

1 Factors Considered By Lower Middle Class People of Khulna 2 City, Bangladesh on Buying Some Selective Consumer Products

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6

7 **Abstract**

Bangladesh is one of the least developed countries in South-Asian region, with a per capita annual income of around

750. *People's purchasing power is very low compared to other South and South East Asian countries. People of urban*

8

9 **Index terms**— Consumer buying behavior, Core benefit Social class, Lower middle class, Price consideration,
10 Brand, Peer group influences, Sales promotion, Value add

11 **1 OBJECTIVE OF THE STUDY**

12 The title reveals objective of the study. Yet there are few specific objectives underlying and they are stated below:
13 To know the buying practice of the lower middle class peoples on buying the chosen products To identify the
14 factors which are important for the customers on buying the chosen products To know the level of importance
15 of those factors to buying decision Author : Business Administration Discipline, Khulna University, Khulna,
16 Bangladesh. E-mail: sadiaa_1021050@yahoo.com a) Scope Of The Study Every investigation or expedition must
17 contain a specific scope and a scope discloses the working peninsula of that specific investigation. The scope of
18 this research is to analyze the factors considered by lower middle class people of Khulna city on some selective
19 consumer products. The low involvement consumer products are toothpaste, Soap, Shampoo and Detergent.
20 The study has been conducted over 200 people of Khulna city who have monthly income Tk. middle class on the
21 economic perspective of the area.

22 **2 b) Literature Review**

23 The review of literature reveals that a great deal of research effort has been expended to investigate the basic
24 buying behavior of different types of consumers. They also conducted factors oriented shopping pattern and find
25 out the significance of those influential factors.

26 Zeithaml ??1982, ??1988) suggests in most purchasing decision customer's objective is to " Get the best for the
27 money". This represent the combination of price and value orientation which is the most important consideration
28 for most of the consumers. Crier and Ross (1997) maintains that the greater the perceived value, the greater that
29 the customers are will be interested in purchasing. They (Crier & Ross) explained the term value orientation
30 saying" Consumer trends to select the lowest price alternatives when the options in the choice set are perceived
31 to have the same level of benefit. Consumers are becoming more price conscious does not mean that they always
32 go for the lowest price, rather they will seek for affordable price range among their acceptable quality range."
33 ??arsky et.al. (1995) proposed a shopping model that incorporates some tenets as (i) acceptable set of brands
34 and sectors are integral parts to purchase decision (ii) low price on acceptable brand triggers purchase. ??aison
35 and Robert (1999,p.100-116) in their study told that consumers are sharply classified with respect to social and
36 economic position. This result indicates that this two aspects world widely divide the main consumers market.

37 Maccilil , ??1987), in his study told about the total business and household consumer market that both classes
38 consider price, quality, convenient location as the most powerful influential factors in selecting or buying consumer
39 goods. In the same time ??inklin and Duery (1987) conducted a similar study focusing on the two groups of
40 consumers having high income and low income in USA proved the influential forces earlier described by Maccilil.

5 BUYING BEHAVIOR ORIENTATION

41 In the theory of marketing and buyer behavior, the concept of social class is considered the basic determinant
42 of consumption behavior. In fact, among behavioral scientists, there was a consensus that market behavior of
43 individuals is closely related to their social class. In this context, social class was often considered more important
44 than income in affecting buying behavior ??Slocum and Mathews, 1970).

45 When looking at numerous theoretical disputes and postulates (from the early to the contemporary ones), one
46 might argue that the social class concept is more complete and comprehensive than the notion of income when
47 considering their relevance in understanding and explaining consumption and buyer behavior. The reasoning
48 behind this varies. Although social class is often associated with higher income, income still presents only one
49 of many characteristics of social class. Individuals or families of different social classes can dispose of similar
50 income, i.e. those in the bottom or top income group should not all be in the bottom or top social class group.
51 Furthermore, income grows higher as we grow older, which has no bearing to social class changes. Also, families
52 with one or more working members and subsequently a higher income are not automatically members of a higher
53 social class. Much more so than income, social class is associated with values and life-styles of consumers, both of
54 which significantly determine the consumption structure and behavior for numerous products. This point of view
55 is shared by Levy (1966 according to Schaninger, 1981), ??yers and ??uttmann (1974 according to Schaninger,
56 1981). Levy argued that «social class variations are variations in lifestyle», while Myers and Guttman consider
57 social class to be a valuable segmentation base because it captures those lifestyle differences that income ignores.

