

IMPACT OF INDIAN DRAMA SERIALS ON BANGLADESHI CONSUMERS' PURCHASE INTENTION AND BEHAVIOR FOR INDIAN FASHION PRODUCTS

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ABSTRACT

Satellite television channels have been a major source of entertainment globally for the audience for decades now and the drama serials shown on these channels have played a significant role in connecting consumers from different parts of the world and create purchase intention for consuming products and services from other cultures through the process of acculturation. Researches indicate that global consumers nowadays are becoming increasingly culturally heterogeneous. While there have been many researches on the various agents of cultural change, a little has been covered on the role of drama serials in affecting the purchase intention by consumers. This study goes through a self-administered survey in Dhaka, Bangladesh to collect data from a sample size of 250 respondents using the concept of Theory of Planned behavior regarding how the exposure to Indian drama serials impact their purchase intention for fashion products. The findings from this research add value to the existing knowledge about the significance of television drama serials as a driver of acculturation process and consumption choice and how the marketers can use this information to come up with better marketing strategies.

Keywords: Acculturation, Purchase intentions, Indian drama serial, Indian fashion products, Culture, Theory of planned Behavior

1. INTRODUCTION

In this era of globalization and internet, consumers from all over the world are exposed to numerous media sources from both within and outside their national culture. This exposure allows consumers to learn about different cultures apart from their own. A phenomenal increase is observed in the Twenty-first century in cultural diversity and acculturation in the Western world (Schwartz et al., 2010) and this trend is evident for the Asian subcontinent part too.

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Multiple researches in the cultural aspect have shown a strong evidence that the global homogeneous customers are increasingly becoming culturally heterogeneous when it comes to consumers from individual countries (Cleveland, M., & Laroche, M., 2007). The Asian countries and cultures are also experiencing similar trend when it comes to the effects of acculturation. Though there are many drivers which affect the acculturation process, one major source is satellite television channels and the drama serials that are shown in these channels. Media has always been a great source of influence on consumers. The exposures that consumers have towards different cultures can also motivate them to try to consume different products and services placed in these serials from these channels. This notion is quite common with the audience of Bangladesh who regularly watch Indian drama serials and are heavily influenced by the different products and services shown in those serials.

Although the earlier studies have acknowledged the various agents of culture change (Kizgin et al., 2017; Penaloza et al., 1999), there has not been enough research in finding out the role of acculturation imposed through television drama serials among consumers. Apart from being entertained through different sources of media entertainment like drama serials and movies, consumers also are exposed to product placements and acculturation which ultimately has an impact on their purchase behavior (Nagar K., 2016). During the last two decades, the popularity of Indian drama serials and movies have been increasing consistently among the Bangladeshi audience. According to a study conducted by Dhaka University, about ninety percent women in Bangladesh watch TV, among them 60 percent women are regular viewers of Indian drama serials and the most popular channel is 'Star Jalsha' which is a Bangla TV channel from India popular for its daily soap operas (The Daily Star, 2016).

Apart from the entertainment sector, Indian TV channels are also influencing the purchase intention of Bangladeshi consumers a lot through their drama serials. Because of the similarity between Indian and Bangladeshi cultures, the Bangladeshi audience often are attracted by the products shown in the Indian drama serials. Sometimes the set interior, jewelries, dresses, hair styles, make ups by the actors become more important to the audience than the story line (Ghale&Karna, 2009) of these drama serials.

The objective of the research is to find out whether the drama serials and the acculturation process Bangladeshi consumers go through by watching these serials has a role in shaping their purchase intention and behavior in purchasing Indian fashion products. Exploring such influence will allow a better understanding of media imperialism and acculturation impact on consumers and how this can be utilized by marketers to offer more suitable products and services to consumers. Knowing how Bangladeshi consumers are attracted towards Indian products

could allow Bangladeshi marketers to have a better insight regarding consumers' preferences and thus they could offer products and services that would be better accepted and appreciated by the consumers.

This study has organized the rest of the paper in four parts. The first part discusses the relevant literature reviews from different sources and the second part includes the Model hypotheses development done with the help from the literature review. The third part describes the data collection procedure as well as the scales adopted and the results from the survey. The last part discusses the finding and mentions the possible implications of the findings to marketers and academics.

