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**| RESEARCH ARTICLE****Strategic Marketing Practices in Emerging Economies: A Study of Branding and Market Expansion in Bangladesh****Ruhul Amin<sup>1</sup> ✉ Irfat Zahan Misha<sup>2</sup> and Pollob Kumer Chowdhury<sup>3</sup>**<sup>1</sup>*Department of Marketing & International Business, North South University, Dhaka, Bangladesh*<sup>2</sup>*Department of Accounting and Information Systems, University of Dhaka, Dhaka, Bangladesh*<sup>3</sup>*B.Sc in Textile Engineering, Bangladesh University of Textiles (BUTEX), Bangladesh***Corresponding Author:** Ruhul Amin, **E-mail:** aminruhul7202@gmail.com

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**| ABSTRACT**

The concept of strategic marketing has evolved into a major business survival and growth engine in the emerging economies, where the markets are quite competitive, the customers price sensitive, and the confidence in new brands is usually low. The paper explores the strategic marketing in Bangladesh; the market expansion performance is determined using branding capability and digital marketing capability in the geographical markets, customer segments and distribution channels. The research design used in the study was a mixed-method one. First, qualitative data were applied to the study of how companies in Bangladesh are able to develop brand positioning, sustain brand consistency, and gain customer confidence through expansion. Second, 250 respondents who represented marketing executives, digital marketers, brand managers, sales/channel managers, business owners who work in such industries as FMCG, retail, telecom/services, and e-commerce participated in a quantitative survey. Descriptive results indicate that the firms indicated that their performance on market expansion was very good (Mean = 4.22) with rather good branding (Mean = 3.69) and moderately good digital marketing (Mean = 3.45) capabilities. The statistical findings prove branding and online marketing is critical to growth performance. Correlation analysis reveals that branding capability has a moderate positive relationship with market expansion performance ( $r = 0.494$ ) and digital marketing capability has a positive relation as well ( $r = 0.385$ ). The regression model also supports the fact that branding capability is the strongest predictor of market expansion ( $B = 0.490$ ), with digital marketing capability also contributing to the expansion in a significant way ( $B = 0.289$ ). The total model predicts 37.2% of the variation in market expansion performance ( $R^2 = 0.372$ ), meaning that branding and digital marketing are significant growth facilitators to companies that are operating in Bangladesh. The research advises companies on the need to build brand identity in consistency across channels, enhance trust-building, and incorporate digital marketing in long-term brand strategy in order to realize growth at the new market in the long run.

**| KEYWORDS**

Strategic Marketing, Market Growth, Digital Marketing Capability, Emerging Economies, Bangladesh, Brand Trust.

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**1. Introduction**

In the emerging economies, strategic marketing is at the forefront to assist firms to survive and rise. The emerging markets, unlike the developed markets, tend to have price-sensitive customers, inefficient infrastructure, inadequate

marketing information, as well as rapidly evolving buyer behaviour (Haque, Anwar, and Zaman 2022). These issues complicate the process of branding and market expansion, but it is even more significant.

Bangladesh is among the most promising emerging economies in South Asia, where the urban consumption is growing, the middle class is rising with the number of people using digital devices, and the number of people utilizing digital devices is increasing (Rahman and Robel, 2019; Sharhan, 2024). This change has prompted brands to spend on social media marketing, e-commerce existence, influencer campaigns, and digital customer care.

Nevertheless, informal retail dominance, high levels of competition, mistrust, and unreliable distribution networks are some of the barriers to market expansion in Bangladesh. Some companies also find it difficult to establish their brand prominently in different customer groups and geographic locations, particularly as they expand their operations locally to nationally (He 2024). Thus, it is academically and practically significant to comprehend the ways in which Bangladeshi companies use branding tactics and marketing operations to increase their marketplaces (Ahmed, 2018)

### **1.1 Background of the Study**

Branding does not just concern logos or advertisement. Branding assists a firm in developing a familiar identity in a competitive market, conveying value, and developing long-term trust (Alam and Khalifa n.d.). In developing economies, trust is more paramount since the consumer is usually in doubts about the quality of goods, services reliability and authenticity of the seller.

Bangladesh will serve as the perfect place to explore branding and market growth since it is a market in which both the traditional and contemporary marketing infrastructure exist simultaneously (Chowdhury, Chowdhury, and Imran 2015). On the one hand, companies continue to place great value on brick-and-mortar stores, wholesalers, and local connections. Digital platforms, on the other side are now potent tools of brand awareness and customer interactions.

The emergence of social media and the availability of the net has altered the way brands reach customers in Bangladesh (Rajib and Roy 2023). Businesses are now able to advertise products at a rate of faster speed, they are now able to communicate with their customers directly, and they are able to venture into new geographic areas with minimal physical barriers (Jackson and Young 2016). However, with this development, most firms cannot transfer the promotional presence into a long-lasting market growth because of irrelevant positioning of brands, insufficient customer retention, and operational factors.

