

Internship Report

On

Consumers' Brand Preference towards Hygiene products in Bangladesh: A study on ACI Consumer Brands (Hygiene)

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Date of Submission: 29 June 2025

Letter of Transmittal

29 June 2025

Professor Dr. Meher Neger

Department of Marketing

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Subject: Submission of Internship Report Paper.

Dear Sir,

By the grace of Almighty Allah, I have been successful to complete this report. Here is the report of **“Consumers’ Brand Preference towards Hygiene Products in Bangladesh: A Study on ACI Consumer Brands (Hygiene Products).”** It gives me immense pleasure to submit the Internship Report to accomplish the partial requirement of MBA program. Preparing of this report helps me to gather experience and knowledge that would be needed for us to meet today's challenging job market. My effort will be highly glad if any one finds it interesting and effective one.

I sincerely believe that the findings of this report may help to the academicians, students, researchers as reference. For any kind of explanations and clarifications of any part of this report, please make me oblige by contact. I sincerely hope this report will receive your attention and approval.

Yours Sincerely,

.....

Nazmul Hoque Sakib

Roll No: 22307007

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Declaration of Student

I am Nazmul Hoque Sakib, declaring that the internship report presented on as the topic is **“Consumers’ Brand Preference towards Hygiene Products in Bangladesh: A Study on ACI Consumer Brands (Hygiene Products).”** as a part of MBA program.

I enjoyed preparing this report, which enriched my practical knowledge of the theoretical concept. I tried my level best to reflect the operation aspects of the hygiene market, which is complementary to the theoretical and practical knowledge.

I am very much glad for giving me the opportunity to prepare this report, provided effective guideline, hope that this report will bring image value, and meet the standard for desire expectation.

.....

Nazmul Hoque Sakib

Roll No: 22307007

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Session: 2022-2023

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Declaration of Supervisor

This is certified that the internship report on **“Consumers’ Brand Preference towards Hygiene Products in Bangladesh: A Study on ACI Consumer Brands (Hygiene Products).”** has been prepared by Nazmul Hoque Sakib, Exam ID: 22307007, MBA Reg No: 22307007, 13th batch, Session: 2022-2023, Department of Marketing, Comilla University. The report has been prepared under my guidance and supervision. He has tried his best to do this successfully. I think this program will help him in the future to build up his career.

I wish his successful completion of the MBA program.

.....

Professor Dr. Meher Neger
Chairman, Department of Marketing
Comilla University

Acknowledgement

I would like to express my gratitude to all the people that were involved both directly and indirectly in the preparation of this report. My heartiest gratitude to all whom have sincerely assisted me in preparing this report in a benefiting manner. I would like to extend thank to the honorable Supervisor Professor Dr. Meher Neger, Chairman, Department of Marketing, Comilla University for his guidelines and valuable insights regarding the preparation and completion of the report. More specifically, I would like to thank her for imparting her time and wisdom. I want to thank all the officials of ACI Consumer Brands (Hygiene Products) that were involved. I would like to thank them for giving me the required information to commence this report and for providing the permission to do the required research work.

Finally, I want to thank my parents and my friends whose influence and inspiration has enabled me to complete this report. At last, I shall be grateful to those persons who read this report and who shall get benefit from this report at present and future.

Yours Sincerely

.....

Nazmul Hoque Sakib

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Appointment Letter

From
AGM , HR

Advance Chemical Industries PLC.
Dhaka

To
Mr. Nazmul Hooque Sakib
S/O. Md. Mahmudul Hoque
Vill : Charkijirpur P.O. Sakpura,
P.S: Boalkhali, Dist: Chattogram.

Your ref

Our ref
ACI-HR/SR/03-2025

Date
03 March 2025

Temporary Employment

We are pleased to offer you temporary employment as **Territory Sales Officer** at , Staff ID: **C57713** in **Consumer Brands - HP Sales**, under the supervision of **Zonal Sales Manager** on the following terms and conditions:

1. The tenure of your temporary service will be from **05 March 2025** to **31 January 2026**.
2. During the contract period you will be paid Tk.30000/- (Thirty Thousand Taka Only) per month and TA/DA as per company policy.
3. The contract may be terminated by either party by giving one month notice on the other party without assigning any reason. This engagement will automatically terminate on expiry of the contract.
4. Your working hours will be determined from time to time as per requirement of the job you are assigned to.
5. During this period of contract you will not engage yourself in any other occupation.
6. You will be entitled to 14 days Sick Leave and 10 days Casual Leave during the tenure of this contract. You shall have to avail the leave before expiry of this contract.
7. You will be entitled to Tk. 15000/- in Eid-ul-Fitr and Tk. 15000/- on another festival during the tenure of this contract. This bonus is however payable on successful completion of three months period of job.

If you accept the employment with us on the terms and conditions mentioned above, please return the duplicate copy of this letter duly signed. We sincerely hope that your career with the Company will be prosperous and rewarding.


Mohammad Sharifur Rahman Majumder
Assistant General Manager, HR

I have read the above letter and confirm that I accept the engagement on the terms and conditions offered in this letter.

Signature: _____
Nazmul Hooque Sakib

CC: Zonal Sales ManagerSenior Officer, HRS; Personal File.

Executive Summary

Branding has always been an important aspect of marketing. Brand is a powerful differentiator in a highly competitive market place. It provides the company the power to deflect competitive moves. A strong brand rings trust, confidence, comfort and reliability in the customer's mind. Brands live in the minds of consumers and are much more than just a tag for their recognition and identification. They are the basis of consumer relationship and bring consumers and marketers closer by developing a bond of faith and trust between them. The promise of brand is consistent with reliable quality, service and overall psychological satisfaction.

Brand preference is the selective demand for a company's brand rather than a product; the degree to which consumers prefer one brand to another. Brand preference can be achieved by creating the positive brand image in customers mind. Brand image is the consumer's impression about the brand's physical characteristics, its performance, the functional benefits, the kind of people who use the product, the emotions and associations it develops, and the imagery or symbolic meanings, it generates. The brand choice decisions are critical for marketer. Understanding how customers arrive at specific brand choice is essential for brand development.

There is no doubt about the position of ACI. People across Bangladesh rely on hygiene products every day to maintain cleanliness and well-being, and ACI Consumer Brands has become a trusted name in this essential sector. ACI is one of the most promising companies in Bangladesh's fast-moving consumer goods market, particularly in the hygiene segment. The company is emerging as a leading provider of hygiene products by continuously introducing new items, ensuring product quality, adopting modern manufacturing technologies, and enhancing the skills of its workforce. From diaper to sanitary napkin, anti-bacterial baby wet tissue, and personal care essentials, consumers are increasingly satisfied with ACI's offerings compared to other hygiene brands. ACI also strives to deliver a sense of safety and freshness through their products, reinforcing customer trust and making them feel they are using the best hygiene solutions available.

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Chapter One

Introduction

1.1 Background of the study

Hygiene products play a crucial role in daily life by promoting cleanliness, personal care, and overall health. These products include items designed for various life stages and hygiene needs ranging from baby care to feminine hygiene and adult care. Modern hygiene products are developed with specialized ingredients such as antibacterial agents, moisturizing elements, herbal extracts, and clinically tested formulas to ensure both safety and effectiveness.

The origins of hygiene practices can be traced back to ancient times when natural ingredients like rosewater, neem, honey, and herbs were commonly used for cleansing and wellness. Over the centuries, these traditional methods evolved with scientific advancement into a structured hygiene industry. In contemporary society, especially in developing countries like Bangladesh, the demand for accessible, effective, and affordable hygiene products has grown significantly due to rising health awareness, urbanization, and improved access to information.

In Bangladesh, the growth of the hygiene product market accelerated in the early 2000s, supported by increasing awareness about health, menstrual hygiene, infant care, and personal grooming. ACI Consumer Brands emerged as a prominent player in this sector by offering a diverse range of hygiene products catering to specific needs of women, infants, and adults.

ACI's hygiene product portfolio includes Freedom Sanitary Napkin, which is widely trusted for menstrual hygiene; Freedom Hair Removal Cream and Freedom Intimate Wash, developed for personal grooming and hygiene care for women; Twinkle Baby Diaper, Twinkle Baby Feeder, Twinkle Baby Soap, which serve essential infant care needs; Respect Adult Diaper for elderly hygiene and incontinence support; and ACI Fruitsal and Angelina Hyaluronic Booster, which are used for skin care and wellness. These products are tailored to meet the demands of both urban and rural consumers, with attention to affordability, comfort, and quality.