58 It is true that the above studies were conducted about the buying tendency of different classed people of
59 developed countries. But this basic from is also applicable for the developing countries like Bangladesh due to
60 different economic, political or socio-cultural environment. Every where these issues are carried out with a view
61 to analyze and identify the factors take in account by substantial consumer group of Bangladesh.

62 3 c) Methodology

63 The ways which was followed to collect, evaluate, analyze, interpret, and explain, preparation and presentation
64 of data are presented below; T Type of the Study: I have conducted an Exploratory Research to get a clear
65 understanding about the factors and the importance of those factors in consumer's decision making process.

66 Population: The target population for the study was the lower middle class people of Khulna city who have
67 the income level of Tk. 7000-10000 Sample Size: Total 200 respondents not under 20, from 10 specific localities
68 of Khulna constitute the sample. From each locality, 20 families were contacted and from each contacted family
69 one individual respondent was selected.

70 Sampling Technique: The samples have been taken on judgment sampling method.

71 Data Collection Method: The needed data has been collected solely from primary source.

72 Questionnaire Development: To collect data a questionnaire has been developed which has been attached in
73 the Appendix. Individual interviews were conducted with the structured questionnaire. 5 point Likert scale is
74 used to measure the relative importance of the variables Method of Data Analysis: Collected data has been
75 systematically processed and analyzed by using required statistical tools. And it has been presented in terms of
76 tables, charts, and graphs with written scripts.

77 4 II.

78 5 BUYING BEHAVIOR ORIENTATION

79 Consumer's Buying behavior refers to the pattern of buying of the final consumers-individual or households who
80 buy goods for personal consumption. In Bangladesh the main consumer market is consists of around 4.5 million
81 of people who consumes more than 3 trillion worth of goods each year. Consumers make and change their buying
82 decision every day. Most of the cases the consumer's buying decision highly depends upon the answer of the
83 questions-what they buy, where they buy and how much buy. Buying behavior is influenced strongly by social,
84 personal, psychological and economic factors. These consumers vary tremendously according to their age, income,
85 education, and level of taste, brand preferences.

86 Consumers follow different trade off for their core buying. One of the important trade-off of buying orientation
87 is quality-price trade off. Here consumers treat the attribute in several ways. One part of this is highly price
88 sensitive and mainly interested in low price. They search for the lowest price and don't worry about what kind
89 of quality they get from those low prices. Price gets the first priority to them and not brand loyal at all. Mainly
90 from lower middle to lower class people are categorized in this group There are another kind of consumers who
91 are very much quality concern. They always strive for the best quality and willing to pay whatever it takes to
92 get the best possible quality. Brand preference gets supreme importance and they are highly brand loyal. They
93 consider brand as a symbol of prestige. These people may even reject those products that are priced too low.
94 Beside the above two categories there are another consumer group who are trying to balance the quality and
95 price. The consumers fix their desired level of customer value they want from a particular product and then
96 decide how much they are able to spend on that product. They may also fix their budget first and then look for
97 the quality product within the price range. They are price sensitive as well as brand loyal but react these two
98 attributes in different way from the extreme price and brand oriented group. This value-oriented group consists
99 major portion of the total consumers. This group represents the major portion of the total consumers group.

100 **6 a) Purchassing Pattern**

101 The study was based on the buying practice and buying behavior of lower middle class people of Khulna city.
102 Here, I have tried to find out the factors that play the vital role in a consumer's decision making process of
103 buying some specific consumer products. The products are toothpaste, shampoo, soap and detergent. These are
104 the low involvement item for consumption. The samples were asked about their buying pattern and the factors
105 they value more in taking the ultimate buying decision for a particular brand.