This paper is devoted to strategic marketing that is applied by the companies of Bangladesh and, in particular, to the branding strategies and their role in developing markets with the help of customer segmentation, geographic, and distribution.

### **1.2 Problem Statement**

Bangladesh has good growth prospect, but several companies fail to grow their market in a sustainable manner. The growth of the market cannot be achieved by simply increasing sales but rather by creating confidence in the customers, exploring new markets, and ensuring that the brand value is not compromised in various channels (Kotler, Jain, and Maesincee 2002).

One of the biggest problems of Bangladesh is that the companies compete in extremely unfavourable surroundings since the products are easily copied, and the customers often change the brands according to the price and accessibility of the goods (Wayland and Cole 1997). Companies in most industries find it hard to come up with a brand that is unique and can be singled out. There are also other issues like the existence of disjointed distribution networks, differences in customer expectations between urban and rural regions, insufficient consumer confidence in new brand names, and poor consumer confidence.

Moreover, as digital marketing continues to grow, not every company can strategically employ digital platforms to market the business and build brand equity. A lot of companies are oriented on short-term promotion instead of long-term brand-building (Business Review Weekly: BRW 2003). This leads to branding activities not contributing to the market expansion finalities like retaining customers, growing in new regions, and penetrating new segments.

Thanks to these issues, the necessity to explore the impact of strategic marketing activities, and, in particular, branding, on the market growth in Bangladesh, and the factors that reinforce or undermine this connection, is evident.

### **1.3 Research Questions**

The research questions that will be used to guide this study are:

1. What are the strategic branding practices applied by business in Bangladesh to help it to expand its markets?
2. What is the effect of branding on customer trust, brand preference, and on market growth in Bangladesh?
3. How can digital marketing support the results of branding and market expansion?
4. What are some of the key problems Bangladeshi companies encounter when entering new markets and segments?
5. What is the impact of the institutional and market constraints on the branding and expansion strategies in Bangladesh?

### **1.4 Research Objectives**

#### **1.4.1 Main Objective**

To study strategic marketing practices in Bangladesh with attention paid to branding strategies and their contribution to market growth.

#### **1.4.2 Specific Objectives**

- To determine the major branding strategies that have been employed by Bangladeshi companies to expand in the market.
- To examine the roles of branding in terms of customer trust, loyalty, and brand differentiation.
- To assess the usage of digital marketing in underpinning branding and market growth in Bangladesh.
- To understand the significant obstacles and limitations that firms experience in an expansion of the market.
- To suggest a strategic framework that contains an association between branding capability and performance in the market expansion in the Bangladeshi context.

### **1.5 Scope of the Study**

This paper deals with the strategic marketing practices within Bangladesh with special reference to branding practices and its effects on market growth. Branding activities that the research will take into account are positioning, identity development, communication strategy, and customer trust-building, as well as digital engagement (Ross, 2021)

The coverage encompasses market expansion by geographical expansion (urban and semi-urban markets), by customers (new income groups and lifestyle segments), and channels (offline retail and online channels) (Resources 2018). The research will focus on the firms which are in operation in Bangladesh within the chosen markets, which are FMCG, retail, telecom, and service-based industries, in which branding is a key element in competition and customer retention (Rahman and Tareq 2009).

Nevertheless, this research does not dwell upon the international market entry strategy or export marketing. Neither does it seek to quantify the macro-economic performance of the national economy. Rather, it focuses on branding choices and strategic marketing moves at the firm level that can be used to aid market growth within Bangladesh (Business Review Weekly: BRW 2003).

## **2. Literature Review**

### **2.1 Strategic Marketing in the emerging economies**

Marketing in the developing marketplace involves a strategic marketing approach where the firm has to operate within a dynamic environment, based on fast growth, institutional constraints, and the changing consumer demands. As compared to mature markets, emerging economies are likely to be highly dynamic and have weak regulatory frameworks, intermediary support, and infrastructure that are not well dispersed, thus making marketing results less predictable. These are conditions that determine the way companies develop brands, the channels of distribution, and market coverage (Jacobs and Development 2001).

One of the key means of explaining the behaviour of firms in these situations is an institution-based perspective of strategy. According to Peng et al. (2008), the formal and informal institutions (regulations, market norms, and systems of enforcement) are the factors that influence the strategy of the firm besides resources and competition (Finance & Development 2005). This view is quite applicable to Bangladesh, where companies usually encounter difficulties with regard to trust, reliability of distribution, and dominance of the informal market.

In the rising markets, companies often adjust themselves basing on the marketing approach of relationships, enhancing the control of distribution, and branding to minimize uncertainties. Thus, to comprehend strategic marketing activities in Bangladesh, branding literature has to be combined with institutional and market expansion theories (Goldstein 2005).

### **2.2 Branding and Brand Equity: Concepts and Significance**

It is a tactical action of establishing a clear identity that assists the customers to identify, assess, and have confidence on a service or a product. Branding helps to grow in the long run in competitive markets since it makes the brand have a higher perceived value, creates loyalty, and lowers the switching of customers (Blokdyk 2018).