The hygiene industry has gained momentum globally, especially following the COVID-19 pandemic, which reinforced the importance of hand hygiene, menstrual health management, and baby care. In regions such as South Asia, Africa, and the Middle East, hygiene product consumption continues to grow as consumers become more health-conscious and proactive about personal and family care.

Each hygiene product has unique attribute, such as skin compatibility, absorption quality, packaging, fragrance, and price that influence consumer choice. In such a competitive market, brands like ACI have developed strong customer trust through consistent product performance,

wide distribution, and awareness campaigns. This has resulted in growing brand preference and loyalty among Bangladeshi consumers.

Against this backdrop, the current research is framed to explore two critical questions: firstly, whether consumers show brand preference when choosing hygiene products; and secondly, how factors such as product quality, health awareness, and availability affect brand loyalty in the hygiene product market of Bangladesh.

1.2 Origin of the report

The Master of Business Administration (MBA) program requires a three-month internship attachment with an organization, followed by a comprehensive report approved by both the organizational supervisor and the assigned faculty advisor. I had the opportunity to complete my internship at ACI Consumer Brands, a prominent division of Advanced Chemical Industries Limited, known for its contribution to the hygiene product sector in Bangladesh. This report focuses on the hygiene industry, specifically analyzing consumer brand preference across ACI's hygiene product range, which includes Freedom Sanitary Napkins, Twinkle Baby Diapers, Baby Soap and Feeders, Respect Adult Diapers, Freedom Hair Removal Cream, Freedom Intimate Wash, ACI Fruitsal, and Angelina Hyaluronic Booster. The study explores how factors such as quality, availability, trust, and product attributes influence consumer choices and brand loyalty in Bangladesh's hygiene market.

1.3 Problem Statement

This study explores brand preference and the key factors influencing consumer choices in the hygiene product segment, with a focus on ACI Consumer Brands. As hygiene becomes increasingly vital in modern life, factors like brand image, product quality, availability, and user experience play a crucial role in shaping consumer behavior. With the constant introduction of new products driven by technological and lifestyle changes, consumers frequently reassess their preferences. The study aims to understand the perceptions and purchasing attitudes that drive loyalty or brand switching in this evolving market

1.4 Objective of the Study

1.4.1 Broad Objectives: To evaluate, analyze and get idea about brand preference of customers in Hygiene industry in Bangladesh.

1.4.2 Specific Objectives:

- To find out the level of influencing factors that influence on customer preferences
- To analyze the impact of brand preference overall growth ACI Consumer Brands (Hygiene Products).
- To examine the current customer retention programs and development program of ACI Hygiene Products.
- To measure the attitude of consumers towards ACI Hygiene Products.
- To know the reason of brand preference

1.5 Scope of the Study

The main aim is to find out the preferred brand of Hygiene products by the consumer in Bangladesh. This study is helpful to the Producers to identify the consumer perception, beliefs and behavior for improving their products to introduce new tactics in order to increase their sales. Brand loyalty, perception and buying behavior of respondents are also studied in this research. A competitive environment is the dynamic external system in which a business competes and functions. The more sellers of a similar product or service, the more competitive the environment in which you compete.

1.6 Limitation

The sample size is limited to 200 respondents only, so the results obtained cannot be generalized. The results of large sample size may differ from the smaller size. The participant could be affected by the location they are in during the interview or survey being conducted. Many of the questionnaires had irrelevant and incorrect answers filled in by the respondents leading to errors in the study. Research is done through a sample survey, which is always prone to errors of bias and prejudice. Another limitation of the study was heterogeneity found in gender of respondents because the male respondents (64%) are more than female respondent (36%).

Chapter Two

Literature Review

2. Literature Review

The review of literature can help a researcher to build up the conceptual framework about certain topics. Some selected reviews have been presented below to find out the specific research gaps.

2.1 Quality

Researchers agree that perceived quality is an important element that affects consumer behavior (Akdeniz & Calantone, 2015; Batra et al., 2014; Dabholkar, 2015; Severi & Ling, 2013). Consumer's brand evaluation, purchase experience and brand's association leads to perceived quality and brand image. If consumers have a positive quality perception for a brand, it means their evaluation for the brand will also be positive. Consequently, this will affect consumer's purchase intention, loyalty and hence they will recommend the brand to others (Chabowski, Samiee, & Hult, 2013).

Perceived quality affects marketing communications, builds brand associations and influence consumers' purchase intentions. Consequently, it leads to brand loyalty, forms positive associations and memories in consumer's minds. Therefore, marketers must ensure to improve those brand's quality indicators that help in developing consumer's positive associations (Batra et al., 2014).

Consumers generally have a positive image towards global brand as compared to local brand even, if the quality and values associated with local brands are superior. Consequently, companies have been forced to move towards global brands. Studies found that consumers draw the quality inference of a product through brand names. Since global brand have strong brand image, therefore consumer perceive them of high quality (Aggarwal, Singh, & Prashar, 2014; Chabowski et al., 2013; Kapferer, 2012).

H1: Quality has a positive effect on consumer brand preference.

2.2 Price

Existing consumers are genially influenced by price promotion strategy (Dawes, Meyer-Waarden, & Driesener, 2015). This strategy immediately increases sales, but as soon as it ends, the sales also drop back to their original levels. In the context studies found that price cuts do increase consumer loyalty and seldom generate new customer (Dawes et al., 2015; Han, Lee,

& Kang, 2013). Contrarily others are of the opinion that price promotion undermines company's value and dilutes brand's image. Any positive effects of price cut is short lived (Cummins & Mullin, 2010; Dawes et al., 2015). Price cuts and promotions, according to some provide opportunities to consumers to try new products and brands. If new brands provide desired satisfaction, consumer might develop association and relationship with the new brands (Cummins & Mullin, 2010)

Furthermore, some researchers are of the opinion that the price promotions has a positive effect on the brand in short run time, but in long run it will reduce brand's value (Cummins & Mullin, 2010; Li & Yada, 2015). Nevertheless, price promotions and price cuts enable consumers to try new products, develop an association with them and build a relationship in the long run. If the new product fulfills the needs and satisfies the consumers this may lead to future influence their future purchase choices (Li & Yada, 2015)

While exploring the negative effects of price promotion in retail outlet studies found that price cut although immediately increases the sales and demand of the product, but consumers become apprehensive about the quality of the product. Price discounts also have a cannibalization effects on the sales and it adversely affect power of the brand (Li & Yada, 2015).

H2: Price has a positive effect on consumer brand preference.

2.3 Availability

Ehrenthal et al. (2014), aside from revenue losses, availability can have a negative influence on the effectiveness of purchasing and marketing efforts, as well as expenditures on information and operational systems. It cannot only result in errors in ordering and logistical operations, but it can also reduce the effectiveness of promotional campaigns. That is why; availability can have a positive and significant relationship with brand preference.

H3: Availability has a positive effect on consumer brand preference.

2.3 Advertisement

Consumers while selecting hygiene products give least importance to price, packaging and availability and more importance to quality and advertising (Law & Braun-LaTour, 2004; Uribe, 2016). In a study, it was found that respondents while purchasing hygiene products give

least importance to price, packaging and other variables (Uribe, 2016). Consumer's inclination towards hygiene products depends on the quality of the product and on heavy advertising. Television advertisements are found to be most effective medium for generating awareness about the product. Therefore, it can be used for influencing targeted consumers' purchase intention (Jurca & Madlberger, 2015). Consumers who purchase a brand mainly due its quality and emotional attachment are not price sensitive (Jurca & Madlberger, 2015; Singh & Hu, 2012). In the context of advertising effectiveness, it was found that advertising and consumer choice has a significant relationship. Additionally, television was found to be the most preferred medium followed by internet, outdoor awareness creating activities, newspaper and radio, for creating awareness (Uribe, 2016). Recall rate of television advertisements is highest, which positively influences consumer's purchase decision (Muralidharan, La Ferle, & Sung, 2015). Advertising influences brand switching, but it does not affect consumer's repeat purchase rate especially for the consumers who have recently purchased the brand. The switching generally remains confined to current and previous brands (Volkov & Laing, 2015) Variables such as price and packaging have not contributed significantly towards consumer purchase intention (Mahmoud, 2015; Michael & Nedunchezian, 2012). Thus, marketers in their advertisement campaign should concentrate on nostalgia to create a bond between the product and the consumers, to increase brand recall and purchase intention. Advertisements are also used to create awareness about quality and taste of products in order to attract and retains consumers (Michael & Nedunchezian, 2012).