106 **7 i. Frequency of Purchasing**

107 Frequency of purchasing indicant how frequently they purchase these products. Mainly users' rate, using rate
108 are known by this purpose. From the survey we have found that 32% people buy the products once a month, 9%
109 once a week and a large 59% people purchase those products whenever needed. It can be over one month also.

110 **8 ii. Preferred Outlet Type**

111 In selecting the outlet from where to buy, people prefer the nearby store of their house. But they like to go to
112 shopping mall for some products as in buying shampoo From the chart and table it can be seen that more than
113 half of the people collect information about the product type they feel like to buy is from all the existing sources
114 they have. They use TV ad. and print ad. more to know about the existing brand in the market. But a major
115 portion of people count on all the sources they have. b) Place of taking the decision Most of the people take the
116 decision of which brand is to purchase after reaching the shop. And the people, who made the decision of buying
117 a particular brand, often change the decision after getting to the shop.

118 **9 c) Decision Maker**

119 The table shows that in most of the cases, the wife of the family takes the decision which particular product is
120 to buy. But some times children of the family ask for a particular product also. And the respondents express
121 that it is mainly the consequence of extensive TV advertisements. From the above table and graph it is evident
122 that, most of the people switch to one brand to another when they are dissatisfied with the price or quality of
123 the brand they were used to buy. Moreover, some of the

124 **10 Reasons to Switch Brands**

125 **11 FACTORS AFFECT THE BUYING BEHAVIOR OF 126 LOWER-MIDDLE CLASS PEOPLE OF KHULNA, 127 BANGLADESH**

128 In case of lower middle class people of Khulna there are many considerable factors influencing the buying behavior.
129 In Khulna lower middle class people always try to maintain a specific price range for purchasing a particular
130 product. Because of low income and stumpy knowledge about the marketing pattern the people of this class
131 provide more emphasize on price than other factors. They are more price sensitive as a significant portion of their
132 monthly income is covered by purchasing these items. These products are daily goods and its necessities cannot
133 be avoided anyhow by any Here we have determined some fascinating array of factors that influences the buying
134 behavior of the lower middle class people of Khulna city of some selective consumer goods. Those attributes and
135 their level of involvement in total purchasing decision are described below; a) Price Consideration Price orientation
136 of the consumer is the most significant attribute of the people of lower middle class and predominately featured
137 with price oriented buying behavior for low involvement products. This factor exerts broad and deep influences
138 on consumer behavior. From the survey it is clear that this portion always tries to maintain high price sensitive
139 buying pattern and interested in low price. They search for lowest price and do not worry about the brand
140 involved to those products. Because these people are care about the price, branding is little used in this market
141 segment This aspects capture the major attention and consecration of purchasing the selected items. A large
142 portion of the consumers leave the current brand with a slight increase of the price as well as a substantial
143 portion reduce their consumption due to upward change in price. This trend signifies the price sensitivity. There
144 remain majority portions that are ready to not only other brand rather than lower quality brand because of price
145 increase. That indicates the immediate reaction to the price change. Source: Field survey

146 In the above table importance of price among the propel where mode shows the number and percentage of
147 people among total sample who rated price 5 that means they considered it as a very important factor. At the
148 time of purchasing the people are ready to sacrifice some other facilities if they get price off from that product.
149 Here in rating the degree of importance people emphasize of the price of detergent most time. Because of more
150 frequent use of this product, they shows the heights price sensitivity in this segment b) Attitude Towards Well-
151 Known Brand Name Lowe middle class people give relatively low importance to brand name. The mean score
152 for this particular attribute shows this. For the consumer goods like toothpaste, soap or shampoo, people mostly
153 depend upon the well-known name to them. In the sense of "Share of mind" -the name first comes to their mind
154 is the basis for purchasing. The company name and brand name are similar to them. Point of differentiation

14 F) SELLER'S INFLUENCES ON BUYING

155 does not get much importance. There remains an interesting characteristic among this class of people. They
156 are not brand loyal in the sense of brand loyalty but less interested to switch from the current wellknown name.
157 Sometimes these lower middle class people are restricted to some brands. There are some consumer products
158 which are considered for its brand where some other concern price. There also remains a trade-off in balancing
159 the brand-price aspects. Though the people of lower middle class is less brand concern, it doesn't convey that
160 they are not less brand concern rather we can say that they are less loyal to a particular brand. From the above
161 data we see that in case of soap buying people are more responsive to the brand otherwise not so. Toothpaste and
162 shampoo get little bit lower importance where detergent got the lowest consideration at the time of purchasing
163 a product basing upon its brand consideration.

