

Innovative Marketing Strategy of Multi-national Companies in Bangladesh: An Empirical Study.

Md. Shahiduzzaman*¹ Emdadul Hoque, PhD*²

*¹Lecturer, Department of Business Administration, RabindraMaitree University, Kushtia, Bangladesh.

*². Assistant Professor, Department of Business Administration, Rabindra Maitree University, Kushtia, Bangladesh.

* E-mail of the corresponding author: ehoque55@gmail.com

Abstract

This study looks into the creative marketing techniques used by international corporations in Bangladesh. The study employs a mixed-methods approach to examine consumer perceptions and corporate strategies by surveying 100 marketing executives from five selected multinational corporations (Marico Bangladesh Limited, Unilever, Transcom Beverage Limited, Hemas Consumers Brands Private Limited, and Reckitt Benckiser) as well as 100 consumers. Localization, the efficacy of digital marketing, and customer engagement are all significantly correlated, according to quantitative data examined using descriptive and inferential statistics like regression and correlation. To identify important innovations and difficulties, theme analysis was performed on qualitative data obtained from open-ended questions. The results show that social media campaigns are the most used tactic, with a heavy emphasis on digital marketing in general, even if executives acknowledge the advantages of creative marketing in the FMCG industry. Facebook is the most popular digital platform, and most businesses use localized or partially localized worldwide marketing methods. Sales growth is a major metric for success, yet regulatory constraints and variations in consumer behavior are major obstacles. Correlation study reveals robust positive associations between localization and success, as well as between successful digital platforms and issues and localization. Regression research also shows that localization is highly influenced by successful digital platforms and corporate success, and that success is a key predictor of localization. With Facebook being the most popular digital engagement platform, consumer data indicates that social media advertisements and brand reputation are important factors influencing purchases. The study concludes that multinational brands in Bangladesh should prioritize affordability, localization, innovative marketing, and enhanced digital engagement for sustained market growth.

Key Words: Creative, Techniques, Customer, FMCG, Facebook, localization, predictor, Brand reputation, Multinational, affordability, digital, etc.

DOI: 10.7176/EJBM/17-4-05

Publication date: May 30th 2025

1. Introduction

Multinational corporations (MNCs) are using creative methods in developing markets like Bangladesh as a result of the digital age's transformation of marketing. Effective marketing in Bangladesh necessitates both localization and creativity due to the country's unique cultural landscape and growing internet penetration. MNCs employ influencer campaigns, digital marketing, social media, and sustainability-driven tactics, but they also have to deal with issues like consumer behavior, legislation, and cultural adaptability. Platforms like Facebook, YouTube, Instagram, and TikTok are the main ways that consumers interact with brands, and influencer recommendations and brand reputation affect consumer choices. Research on how consumers react to these contemporary tactics is, nevertheless, scarce. With an emphasis on localization, the efficacy of digital platforms, and significant implementation obstacles, this study explores MNC marketing tactics in Bangladesh with the goal of providing businesses with useful information to help them thrive in this expanding market.

1.1 Statement of the Problem

Due to the requirement for localization, cultural adaptation, and comprehension of digital consumer behavior, multinational corporations in Bangladesh encounter particular difficulties when putting their marketing strategies

into practice. Although influencer and internet marketing are expanding, little is known about how effective they are in practice. MNCs frequently have trouble choosing the best platforms, incorporating localization, and using KPIs to gauge progress. Although digital interaction, cultural relevance, and brand reputation all affect consumers, it is yet unknown how localization affects brand loyalty and purchase decisions. By examining the efficacy of creative marketing techniques and consumer attitudes, this study aims to close that gap and provide MNCs with information to increase engagement, loyalty, and competitiveness in the Bangladeshi market.

1.2 Importance of the Study

Multinational corporations, marketing experts, legislators, consumers, and researchers can all benefit from this study since it provides information on successful marketing tactics in Bangladesh. It stresses the need of localization, defines the best digital platforms, describes key performance measures, and tackles cultural and regulatory issues for MNCs and marketers. It examines buying patterns, brand selection criteria, and how localization influences brand loyalty for both customers and analysts. It helps legislators better regulate internet marketing and advertising, encouraging just and moral behavior. It offers the groundwork for further research and advances the study of international marketing in emerging markets for scholars. All things considered, the report provides useful suggestions to assist MNCs in maximizing involvement and enhancing competitiveness in Bangladesh's changing marketing environment.