Brand equity is one of the most popular academic viewpoints of branding research that defines the extra value a brand name provides to a product in comparison to its practical value (Blokdyk 2019). According to Aaker (1991), brand equity is determined on dimensions of brand loyalty, brand awareness, perceived quality, and brand associations. Equally, Keller (1993) defines customer-based brand equity (CBBE) as the impact of brand knowledge on consumer reaction towards the marketing efforts (Sözer 2019). This perspective states that the stronger the brand is, the more positive, unique, and strong associations the consumer will develop.

The brand equity is particularly significant in the emerging economies, as most markets are associated with a quality uncertainty, lack of consumer protection, and imitation of products (Khan 2018). A reliable brand in these settings is used as an assurance of dependability. Consequently, branding has a significant influence on customer preference, repeat purchase behaviour, and word of mouth growth.

### **2.3 Branding in the Emerging Economies: Trust, Local Meaning, and Competitive Advantage**

In the emerging economies, branding may be different as compared to the developed markets because there are differences in consumer behaviour, affordability, and the gap of information. The emerging economy customers often use availability, fairness of prices, social influence, and reliability in the long run as their criteria in brand evaluation. Due to this, companies need to invest in emotional relevance and functional credibility (Brooksworth, Mogaji, and Bosah 2022).

The market in Bangladesh is one of the markets in which branding is closely linked to trust-building. When consumers do not have effective product validation systems, they might not buy unknown products. Branding in this case will minimize risk and will enhance confidence. The study on Bangladeshi brands indicates that the brand equity and loyalty depend on the brand awareness, the perceived value, and the consistency of the identity when used in the local markets (JAMIL 2024).

Brand awareness, product presentation, and price perceptions have also been attributed to brand loyalty in the smartphone industry in Bangladesh, and it is noticeable that branding is still a significant factor in highly price-sensitive categories.

These results can be discussed as evidence that powerful brands may generate differentiation and cushion companies against the harsh competition in Bangladesh.

#### **2.4 Market Growth Strategies: Implication and Significant Methodologies.**

Market expansion, also known as successful market expansion, is defined as a strategic endeavour of a firm to expand its customer base, reach new markets, get into new geographic locations, and expansion in scale in terms of distribution channels. Growth can occur via:

- Geographic expansion (new districts, divisions, urban-rural scaling)
- New income groups, lifestyle clusters (growth)
- Channel expansion (retail expansion, marketplace, e-commerce)
- Emerging product lines (new product lines, brand extensions)

Market growth is not often easy in emerging economies because of logistical barriers, disjointed retailing systems, and poor intermediary systems. The informal channels, local distribution networks, and supply chain constraints are highly effective in retail growth in Bangladesh. The issues facing the retail industry outlook include inefficiencies in the supply chain, informal competition, and regulatory obstacles that affect sustainable growth in retail (NetSuite.com 2024).

Thus, the market growth in Bangladesh is conditional not only on the marketing communication, but the capacity of the firm to enhance the accessibility of the channels and reliability of the distribution.

#### **2.5 Digital Marketing and Market Expansion in Bangladesh**

The digital platforms have emerged as key growth drivers to companies in the emerging economies due to a reduction in the cost of communication and extended reach. The past few years have recorded an excellent digital growth in Bangladesh. Data Reporter (2025) reports that there is further expansion in connectivity and access to broadband, which is helping to enhance the pursuit of digital engagements of the brand (Newman et al. 2025). Branding is supported by digital marketing using:

- Awareness building of the customer and reach.
- Interactive communication and interaction.
- Social evidence in terms of reviews and community responses.
- Conversion and retargeting conversion advertising.

A recent article about SMEs in Bangladesh states that digital marketing has helped to achieve customer acquisition, brand awareness, and increase revenues, so it becomes an effective instrument and means of business growth that firms aiming at its expansion can use.

Digital marketing practices and brand awareness outcomes also positively relate in the FMCG industry of Bangladesh (Hinson et al. 2024).

It can be concluded that these findings indicate that digital strategies would reinforce the branding performance and enhance the effectiveness of market expansion.

#### **2.6 Market Expansion: Institutional Void and Constraints**

One of the challenges in the emerging economies is the existence of institutional voids, which are the absence and or poor systems that facilitate smooth transactions in the market. Khanna and Palepu define institutional voids as a

state in which institutions to support the market, including intermediaries, system of enforcement, and trust, fail to be strong.

Institutional voids add to transaction costs and determine the way firms allocate resources in the emerging market, which often compel businesses to create their substitutes (e.g., a personal distribution system or a better network of relationships).

Recent studies also reveal that the companies may act to fill the institutional voids by creating dynamic capabilities, that is, the capacity to change strategy in response to uncertainty based on learning, flexibility, and innovation (Lazzarini 2020).

The institution voids in Bangladesh may affect branding and expansion by:

- Lack of tough actions against fake and counterfeit products.
- Irregular retailing standards.
- Internet buying trust in online buying, there are some gaps of trust.
- Regional unbalanced logistics performance.