H4: Advertisement has a positive effect on consumer brand preference.

2.5 Brand Preference

Consumer's preference for a brand helps in forming positive attitudes and purchasing intentions towards it (Che, Erdem, & Öncü, 2015). Consumer preference thus refers to those behavioral tendencies through which consumer gives preferences to one brand over other (Velavan, Kumar, & Raj, 2015) A variety of brands are available in the market, therefore consumers evaluate them on the basis of their brand-preference (Batra, Ramaswamy, Alden, Steenkamp, & Ramachander, 2014). When consumers' preferences shift from one brand to other brand, it will affect the performance and market shares of that brand, accordingly. Additionally, consumers desired attributes in a product are linked with consumers' brand preferences and brand perceptions (Wang, 2015). Consumers' preference thus boosts

consumers' purchase intention of those brands that they have selected/favored in their brand evaluation process. Purchase intention on the other hand refers to consumer's probability of purchasing a brand or service in future (Chau, 2013; Che et al., 2015).

2.6 Conceptual Framework

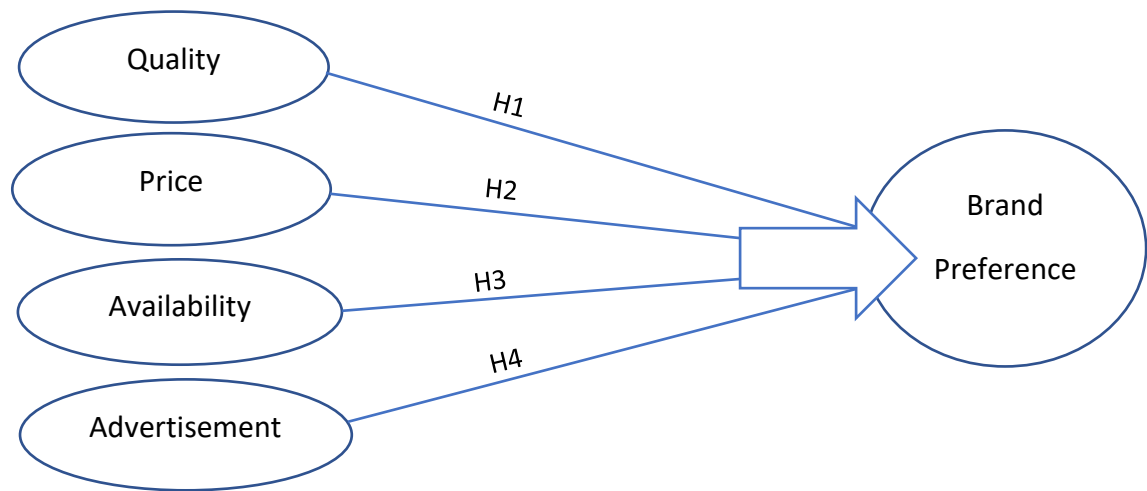


Figure 2.1: Proposed research model

Chapter Three

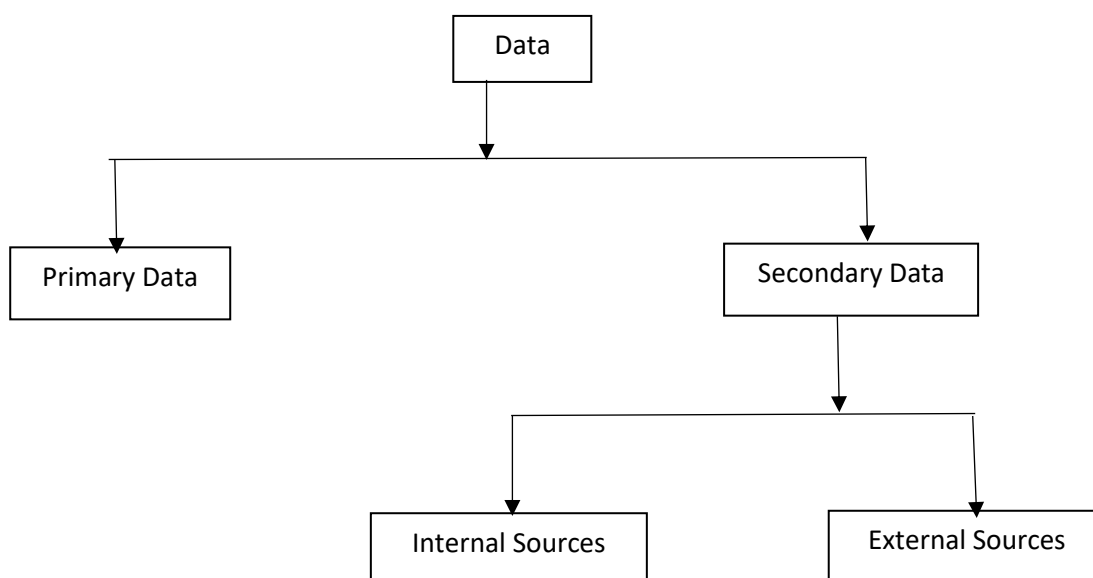
Methodology

3.1 Research Type

The study is explorative in the context of ACI Hygiene Products for the aspects focused mainly on the Brand preference of customers in hygiene industry in Bangladesh. In addition, it can also be termed as descriptive and analytical. Where Descriptive research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. In fact, the study quantitative in nature. In natural and social sciences, and sometimes in other fields, quantitative research is the systematic empirical investigation of observable phenomena via statistical, mathematical, or computational techniques. The objective of quantitative research is to develop and employ mathematical models, theories, and hypotheses pertaining to phenomena.

3.2 Sources of Information

Most of the data of this report is based on the primary data. However, some secondary data sources are also used for the background study.



3.2.1 Primary Data: For primary data, the data gathered from pertinent information by surveying among the consumers who buy hygiene products (diapers & sanitary napkin).

- Direct observations.
- Face to face conversation with consumers.
- Relevant file study as provided by the officers concerned.
- Practical overview.

3.2.2 Secondary Data: For secondary data, the data collected and read from various relevant literature, books, articles, and magazines. It also collected through.

- Published document of ACI Consumer Brands (Hygiene).
- International journals.
- Website information.
- Annual report on ACI Consumer Brand (Hygiene)

3.3 Questionnaire

A questionnaire is a research instrument consisting of a series of questions and other prompts for gathering information from the respondents. A questionnaire is often designed for statistical analysis of the responses. The questionnaire technique is used to design the basic questions related to ACI consumer brands (hygiene). In the questionnaire, multiple-choice question included for demographic information and five-point Likert scale included for the statement of brand preference.

3.4 Sampling Plan

3.4.1 Sample Area:

- ✓ National Area
- ✓ Social Media
- ✓ Comilla University Area
- ✓ Cox's bazar Area
- ✓ Chattogram Area

3.4.2 Sample Size and techniques

Sample size is determined by applying convenience-sampling technique. Where a convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach. The study keeping the sample size in a limit because of the time constraint and other limitations, 200 consumers are the sample size of this survey. The sampling size conducted among students, Businessman, Service holder and others.

3.5 Data Collection Technique

A data collection is the process of collecting raw material and information on variables of interest. Data collection is an important aspect of any types of research study. Inaccurate data collection can influence the result of a study and ultimately lead to invalid results. The main purpose of data collection is to collect quality of information about a particular topic, translate the collection rich data analysis, and allow the building of a convincing and credible answer to question that have been posed.

A format of questionnaire is formulated for collecting data in details. In this regard, questionnaire of the survey is distributed among the consumers of ACI Hygiene through social media and website. Online data collection is becoming an essential and efficient tool for evaluators, researchers, and other educators.

Data also collected by personal interview. Where, a personal interview survey, also called as a face-to-face survey, is a survey method that is utilized when a specific target population is involved. The purpose of conducting a personal interview survey is to explore the responses of the people to gather more and deeper information.