1.3 Objectives of the Study

The purpose of this study is to assess how innovative marketing strategies are used by multinational corporations (MNCs) in Bangladesh, with an emphasis on consumer interaction, digital platform efficacy, and localization. Other goals include:

- a) Examining the efficacy of MNCs' marketing tactics in the Bangladeshi market.
- b) Determining the function and influence of localization on customer engagement and brand perception.
- c) Determining the best digital marketing channels (like Facebook, YouTube, and TikTok).
- d) Analyzing how sales, engagement, and ROI are used to gauge success.
- e) Examining obstacles including laws, cultural adjustment, and competition.
- f) Recognizing the preferences, behavior, and awareness of marketing tactics of consumers.
- g) Offering helpful suggestions to assist multinational corporations in enhancing their marketing in Bangladesh.

1.4 Questions for the Study

A structured questionnaire for the two-phase study is intended for executives and customers. To reach the goal, the following research questions are formed:

1. Which cutting-edge marketing techniques are most frequently used by multinational corporations doing business in Bangladesh, and how do they differ depending on the industry?
2. How can multinational corporations effectively interact with Bangladeshi customers by localizing their worldwide marketing strategies?
3. According to Bangladeshi consumers and marketing executives, which digital channels are best for marketing communication?
4. How much does the success of foreign firms' marketing campaigns in Bangladesh depend on localization, including language and cultural themes?
5. In terms of foreign brands, what are the main determinants of Bangladeshi customers' purchase decisions?
6. How do global corporations assess the effectiveness of their creative marketing techniques and what obstacles do they encounter when putting them into practice in the Bangladeshi market?

1.5 Hypotheses of the Study

Here are some Hypotheses derived from the survey: Hypotheses for Marketing Executives (Multinational Companies in Bangladesh)

H₁: Companies that use a standardized global approach for marketing are less likely to engage customers than multinational companies that use a completely specialized strategy in Bangladesh.

H₂: Perceived campaign success is positively connected with the significance of localization in marketing strategy.

H₃: In Bangladesh, digital marketing is the most popular and successful marketing tactic utilized by multinational corporations.

H₄: The best digital avenues for connecting with Bangladeshi customers are social media sites, especially Facebook and YouTube.

H₅: Client retention is higher over the long run for businesses that make social media metrics and brand awareness their top performance KPIs.

H₆: Metrics of consumer engagement have a greater impact on the perceived effectiveness of marketing tactics than does the rise in direct sales.

H₇: When putting marketing plans into practice in Bangladesh, cultural adaptation presents a bigger hurdle for global corporations than legal constraints.

H₈: Compared to other industries, businesses in the FMCG industry confront higher marketing issues connected to competitiveness.

Hypotheses for Bangladeshi Consumers (Consumer Perception & Preferences)

H₉: When consumers buy from international companies, the quality of the product or service is the most important factor affecting their choices.

H₁₁: Compared to older customers, younger consumers (those between the ages of 18 and 25) are more influenced by social media ads.

H₁₁: In Bangladesh, Facebook is the most widely used channel for consumer connection with international brands.

H₁₂: Lower-income consumers are less likely than higher-income consumers (BDT 50,000 and above) to interact with global brands on YouTube and Instagram.

H₁₃: Customers who value localization in ads are more likely to become brand loyal to global corporations, according to H₁₃.

H₁₄: Customers between the ages of 26 and 35 are more likely than those in other age groups to favor localized marketing content.

H₁₅: Customers are more likely to notice creative marketing initiatives if they often interact with global businesses.

H₁₆: Sales are increased more by discounts and promotions than by recommendations from influencers.

1.6 Review of Related Literature

Bednarz and Orelly (2020) explained in their article titled "The Importance of Social Media on the FMCG Market in Bangladesh," how to determine how the internet and major social media platforms are used by Bangladeshis in general and how they can be used to improve marketing communication between FMCG manufacturers and consumers. A quantitative survey consisting of in-person interviews was employed on a sample of 100 consumers in September 2019 in Bangladesh's capital, Dhaka. Home interviews were the norm for the interviewees. Facebook and YouTube are the two most popular social media platforms, and the majority of respondents had regular access to internet services, they discovered. To help consumers decide which FMCG products to buy, product information is given to these media outlets. Social media is most popular among responders who are younger and primarily male.

Bramantoko & Maridjo (2024) examined in their paper titled "The Influence of Experiential Marketing on Customer Loyalty Mediated with Customer Satisfaction," how sense, feel, think, and act connect to customer loyalty and how customer satisfaction mediates this relationship. By offering organized, quantifiable data that can be statistically examined quantitative research techniques like surveys and questionnaires align with positivist ideals. One of the research tools is a questionnaire. According to their findings, there is no direct correlation between feel, think, and act and customer loyalty; thinking has no direct effect on customer loyalty; feeling influences customer loyalty and is fully mediated by customer satisfaction; think influences customer loyalty and is fully mediated by customer satisfaction; act influences customer loyalty and is partially mediated by customer satisfaction; and relate influences customer loyalty.