Due to these obstacles, branding is no longer communication but also a system of trust that will be instrumental in building customer confidence over the long-term and customer buying choices.

### **2.7 Loyalty and Branding Empirical Evidence in Bangladesh**

A number of other studies done in Bangladesh offer information that branding has an impact on market performance outcomes, including linking branding to loyalty and expansion performance. For example:

- The loyalty cases are associated with customer-based brand equity dimensions in the Bangladeshi smartphone market.
- Brand recognition, packaging, and price play a major role in brand loyalty, indicating that identity cues and value perception are determinants of consumer preferences.
- Qualitative evidence in the fashion and lifestyle sector demonstrates that perceived value and brand name are the strongest to support loyalty and repeat purchasing behaviour.
- Digital media assists companies in becoming more aware of the brand, and it enhances customer interaction, contributing to higher increases in visibility.

These results combined prove that branding capability in Bangladesh can have a practical impact on customer loyalty, competitive advantage, and readiness to expand (Rahman, Islam, and Chowdhury 2023).

### **2.8 Research Gap and Summary**

Even though previous literature confirms that branding positively influences customer loyalty and awareness in the Bangladesh market, all studies concentrate on particular industries (e.g., smartphones, fashion, FMCG) or results (awareness and loyalty). Limited studies are done to integrate:

- strategic capability of branding,
- as a growth facilitator, digital marketing.
- market expansion as a more comprehensive performance result, under a single Bangladesh umbrella.

Thus, the gap in this research is fulfilled through the investigation of the impact of strategic branding strategies and digital interactions on market expansion, taking into account the role of institutional restrictions in Bangladesh (Al Amin 2023).

### **3. Methodology**

#### **3.1 Research Design**

The current research design will be a mixed-method research design since the study aims to examine strategic marketing in Bangladesh, with a particular emphasis on branding and market expansion. Mixed-method design is appropriate due to the fact that both interpretative understanding and measurable relationships are considered in the topic. Market realities, consumer behaviour, competition, and the complexity of distribution have a role in influencing branding and expansion decisions. These aspects need to be delved into. Simultaneously, the research will also attempt to explore the extent to which branding capability and digital marketing practices are closely linked to market expansion performance, which needs to be tested quantitatively (Haq and Yasin 2025).

This study is carried out in two consecutive phases. To begin with, the qualitative phase will examine the conceptualization of branding, positioning of offering, and implementation of expansion plans in firms in Bangladesh. The current step aids in determining the general branding strategies and actual limitations within businesses. Second, the quantitative phase evaluates the impact of branding capability on market expansion performance and the study of whether the digital marketing capability enhances this association. The two stages used make sure that the research does not lose its grip on the actualities, but also that there are clear analytical outcomes (Ludwigsson and Hong n.d)

#### **3.2 Study Setting and Context**

The study is based in Bangladesh, where companies work in a competitive and rapidly developing market environment. The situation in Bangladesh is one of the reasons why strategic marketing should be studied, since most of the market is still dominated by the traditional distribution systems and relationship-based selling, while online platforms are growing rapidly and have permeated consumer decision-making. This brings about a dual market structure in which businesses are faced with the challenge of dealing with offline visibility and availability, and the online reputation, interaction, and building trust (Sarkar, Qian, and Peau 2020).

The analysis also targets industries with a visible element of branding in consumer decision-making and competitive market, including consumer goods, retail, services related to telecommunication, and digitally active companies. These industries are suitable since companies tend to compete based on brand awareness, the perceived quality, and customer loyalty, and they also have definite ways of expanding to new markets, segments, and channels (Hasan, Mia, and Rahman, 2019).

#### **3.3 Population of the Study**

The sample of this research comprises people engaged in the strategic marketing decisions, as well as the market expansion activities of business organizations in Bangladesh. The study will be focused on marketing specialists, brand decision-makers, digital marketing experts, growth managers of sales, and business owner who organize branding and growth programs directly. These members are chosen since they are aware of the branding planning, execution of market expansion, and operational challenges experienced in the expansion process. Their views also present the firm-level information on the reasons behind the success or failure of some strategies within the Bangladeshi market environment (Ronkainen et al. 2005).

#### **3.4 Sampling Method and Sample size.**

In the qualitative phase, the purposive sampling method will be employed since it will enable the researcher to select respondents with relevant experience in branding, marketing strategy, and business expansion. The primary purpose of this phase is richness but not volume. Consequently, the research will interview about ten to fifteen respondents, whereby there is coverage of various sectors and sizes of organizations. This range is suitable since it would allow identifying similar trends and, at the same time, capture diverse experiences within firms.

To have a quantitative stage, the respondents will be more in number so that the relationships between critical variables can be tested in a structured and measurable way. The sampling technique employed in the study combines both purposive sampling and convenience sampling because of the limitations in reaching a full sampling

frame in industries. The survey respondents are identified according to their relevancy and their interest in taking part in the branding and expansion activities. The intended number of respondents is approximately two hundred and three hundred, and it is the opportunity to rely on the statistical analysis and interpret the results with considerable meaning (Ahmad and Wilkins 2025).