3.6 Data Analysis

Simple statistical tools have been used to analyze the data. Statistical tool including frequency, mean, standard deviation, multiple regression, ANOVA, coefficient and percentage method has been used here. Data on demographic variables- gender, age and highest academic achievement were processed and reported through descriptive analysis. Analysis means a critical examination of the assembled and grouped data for studying the characteristics of the object under study and it refers to methodical classification of the data.

Chapter Four

Company Profile

Overview of ACI Hygiene Products

4.1 Introduction

ACI Hygiene Products, a division of ACI Limited, focuses on manufacturing and marketing a range of hygiene products for both personal and household use. The hygiene product industry in Bangladesh began to gain traction in the late 1990s, with growing awareness around health, personal care, and cleanliness. Over time, the influence of modern lifestyles, urbanization, and increasing health consciousness has driven the rapid expansion of this sector. By the early 2000s, multiple local and international brands had entered the market, offering a range of products tailored to different consumer needs. (ACI Consumer Brands, 2024)



ACI Hygiene, a strategic business unit under ACI Consumer Brands, has emerged as a leading name in this evolving industry. With a strong focus on women's health and infant care, ACI Hygiene offers trusted brands such as *Freedom Sanitary Napkin*, *Savlon Twinkle Baby Diaper*, and *Savlon Antiseptic Wet Wipes*. These products are manufactured through advanced facilities, and distributed nationwide via an extensive and reliable supply chain. ACI Hygiene has established a significant and growing presence in Bangladesh's hygiene market, driven by quality, innovation, and deep understanding of consumer needs.



ACI Centre (Head Office)

4.2 Mission

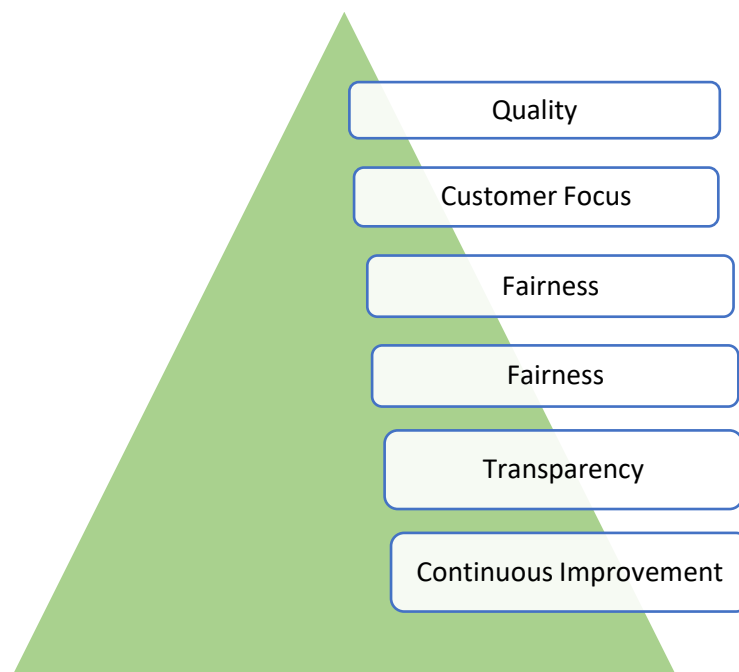
ACI's Mission is to enrich the quality of life of the people through responsible application of knowledge, technology and skills. ACI is committed to the pursuit of excellence through excellent products, innovative processes and empowered employees, to provide the highest level of satisfaction to our customers

4.3 Vision

To realize the Mission, ACI will:

- Provide products and services of high and consistent quality, ensuring value for money to our customers.
- Endeavour to attain a position of leadership in each category of our businesses.
- Develop our employees by encouraging empowerment and rewarding innovation.
- Promote an environment for learning and personal growth.
- Attain a high level of productivity in all our operations through effective utilisation of resources and adoption of appropriate technology.
- Promote inclusive growth by encouraging and assisting our distributors and suppliers in improving efficiency.
- Ensure superior return on investment through judicious use of resources and efficient operations, utilizing our core competencies.

4.4 Values



4.5 ACI Limited Consumer Brands Hierarchy:

The entire hierarchy starts from the top, which is business director he is under the managing director of all consumer brands. The BD has the power to launch the business unit by the permission of MD. Within the single business he appoint a head of sales and manager of marketing, under them there have effective brand and product executives who plan for the market development and practices. In addition, to run the businesses there have an activation officer who activate the entire program and collect the data and reporting that to the superior. Sales admin have to maintain the attendances, primary and secondary report, and salary sheet. Then the chain comes from sales manager who operate the sales in market, monitor all the ZSM, ASM, SS and SR for generating sales. Moreover, work in as plan as marketing. SR collects and give the product as order and the SS monitor them in particular area. Moreover, give the report to the ASM who is the sales leader in that particular area who is the main person of the area. After all done of the report they report to the ZSM. There are only 10 zone's sales mangers all over the country in hygiene division.



Figure 1: Structure of ACI Consumer Brand (Hygiene)

4.6 Overview of the Hygiene Products Market in Bangladesh

Bangladesh currently has a highly competitive hygiene products market, driven by growing awareness about personal care, health, and hygiene. With a tropical climate and increasing urbanization, the demand for hygiene products such as sanitary napkins, baby care items, hand sanitizers, and surface cleaners has significantly risen over the past two decades.

ACI Consumer Brands, through its Hygiene Product Unit, has been at the forefront of meeting this demand. The company first entered the hygiene market in the early 2000s with a strong commitment to quality, affordability, and innovation. At that time, only a handful of products were available, but now a wide range of hygiene solutions has become household names across the country.

For generations, ACI's Twinkle and Freedom brands have been trusted companions in personal care, known for delivering safety, comfort, and confidence in everyday life. From protecting against harmful germs to providing comfort during menstruation and baby care, ACI Hygiene Products have become an integral part of households across the nation.

ACI Hygiene, a unit of ACI Consumer Brands, began its journey with Savlon Antiseptic Liquid, quickly gaining market leadership. Building on that success, ACI launched Freedom Sanitary Napkins, a pioneering brand that introduced awareness campaigns around menstrual hygiene and women's health. Over the years, the company has continued to innovate by expanding into Twinkle Baby Diapers, Twinkle baby Wipes, and more.

To ensure product availability in every corner of Bangladesh, ACI invested in high-capacity production facilities, nationwide distribution networks, and aggressive marketing strategies. The company also established modern manufacturing plants equipped with international-standard technology, ensuring safety and consistency across all its products.

In recognition of its contribution to public health and hygiene awareness, ACI has received numerous accolades both locally and internationally.

4.7 Several Notable Local Players in Bangladesh:

Companies	Brands
ACI Hygiene Products	Freedom Sanitary Napkins, Twinkle Baby Diapers, Savlon Respect Adult Diaper, and Twinkle Baby Wipes ACI Fruitsal, etc.
Square Toiletries Limited	Senora Sanitary Napkins, Supermom Baby Diapers, Sepnil Hand Sanitizer, Sepnil Wipes, Kool Men's Care, Zerocal.
MGI (Meghna Group of Industries)	Happy Nappy Baby Diapers, Anannya Sanitary Napkins, Fresh Handwash, Fresh Tissue, Fresh Disinfectant Spray.
Thai Group of Industries	Thai Sanitary Napkins, Thai Baby Diapers, Thai Baby Wipes (Popular in the mass and semi-urban segments)
Bashundhara Group	Baby Happy Diapers, Bashundhara Tissue, Bashundhara Sanitary Napkins, Bashundhara Wet Wipes

4.8 Brands under ACI Hygiene

There are seven different product categories in hygiene business. Such as Diaper, Napkin, Pregnancy Kit, Feeding solution, Protective care, Baby care, Personal care and so on. In these seven categories of the product, there are more than 58 different products in name, size, quantity, activities. Mainly the business is very concerned about napkin and diaper more than other categories. They operate the business sales and marketing on these categories of 11 | Page products. The most sales of product of this business is Napkin and Diaper. The name of Napkin is “Freedom”, the name of Diaper is “Savlon Twinkle”, and the rest of other product is titled with these two names for all hygiene products. Twinkle is used for children care products and Freedom is used for women care. They are actually focused on two market segment only for women and children. The list of hygiene products categories are given below:

Product Categories of Hygiene Brand						
NAPKIN	DIAPER	PREGNANCY KIT	FEEDING SOLUTION	BABY CARE	PERSONAL CARE	PROTECTIVE CARE

Figure 2: Products Category of ACI Hygiene

4.8.1 Two Strong Business segment

The whole Hygiene department based on and concerned on female and baby health care. The two strong side of the business is Female hygiene and Baby care. The team always focus more on these two sides of the business and get most of the profit from sale these products. The business wants to provide health protection on Female and Children's external and internal health protection. The business they operate all over country, attract the customer to fulfill the customers demand, and try to make them satisfied. Now beside the business overview I would like to present this two strong product lines overview in this report for the demand of these products in the market. When I have visited for market knowledge, it is giving me the interest to know about these products over view. These Two strong product lines of this business are:

1. Female Hygiene
2. Baby Care

4.8.2 Female Hygiene

Freedom Sanitary Napkin

Napkin has highest absorptive capacity and best dry feel reflects in the users to be their best. Overview of the business Freedom is an international standard Sanitary Napkin produced by world's latest technology. Most absorbent capacity and feel the best dry entitled the users to be their best. Freedom Sanitary Napkin Portfolio has fertilized with 13 SKUs under two product categories- Easily Open and Straight of types. Freedom has also launched Pregnancy Test Strip and Cassette recently in the market. These kits are provided 100% accurate results within 5 minutes and utilize USFDA approved technology.



