

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

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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

I. INTRODUCTION

The country's FMCG industry is flourishing as a result of the middle class's rise and the country's growing urban population. Consumer preferences are changing as a consequence of increased disposable income and exposure to worldwide trends. The way businesses interact with their clients has been completely transformed by digital marketing. Businesses in the FMCG industry are increasingly connecting with their clients via digital platforms. At the same time, consumers in Bangladesh are becoming more conscious of the price they pay for goods. Companies that manufacture and distribute FMCG goods must thus constantly enhance their selection to satisfy the demands and inclinations of their clientele. Businesses often utilize a variety of marketing incentives to both promote appropriate purchases and increase consumer satisfaction by giving them the impression that their purchases are worth more. Oyawa & Obafemi, 2024). During the epidemic, consumers were used to buying products and having them delivered straight to their homes. In order to please clients and foster brand loyalty, businesses in Bangladesh's FMCG industry now need to be creative, remain abreast of consumer trends, and use cutting-edge marketing strategies.

For FMCG businesses in Bangladesh to thrive and maintain an advantage over competitors, achieving a high level of customer satisfaction has become essential. Customers who are satisfied with your items are more likely to stick with you and ultimately become loyal patrons. Neupane (2014). There is a strong incentive to thoroughly examine the ways in which various marketing initiatives, ranging from conventional advertising and promotions to digital and experiential marketing, affect customer satisfaction in the Bangladeshi FMCG context, given the swift changes in marketing channels and consumer expectations. With a focus on research that connect marketing tactics to customer outcomes in FMCG markets, this study examines literature from the last 20 years, with a particular emphasis on findings pertinent to Bangladesh and other developing nations. In order to provide a thorough knowledge of their impacts on consumer

satisfaction and brand loyalty, the scope includes a number of marketing disciplines, including branding, product innovation, price, distribution, and communication techniques.

II. RESEARCH QUESTIONS AND OBJECTIVES

This review is guided by the following key research questions:

RQ1: What marketing strategies and activities are employed in the Bangladeshi FMCG sector, and how have these practices evolved?

RQ2: How do these marketing activities influence customer satisfaction and subsequent customer loyalty in the FMCG context of Bangladesh?

RQ3: What strategic implications can be drawn for FMCG firms (local and multinational) seeking to improve customer satisfaction, and what areas require further research?

The study's goals are to summarize what is currently known about the relationship between marketing and consumer happiness in FMCG, pinpoint the tactics that have increased satisfaction the most, and draw attention to gaps and best practices. By doing this, the review hopes to educate academics and marketers on how to promote customer happiness and identify areas that need more study in this area.

III. RESEARCH METHODOLOGY

1. Review Design and Approach

To thoroughly assess pertinent literature on marketing initiatives and consumer satisfaction in FMCGs, a narrative systematic review technique was used. According to academic criteria, the review method was organized as follows: research topics were defined, literature was carefully searched, relevant studies were screened, and the results were thematically analyzed. The varied approaches of the included research made this qualitative synthesis approach suitable. Instead of computing aggregate quantitative impacts, the goal was to synthesize results and generate broader conclusions.

Table 1 Review Design Overview

Component	Description
Review Type	Narrative Systematic Review
Scope	Marketing activities and customer satisfaction in FMCG sector in Bangladesh
Timeframe Covered	2005–2024
Field	Consumer Behavior / Marketing
Data Sources	Google Scholar, Scopus, ResearchGate, Local Journals

2. Literature Search and Selection

Keywords including "FMCG," "marketing," "customer satisfaction," and "Bangladesh" were used to search a variety of sources, including local publications and scholarly databases like Google Scholar and Scopus. Studies that evaluated results pertaining to customer satisfaction, customer loyalty, or consumer perceptions that looked at marketing tactics or activities in the FMCG environment were included. Both quantitative and qualitative empirical research as well as pertinent review or conceptual papers were taken into account. The first searches produced a large number of articles. A group of papers with high relevance was selected for full-text examination after duplicates were eliminated and titles and abstracts were screened for relevancy. Focusing on the FMCG or consumer products industry, explicitly discussing marketing activities and their effects on customer reactions, and publishing in English were important inclusion criteria. To provide a well-rounded viewpoint, papers from Bangladesh and other developing economies were included in the final selection.

