

# A Systematic Review of the Effects of Marketing Activities on Customer Satisfaction in the FMCG Industry in Bangladesh

**Khandakar Safikul Hasan<sup>1</sup> and Dr. Mahesh Singh Rajput<sup>2</sup>**

<sup>1</sup>Research Scholar, Department of Commerce and Management

<sup>2</sup>Research Guide, Department of Commerce and Management

Shri JJT University, Jhunjhunu, Rajasthan, India

Corresponding Author: Khandakar Safikul Hasan, Email: safikul54557@gmail.com

**Abstract:** *Customers' buying preferences have changed significantly and the FMCG industry in Bangladesh has grown significantly. Influencing consumers' pleasure and brand loyalty requires both physical and online marketing initiatives. The results of studies and research on how various marketing strategies affect consumer satisfaction in Bangladesh's FMCG sector are presented in this review. Narratives from academia and industry were used to evaluate the literature. It has been shown that a variety of marketing techniques increase customer happiness, which in turn increases customer loyalty and motivates consumers to make more purchases. In Bangladesh, strategies that take into account regional customs and promote client engagement have shown to be much more effective. The evaluation highlights challenges that may affect local and international FMCG firms' capacity to successfully use the strategies that have been identified. Finally, recommendations are made for marketers to follow and for academics to look into further.*

**Keywords:** FMCG, Meta-Analysis, Systematic Review, Customer Satisfaction