Figure 3: Female Hygiene Products

Operations of female hygiene

Freedom products are available in all retail Generals, Retail Drug Outlets, and Departmental Stores and Super Shops and fashion houses. Marketers provide mass awareness campaigns in Schools and Garments have significantly increased the brand's market growth. To provide also free sampling and trial generation activities are custom regularly to connect the superior product quality. Their interactive Facebook page Freedom Girls have captured the attention of their approximate target audience by providing health and lifestyle tips and also by providing answers to a large number of questions and queries they receives every day.

Market Presence

In the napkin category, freedom has earned the second biggest position in market share. They have a diverse of products beginning from their top category product. Freedom Ultra has targeted for corporate and working women to low cost product. Freedom has earned popularity for the low-income group and the first time users. Freedom napkin has also exported to many countries like Middle east, Myanmar, Uganda and so many countries. Freedom Sanitary Napkin has renowned for the Super Absorbent Polymer (SAP), that instantly fluid in absorbs large quantity. In addition, can soak from inside the pad to assure maximum leakage protection and dry feels. This major competitive benefit than other competitor brands does not have SAP in their regular products. This has enabled Freedom to capture a large market share in a short time period.

4.8.3 Baby Care

Twinkle Baby Diaper is an infallible companion in the wonderful journey called motherhood as product slogan.

Twinkle Baby Diaper

It is as soft and tender as a mother's touch and as cautious, wide-awake and vigilant as a mother's inducement. It has set free the mother's tension by assuring zero leakage and its wetness indicator will tell her about when diaper changed is needed. A mother does the best job in nurturing her shining little baby. ACI Savlon lends hands to be there for every mothers and thought for their babies.

Savlon Twinkle Baby Diaper SKU's: are 3 to 8 kg, 5 to 9 kg, 7 to 14 kg, 13+ kg



Figure 4: Twinkle Baby Diaper

Savlon Baby Wipes

Savlon Baby Wipes work is to carefully clean and refreshing baby's sensitive skin. It has pre moisturized thin wet leafs that help to protect baby's skin from dryness and make the skin comfort. Its antibacterial formula helps to keep baby's skin germ, bacteria and skin disease free.

- Formats: pre-moisturized, jars (120, 160 pcs)
- Features: alcohol-free, pH-balanced 5.5, antibacterial (kills 99.9% of bacteria)

- Designed for sensitive baby skin



4.8.4 Other Products of Hygiene

Without these other strong product line, there are another more product lines in this business such as, feeding solution, protective care, baby care and personal care. In addition, those entire product they sale for earn customer satisfaction in this area for intimate solution. I am going to show those products pictures are given below:



Figure 5: ACI other Hygiene products

4.9 Strategic Expansion and plans

ACI continues to adapt to the evolving needs of Bangladeshi consumers. With plans to further diversify its hygiene portfolio and expand export operations, ACI is committed to providing innovative, safe, and affordable hygiene products.

Recently, ACI submitted proposals for establishing advanced manufacturing units and expanding rural outreach campaigns. The company aims to deepen its market presence in under-served regions such as the Chittagong Hill Tracts and char areas by leveraging digital platforms and mobile distribution models.

With continued innovation and a deep understanding of local needs, ACI Hygiene Products strives to ensure “Hygiene for all”, empowering consumers with the confidence and care they deserve.

4.10 Marketing Mix Activities

Products and Price Hygiene brand has seven categories of product line. As we know there seven categories of product in under two brand name in this business those are Diaper, Napkin, Pregnancy Kit, Feeding solution, Protective care, Baby care and Personal care and in these seven categories there 58 different product line with different price in this seven product segments which is differ from its Size, Price, Work, Name, SKU etc. The price of all hygiene products are very close to similar of others product. Some of these are bit higher than others and some are lower price than others are.

4.10.1 Place

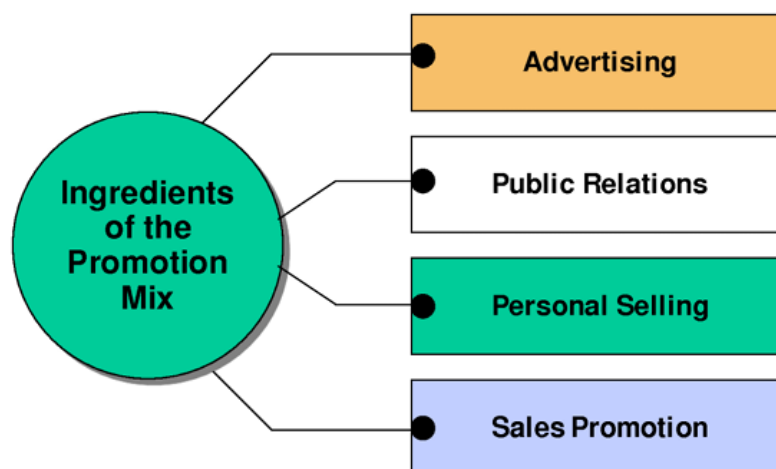
The strategy is same for urban and rural area market, for the placement of product. Then to set the price fixed, warehouse sends their entire products. At first the product are kept in the warehouse then from there distributor take the cartons to the point of distribution. Sometimes the large pharmacy owner work as a distributor and from there they supply the product by SS to the markets, retail store, general store, fashion shops and super shops.

4.10.2 Promotion

The management has a unique strategy for market promotion, they usually distribute the product like others in the market but as a strategy of market development, they have taken some initiatives to attract the seller for the market place achieved. They take lots of activity for promotion like winter and summer Dhamaka offer to promise to give the reward for bestselling or target requirement selling.

4.10.3 Promotional Activities

ACI ltd hygiene department only can develop more than their competitors business to focus more on these criteria. They have to plan well in promotional activities to develop the market and take effective and successful initiative to develop their market.\



4.11 SWOT Analysis of ACI Hygiene

The Strengths and Weaknesses reflect ACI Hygiene's internal capabilities and limitations, while Opportunities and Threats represent external dynamics that influence its strategic posture. This analysis offers a comprehensive view of the company's strategic health and guides future decision-making.

4.11.1 Strengths

- Strong local brand recognition through widely used hygiene brands such as Freedom, Twinkle, and Savlon Respect, trusted across multiple consumer segments.
- Wide distribution network throughout Bangladesh ensures strong market penetration, even in semi-urban and rural areas.

- Backed by the ACI Group, offering financial robustness, diversified business support, and brand equity.
- Product diversification covering key hygiene segments: feminine care, baby care, and adult care.
- Commitment to affordability and accessibility, making essential hygiene products available to price-sensitive consumers.

4.11.2 Weaknesses

- Limited product innovation compared to international competitors, especially in terms of eco-friendly and organic variants.
- Dependence on the domestic market, with minimal regional or international footprint limiting scalability.
- Low consumer engagement through digital platforms, reducing brand-customer interaction in an increasingly digital consumer environment.
- Perceived quality gap in premium market segments when compared to multinational brands like P&G (Whisper, Pampers).

