephone interview of a housewife who resides in Dhanmondi tells me “whenever she wants to buy General air conditioner but she does not know from where is the authentic showroom for general air conditioner. Moreover, she stated that she saw several shops who are selling General air conditioner. However she failed to find the authentic showroom. Finally she ended up with buying local brand air condition Walton. She stated that Walton showroom is available near her and the

purchasing process is quiet convenient for her.” Thus from the statement of her we can easily assume that if the distribution channel is placed convenient position near towards the consumer, they prefer to purchase that brands.

7. Effective targeting and marketing:

The targeting and marketing strategy of local household appliance brands is quiet impressive if we compare to the foreign household appliance brand. As we know that the local company have greater idea about the local market compare to foreign company. The local company effectively target the consumers and creating marketing mix according to the need and want of consumers. What the local consumers need and want in household appliance, the local household appliance company knows better and works according to full fill the desired need and wants of consumers. For example the consumer of Bangladesh is price savvy and they are known about the household appliance prices in the market. If we take consideration on figure 4.1 we will see that the price difference between local television and foreign television is huge. Moreover, from this situation we can easily assume that the people resides developing country like Bangladesh will definitely prefer the local brand. The local brand like Walton, Jamuna electronics, Minister they are targeting their consumers by the lowest price of the market. Moreover, when they made their promotional message they take consideration of local people in their mind. From the survey results it will be clearer.

From the figure 4.4 I have found that 78% of people are saying local household brands are giving the best promotional offer. Promotion is an import part of marketing mix. Promotion is one of the factor based on that the sales of the brand depends. Here, we can see the local company are doing

good promotion which is lead to a good sales.

8. Employment:

It's a common assumption that the more the local brand will grow the more opportunity of employment will create. Thus we can say that if the local household appliance brands grow much the more employment will be created. So as a citizen some people think that if they buy local household brands it will create opportunity for the employment of Bangladeshi people. So the entire things regarding employment can be described by the following model.

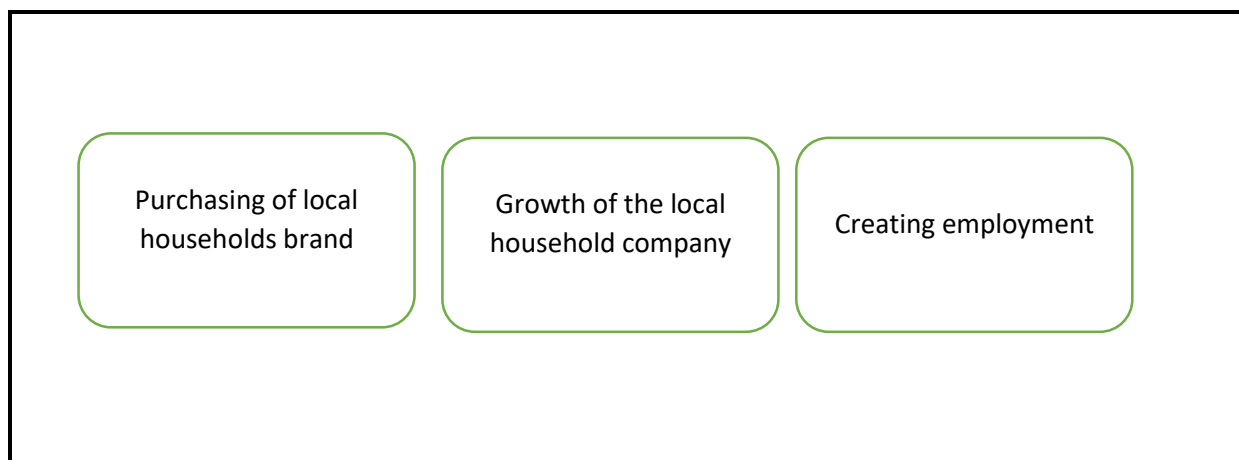


Figure 7: How the local households brands create the opportunity

So by this following model we can say that every responsible citizen wants that the more employment will reduce the misery of unemployed people. From the telephone interview I have asked a person who are doing private job says that **“If we buy our local products, we will help the local company to grow and if they get growth they will hire more employees and it will reduce the unemployment number of the country. From that responsibility I always try to buy local household products”**. Moreover, if we see the Walton Company, we will find that more

than 20000 people are working under them. Additionally, other local brands also create enormous number of employment for the Bangladeshi people. It's also a factor why people prefer the local household brands over the foreign household brands.