Table 2 Search Keywords and Combinations

Primary Keywords	Search Combinations
FMCG	FMCG + marketing + satisfaction
Marketing Strategies	Consumer behavior + FMCG + Bangladesh

Customer Satisfaction	Digital marketing + customer loyalty + Bangladesh
Bangladesh	Product innovation + satisfaction + emerging markets
Consumer Behavior	Distribution + customer satisfaction + FMCG

IV. DATA EXTRACTION AND ANALYSIS

Information on the setting, marketing factors looked at, and conclusions about customer satisfaction and associated results were taken from each chosen research. The study used a thematic approach, with the results being based on similar themes found in several research, such as the significance of product quality or the impact of digital marketing. The review synthesizes individual research findings into more comprehensive teachings by organizing ideas into theme areas. A conceptual foundation for the debate is provided by the review's noting, when available, of the theoretical frameworks that research have used to explain the link between marketing and satisfaction. All things considered, this process made sure that a variety of data was methodically collected and used to answer the study objectives.

Table 3 Inclusion and Exclusion Criteria

Criteria Type	Criteria
Inclusion	Studies on FMCG marketing strategies related to customer satisfaction
Inclusion	Studies focused on Bangladesh and emerging markets
Exclusion	Studies without empirical or theoretical discussion of marketing impacts
Exclusion	Non-English publications or inaccessible full texts

V. RESULTS AND DISCUSSION

1. Evolution of Marketing in the FMCG Sector

As media and customer tastes change, FMCG firms' marketing tactics also need to adapt. Prior to it, the majority of FMCG firms used TV, radio, and newspaper advertisements to reach a large audience. FMCG firms have to implement strategic marketing strategies due to a rise in competition and customers being more picky about their preferred brands. Companies began targeting certain demographics within a broader customer base with their ads. Businesses realized in the 1990s how important it was to develop enduring relationships with their clients. As a result, a lot of companies started offering rewards to clients who consistently bought their goods. Žabkar & Vesel, 2010). Since the turn of the century, the FMCG industry has been greatly impacted by the growth of digital and social media. FMCG businesses started communicating with consumers online and modified their offerings so that each consumer received tailored deals. Many businesses place a high priority on cause and sustainable marketing in order to satisfy their clientele. In order to sustain interest and have happy consumers by staying in contact and meeting their demands, marketers in the FMCG industry are always changing their strategies.

2. Key Marketing Strategies and Their Influence on Satisfaction

In the FMCG industry, a variety of marketing techniques might be useful in raising consumer happiness. With digital marketing, brands can quickly reach and customize messages to their audience, making things easier and giving consumers a sense that their demands are being satisfied. By creating unforgettable encounters with a brand or, ideally, providing engaging and interactive campaigns, experiential marketing also fosters emotional ties. This increases consumers' feeling of loyalty to that specific business. Campaigns for referrals and promotions leverage social influence and provide cash or other incentives. While well-planned promotions may boost customer satisfaction as long as they are managed intelligently in order to maintain good quality, referral programs enable passionate supporters to disseminate favorable word-of-mouth about a company (Hasan et al., 2021; Tuguinay et al., 2023). When the right approach is used and used effectively, it often leads to higher levels of customer satisfaction by strengthening the customer's bond with the brand, improving their perception of the product as a better value, or strengthening their affiliation with the company. According to Sharma et al. (2020) and Morrison et al. (2023), giving customers promotions makes them feel like they're getting a great deal, which can boost their level of satisfaction. Additionally, offering personalized digital communication that suggests products that suit users' preferences shows customers that the business understands them.