4.11.3 Opportunities

- Rising awareness of personal hygiene in Bangladesh, driven by health campaigns and changing lifestyle habits.
- Expansion potential into untouched rural markets through affordable packaging and community outreach.
- Scope for new product lines, such as organic sanitary pads, biodegradable diapers, or hygiene wipes tailored for sensitive skin.
- E-commerce growth and digital retailing, offering a new distribution channel for hygiene products with direct-to-consumer advantages.
- Partnerships with NGOs, schools, and hospitals for awareness programs and product promotion.

4.11.4 Threats

- Growing number of new local and international entrants in the hygiene product market increasing competitive pressure.
- Price sensitivity of mass consumers, making it difficult to shift toward more premium or eco-friendly offerings.
- Market dominance of global brands like P&G and Unilever, who have greater R&D capacity and marketing budgets.
- Rising raw material costs and supply chain vulnerabilities that can affect production and pricing.

4.12 Customer Retention Strategies of ACI Hygiene

After evaluating consumer behavior and brand positioning, several strategies can be identified that ACI Hygiene Products applies or can adopt to retain customers effectively.

4.12.1 Strong Brand Identity

ACI Hygiene Products has developed trusted and recognizable brand names such as *Freedom*, *Twinkle*, and *Savlon Respect*, each catering to a specific demographic. These names are widely known among consumers and associated with reliability and affordability. Continued focus on building emotional connection through brand campaigns can strengthen retention.

4.12.2 Product Differentiation

ACI maintains clear brand differentiation across its hygiene segments—offering specialized products for women, infants, and adults. *Freedom* caters to feminine hygiene needs, *Twinkle* serves baby care, and *Savlon Respect* focuses on adult care. Differentiation based on quality, comfort, and affordability ensures consumer loyalty across diverse segments.

4.12.3 Retail Promotion and Incentives

ACI often engages retailers through promotional activities such as volume-based incentives, discounts on bulk orders, and free samples. These strategies encourage retailers to actively recommend ACI products to customers, increasing visibility and purchase frequency at the retail level.

4.12.4 Seasonal and Promotional Pricing

While hygiene products are essentials year-round, ACI can optimize pricing strategies during specific seasons or national campaigns (such as back-to-school or healthcare awareness months). Temporary price reductions or bundled offers during such periods can sustain demand and enhance retention among cost-sensitive consumers.

4.12.5 In-Store Visibility and Merchandising

ACI invests in retail presence by securing shelf space in pharmacies, supermarkets, and convenience stores. Eye-catching product displays, branded racks, and regular monitoring by sales representatives help ensure availability and visibility. Improved shelf placement increases brand recall and ease of access, encouraging repeat purchases.

4.13 Achievement of ACI Hygiene

Over the years, ACI Hygiene Products, a wing of ACI Consumer Brands, has received multiple recognitions for its contributions to the hygiene sector, brand excellence, and commitment to public health. Some notable achievements include:

- Best Hygiene Brand “Freedom Sanitary Napkin” by Bangladesh Brand Forum
- Top Trusted Brand recognition for “*Twinkle Baby Diapers*” in consumer surveys
- Corporate Social Responsibility Award for contribution to menstrual hygiene awareness
- National Healthcare Award for promoting public health through hygiene product campaigns
- Excellence in Manufacturing Standards awarded by the Bangladesh Standards and Testing Institution (BSTI)
- Acknowledgement from Ministry of Health for supporting women’s health through nationwide outreach
- Sustainability Recognition for eco-conscious packaging and supply chain practices
- ISO Certification for quality and safety in product development and manufacturing

Chapter Five

Analysis And Findings

5. Data Analysis and Interpretation

Cooper & Schindler (2008) define; data analysis and interpretation are a system of observing directions and structure, correlating statistical techniques, and submitting a summary of the data of sample with frequency distribution and analysis, reliability and validity test with Cronbach's alpha, factors loading, Linear regression analysis, coefficient analysis and correlation between independent variables and dependent variables. This system enables one to interpret the findings in response to research questions. Reliability analysis was the aim to determine the stage of reliability of the data attained from the questionnaire. Regression analysis was evaluated for this purpose. Descriptive statistics and factor analysis were obtained to assess the collected data. Data are collected from respondents encoded in SPSS (Statistical Package for Social Studies) version 25.0 was used.

5.1 Descriptive Statistics

The study of quantitatively describing the characteristics of a set of data is known as descriptive statistics. Frequency Analysis of respondents' data is a part of descriptive statistics which shows the number of occurrences of each response chosen by the respondents. Frequency table describes respondents' demographic characteristics such as- Gender, Age, Education, occupation and income, frequency included with percentage.

5.1.1 Characteristics of Respondents

Table 5.1: Gender of the respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	101	59.4	59.4	59.4
	Female	69	40.6	40.6	100
	Total	170	100	100	

Source: Primary Data

From the above table, this study is describing the gender analysis of males and females, which are (40.6% females and 59.4% males). In this survey, total number of respondents is divided into gender. And it is found that female was 69 in number and male was 101 in numbers.

Table 5.2: Age of respondents

Age					
Valid	Years	Frequency	Percent	Valid Percent	Cumulative Percent
	15-20	23	13.5	13.5	13.5
	21-25	108	63.5	63.5	77
	26-30	31	18.3	18.3	95.3
	Above 30	8	4.7	4.7	100
	Total	170	100	100	

Source: Primary Data

From the above table, it has been found that total number of people who participated in the survey was 170. For this survey, firstly total number of people is divided into age where 13.5% people are 15-20 years, 63.5% people are within 21-25years, 18.3% people are within 26-30 years, and 4.7% people are above 30 years.

Table 5.3: Occupation of respondents

Occupation					
Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Student	124	72.9	72.9	72.9
	Businessman	8	4.7	4.7	77.6
	Government employee	15	8.8	8.8	86.4
	Private service	20	11.8	11.8	98.8
	Others	3	1.8	1.8	100
	Total	170	100	100	

Source: Primary Data

In the questionnaire, a question about profession was present. This chart shows that 72.9% respondents are Student, 4.7% respondents are Businessman, 8.8% respondents are Government Service, 11.8% respondents are Private Service, 1.8% respondents are Others.

Table 5.4: Education of respondents

Education					
Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	SSC or below	4	2.4	2.4	2.4
	HSC	19	11	11	13.4
	Graduate	94	55.6	55.6	69
	Post-Graduate	53	31	31	100
	Total	170	100	100	

Source: Primary Data

In the case of educational qualification, (55.6%) of the respondents are graduates, (31%) of the respondents are postgraduate. (11%) of the respondents are HSC level and only (2.4%) of the respondents are SSC level. Most of the respondents are graduates, and the minority of the respondent is SSC level.

Table 5.5: How much money do you usually spend on Hygiene products

Spend on Hygiene products					
Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Less than 100	66	38.8	38.8	38.8
	100-200	62	36.5	36.5	75.3
	200-300	31	18.2	18.2	93.5
	More than 300	11	6.5	6.5	100
	Total	170	100	100	

Source: Primary Data

Table 5.6: Most Preferable Factor

Most Preferable Factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	123	72.4	72.4	72.4
	Price	36	21.2	21.2	93.6
	Packaging	3	1.7	1.7	95.3
	Advertisement	8	4.7	4.7	100
	Total	170	100	100	

Source: Primary Data

5.2 Reliability Test

Reliability is a measure of the consistency or stability of the test scores. It refers to how dependably or consistently a test measures a characteristic of respondents. The reliability is conducted to ensure the measurements of the questions provide sufficient coverage of the research questions and also concerns the ability of the questions to make accurate predictions. Factor analysis is very beneficial for identifying the factors underlying variables by grouping related variables together in the same factor.

Table 5.7: Result of Reliability Test

Variables	Cronbach's Alpha
Quality	.705
Price	.724
Availability	.689
Advertisement	.759
Brand Preference	.749

Source: SPSS outcomes based on primary data

Table 5.7 presents the reliability of the factors to measure the consistency of the factors. When the value of Cronbach's Alpha is more than .70 that indicates higher internal consistency and

less than .35 indicates that there is lower internal consistency and the factor should be excluded. Here the Cronbach's Alpha value of quality, price, advertisement, brand preference are more than .70. So the questionnaire used in this study has good reliability.

5.3 Regression Analysis

Regression analysis is used to estimate the relationship between dependent variables and independent variables. It identifies which variables impact more, which factor can be ignored and how the factors influencing each other. In this study, there have shown four independent variables on one dependent variable.