164 12 c) Quality Consideration

165 Quality is such an attribute that varies with person's expectation towards that particular product. The lower
166 middle class people of Khulna rated quality as an above average important aspects. It is true that it is not more
167 than the price but people are concern about maintaining a quality level to the extend of their affordability The
168 mean position above four within five-point rating indicates whether this class can maintain or not but quality
169 always gets considerable importance to them. In case of the quality of shampoo heights 105 among 200 put
170 the heights importance on quality. In the total sample it covers 52.5%. Quality level is also important for the
171 purpose of serving the basic of the product. These class of people are very much price sensitive but for these
172 low involvement product we cannot overlook their high quality preference. More over price-quality comparison
173 is also paid importance.

174 13 d) Core Benefit

175 In the mean score of core benefit it gives us the picture indicating it high importance. Some times the people
176 rated core benefit as a second important variable to them. Sometimes quality and core benefit is jointly effecting
177 the purchasing decision. When the product serves its core benefit properly, they don't consider or ignore its
178 supplementary purpose. Source: Field survey

179 In case of these above selective items people evaluate the quality and core benefit more or less equally. The
180 core purpose of detergent is washing cloth. This basic is taken into the account of lower middle class people in
181 the way-it is serving the core benefit properly, so it's quality is high. The most frequent purchasing of detergent
182 rated 5 as mode. Because it became maximum number (166) in the data analysis table e) Value Added Benefit
183 Value added benefit does not bear so much importance up to that point to which it cannot create significance
184 differentiation. As these products are of low involvement, lower middle class people pay less attention on value
185 added services at the time of making their purchase. In case of planned buying the term value added service is
186 strongly ignored by these people. But in case of on the spot decision making value0added service effects their
187 buying decision. Source: Field survey

188 In purchasing decision making value-added service is considered as a factor of below average. Most of the case
189 people categorize it in the indifferent area and some times they consider it as a very unimportant factor. As
190 these are daily consumer product whatever extra value the marketers are paying, it cannot attain much attention
191 of this consumer group. In the above table (2.5) we can see that value-added benefit failed to bring any extra
192 attention or consideration for lower middle class people in any of the product group. Height number of people
193 (101) ranked it as a neutral issue in their purchasing decision-making. Effective media advertisement some times
194 connivance the people about value added services. But it has no long term effect. For a short-run it may increase
195 the selling but ultimately it cannot bring change in the buying behavior of lower middle class people.

196 14 f) Seller's Influences On Buying

197 Seller always try to build up long term relationship with the consumer and want to make most 2012 March Factors
198 Considered By Lower Middle Class People of Khulna City, Bangladesh on Buying Some Selective Consumer
199 Products frequent purchase from their own shop. As a result they influence the buyers in different ways. One of
200 the most common ways to make it is to convey different message about product. It is also true that the lower
201 middle class people get most of the information from nearest retail store. People used to get the information from
202 the seller and make their purchase decision when they do not have much information at their hand. Source: Field
203 survey Except shampoo, most of the time seller's influences do not change the pre-planned buying of a consumer.
204 Because of information availability of the seller's hand the sellers effect some times the shampoo purchasers. But
205 it happens very little number of time. g) Container Size/Packaging When people buy for self or family they
206 emphasize on container size change. The necessities the product depends up on number of family members.
207 When they wane to buy a mini/ sauce pack container size valued nothing to them. They just purchase it based
208 on a common name or requirement. But when people consider to buy for their family, container Source: Field
209 survey size drastically influence buying decision. For every product container size affects the purchasing decision.
210 Most of the cases over 100 people for all these product told that container or packet size is very important. Not
211 only in term of size but outlook, safety, transferability these issues are also considered.