### **3.5 Data Sources**

The study will primarily use primary data, as the researcher will seek to learn about branding and expansion strategies applied by companies in Bangladesh. The qualitative stage involves the use of interviews as the primary source of data collection, whereas the quantitative stage involves the use of questionnaire surveys as a source of data collection. This method will make sure that the research is representative of the real market situations and real life experiences.

The only use of secondary data is to facilitate contextual knowledge about the Bangladeshi marketing environment. This is general market trends, information related to the industry, and general background information that assists in putting the context of the research into perspective. But the secondary sources are not considered to be the foundation of the findings, as the main results are formulated on the basis of primary responses.

### **3.6 Data Collection Methods**

In the qualitative phase, semi-structured interviews will be carried out in order to obtain an in-depth understanding of branding and expansion practices. Semi structured interviews will enable the researcher to lead the discussion through the use of prepared questions, but also look into new issues raised by the participants. This is flexible and significant as companies tend to use branding and expansion strategies in different ways basing on the industry dynamics, customer segments, and competitive pressure. Interviews will help to understand how companies establish the brand name, remain consistent, build customer trust, utilize digital, and penetrate new markets. The interviews will take about half an hour of time or forty five minutes, based on the availability of time and information of the individual members.

During the quantitative phase, quantifiable data is gathered via a structured survey by means of a questionnaire. The questionnaire will also contain the statements that will reflect a branding capability, digital marketing capability, and market expansion performance. A Likert scale is used to offer a response to the question by the respondents, who can indicate the extent to which they agree or perceive. The survey is administered online and offline to reach more people and get more responses. Online distribution assists digital professionals, whereas offline distribution assists in incorporating respondents who favour a physical way or work where digital expediency is restricted.

### **3.7 Measurement of Variables**

The independent variable in this research is branding capability, the capability of the firm to establish a good brand image and customer loyalty. Branding ability is gauged in terms of clarity of brand positioning, brand messaging consistency across channels, brand reputation, and perceived product or service reliability. The research presumes that a company that has a high ability to brand is more capable to attract customers and retain them and expand to a new market more easily.

Digital marketing capability is the moderating variable, and it is the level at which the firm utilizes digital channels to aid in branding and expansion. This encompasses social media presence, content approach, communication with the customers, responsiveness to feedbacks, and the capacity to translate online presence into customer acquisition. The digital marketing ability is there since online platforms are playing an important role in brand recognition and consumer purchasing behavior, especially in the rapidly expanding markets like Bangladesh.

The market expansion performance is the dependent variable, which can be described as the success of the firm in terms of expanding its market and acquiring new customers. This encompasses penetration into new geographical locations, expansion into new clientele, penetration into new distribution outlets, as well as enhancement in general

market share. The research considers market growth as a phenomenon which displays the success of strategies and the ability to operate.

### **3.8 Data Analysis Procedures**

Thematic analysis is used to analyse qualitative data from the interviews. In this approach, the researcher peruses through the answers of the interview and extracts common concepts, recurring views, and experiences. They are then divided into themes of brand trust-building practices, differentiation strategies, digital branding activities, expansion decision-making processes, and major challenges. Thematic analysis will assist the research describe the process of branding in actual market conditions and what are the real life obstacles to making an expansion by firms.

The statistical techniques are applied to the quantitative survey data. The data analysis process starts by cleaning and arranging data to make sure that the data is complete and can be interpreted. Profiles of respondents and general response patterns are summarized by descriptive statistics. The correlation analysis is subsequently used to note the relationship between branding capability, digital marketing capability, and market expansion performance. The regression analysis is done to determine whether branding capability is a significant factor in the performance of market expansion and whether digital marketing capability enhances the effect. Such a process of analysis assists the study to draw conclusions based on which concrete evidence can be measured.

### **3.9 Validity and Reliability**

In order to achieve validity, the study applies an explicit definition of every variable and formulates the survey statements in accordance with the research goals. The main themes involved in branding and expansion are also framed in the interview questions in such a way that the answers obtained are always pertinent. Reviewing of the research tools is done prior to their actual use with a view of minimizing ambiguity and getting the participants to interpret questions accordingly.

In order to be reliable, the study employs similar data collection procedures for all the respondents. The questionnaire is designed to have the same response system to all respondents, and the interview will be conducted in the same line of direction to ensure consistency. The process of careful coding and analysis also enhances the reliability of the research because data misinterpretation is minimized.

### **3.10 Ethical Considerations**

The highest level of ethical concerns is provided in consideration of the safety of the participants and responsible research. The involvement is non-coercive, and the respondents will be aware of the study objective. The confidentiality will be ensured by positioning the research report in such a way that it does not reveal the personal identities and the sensitive firm-level information. Respondents also get informed that they have the right to pull out of the study without any adverse effects. The collected data in the form of interviews and surveys is intended only to be utilized academically and is kept in a secure way in order to eliminate the chances of misuse (Goldstein 2005).