Chowdhury, et al (2024), their paper, "The Impact of Social Media Marketing on Consumer Behavior: A Study of the Fashion Retail Industry," explains how consumer decision-making is intertwined with social media platform participation, advertising, and the influence of powerful people. They use a mixed-methods approach to examine how social media marketing affects consumer behavior in the retail fashion industry. This methodology allowed them to combine quantitative and qualitative data. They discovered that, in line with the great majority of current research, social media marketing and consumer expenditure are favorably connected. Active customer involvement in marketing activities leads to increased brand preference and awareness.

Fareniuk (2022) in her paper "Marketing Strategy Optimization in FMCG Markets," described the outcomes of using data science-based marketing mix modeling for FMCG businesses. She demonstrates how distribution and media response are related, with a decrease in media performance being impacted by less distribution and vice versa. Using an analytics model and research concept, the CRISP-DM technique was used to characterize the process through six important stages. She found that due to intense competition and the recent emergence of the sector, she discovered that the brand's position on the market is weak. The brand's standing is steadily declining due to competition from brands with active trading and media backing. A notable short-term increase in sales is produced by adjustments to the price index (price promo realization). She also discovered that the brand's market share and its degree of distribution are strongly positively correlated.

Hsu (2011) in his paper "Design marketing strategy in successful product competition," examines Taiwanese computer and electronics companies to investigate the product marketing strategies they have implemented to cope with international competition. He employed case studies, questionnaire surveys, and marketing tactics utilized by the Taiwanese electronics and computer sector. He discovered that companies using various marketing techniques used various design innovation techniques while creating new products. The market leader group's design tactics included aggressive innovation, the market focus groups were focused on product design innovation, and the market niche groups were adaptable.

Lee & Johnson Kim (2019) in their articles titled "Cause-related marketing strategy types: assessing their relative effectiveness," described how four different types of cause-related marketing (CRM) strategies affect how consumers react to a fashion brand and evaluated how effective each is in comparison. Each participant filled out a questionnaire after being randomly allocated to one of four CRM situations using a between-subjects design. Consumer reactions (such as perceived brand distinctiveness, trustworthiness, and attractiveness, customer-brand identification, brand attitude, and customer loyalty) were found to be significantly impacted by CRM strategy. For cause-related event marketing, the impact of corporate social responsibility image on perceived brand uniqueness was greatest.

Lucio and Giuliano (2010) in their article "Marketing strategy and marketing performance measurement system: Exploring the relationship," drew a conceptual framework regarding the managerial levers for MPMS design (marketing performances, measures, and control system) with the goal of examining the nature and potential existence of the relationship between marketing strategy and MPMS. They applied the multiple case study method to seven Italian companies. Companies that pursue different marketing strategies use different MPMS, they discovered. They also looked at how some contextual factors can affect the connection and discussed their function in the literature review.

Malama, Chowdhury, and Hyder (2023) described in their paper "International Marketing Strategy of Emerging Market Firms: The Case of Bangladesh" the elements that affect the international marketing (IM) strategy of goods from emerging markets (EMs) to global markets. In order to gather qualitative data for their case studies, they conducted semi-structured interviews with respondents from four Bangladeshi food product firms. They used purposive sampling strategies and used the respondent's given papers to supplement the interview data with direct observation. They discovered that the belief that low-income nations generate subpar goods hinders EM companies' efforts to expand internationally.

Moghaddam and Forough's (2012) opines in their article, "The Influence of Marketing Strategy Elements on Market Share of Firms," that companies want to increase their market share in order to increase their operational size and profitability. They employed a questionnaire approach. Questionnaires were distributed to the managing directors or sales managers in order to gather information for a hypothesis evaluation. They discovered that the key components for growing market share are pricing, location, advertising, and product strategies.

Rana et al. (2011) explained in their article, "Key Success Factors Creating Values in Marketing: A Study On Instant – Food – Products (IFPs) Marketing in Bangladesh," that a marketer's concern is to identify the key success factors that add value for the product to the consumers in Bangladeshi markets with respect to specific IFPs. With an emphasis on a definitive examination of the critical success determinants, they employed exploratory investigations by gathering original data from retailers and customers. Taste and quality are the most important variables, ranking first or second among all the chosen IFPs, they discovered. They also discovered that, due to low income levels in practically all developing nations, customers view price as the most crucial consideration when purchasing convenient items, a fallacy that is always entwined with taste and quality.

Stern & Gregory (2006) studied organizational cognition in terms of the firm's strategic complexity, which is its ability to integrate multiple environmental dimensions during marketing strategy making, in their articles titled "The effect of strategic complexity on marketing strategy and organizational performance." Each of the nine

components was measured using a multi-item scale. Based on how much importance a firm put on four strategic dimensions—competitors, customers, goods, and the macro environment—cluster analysis was utilized to create discrete groupings. They discovered that the development of marketing strategies and the effectiveness of organizations are impacted by strategic complexity.