Product innovation and effective distribution are equally crucial elements. Because it enables businesses to adapt to changing consumer demands and tastes, continuous product innovation introducing new goods or enhancing features of current ones is associated with customer happiness (Taufik, 2023). According to studies, customer happiness rises when FMCG companies provide unique advantages such as healthier ingredients or new tastes) or higher-quality goods that more closely match consumer expectations (Wiharso et al., 2022; Chauhan, 2023). Effective distribution, however, has to keep up with innovation. Customers will not be satisfied with an innovative product if it is not easily accessible or available. In FMCG, where customers make frequent purchases, accessible product availability is crucial for customer satisfaction. This is ensured by effective distribution channels, which include wide retail networks, stock availability, and prompt replenishment (Schubert, 2010). Omni-channel retail, which combines conventional stores with internet sales, is growing in Bangladesh as a result of initiatives to increase reach and convenience. During times of high demand, like the COVID-19 lockdowns, companies that implemented omni-channel distribution and improved supply chain responsiveness got positive feedback from customers because product availability and service continuity helped to keep customers satisfied (Kawasaki et al., 2023; Muranko et al., 2021).

3. Cultural and Social Dynamics in Marketing

In Bangladesh, marketing initiatives have a significant impact on consumer satisfaction due to cultural and socioeconomic variables. Due to the collectivist nature of consumer culture, individual purchasing choices are heavily influenced by the views of family and the community (Hasan et al., 2021). As a result, using regionally appropriate messaging and content tends to boost consumer happiness and engagement. Campaigns that include local celebrities, local language messaging, or settings that are recognizable to Bangladeshi consumers often improve brand loyalty and trust. In 2023, Chanda et al. Brand satisfaction is also increased when local customs are respected and goods are in line with shared cultural norms (Aziz et al., 2023). Research indicates that when foreign FMCG businesses operating in Bangladesh tailor their worldwide marketing to the tastes and customs of the market, their customers are more satisfied (Lawrence and Mulaw, 2024). Additionally, since Bangladeshi consumers tend to rely on social connections and the influence of their peers, initiatives that encourage product advocacy such as online buzz creation and referral programs increase brand trust. Customers' acceptance of a brand and their level of connection and loyalty to it are greatly influenced by a strategy that takes local traditions into account.

4. Empirical Evidence on Customer Satisfaction Drivers

Several studies conducted in various markets show that certain criteria have a major impact on FMCG consumer satisfaction. Product quality, which refers to how well the product operates as buyers anticipate, is a crucial consideration. If a product meets their expectations and works effectively on a regular basis, customers are more likely to remain happy. Feeling that they are getting a good deal from the product's price point is another important factor for consumers. When consumers believe the value they get from a product justifies the cost, they are more pleased. Customers are more likely to view a product favorably when prices are transparent and represent a reasonable trade-off between price and value. Customer happiness may be increased by providing excellent customer service, simple product access, and satisfying in-person and online purchasing experiences Lamichhane (2024).

Customers' satisfaction levels may be significantly raised via personalized encounters and active customer involvement. Customers feel more important when they participate in programs that reward and honor them or get individualized messages. According to research, customers generally place a high value on businesses that exhibit ethics and promote social issues. This is especially true for younger consumers, who want their purchases to align with their beliefs (Soni et al., 2023). In conclusion, managing the entire customer experience and providing superior core product value are essential for satisfying customers. These empirical findings highlight the need for marketing initiatives to be comprehensive, making sure that the product, price, location, promotion, and after-sales service all meet or surpass customer expectations.

VI. CHALLENGES IN IMPLEMENTING MARKETING STRATEGIES

Although the research identifies successful marketing tactics for raising customer happiness, it also notes that putting these tactics into practice may be difficult. Because Bangladesh's client base is heterogeneous, a one-size-fits-all marketing strategy could not consistently satisfy all groups, which presents a difficulty (Mukhopadhyay et al., 2024).