### **3.11 Summary**

This chapter of the methodology describes the general process that will be followed to examine the branding and market expansion practices in Bangladesh. The mixed-method design justifies both the pragmatism and departmentalization, and thus, the study is more holistic. The qualitative stage will record actual strategic practices and market challenges, whereas the quantitative stage will test the relationship between branding capability, digital marketing capability, and expansion performance. The findings and analysis will be presented in the next chapter, depending on the gathered data from interviews and surveys.

## 4. Results

### 4.1 Introduction

This chapter provides the findings of the research conducted on Strategic Marketing practices conducted in Bangladesh with regard to branding and market expansion. The results are represented in a systematic manner. To begin with, the respondent profile has been indicated to present the character of the sample. Then, there is the descriptive statistics of the key variables of the study. Lastly, the results of correlations and regression are interpreted to demonstrate the impact of branding capability and digital marketing capability on the performance of market expansion. The chapter is also accompanied by graphs where the graphical support of the findings can be given.

### 4.2 Respondent Profile

This study involved 250 respondents. All the respondents were engaged in marketing, branding, digital promotion, or market expansion in their organizations. The sample involves a wide range of participants in terms of job position, industries, as well as the size of the firm, which enhances the strength of the findings in terms of avoiding bias.

Table 4.1A: Respondents by Role (n = 250)

Role	Frequency	Percentage (%)
Marketing Executive	76	30.4
Digital Marketer	54	21.6
Brand Manager	42	16.8
Business Owner	41	16.4
Sales / Channel Manager	37	14.8
Total	250	100.0

The division of roles depicts that marketing executives represented the most significant group of respondents, then digital marketers. This shows that the responses obtained are based on strategic marketing planning and digital marketing execution sides.

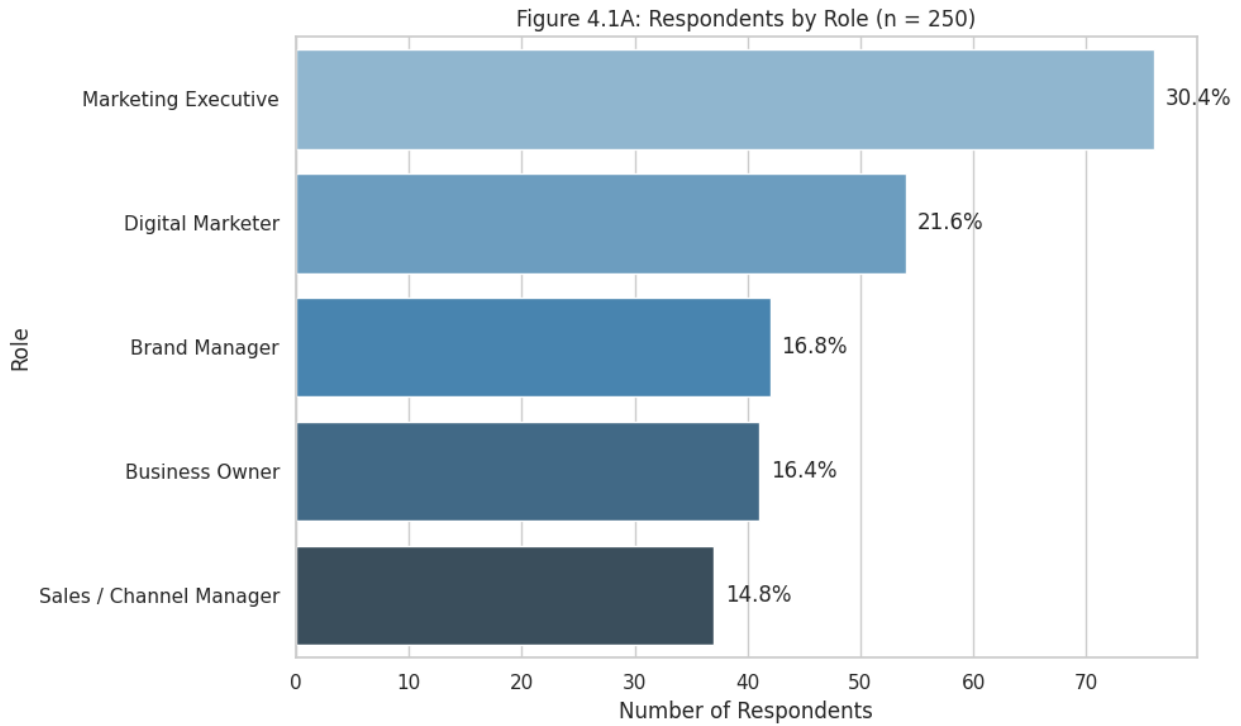


Figure 4.1: Roles of the respondents (Distribution).

This number is a graphical representation of the count of respondents in each job role, and the fact that the majority of the interviewees were in functions that were marketing oriented.