2. LITERATURE REVIEW AND HYPOTHESIS

2.1 Impact of Culture and Acculturation on Consumers' Buying Behavior

Culture has always played an important role in shaping the intention and behavior of the consumers (Durmaz Y. et al., (2014); Mooij M. & Hofstede G., 2004). Apart from the national culture and sub culture, now a days consumers are also being exposed to many foreign culture from the viewership of different medias through satellite television channels and internet. This exposure provides the opportunity to know more about the foreign cultures and to learn about them. The process of learning a new or foreign culture is known as Acculturation (Schiffman et al., 2016). For international marketers, the study of acculturation is a must as consumers will only be interested in buying a foreign product or service when they know about it. The more consumers learn about a new culture and perceive it interesting; the higher will be the chances for them to buy the products or services from that particular culture.

2.2 Impact of Indian Drama Serials on Bangladeshi Consumers

Media has always been a great source of influence on consumers. Apart from being entertained through different sources of media entertainment like drama serials and movies, consumers also are exposed to product placements and acculturation which ultimately has an impact on their purchase behavior (Nagar K., 2016). During the last two decades, the popularity of Indian drama serials and movies have been increasing consistently among the Bangladeshi audience. According to a study conducted by Dhaka University, about ninety percent women in Bangladesh watch TV, among them 60 percent women are regular viewers of Indian drama serials and the most popular channel is 'Star Jalsha' which is a Bangla TV channel from India popular for its daily soap operas (The Daily Star, 2016).

The increasing popularity of the Indian drama serials has been considered as a great threat not only to the local TV channels but also to the Bangladeshi culture. Our national TV channels are suffering because of the popularity of the Indian serials as the viewership of the local TV channels are decreasing as viewers are more interested to watch Indian TV channels and their drama serials. According to Mostafa Kamal Sayeed, the Chief of News for the Bangladeshi private television channel NTV, Bangladeshi audiences are losing interest in the country's telefilms or serials due to weak storyline as well as too many commercial breaks in between the serials (The daily Star, 2016).

There has also been criticisms regarding the acculturation impact these Indian TV channels are having on Bangladeshi audience. The story lines for the drama serials all include topics like family conflict, extra marital affairs, domestic violence, unstable relationships, conflict between mother-in-law and wife etc. and also promote materialism (Khanam D. et al., 2014). All these seem to have a negative acculturation impact on Bangladeshi viewers' norms, values, socialization process as well as social institutions.

2.3 Impact of Indian Drama Serials on Bangladeshi Consumers' Purchase Intention for Indian fashion Products

Apart from the entertainment sector, Indian TV channels are also influencing the purchase intention of Bangladeshi consumers a lot through their drama serials. Because of the similarity between Indian and Bangladeshi cultures, the Bangladeshi audience often are attracted by the products shown in the Indian drama serials. Sometimes the set interior, jewelries, dresses, hair styles, make ups by the actors become more important to the audience than the story line (Ghale&Karna, 2009). In a study on Bangladeshi women audience for Indian drama serials, it was found out that they were interested in the costumes, jewelries, make up and fashion shown in the drama serials also (Khanam et al., 2014). This is the reason there is a huge demand for Indian fashion products in Bangladesh and almost every shopping mall have numerous shops that sell Indian fashion products. Recently in Bangladesh there are hundreds of online pages, especially on Facebook, that sell Indian dresses and jewelries to the Bangladeshi consumers. Every year, a great number of Bangladeshi people travel to India for various purpose and they spend a huge amount of money on purchasing Indian fashion products, especially during festivals like Eid and Puja. And Indian drama serials play a significant role here as the Bangladeshi consumers get to learn more about Indian fashion products through these serials that ultimately creates purchase intention.

2.4 Theory of Planned Behavior

The model of Theory of Planned Behavior (TPB) was initially introduced by Ajzen (1991) as a revised and extended version of the Theory of Reasoned Action (TRA), previously presented by Ajzen and Fishbein (2000). This revised version comprised of three factors namely attitude, subjective norms (SN) and perceived behavioral control (PBC) for individuals. It has since been widely accepted as a predictor of individual's intentional behavior compared to other predictor theory models (Ali et al., 2017; Dusuki and Abdullah, 2007). Several studies including Ercsey, 2017, Prapavessis et al., 2015, Godin et al. (1993), Shih & Fang, 2004 etc. have shown the effective use of TPB in individual's intention and decision making behaviors.

This latest model of TPB states the influence of subjective norms, beliefs and purchase behavior control on purchase intention which ultimately may result in Purchase Behavior. Godin et al. (1993) mentioned in their research on the pattern of Influence of Perceived Behavioral Control that the Theory of Planned Behavior includes the attitudes and social norms which are parallel determinants of intentions to act, along with perceived behavioral control.