Businesses must strike a balance between customisation and consistency, which may put a burden on resources. Digital information overload and fierce competition provide another difficulty. Breaking through the "digital clutter" is challenging since so many businesses are fighting for consumers' attention, particularly online (Morkūnas & Paschen, 2023). Even happy consumers are constantly exposed to rival offers, so marketing initiatives need to be consistent and unique in order to keep them loyal. Marketing success may also be hampered by operational challenges in supply chains. For example, a campaign may create demand that exceeds supply, resulting in stockouts and irate consumers. It's critical to make sure that marketing claims and product availability line up; if this isn't done, such as when shelves are empty during a campaign, customer happiness may be rapidly damaged (Muranko et al., 2021). Brands must also refrain from leveraging promotional incentives excessively to the point that customers start to doubt the brand's quality or become deal-dependent. In the form of value, heavy discounting may increase short-term pleasure, but if it is done too often, it may harm brand perception or decrease loyalty when the discounts expire (Yang et al., 2022). Leading marketers often have to deal with ethical and legal requirements when tailoring messages using customer data. Cultural appeals must be cautious and attentive to avoid inadvertent errors. To guarantee that marketing initiatives really result in increased consumer satisfaction, companies must plan ahead and take action to update their organizational procedures and marketing strategies.

VII. DISCUSSION

1. Contextual Interpretation for Bangladesh

The Bangladeshi market must be taken into consideration while interpreting these findings. It is essential to be sensitive to the local culture and comprehend the people's lived experiences in Bangladesh. Customers in Bangladesh are most pleased with marketing initiatives that mirror their daily lives and communities. The effect that happy consumers have is especially strong since the power of family and community is diluted. This significantly amplifies the effect of gaining or losing customers. Additionally, digital marketing is quickly becoming essential to the success of any business as social media and mobile internet become commonplace tools in urban areas. However, using more conventional media like TV and in-store marketing is crucial for interacting with rural consumers and senior citizens. In order to reach as many people as possible, many prosperous businesses in Bangladesh use an omni-channel approach that blends conventional communications methods with digital marketing advances.

Bangladesh is home to a diverse spectrum of domestic and international businesses, highlighting the need of taking into account other factors. While foreign businesses use cutting-edge methods and procedures, local businesses thrive by having a thorough awareness of local preferences and swiftly adjusting to changing market circumstances. Thus, the highest levels of customer satisfaction are found in businesses that adjust international standards to local requirements. As a result, successful marketing in Bangladesh requires a flexible approach that takes into account the unique traditions and lifestyles of the nation.

2. Strategic Implications for FMCG Firms

The literature research identifies a few strategic initiatives to assist Bangladeshi FMCG companies in raising customer satisfaction levels. Businesses in Bangladesh need to concentrate on providing better customer service. Businesses must monitor consumer preferences and often take customer input into account when creating new goods and promotions. Numerous successful businesses track customer satisfaction and invest in improving product quality and customer service. This strategy has been shown to boost loyalty. The results showed that integrated marketing strategies were essential.

Businesses must uphold the same message and brand promises in all of their interactions with consumers. While an eye-catching advertisement might win over a client, poor customer service and product quality erode their trust in the business. To make sure that marketing promises are fulfilled, it is essential to bring together many departments, including marketing, operations, and customer support. This demonstrates how businesses depend on the decision-making skills and data-driven expertise of local teams to maintain marketing that is culturally relevant to consumers.

Creating distinctive ads for specific markets or tailoring efforts to local tastes helps to boost a brand's effect. Both locally and globally, company plans must include customization of communication methods, imagery, goods, and time. Building and sustaining deep connections with clients is essential for a company to beat its rivals. The likelihood that a

consumer will remain loyal to a company may be increased by making them feel valued, fostering connections, and offering exceptional service even after they have made a purchase.

According to research, companies may keep a competitive advantage in today's market by preserving solid customer relationships and providing exceptional incentives. Staying ahead of the competition may be achieved by collecting data from social media and monitoring how your sector discusses significant issues. Leaders must continuously use cutting-edge tactics, such as adopting social media marketing, creating new sales channels, and offering eco-friendly items, in order for a business to sustain its winning position. You run the danger of damaging your business if you don't modify your marketing strategy to reflect shifting trends. Your company's chances of surviving for many years will rise if you can come up with innovative methods to assist your clients.