212 **15 h) Product Color**

213 Color influences the purchaser when people take the purchase decision instantly. Their perception does not effect
214 the buying so much because of color. When new product introduced in the market, people give importance on
215 color that time mostly. In case of toothpaste or soap color may have little contribution of in buying but detergent
216 and shampoo does not affected by the color at all. People know the product and buy to meet their basic purpose.
217 Container or package color even has more influence than product color.

218 **16 i) Aroma**

219 Aroma is considered as an important variable at the time of purchasing toothpaste and soap but it has lesser
220 influence on customer when they purchase detergent and shampoo. When consumer group involved into
221 purchasing most of the cases they know about the aroma of the well-known product. In promotion the marketers
222 highlights the aroma. As a result in soap it get little bit higher importance. But for other product its significance
223 level is too low. Either it is not a considerable factor for purchasing or totally unimportant to them.

224 **17 j) Sales Promotion**

225 Sales promotion includes a wide assertion of selling consumer goods like different types of incentives to convene
226 to purchase. From the marketer's viewpoint they want to dramatize the product offers and boosting sagging
227 sales. In the point of consumer attraction lower middle class people are deeply involved with such strategy. As
228 sales promotion tells -"Buy it now" -lower middle class people also react strongly to this approach.

229 **18 March**

230 Factors Considered By Lower Middle Class People of Khulna City, Bangladesh on Buying Some Selective
231 Consumer Products In detergent major portion of money is spending among these four categories. As a result
232 little sales promotion affects the purchasing by increasing buying. But for the other three factors it remains just
233 above in indifferent point.

234 **19 k) Label Information**

235 Label information gets least consideration for the lower middle class people. Even they are not at all concern
236 about the label information. They just know the name (brand) and buy it. So by reading the label information,
237 purchasing the product is not a well-practiced factor among the lower middle class people of Khulna city.

238 **20 l) Convenient Location**

239 For daily consumer product people are reluctant to go apart from their residence to far apart if it remain available
240 in the nearby retailer/grocery shop. If there is no vast price change most of the people want to get their desired
241 product from the most convenient location. Source: Field survey But if there remain high price consideration,
242 people of lower middle class people are ready to go far from their nearest one. Better quality and core benefit
243 supply may also act as influential factor in purchasing. People then rate theses more importantly than convenient
244 location.

245 **21 IV.**

246 **22 RANKING**

247 As a influential factor that control the buying behavior of the direct consumers, some importance factors are
248 rated. On the basis of mean position that means, which factors achieved highest position from one to five is
249 identified. These factors are ranked according to their mean value. Higher mane get higher ranks and lower gets
250 lower Here in case of toothpaste and detergent price gets the heights priority to the lower middle class people
251 whether core benefit is situated at the top position for shampoo and soap a) Findings

252 The factors that the lower middle class people consider when they purchase some consumer products or how
253 they react towards some issues are identified in this paper. The following matters represent the key effecting
254 factors, location and demographic profile in buying nature of the surveyed people for the study purpose.

255 **23 P Profile of the surveyed respondents**

256 The total number of the respondents for this paper purpose is 200. From different areas of Khulna city their
257 opinion was collected. As it is difficult to properly identify the status of lower middle class, the income rang
258 of Tk. 7000-10, 000 is taken as standard lower middle class. As judgement sampling method is used for the
259 study purpose, people out of these income rang have just avoided. It is also very much interesting that social
260 and economic class conflicts strongly to define a class. For example a person with a university degree, a teacher
261 or lawyer may have the same or lower income than a car mechanic. So the economic position just considered
262 for our study purpose. In case there remain more than earning members, all of them are treated as individual
263 respondents.