In this research paper, the model of Theory of Planned Behavior has been used as it has been found that consumers form awareness while making purchase decision for fashion items including clothings and accessories items after they become exposed to Indian products and brands through television drama serials and other programs.

Research has identified the impact of some independent factors which may influence the purchase intention by the Bangladeshi consumers. The factors which has been included here are mainly social and psychological, which together can form either positive or negative attitude towards certain object or situation. Among these factors, attitude, subjective norms and perceived behavioral control are considered in forming purchase intention and the impact of this intention on consumers' ultimate buying behavior (Netemeyer et al., 1995).

2.4.1 Attitude

The inner feelings of the consumers about certain objects. It is a psychological factor which intrigues consumer action towards purchase intention. However, attitude can be either positive or negative and having positive attitude does not always indicate the purchase behavior of a customer.

H1: Watching Indian drama serials has a positive impact on Bangladeshi consumers' attitude towards Indian fashion products purchase intention.

2.4.2 Subjective Norms

Subjective norm is something which influences human actions psychologically, as it refers to peer evaluations and reference group influences. As Ahmad et al. (2014) referred; the subjective norms are the combination of personal estimate of social pressure to perform or not to perform the targeted behavior. Subjective norms have 2 subcomponents as – normative belief and motivation to comply with any action. Subjective norm is a reflection of one's perception regarding social pressure to perform in a certain behavior. If an individual is convinced that behaving in a certain way would be appreciated by his/her reference group, then it would motivate him/her to accept that behavior. Studies have shown relationship between subjective norm and consumer purchase intention, hence the following hypothesis is proposed:

H2: Watching Indian drama serials has a positive impact on Bangladeshi consumers' subjective norms towards Indian fashion products purchase intention.

2.4.3 Belief

Belief signifies the trust and loyalty towards certain products and brands. The credibility of media where the products are positioned and the acceptability of actors and actresses in common people are very important to create this belief (Becerra E. P. et al., 2011).

The study has tried to find out whether the Bangladeshi consumers have such faith on the media and programs and also on the actors and actresses whom they see regularly in Indian television channels.

H3: Watching Indian drama serials has a positive impact on Bangladeshi consumers' belief towards Indian fashion products purchase intention.

2.4.4 Perceived Behavioral Control

Perceived behavioral control is an indicator of the degree of control an individual perceives to possess over performing the specific behavior (Kang et al., 2006). Hence, individuals who perceive a higher degree of perceived control on his/her behavior would have a stronger intention to be engaged in a certain type of behavior (Ajzen, 1991). Having more access to resources like time, money and relevant exposure and skillset helps people to have a higher perception of control and this leads to an increase in their behavioral intentions. The following hypothesis is thus

formed:

H4: Watching Indian drama serials has a positive impact on Bangladeshi consumers' perceived behavioral control towards Indian fashion products purchase intention.

2.4.5 Purchase Intention

Purchase intention is the indication that tells about the consumer's approach towards buying a product or service. To a high extent it depends on the feeling about the brand or on the feeling towards the advertisement or the product itself.

H5: Watching Indian drama serials has a positive impact on Bangladeshi consumers' purchase intention towards Indian fashion products purchase behavior.

3. THEORETICAL FRAMEWORK

The following Figure shows the above hypotheses adopted for the research:

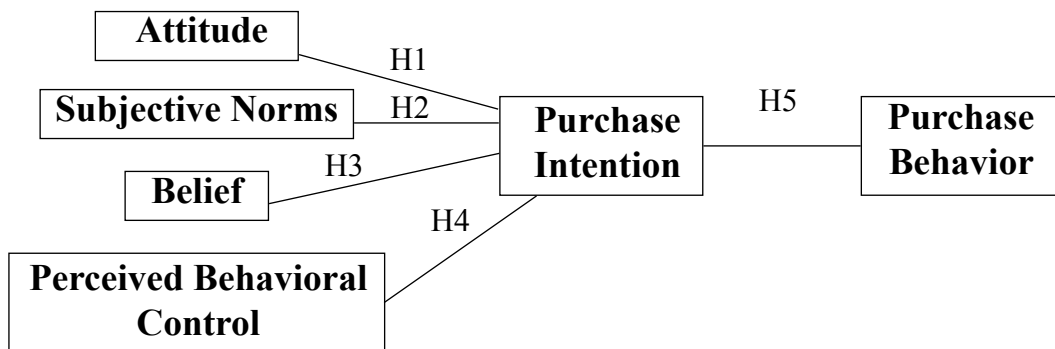


Figure 2: Adopted Research Framework developed by the Authors

4. RESEARCH METHODOLOGY

4.1 Research Type

This research is conducted by both exploratory and quantitative approaches. Since very little information is available regarding acculturation influence through Indian drama serials on Bangladeshi consumers' purchase intention and behavior, this research mainly depends on primary data collection and research method. To find out whether Indian drama serials actually influence Bangladeshi consumers or not, a Focus group