Table 4.1B: Respondents by Industry (n = 250)

Industry	Frequency	Percentage (%)
FMCG	72	28.8
E-commerce / Tech	56	22.4
Telecom / Services	48	19.2
Retail / Lifestyle	45	18.0
Other	29	11.6
Total	250	100.0

The profile of the industry shows that both the traditional industry, like FMCG and retail, and modern industry, like e-commerce and technology, were among the respondents. This combination contributes to the topicality of the results, since branding and market expansion policies are diverse in industries.

Table 4.1C: Respondents by Firm Size (n = 250)

<b>Firm Size</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Small	118	47.2
Medium	91	36.4
Large	41	16.4
Total	250	100.0

The findings indicate that the majority of the respondents were in small and medium companies. This is important since in Bangladesh, the SMEs tend to rely heavily on branding and digital marketing to compete and increase their market share.

**4.3 Descriptive Statistics of the important variables.**

The given section shows the general performance average of the study variables. The survey was carried out using a 15 scale to determine branding ability, digital marketing ability, and market expansion ability. The higher the scores, the higher the ability or performance.

Table 4.2: Descriptive Statistics of Study Variables

<b>Variable</b>	<b>Mean</b>	<b>SD</b>	<b>Min</b>	<b>Q1</b>	<b>Median</b>	<b>Q3</b>	<b>Max</b>
Branding Capability	3.69	0.56	2.15	3.29	3.71	4.03	5.00
Digital Marketing Capability	3.45	0.72	1.37	2.95	3.46	3.92	5.00
Market Expansion Performance	4.22	0.58	2.46	3.84	4.26	4.66	5.00

The descriptive findings show that the market expansion performance was seen as high by the respondents, the mean score of 4.22. The score of branding capability was also relatively high at 3.69, implying that the firms in Bangladesh are currently employing branding strategies. The capability of digital marketing was rated at 3.45, which indicates that there is digital engagement, but it differs among different organizations.

This number indicates how branding capability scores are dispersed. The majority of the values are in the range of 3.0 to 4.5, which implies that branding strength is evident in most firms, though the strength in all organizations is not equal.

**4.4 Correlation Analysis**

Correlation analysis was conducted to examine the relationship between the study variables before regression testing. This helps in understanding whether the variables move together in a positive or negative direction.

Table 4.3: Correlation Matrix

Variables	Branding Capability	Digital Marketing Capability	Market Expansion Performance
Branding Capability	1.000	0.058	0.494
Digital Marketing Capability	0.058	1.000	0.385
Market Expansion Performance	0.494	0.385	1.000

The findings indicate that branding capability is positively related to market expansion performance ( $r = 0.494$ ) but moderately. This implies that companies that have a greater branding power tend to record more market expansion results. Digital marketing capability also positively correlates with expansion performance ( $r = 0.385$ ), indicating that digital activities assist companies to expand their markets.

However, branding capability and digital marketing capability are loosely related ( $r = 0.058$ ), which implies that there are firms which can be competent in branding but are weak in digital marketing, and there are firms that can strive to excel in digital marketing without a strong brand base.

As can be seen in this scatter plot, the performance in terms of market expansion follows an upward trend line, proving that the stronger the branding capability is, the higher the performance will be. The correlation finding is supported by the direction of the trend.

**4.5 Regression Analysis**

To test whether branding capability and digital marketing capability predict market expansion performance, regression analysis was conducted. Market expansion performance was treated as the dependent variable.

Table 4.4: Regression Results (Dependent Variable: Market Expansion Performance)

Predictor	Coefficient (B)	Std. Error	t-value
Intercept	1.410	0.234	6.030
Branding Capability	0.490	0.052	9.378
Digital Marketing Capability	0.289	0.041	7.089

Model Fit:  $R^2 = 0.372$

Sample Size:  $n = 250$

The regression estimates indicate that the branding capability has positive influence on the market expansion performance significantly. The value of the coefficient ( $B = 0.490$ ) shows that the higher the branding capability, the higher the performance of the market expansion.

Expansion performance is also positively influenced by the digital marketing capability ( $B = 0.289$ ). This implies that the good firms that employ digital marketing have a propensity to grow quicker, get more customers, and enhance market coverage.

The performance of market expansion can be explained by this model at 37.2%. This implies that branding and digital marketing can jointly describe a significant part of the expansion results. Nevertheless, there is an element of expansion performance which is affected by other aspects like distribution strength, pricing strategy, quality of the products, customer service, and competitive intensity(Ghasempour Ganji and Kazemi 2024).

#### **4.6 Branding Impact in the Diverse Digital Strength.**

In light of a better comprehension of the integrated impacts of branding and digital marketing, the sample was separated into two groups, namely firms with low/ medium digital capability and firms with high digital capability. It was then compared on a visual basis on the relationship between branding and market expansion.

This value indicates that branding positively influences the expansion of the market more when the firms have a high digital marketing capability. This implies that companies work most efficiently in case they have well-developed branding and also have good digital interactions.