5.3.1 Model Summary

The model summary table measures the strength of the relationship between the model and the dependent variable. Here the table 4.8 presenting the model summary of regression analysis where the predictors are Quality, Price, Availability, Advertisement and the dependent variable is Brand Preference.

Table 5.8: Regression Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.815	.809	.38860
a. Predictors: (Constant), Quality, Price, Availability, Advertisement.				

Source: SPSS outcomes based on primary data

Table 5.8 represents the model summary of the study and expressed that there is a positive correlation of four independent variables with dependent variable brand preference. As we know, correlation R value 0.50 is medium and 0.75 is high, here R = 89.7% (0.897) predicted that, the relationship between the variables is strong enough. The coefficient or R square measures the strength of the relationship between hypothesis and dependent variables. Here R Square is indicating that, the independent variables (Quality Price, Availability, Advertisement) are highly associating with dependent variable (Brand Preference). And the Adjusted R Square 0.809 which is close to R Square (0.815 or 81.5%), also representing a deep relation and plays a vital role in explaining the hypothesis of independent variables. The SD is lower than 0.05 that means the data are steady and free from random errors.

5.4 Coefficient Analysis

5.4.1 ANOVA

The Anova method is used to see if the means of two or more groups differ considerably. The F value, also known as the freedom value, represents the overall significance of the hypothesis test for this relationship.

Table 5.9: Significance Testing of Regression Model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.491	4	5.873	38.890	.000 ^b
	Residual	24.917	165	.151		
	Total	48.408	169			
a. Dependent Variable: Brand Preference						
b. Predictors: (Constant), Quality, Price, Availability, Advertisement.						

Source: SPSS outcomes based on primary data

In this ANOVA table, it indicates that Multiple regression analysis is executed to identify the relationship between quality, price, availability, advertisement and brand preference. The table illustrated that, F value is 38.890 and Sig vale is 0.000 with 4 and 165 degrees of freedom. Indicating the significant value less than .05 and F is 38.890 proved that the model is strongly fit and assured as significant.

5.4.2 Co-efficient

This part of the analysis looks at the relationship between dependent and independent variables as moderate, positive or negative and also examines specific partial regression coefficients for accepting and rejecting hypotheses. So, the table 5.10 will indicate if the independent variables are significant or will it be accepted or not or the relationship between independent variable and dependent variable.

Table 5.10: Co-efficient

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.179	.272		4.329	.000
	Quality	.410	.063	.441	6.467	.000
	Availability	-.298	.079	-.338	-3.770	.000
	Price	.251	.044	.372	5.712	.000
	Advertisement	.368	.070	.406	5.239	.000
a. Dependent Variable: Brand Preference						

Source: SPSS outcomes based on primary data

In the table 5.10, regression coefficient values are represented where, t-value more than 1.96 is considered as acceptable and significant value is acceptable as significant as less than 0.05. Here the table executed the relationship using multiple regression analysis and revealed that Availability didn't significantly influence the brand preference ($\beta_1 = -.338$; t-value = - 3.770; $p > 0.05$). Whereas, the table expressed that Quality is the most significant factor and influence the brand preference ($\beta_5 = 0.441$; t-value = 6.467; $p > 0.05$). Price is another significant factor for the study as the table illustrated that Price has positive and significant relationship with brand preference ($\beta_2 = 0.372$; t-value = 5.712; $p > 0.05$). Finally, Advertisement is another most significant factor of the study and predicted as positively affected to brand preference ($\beta_4 = 0.406$; t-value = 5.239; $p > 0.05$).

5.5 Correlation

Correlation measures the degree to which dependent and independent variable move in relation to each other. In table 5.11, the inter variables correlations will be found that all the variables are positively correlated. In correlation, more than 0.3 is consider as a positive relationship between two variables.

Table 5.11: Correlation among Variables

		Quality	Availability	Price	Advertisement	Brand Preference
Pearson Correlation	Quality	1	.572	.256	.407	.508
	Availability	.572	1	.498	.686	.378
	Price	.256	.498	1	.426	.489
	Advertisement	.407	.686	.426	1	.511
	Brand Preference	.508	.378	.489	.511	1

Source: SPSS outcomes based on primary data

According to the table 5.11 it is found that the variables- quality, price, availability, advertisement a positive relationship with brand preference. In correlation, more than 0.3 is considerably acceptable value. Here, Quality range is .508, Availability range is 0.378, Price range is 0.489 and Advertisement range is 0.511 which indicating that there has positive relationship among Brand Preference. Quality, Price, Availability, Advertisement and the dependent variable is Brand Preference. Now, the decisions on hypothesis of the variables are showed in table no 4.12 and the proposed model for the study is verified below in figure 4.8.

Table 5.13: Decision on Hypothesis

Variables	Hypothesis	Beta value	t-value	Sig.	Decision
Quality	H1	.441	6.467	.000	Accepted
Price	H2	.372	5.712	.000	Accepted
Availability	H3	-.338	-3.770	.000	Not Accepted
Advertisement	H4	.406	5.239	.000	Accepted

Source: SPSS outcomes based on primary data

Table 4.14: Decision on Hypothesis

Hypothesis		Decision
H1	Quality has a positive effect on consumer brand preference.	Accepted
H2	Price has a positive effect on consumer brand preference.	Accepted
H3	Availability has a positive effect on consumer brand preference.	Not Accepted
H4	Advertisement has a positive effect on consumer brand preference.	Accepted

Source: SPSS outcomes based on primary data

Hence, the table indicated that H1, H2, and H4 have a positive and significant influence on customer loyalty. So, H1, H2, and H4 are accepted hypotheses and H3 is rejected.

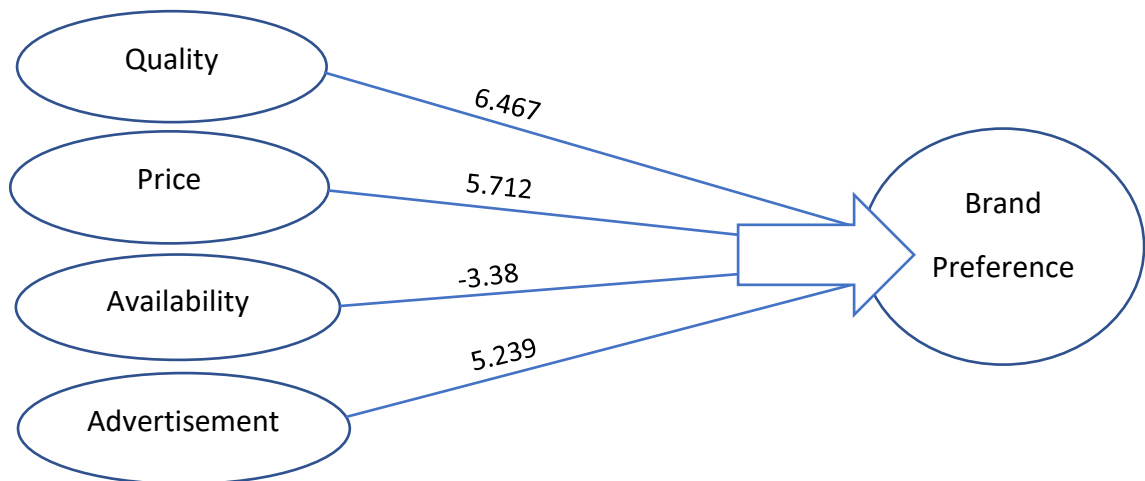


Figure 5.1: Verified Model for Current Study on Brand Preference
(Source: Author's Data)

5.6 Overall Findings of the Study on ACI Hygiene Products

The findings of this research reveal that several factors significantly influence consumer brand preference for ACI Hygiene Products. While consumer attitudes toward the brand vary, the overall perception tends to be positive. Based on the statistical analysis conducted three out of four independent variable; product quality, price, and advertisement, were found to have a significant and positive impact on consumer brand preference. These variables met the required significance level, indicating their relevance in shaping consumer decisions.

Summary of the Study Findings:

A majority of the respondents in this study were male, although female respondents were also well represented. The highest proportion of respondents belonged to the 21–25 age group. Most respondents were graduates, indicating an educated consumer base. A large portion of the respondents were students, reflecting a young and emerging market segment.