discussion was first conducted among 16 regular viewers of Indian drama serials and they were also interviewed separately. Convenience sampling method was used in this process and the discussion and interviews supported strongly that the participants were heavily influenced by the different aspects of the Indian drama serials and they felt strong attraction towards the fashion products, make over, interior, travel destinations etc. from watching the serials. This perspective was then further identified and then used to prepare a detail questionnaire for facilitating a quantitative research on this topic.

4.2 Questionnaire Design

For sample collection a total of 250 questionnaires were distributed and 248 questionnaires were filled up correctly, using online instrument and were taken for the research purpose. After the collection, data was tabulated and entered into the spreadsheet and afterwards has been analyzed using the SPSS V21 statistical software. Out of these 248 respondents, 132 were female (53.2%) and 116 were male (46.8%) respondents.

A target sample of 248 respondents were approached for doing the survey and interview. For this, we have selected the students of North South University as we have limited time and scope to do our research. Firstly the emphasis was given on taking deep insights from our academicians of North South University to gain in-depth idea. Open ended questions were asked to get extensive idea on theoretical background. The interviews were conducted as focus group discussion and also as one-to-one basis. Time limit was strictly maintain for focus group and individual interviewee. The sample was 10 in terms of academicians from the department of Marketing and International Business of School of Business.

Based on the insights of the focus group discussion and interviews, a structured questionnaire was designed to find out more information related to Bangladeshi consumers' acculturation experience. We have also collected information from the parents of the students to fulfill the criteria for mature aged consumers. The survey questionnaires were formed based on various scales and from the help of previously used standard questions of other researchers. Likert scale is used for marking the response in a range of 1= Strongly disagree to 7= Strongly agree. The questions were prepared based on relevant scales on Attitude, Subjective Norms, Belief, Perceived Behavioral Control, Purchase Intention and Purchase Behavior. For the profile part for respondents, multiple choice questions have been prepared. To find out respondents' responses regarding the chosen factors, a 7-point Likert Scale has been introduced (Strongly Disagree=1, Disagree=2, More or less disagree=3, Undecided=4, More or less agree=5, Agree=6, Strongly Agree=7).

5. DATA ANALYSIS

5.1 Data Collection

Total of 275 questionnaires were distributed and 248 questionnaires were filled up correctly and were taken for the research purpose. After the collection, data was tabulated and entered into the spreadsheet and afterwards analyzed using the SPSS V21 statistical software. Out of these 248 respondents, 132 were female (53.2%) and 116 were male (46.8%) respondents.

5.2 Analysis of the Findings

Table 1 - Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	7777.794	7	1111.113	63.658	.000a
Residual	4084.305	234	17.454		
Total	11862.099	241			

a. Predictors: (Constant), Ethnocentrism, Belief, Group Conformity, Subjective Norms, Perceived Behavioral Control, Materialism, Attitude

Here, the level of Significance is less than 5%. Which means, the overall influence of all the independent variables is acceptable. $F= 63.658$, it is the test value, which generally refers that 64% of total influence is measurable.

5.3 Reliability and Validity Analysis

Before beginning the analysis, the reliability and validity of the factors have been checked for maximum accuracy. A reliability test has been conducted to find out the value of Cronbach's alpha for each of the variables which have been used in the research study.

Table 2: Validity and Reliability Analysis

Reliability Scale Name	Cronbach's Alpha Value	Number of Items
a) Subjective Norms	$\alpha = 0.75$	4
b) Purchase Intention	$\alpha = 0.92$	4
c) Perceived Behavioral Control	$\alpha = 0.78$	4
d) Belief	$\alpha = 0.87$	5
e) Attitude	$\alpha = 0.88$	4

Source: Estimated Result

Above mentioned values prove that the questions structured for the variables are reliable enough to make a conclusive decision.