#### **4.7 Summary of Results**

This chapter, as revealed, supports the fact that branding prowess is a key player in market expansion performance in Bangladesh. Companies that have their brand identity, consistency, and customer confidence are more likely to succeed in the areas of market expansion. Digital marketing ability is another capability that helps to support growth and enhance branding performance through a better reach, customer engagement, and effectiveness of communication.

On the whole, the findings suggest that expanding the market successfully in Bangladesh requires effective branding bases provided with the effective performance of digital marketing.

### **5. Discussion**

#### **5.1 Discussion**

This paper has studied the strategic marketing in Bangladesh with reference to branding and market growth. The findings indicate that branding capability and digital marketing capability have a significant positive effect on market growth. A total of 250 of the respondents were sampled in various positions, industries, and firms size. The profile of respondents validates the fact that the data was obtained with individuals who are directly engaged with the process of branding and marketing decisions, which enhances the credibility of the results.

The descriptive statistics present that the market expansion performance was high (Mean = 4.22). This implies that most of the respondents experienced favourable growth results, including reaching more customers, new market penetration, and market presence. Branding capability was also a high score (Mean = 3.69), indicating that the businesses are working hard on brand name, customer confidence, and uniform messages. Digital marketing capability was moderate (Mean = 3.45), meaning that firms are utilizing online platforms, though not all organizations are as strong through digital capabilities(Jung and Shegai 2023).

The correlation outcomes demonstrate that there is a positive correlation between the branding capability and the market expansion performance ( $r = 0.494$ ). This is in line with the perception that companies that have a stronger branding tend to record improved expansion results in the market. There was also a positive relationship between digital marketing capability and expansion performance ( $r = 0.385$ ). This goes to affirm that digital marketing aids in achieving growth in the form of enhanced reach, engagement, and effectiveness of communication(Vaikunthavasan 2025).

The regression results give more substantial evidence. The most significant positive impact on the market expansion performance was on branding capability ( $B = 0.490$ ). This implies that branding is pivotal in the results of growth. Whether due to good branding, firms can capture the customer trust more easily, minimize the switching behaviour, and generate preference over time. The presence of digital marketing ability also positively influenced it ( $B = 0.289$ ). This implies that online activities can assist companies in increasing exposure to the brand and aid growth. The value of  $R^2$  (0.372) indicates that a combination of branding and digital marketing explains a significant portion of the expansion results, but there are other operational reasons.

The statistics are also supported by the graphs. The relationship between the branding capability and the market expansion performance, as shown in figure 4.3, has a definite upward trend. This validates the fact that more

branding is associated with more expansion. It is mentioned in Figure 4.4 that the branding has a greater expansion impact in the case of a high digital marketing capability.

All in all, the findings indicate that in Bangladesh, market growth would be pegged on robust branding platforms that are anchored on online marketing campaigns. Trust and differentiation are achieved through branding and reach, and customer engagements are enhanced through digital marketing (Morokhova et al. 2023).

## 6. Conclusion

The results ascertained that branding capability is a significant factor of market growth in Bangladesh. Companies that have the same brand and customer confidence are more likely to record high growth result. The expansion is also made possible through digital marketing capability, which enhances online presence and communication with the customers. The findings indicate that branding is the most effective when it comes to expanding the market, and digital marketing enhances the success of branding and effective growth performance.

Thus, to succeed in strategic marketing, it is important that both the branding and the digital performance of the firm in Bangladesh is powerful to gain sustainable market growth.

### 6.1 Recommendations

According to the findings of this research, the recommended suggestions to firms that are operating in Bangladesh include the following:

To achieve this, first, companies need to aim at developing a consistent brand image in all customer touchpoints. This also involves utilizing a consistent messaging, visual identity, product experience, and service quality. Uniformity enhances customer confidence and competitors confusion in the competitive markets.

Second, companies ought to enhance trust-building techniques as a branding element. Repeat purchase and referral in Bangladesh is largely dependent on customer confidence. Reliability of quality, clear pricing, and customer support should be offered to the businesses to defend the brand reputation.

Third, the company must enhance its digital marketing capacity to enhance the expansion effect of branding. Promotional posts should not be the only aspect of digital marketing. Organized content, targeting of the audience, engagement control, and feedback response mechanism should be embraced by the firms to enhance the brand relationship that exists between the firm and customers.

Fourth, the companies need to make branding and online advertising one approach. The results indicate that companies that have large digital capability have better expansion outcomes of branding. Thus, branding planning and digital execution cannot be taken as independent activities but have to be synchronized.

Fifth, companies ought to invest in monitoring the reaction of the market and enhance performance on a regular basis. To grow, there is a necessity to improve. The companies must keep track of the customer behaviours, campaign statistics, and channel feedbacks in order to make modifications in branding and communication according to actual results.

Lastly, the companies need to strike a balance between expansion on the internet and the presence in the offline market. Physical retail and distribution is still critical to Bangladesh. The expansion will be enhanced when the customers will be able to locate the brand both online and offline.

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