9. Contribution to GDP:

GDP refers that the monetary value of all finished goods and service produced within a country in certain period of time. It's also a factor that drag people to buy the local households product over the foreign one. Every cautious citizen wants that their country GDP should grow up. The reason is GDP has a direct impact on economic growth of the country. When people are buying local household electronics, they are helping to grow up the GDP of the country. Moreover, when the GDP growth increases it refers that country economic growth will be better.

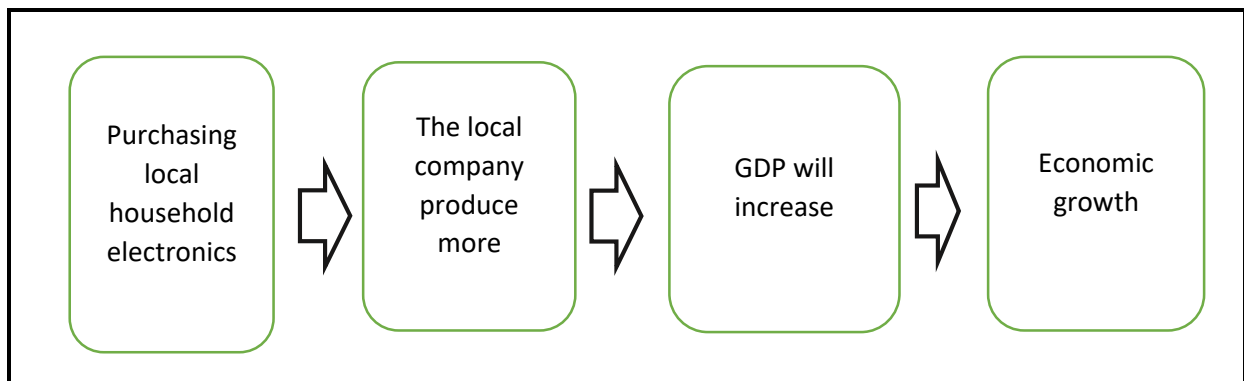


Figure 8: How the purchase of local products increase the economic growth.

10. Biasedness towards local product:

It is also a factor for that reason people prefer to buy local products. Whenever a citizen see that it's his country product he feel proud about that product. From my primary research I have found

that biasedness is also a factor that dragging people to buy the local household electronics. I have asked the respondents about which factors are dragging them to buy local household appliance brand over foreign brand. From this question they have several gives the answer is that biasedness towards local products drag them to buy the local household appliances. From the figure 4.5 we can see that 12% people are prefer local brand over the foreign brand because of the biasedness of the local brands. People have a natural attraction towards the local products, they think that its produced within the country by their own people. Back of the mind it works that buying the local household appliance products they are helping the local people regarding the employment and contribute to the country. Thus it is an important factor for that reason people prefer to buy the local household appliance brands.

So we can say that above 10 factors are directly involved in choosing the local household appliance brands over the foreign ones. From the figures and tables it is clear that those factors are dragging local consumers to purchasing the local household brands. Moreover this are the most important 10 factors which are encouraging ethnocentrism in purchasing the local household appliance brands over the foreign household brands.

Competitive Strength Assessment test:

Now I will do a competitive strength assessment test which will give an idea about whether the local household appliance brands are ahead of foreign brands.

	Local		Foreign		
KSF	Weight	Rating	Score	Rating	Score
Cost	.4	9	3.6	6	2.4
Warranty periods	.2	8	1.6	7.5	1.5
Distribution channel	.2	8	1.6	7	1.4
After sales service	.2	9	1.8	7	1.4
Total	1		8.6		6.7

Table 8: Competitive assessment test between local and foreign electronic household brands

In the competitive assessment test I have selected cost, warranty periods, distribution channel, after sales service as the KSF and after that depends on the importance I give weight to every KSF. After multiplying the weight with rating I have found the score. Moreover, from the competitive assessment test I have found that the local household appliance brands score is 8.6 and the foreign household appliance brands score is 6.7. Thus we can say from this competitive assessment test is that local household appliance brand are ahead of the foreign brands.