5.4 Correlations - Coefficient Analysis

Table 3 - Coefficients^a

Model B	Unstandardized Coefficients		Standardized Coefficients		Sig.	95.0% Confidence Interval for B		
	Std. Error	Beta		t		Lower Bound	Upper Bound	
(Constant)	-3.840	1.303			-2.947	.004	-6.407	-1.273
Subjective Norms	.319	.065	.242		4.891	.000	.191	.448
Perceived Behavioral Control	.368	.064	.302		5.713	.000	.241	.494
Belief	.076	.059	.080		1.289	.199	-.040	.191
Attitude	.258	.080	.210		3.243	.001	.101	.415

a. Dependent Variable: Purchase Intention

From the ANOVA table, we see that the P value (0.000) is less than 0.05; therefore, we reject the Null Hypothesis and accept the Alternative Hypothesis. It means that, at least one of the 4 independent variables explain significant variability in customer Behavior.

5.5 Testing Research Hypotheses

The Hypotheses testing shows that H1, H2, H3 and H5 are accepted whereas H4 is rejected. This indicates that attitude, subjective norms and perceived behavioral control has influence on Bangladeshi consumers’ purchase intention for Indian fashion products whereas belief does not have a significant influence. Again, the test shows that positive impact exists for Bangladeshi consumers in terms of purchase behavior as an impact of purchase intention formed by attitude, subjective norms and perceived behavioral control.

Table 4: Testing Research Hypotheses

Variables	Hypothesis	Level of sig-nificance	Accept / Re-jected
Attitude	Watching IDSM has a positive impact on Bangladeshi consumers' attitude towards purchase intention of Indian fashion products.	.001	Accept
Subjective Norms	Watching IDSM has a positive impact on Bangladeshi consumers' subjective norms towards purchase intention of Indian fashion products.	.000	Accept
Perceived Behavioral Control	Watching IDSM has a positive impact on Bangladeshi consumers' perceived behavioral control towards purchase intention of Indian fashion products.	.000	Accept
Belief	Watching IDSM has a positive impact on Bangladeshi consumers' beliefs towards purchase intention of Indian fashion products.	.199	<i>Rejected</i>

6. CONCLUSION AND MANAGERIAL IMPLICATIONS

The study aimed at finding out more about acculturation impact that Indian drama serials have on Bangladeshi consumers and how this impact ultimately influences the consumers' purchase intention as well as their purchase behavior. Different aspects including subjective norm, attitude, belief and perceived behavioral control have been investigated to find out which ones play relevant role in shaping the acculturation process for the consumers. The major findings of the paper clearly demonstrate a strong impact of the Indian drama serials on Bangladeshi consumers that is evident in their choice of Indian fashion products in terms of purchase intention and purchase behavior. Marketers of Bangladeshi fashion products may find these outcomes beneficial as they can design their products with such designs that Bangladeshi consumers may find appealing. Globalization has made it inevitable that consumers will be attracted towards products from different parts of the world, and this demand can be met by local producers too if they can be aware of the particular demand and also of how this demand can be met by producing products and services the consumers find attractive. This research imparts valuable insights on the impact of acculturation process through viewership of television drama serials on Bangladeshi consumers' purchase intention and behavior for Indian fashion products by indicating the significant role of attitude, subjective norms and perceived behavioral control.

The findings of the study reveals that acculturation through media imperialism plays a significant role among Bangladeshi consumers towards buying Indian fashion products and this can be a notable consideration for retailers to increase consumers' purchase intentions for the specific product categories. As a result, retailers can develop effective marketing strategies emphasizing similar collections that consumers are exposed to through television serials to satisfy the need of the potential customers.

7. LIMITATIONS AND FUTURE RESEARCH

The sample size that was selected for this study mostly represent the major urban areas of Bangladesh and there may have been variations in the findings if the sample characteristics had varied in terms of geographic location. This may be considered as a limitation of the study as the attitude and purchase intention of the urban population have not been incorporated in this study. There could have been a change in findings if the rural population were also included in the respondents sample.

Based on the findings of this research study, several possible future studies can be suggested. First, future research could be done by considering the moderating effect of ethnocentrism as the impact of ethnocentrism is supposed to have a moderating impact on customers' purchase of foreign made products. Secondly, future research can be conducted by including more factors of acculturation like movies, literature etc. on consumers' purchase intention for a more varied categories of products and services including medical tourism, tourism, food, education etc. Finally, further research could be done on how consumers' preference towards stores offering Indian products may get altered as a result of their positive attitude and purchase intentions. A positive attitude towards such stores can increase the likelihood of customers' store purchases and consequentially increasing the stores performances in business terms.

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