264 **24 Price sensitivity of lower middle class people**

265 The people of lower middle class showed some typical characteristics like -high price sensitivity. As these are
266 low involvement products, price does not matter so much in their monthly income. But they are always price
267 conscious. Even more they change their user rate as an immediate reaction to price change. They also try to
268 balance in this trend-Core benefit-Price-Quality.

269 **25 Lesser brand loyalty**

270 Lower middle class people are comparatively less brand loyal. They consider company and brand as a single
271 identity. Sales promotion and some other reinforcements derive them to switch them from one brand to another.

272 **26 Quality -core benefit consideration**

273 Lower middle class people of Khulna treat core benefit and quality synonymously. The strong the presence of
274 core benefit, the higher rating of quality as an influential attribute to them.

275 **27 b) Conclusion**

276 Buying behavior of consumer goods has a strategic importance for the business market analysis. It is more
277 important when it cover a big portion of the total locality. For the urban areas like Khulna-lower middle class
278 people is covered with a larger portion of its total population. Their buying behavior is closely affected by some
279 attributes-like convenience, promotion, perceived and achieved value and some other core benefits. Theses classed
280 people consider price as the most important aspects for choosing theses low involvement products. Even they are
281 ready to sacrifice the facilities of convenience of the products when they get price-off facilities from any particular
282 brand. They are less concern about the brand preference, and consider the core benefit level of different company
283 same when they purchase a consumer goods like -soap or toothpaste. It is clear that the urban lower middle class
284 people are mostly depends upon the local brand as it is well known to them. They also frequently change brands
285 when they get some facilities through sales promotion or other via. This phenomenon tells about the most price
286 orientation tendency of the people of this class. Most of the cases these people depends o the nearby retail shop
for their product.



Figure 1: 2012 MarchFactors

287

¹MarchFactors Considered By Lower Middle Class People of Khulna City, Bangladesh on Buying Some Selective Consumer Products

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2**1: Purchasing Frequency**

Buying Frequency No. of Respondent	
Once a month	63
Once a Fortnight	17
Once a week	0
Whenever needed	120
Total respondents	200

Source: Field Survey

Though in daily consumer goods the buying frequency varies factor to factor, family to family but we considered those factors constant and find out a normal purchasing pattern.

Chart 2.1: Buying Frequency

[Note: Source: Buying frequency table]

Figure 2: Table 2 .

2**2 : Outlet position**

Outlet Type	No. of Respondent
Nearby Store	132
Departmental Store	26
Shopping Mall	20
Total respondents	200

Source: Field survey

Chart 2.2 : Preferred Outlet Type

Source: Outlet position table

iii. Information Source**Table 2.3 : Information Source**

Information Source	No. of Respondent
TV Ad	51
Radio Ad	5
Print Ad	22
Bill Board	2
Seller	5
Friends, family, neighbor	6
All of the above	109
Respondents	200

Source: Field Survey

Chart 2.3 : Information Source

[Note: MarchFactors Considered By Lower Middle Class People of Khulna City, Bangladesh on Buying Some

Selective Consumer Products Source: Information source table]

Figure 3: Table 2 .

27 B) CONCLUSION

2

4 : Timing of taking the decision	No. of Respondent
Timing of taking the decision	
At Home	95
At the Shop	105
Total respondents	200
Source: Field survey	

Figure 4: Table 2 .

2

5 : Decision Maker	No. of Respondent
Decision Maker	
Husband	30
Wife	118
Children	52
Respondents	52
Source: Field survey	
Char 2. 4 : Decision-Maker	

[Note: Source: Decision making table d) Tendency to stick to a single brandFrom the research tat we have found most of]

Figure 5: Table 2 .

2

Figure 6: Table 2 .

3

1: Position of price in production selection

P Product	M Mean	M Mode	F Frequency ((%)	of m mode
T Type				
Tooth paste	4.68	5	131	65.5
Shampoo	4.37	5	104	52
Soap	4.16	5	111	55.5
Detergent	4.90	5	162	81

Figure 7: Table 3 .