Conclusion:

the household appliance market of Bangladesh is growing rapidly and the local household appliance brands are in a favorable position right now. This thesis paper is mainly describes that what factors are giving lead to the local household appliance brands and what is the people perception about the local and foreign home appliance brands. This research paper is also consists of current perception of people towards local and foreign brands. In this thesis paper I also describe how the local household appliance brands are helping to creating employment, increase the GDP, and reduce the unemployment from the country. Moreover, I also related this GDP, employment, and economic growth as the reason of people perception changing. Moreover other factors like cost, distribution channel, after sales service, warranty periods which are the reason for that people are preferring the local brands. Moreover, for the tariff the cost of the household appliances of the foreign brands is higher is also mention in this thesis paper.

Recommendation:

In the recommendation section I want to give some advice for the foreign brands to improve their situations and regain the market:

1. Reduce the cost of the household appliance to compete with the local brands
2. Shifting manufacturing plan to Bangladesh to reduce the production cost, create employment to this country. Some of the foreign company are already starting to do this things.
3. Increase the warranty periods of the foreign household appliance goods.
4. Improve the after sales service of the foreign household appliances.

Moreover, my recommendation for the local household appliances brands will be keep their working at this current pace and also reminds people that they are contributing more towards the society, country compare to the foreign household appliances brands.

Implications:

By this thesis study regular consumer can choose their preference whether they should take the local brands or the foreign household appliance brands. Moreover, the foreign brands household appliance brands can take the factors which they are lag behind from the local household appliance brands. Finally to conclude we can say that ethnocentrism in purchasing household appliance works on the 21st century in the context of Bangladesh which is basically describes in this research papers.

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Appendices

Questionnaire

Part1: Demographic Data

1. Please indicate your gender
 - Male
 - Female
2. Which of the following age groups are you in?
 - 18-25
 - 26-31
 - 30-35
 - 36 and above
3. Approximately, what is your income per month?
 - Under 15,000 Taka
 - 15000-25000 Taka
 - 25001-35000 Taka
 - Above than 35001 Taka
4. What is your occupation?
 - Undergraduate Student
 - Housewife
 - Private Job
 - Government Job
 - Retired

Part2: Screening Questions

5. Do you have electronics household appliances (television, fridge, and air conditioner) in your residence /office/ restaurant?
 - Yes
 - No
6. Which country's electronic household appliances (Television, fridge, air conditioner) you like the most?
 - Local
 - Foreign

7. Which television set you use in your residence/office/ restaurant?

- Walton
- Sony
- Minister
- Samsung
- Others

8. Which refrigerator set you use in your residence/office/restaurant?

- Walton
- Samsung
- Minister
- Whirlpool
- Others

9. Which Air conditioner brand you use in your residence/office/restaurant?

- Walton
- General
- Minister
- Whirlpool
- Others

Part3: Perceptions based questions

10. What is your perception towards foreign electronic household appliances brand?

- Very uncomfortable
- Somewhat uncomfortable
- Neither uncomfortable nor comfortable
- Somewhat comfortable
- Very comfortable

11. What is your attitude towards local electronic household appliances brand?

- Very uncomfortable
- Somewhat uncomfortable
- Neither uncomfortable nor comfortable
- Somewhat comfortable
- Very comfortable

Part4: Opinion based Questions

12. Do you think foreign electronic household appliances brands (Television, refrigerator, air conditioner) price is comparatively higher?

- Yes
- No

---- Neutral

13. What's your opinion about the pricing of local electronics household appliances brands (Television, refrigerator, air conditioner)

- Very uncomfortable
- Somewhat uncomfortable
- Neither uncomfortable nor comfortable
- Somewhat comfortable
- Very comfortable

14. What is your opinion about the after sales service of your foreign electronics household appliances brands (Television, refrigerator, air conditioner)

- Very uncomfortable
- Somewhat uncomfortable
- Neither uncomfortable nor comfortable
- Somewhat comfortable
- Very comfortable

15. What is your opinion regarding the after sales service of the local electronics household appliances brands?

- Very uncomfortable
- Somewhat uncomfortable
- Neither uncomfortable nor comfortable
- Somewhat comfortable
- Very comfortable

16. Which electronic household appliances brands (Television, refrigerator, air conditioner) give the best promotional offers?

- Local
- Foreign

17. Which factors are dragging you towards local household appliances brand over foreign electrical brand?

- Cost disparity
- Warranty periods
- After sales service
- Distribution channel
- Biasedness towards local products

18. Which factor is the most important that the foreign electronic household appliances brands should work on immediately?

- Cost disparity
- Warranty periods

- After sales service
- Distribution channel