Product quality was found to have a strong and positive impact on brand preference, thereby supporting Hypothesis 1 (H1). Price sensitivity also demonstrated a strong and positive influence on consumer preference, validating Hypothesis 2 (H2). Advertising and promotional activities were observed to significantly affect consumer preferences, confirming Hypothesis 4 (H4). The majority of consumers indicated that they prefer ACI Hygiene Products—especially Freedom sanitary napkins and Twinkle baby diapers—due to their perceived quality and affordability.

The relationship between price and brand preference was confirmed to be significant and positive. The study also suggests that ACI Hygiene should enhance product availability in rural and semi-urban areas, where awareness and access are still developing.

In conclusion, quality, pricing strategy, and advertising efforts are the three most influential factors in driving consumer brand preference for ACI Hygiene Products.

Chapter Six

Recommendations and Conclusion

6. Recommendations and Conclusion

This chapter presents the research results and their connection to the research goals and objectives. The study attempts to identify the most significant aspect that may influence brand preference and revealed quality, price, availability and advertisement are the most significant elements to brand preference.

6.1 Recommendations of the Study

To enhance brand preference and customer retention, ACI Hygiene Products should continue prioritizing product quality, as consumers strongly associate brand loyalty with consistent performance and comfort. Maintaining high standards across all product lines will help strengthen trust and reduce brand switching.

Pricing strategies should be refined to balance affordability with perceived value. Introducing smaller, budget-friendly packs and promotional offers can attract price-sensitive consumers while retaining existing ones.

Improving customer engagement through awareness campaigns and feedback mechanisms will help build emotional connection and long-term loyalty. Targeted communication around hygiene education can further reinforce brand relevance.

ACI should expand distribution to underserved rural and semi-urban areas to improve accessibility. Strengthening the supply chain and collaborating with local retailers will ensure consistent product availability.

Lastly, in-store visibility must be enhanced through strategic shelf placement and regular retailer support. Attractive displays and effective merchandising can boost brand recall and influence purchase decisions.

6.2 Limitations and Future Recommendations

Several limitations affected the scope and depth of this study. The sample size was not large enough to generalize the findings to the broader population of ACI Hygiene Product users in Cox's Bazar or across Bangladesh. Time constraints also limited the extent of data collection, analysis, and interpretation.

While the study focused on key factors such as product quality, price, availability, and advertisement, it is likely that additional variables influence consumer brand preference. Factors such as packaging design, product innovation, brand trust, and cultural perceptions may

also play a significant role. Future research should explore these additional attributes to gain a more comprehensive understanding of consumer behavior in the hygiene product segment.

Another limitation is that this study focused only on ACI Hygiene Products and did not include a comparative analysis of other competing brands in the market. Including a broader range of brands could offer more nuanced insights into consumer preferences and market dynamics. However, due to financial and time limitations, such comparative evaluation was beyond the scope of this research.

Furthermore, this study employed only Martin Fischbein's Multi-attribute Attitude Model to measure consumer attitudes. Future researchers are encouraged to apply alternative theoretical frameworks and advanced sampling or analytical techniques to validate and expand upon the current findings.

Overcoming these limitations, in future studies will help in developing more representative and actionable insights for the hygiene product industry in Bangladesh.

6.3 Conclusion

ACI Hygiene Products hold a strong and respected position in the Bangladeshi market, trusted by millions of consumers across the country. As part of the larger ACI Group, the company has steadily grown to become a leading name in the hygiene sector by continuously adding new products, maintaining high quality standards, adopting modern manufacturing technologies, and improving workforce skills. Products like *Freedom sanitary napkins*, *Twinkle baby diapers*, and *Savlon Respect adult diapers* have gained widespread acceptance and satisfaction among consumers compared to competing brands.

This research concludes that several factors influence consumer brand preference for ACI Hygiene Products. Among these, product quality emerges as the most critical factor driving purchase decisions. Price also significantly affects consumers' choices, especially in price-sensitive segments. While demographic factors such as age, gender, and occupation do not strongly influence purchase behavior, advertising and promotional activities have a noticeable impact on brand awareness and preference.

The study highlights that consumer attitudes toward buying hygiene products are shaped by key cues like product quality, pricing, and marketing communications. Brand preference reflects a consumer's inclination to repeatedly choose a particular product, even when other alternatives are available at similar price points. Such preference indicates brand loyalty,

successful marketing strategies, and strong brand equity, which are essential for long-term business growth.

ACI Hygiene Products have earned particular favor among young consumers who value product effectiveness, comfort, and affordability. The company's focus on delivering quality products that meet consumers' daily hygiene needs has been instrumental in building this preference. Advertising frequency and targeted awareness campaigns also help reinforce brand presence and consumer trust.

The research model demonstrated a strong positive relationship between product quality and brand preference. Price sensitivity among consumers remains high, emphasizing the need for competitive pricing strategies. Availability of products was found to have less influence on brand preference, likely due to increasing access across urban and semi-urban markets. However, expanding reach in rural areas remains a priority for future growth.

Consumers today are influenced by various elements of the marketing mix, including product features, promotion, place (distribution), and pricing strategies. Their choices are heavily guided by brand reputation, product quality, and perceived value. In a highly competitive hygiene market, consumers tend to explore different options but remain loyal to brands that consistently satisfy their needs.

Ultimately, ACI Hygiene Products can sustain and grow its market share by continuously aligning its offerings with consumer preferences and by maintaining a customer-centric approach. Meeting the expectations for quality, affordability, and accessibility is key to reinforcing brand loyalty and achieving long-term success in Bangladesh's evolving hygiene sector.

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www.wikipedia.com/ACI_Limited

www.google.com

Appendices

Appendix A: Survey Questionnaire

Dear Respondent,

The following questionnaire has been prepared for my academic research purposes. The objective of this survey questionnaire is to collect information to measure “**Consumers’ Brand Preference towards Hygiene Products in Bangladesh: A Study on ACI Consumer Brands (Hygiene Products).**” Please note that the views expressed in the completed questionnaire will be treated in the strictest confidence. Any information identifying the respondents will not be disclosed.

Requested By:

Nazmul Hoque Sakib
MBA, BBA
Department of Marketing
Comilla University

(Section One: Demographic Profile of the respondent.)

You are requested to provide some background information about yourself. The information provided by you will be kept confidential. Please mark (✓) your response to the following:

Gender:

☐ Male ☐ Female

In which age group are you?

☐ Below 20 years ☐ 21-30 years. ☐ 31-40 years. ☐ 41-50 years. ☐ Above 50 years.

Occupation:

☐ Student ☐ Businessman ☐ Government Service ☐ Private Service ☐ Others

Educational Qualification:

☐ SSC or below ☐ HSC ☐ University or Graduate ☐ post-graduate

How much money do you usually spend on Hygiene products?

☐ less than 100 ☐ 100-200 ☐ 200-300 ☐ more than 300

What are the factors will you prefer while consuming Hygiene products?

☐ Price ☐ Quality ☐ Advertisement ☐ Packaging

(Section Two: Customer Perception)

Please provide information on how you perceive about ACI Hygiene products and specify the strength of your agreement with each statement by marking one number on the scale from 1 where you strongly disagree to 5 where you strongly agree with the statement.

Strength scale of your Agreement

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Factor's statement	1	2	3	4	5
Quality					
Most of the consumers prefer the ACI Hygiene brand because of their appropriate quality.					
As a consumer, do you think that perceive quality to be a strong factor in all your purchase.					
Quality affects my attitude and commitment in repurchasing Hygiene products choice.					
Assuring the good quality of the product can encourage the consumers to prefer the ACI Hygiene brand					
Availability					

The availability of ACI Hygiene increases to prefer the brand.					
I prefer ACI Hygiene because all time I found the brand in rural areas.					
I prefer ACI Hygiene because all time I found the brand in urban areas.					
Every SKU are available in everywhere that's why I prefer most the ACI Hygiene brand					
Price					
I prefer more of ACI Hygiene products because of their offers & discount price.					
I consider & compare the prices of hygiene products before the brand preference.					
An increase in price changes affects me to prefer the brand.					
ACI Hygiene offers premium price products that is why I prefer most.					
Advertisement					
The advertisement of ACI Hygiene very attractive					
Product advertisement influence me for choice the brand					
Advertising influence me to make repeat purchase the same brand					
ACI Hygiene advertisement are very eye caching which makes me more connected with them					
Brand Preference					
I prefer ACI Hygiene because of its quality					
I prefer ACI Hygiene product because of its natural ingredients.					