3

5

2 : Attitude towards well-known brand name

Brand Name	Mean	Mode	Frequency (%) of mode
Tooth paste	3.92	5	34 17
Shampoo	3.84	5	31 15.5
Soap	4.07	5	87 43.5
Detergent	3.02	5	11 5.5

Source: Field survey

Figure 8: Table 3 .

3

3 : Quality consideration in buying
Mean Mode Frequency Percentage

Brand Name	Mean	Mode	Frequency (%)
Tooth paste	4.20	5	72 36
Shampoo	4.22	5	105 52.5
Soap	4.22	5	88 44
Detergent	4.37	5	59 29.5

Source: Field survey

Figure 9: Table 3 .

3

4 : Effect of core benefit

Brand Name	Mean	Mode	Frequency (%)
Tooth paste	4.30	5	71 35.5
Shampoo	4.51	5	101 50.5
Soap	4.71	5	143 71.5
Detergent	4.79	5	166 83

Figure 10: Table 3 .

3

Brand Name	5 : Value-added benefits	Mean Mode Frequency (%) of	mode
Tooth paste	2.92	3	101
Shampoo	2.94	3	94
Soap	2.98	3	99
Detergent	2.02	2	76
			39

Figure 11: Table 3 .

3

Brand Name	6 : Seller's influence on buying	Mean Mode Frequency Percentage	(%)
Tooth paste	2.18	2	156
Shampoo	3.16	3	144
Soap	2.80	2	98
Detergent	2.05	1	96
			48

Figure 12: Table 3 .

3

Brand Name	7 : Influence of container size/package on buying	Mean Mode Frequency	of mode	Percentage (%)
Tooth paste	3.79	4	105	52.5
Shampoo	3.92	4	111	55.5
Soap	3.80	4	109	54.5
Detergent	3.90	4	113	56.5

Figure 13: Table 3 .

3

8 : Effect of product color on buying					
Mean Mode Frequency Percentage					
Brand Name					(%)
Tooth paste	3.05		3	89	44.5
Shampoo	2.59		2	121	60.5
Soap	3.22		3	123	61.5
Detergent	1.05		1	178	83

Source: Field survey

Figure 14: Table 3 .

3

9 : Aroma considerations in buying					
Mean Mode Frequency Percentage					
Brand Name					(%)
Tooth paste	3.75		4	101	50.5
Shampoo	2.59		3	92	46
Soap	3.81		4	127	63.5
Detergent	2.06		2	162	81

Source: Field survey

Figure 15: Table 3 .

3

10 : Sales promotions					
Mean Mode Frequency Percentage					
Product					(%)
Tooth paste	3.40		4	105	52.
Shampoo	3.59		4	112	55
Soap	3.53		3	88	44
Detergent	4.06		4	139	69.5

Source: Field survey

Trail amount, extra or free, coupon, price off
such types of short-term offering affects the purchasing
of lower middle class people in the following pattern-
Increase short-lived purchasing significantly
Sometimes motivate to switch from a well-known
product name to another
Influence impulse buying strongly

Figure 16: Table 3 .

27 B) CONCLUSION

3

Brand Name	11: Label information			
	Mean	Mode	Frequency	Percentage (%)
Tooth paste	1.96	1	102	51
Shampoo 2.12		2	107	53.5
Soap	1.03	1	152	75
Detergent 1.36		1	117	58.5

Source: Field survey

Figure 17: Table 3 .

3

Brand Name	Mean Mode Frequency Percentage			
				(%)
Tooth paste	3.85	4	170	85
Shampoo 3.58		3	152	75
Soap	4.06	4	169	84.5
Detergent 4.02		4	161	80.5

Figure 18: Table 3 .

4

1 : Factors ranking (5 highly ranked factors from 1-5)				
Rank (S)	Toothpaste	Shampoo	Soap	Detergent
1 1	Price	Core benefit	Core Benefit	Price
2 2	Core Benefit	Price	Quality	Core benefit
3 3	Quality	Quality	Price	Quality
4 4	Brand	Container	Brand	Sales
	Name	Size	Name	promotion
5 5	Convenient location	Brand	Convenient location	Convenient location

Source: Factor analysis table(s)

Figure 19: Table 4 .

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