The Case of Bangladesh Government Banning Japanese Manga Cartoon Show Doraemon: The Antecedents of Consumers’ Avoidance

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The purpose of this paper is to find out the antecedents of consumers’ avoidance towards the Hindi-dubbed Japanese manga cartoon TV show ‘Doraemon’ in Bangladesh. Being the 5th densely populated country in the world, Bangladesh has exposed its inhabitants towards the wide international culture of the whole world. However, the major adoption of foreign culture takes place largely in the city areas. Due to the ease of availability, lack of alternatives and mass appeal, Bangladeshi kids got enormous exposure towards this Japanese manga (animates cartoon character) cartoon show ‘Doraemon’ (Quddusi, 2012). Due to over exposure and the perceived negative impact of this show by the parents and guardians on the kids of Bangladesh, recently Bangladeshi government banned the telecast of Doraemon Cartoon Show in Bangladesh. Through in depth interviews and grounding theory, this paper came up with three major themes or antecedents for parents’ avoidance towards this particular cartoon show. In generic words, this case analysis answers what motivated the parents to express against this show which eventually required Bangladesh government to ban this TV show from the satellite TV channels.

Key Words: Brand avoidance, Japanese manga cartoon, Consumer behavior

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