3. Identified Gaps and Future Trends

Current data analysis reveals a number of trends to monitor and changes that might change how FMCG firms sell their goods. A more thorough understanding of how globalization affects consumer behavior and how prevailing trends impact consumer choices is necessary. Insights and fresh concepts derived from these technologies will fundamentally transform how businesses engage with consumers in the FMCG sector. To fully comprehend how technology advancements affect consumer happiness, further study is still needed. When choosing where to spend their money, customers place a high value on sustainability and firms' ethical standards.

Although many FMCG companies in Bangladesh are striving for increased sustainability and social responsibility, research hasn't yet assessed how these changes impact their clientele. Businesses are become more aware of how customization tactics may be affected by the growing rules and worries about data protection. In the FMCG industry, collaborating to develop creative solutions is essential to enhancing and predicting client satisfaction levels.

VIII. CONCLUSION

1. Summary of Key Findings

It seems that FMCG marketing has been instrumental in increasing consumer happiness in Bangladesh. Since customers will be able to get the same degree of happiness and value in return, using efficient marketing techniques increases customer satisfaction. Businesses often discover that when consumers have positive experiences with the goods or services they provide, devoted clients are more likely to develop. According to research, the most effective marketing strategies include both what their consumers want and the values and traditions of the local market. There are more chances for customer satisfaction to rise sharply when you understand what consumers want and provide them. Customers' perception of satisfaction is rapidly reduced by messages that are unclear or contradictory. Marketers in the FMCD industry must use smart strategic marketing techniques to maintain growth and client trust.

2. Strategic Recommendations for Marketers

The aforementioned findings provide FMCG managers and marketers a few tactics for raising consumer happiness.

Prioritize Customer Insight and Quality: Keep a careful eye on consumer feedback to be informed about evolving trends and preferences in their demands. Utilize the data gathered to create original solutions that meet specific requirements while guaranteeing superior quality in every product delivered.

Localize Marketing Strategies: Make sure your branding and marketing strategies reflect the customs and mindset of the target audience. For a deeper connection and more trust, use your audience's native language, use imagery that speaks to them, and tie your efforts to regional customs or events.

Adopt an Omni-Channel Engagement Approach: Integrate traditional and digital marketing strategies to provide customers a cohesive experience. Customers should be able to reach the brand at any time and from any location by using both online and offline channels.

Strengthen Customer Relationship Programs: Establish customer loyalty programs, provide incentives for suggested purchases, and promptly address any concerns brought up by clients. Make sure your most devoted clients feel valued by providing them with customized incentives. In order to keep them satisfied, respond to their questions and concerns as soon as possible.

Ensure Availability and Consistency: To guarantee that product supply corresponds with campaign-generated demand, marketing and operations should be coordinated. In order for clients to easily access the goods, a successful

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promotion or new product launch must be accompanied by effective distribution and inventory management; dependability in this regard boosts customer satisfaction and trust.

3. Future Research Directions

Additionally, this analysis highlights areas that need more investigation:

Longitudinal and Segment-Specific Studies: Future research might look at how marketing campaigns affect consumer happiness and loyalty over the long run in the FMCG industry and investigate how different consumer segments such as urban vs rural and older versus younger consumers respond to marketing tactics.

Digital Innovations and Consumer Engagement: Research should look at how emerging technologies like social media commerce, augmented reality shopping, and AI-driven personalization affect consumer happiness as they develop. It would be helpful for marketers to comprehend how digital engagement tools affect developing markets.

Sustainability and Ethical Marketing Impact: More research is needed to determine how ethical advertising tactics and sustainability-focused practices such as eco-friendly packaging and accountable supply chains affect consumers' loyalty to and happiness with FMCG firms.

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