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FOREIGN PRODUCTS PURCHASE INTENTION

AHASANUL HAQUE

# FOREIGN PRODUCTS PURCHASE INTENTION

*Remarkable Facts of Bangladeshi  
Consumers*

AHASANUL HAQUE  
NAILA ANWAR CHOWDHURY  
MOHAMMAD ARIJE ULFY

FOREIGN PRODUCTS PURCHASE  
INTENTION: REMARKABLE FACTS OF  
BANGLADESHI CONSUMERS

AHASANUL HAQUE  
NAILA ANWAR CHOWDHURY  
MOHAMMAD ARIJE ULFY

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## **DEDICATION**

This book is dedicated to the Co-Author's parents, Mohammed Rafiqul  
Anwar Chowdhury and Zakia Khanam.

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## **LIST OF ABBREVIATIONS**

SPSS	Statistical Package for the Social Sciences
AMOS	Analysis of Moment Structure
EFA	Exploratory Factor Analysis
CFA	Confirmatory Factor Analysis
SEM	Structural Equation Modelling
MI	Modification Indices
AVE	Average Variance Extracted
CR	Construct Reliability
CFI	Comparative Fix Index
RMSEA	Root Mean Square Error of Approximation
df	Degree of Freedom
GFI	Goodness-Of-Fit Indices

## PREFACE

In today's increasingly globalized world, the choices consumers make about what they buy are more complex than ever before. The proliferation of foreign products in domestic markets presents a significant challenge to marketers, scholars, and policymakers alike, especially in emerging economies such as Bangladesh. This book, *Foreign Products Purchase Intention: Remarkable Facts of Bangladeshi Consumers*, is the outcome of a comprehensive academic journey aimed at understanding the intricate behavioural patterns, values, and motivations that guide consumers in Bangladesh when making purchase decisions regarding foreign products.

This work combines theoretical foundations with empirical insights, and it is guided by a commitment to academic rigour and contextual relevance. The research explores critical constructs such as religiosity, ethnocentrism, brand image, country-of-origin perceptions, and product quality, each examined in light of their impact on consumer behaviors within the Bangladeshi context.

The study fills a significant gap in existing literature by providing fresh insights into the factors influencing consumer intention in a developing country that has received limited attention in this regard. I hope that the findings and analysis presented here will serve as a valuable resource for academicians, marketing professionals, policy analysts, and future researchers interested in consumer behaviors, cross-cultural marketing, and international business strategies.

The journey of creating this book has been both intellectually stimulating and personally enriching. It has required unwavering dedication, critical inquiry, and the generous support of many individuals who have played pivotal roles at different stages of this endeavor. I am pleased to share this scholarly work with the wider academic and professional community and hope it contributes meaningfully to our collective understanding of consumer behaviors in globalized markets.

— Ahasanul Haque, Naila Anwar Chowdhury & Mohammad Arije Ulfy

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Appreciation is also due to the many respondents who participated in the study and generously shared their time and experiences, which were vital to the analysis and findings presented in this book.

Special thanks are offered to everyone who has supported this work in any capacity through guidance, critical feedback, or encouragement. Though they remain unnamed, their influence is deeply felt and sincerely appreciated. It is hoped that the knowledge shared in this book will contribute meaningfully to academic discourse and provide valuable insights for scholars, practitioners, and readers interested in consumer behaviors, international marketing, and emerging market dynamics.

— *Ahasanul Haque, Naila Anwar Chowdhury & Mohammad Arije Ulfy*

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