Vorhies et al (2009) in their article, "Product-Market Strategy and the Marketing Capabilities of the Firm: Impact on Market Effectiveness and Cash Flow Performance," described how they empirically examined a homological network of relationships between strategic business unit product-market strategy (differentiation, cost-focus, and product-market scope), marketing capabilities (specialized and architectural capabilities, as well as their integration), and business unit performance (market effectiveness and subsequent one-year objective cash flow), as well as a number of controls. A key informant survey approach was utilized to create the primary data, which was then complemented with objective performance statistics from secondary sources that were released. They discovered that servicing consumer markets had a favorable influence on market effectiveness, whereas serving goods-based markets had a negative effect on architectural marketing skills.

Vrontis et al (2009) in their article titled "International marketing adaptation versus standardization of multinational companies," examined the factors influencing multinational companies' tactical (7Ps – marketing mix) behavior toward standardization and adaptation. They do this by placing multinational companies on a linear continuum that represents their overall attitude toward these changes. Questionnaire techniques were employed. A rating system 'The Rasch Model' places the attitudes of multinational corporations toward adaptability and standardization on a linear continuum. They discovered that whereas businesses at the top of the scale showed a larger inclination to adjust their worldwide marketing strategies, those at the bottom of the scale showed a stronger tendency toward uniformity.

2. Research Design and Methods

The innovative marketing strategies of multinational corporations in Bangladesh are analyzed in this study using a mixed-methods research methodology that combines qualitative and quantitative techniques. To learn more about corporate marketing strategy and customer views, a systematic questionnaire was created to gather information from marketing executives and consumers.

2.1 Methods of Population and Sampling

Five (5) multinational corporations that operate in Bangladesh are the subjects of the study. They are: 1. Reckitt Benckiser, 2. Unilever 3. Transcom Beverage Limited, 4. Hema Consumers Brands Private Limited. 5. Marico Bangladesh limited. Two main groups are the focus of the study, and 200 respondents in total are taken into consideration, 100 from each group:

1. Managers and marketing executives from international corporations in Bangladesh that works in sectors including e-commerce, telephony, banking and finance, and fast-moving consumer goods.
2. Customers in Bangladesh who actively interact with international brands.

To ensure that respondents had the necessary knowledge and power to decide on marketing strategies, marketing executives were chosen through the use of a purposive sample approach. To guarantee representation across all age groups, income levels, and digital platform usage, a stratified random selection approach was used for consumer respondents.

2.2 Techniques for Collecting Information

A systematic questionnaire comprising both multiple-choice and open-ended questions was used to gather primary data. There were two sections on the questionnaire:

Executive Survey: Marketing tactics, digital platforms, localization techniques, performance evaluation, and obstacles were the main topics of the.

Consumer Survey: Centered on digital engagement, brand interaction, variables impacting brand choice, and purchase behavior.

Design of the Instrument

The questionnaire's design was informed by industry norms and earlier research (Kotler & Keller, 2016; Chaffey & Smith, 2022). It used both closed-ended and Likert -Scale questions to gauge how important and successful certain marketing tactics were.

2.3 Techniques for Data Analysis

Statistical methods for both descriptive and inferential analysis were applied to the gathered data:

Descriptive Analysis: Responses were compiled using mean, frequency distribution, and percentage analysis.

Inferential Analysis: The efficacy of digital marketing, customer interaction, and localization tactics were all examined using correlation and regression analysis.

Thematic analysis: It was used to find recurring themes in the qualitative replies on marketing innovations and the difficulties multinational corporations encounter.

2.4 Ethical Aspects

Respondents were guaranteed anonymity and confidentiality, and participation in the poll was completely optional. Every participant gave their informed agreement, and the study complied with ethical standards and research regulations.

2.5 The Study's Limitations

This study may not adequately represent the marketing dynamics of local businesses because it is restricted to international corporations doing business in Bangladesh. The study also depends on the premise that respondents gave truthful and accurate answers, because self-reported data may contain biases.

3. Analyses & Results

Table No-3.1
Frequency Distribution from the Perspective of Executives

N	i	ii	iii	iv	v	vi	vii	viii	ix
Valid	100	100	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0	0	0
Mean	3.00	7.91	1.00	2.27	1.70	1.94	1.85	2.47	2.12
Std. Deviation	1.42	2.10	0.00	1.20	0.72	1.21	0.77	1.47	1.10
Minimum	1.00	3.00	1.00	0.00	1.00	1.00	1.00	1.00	1.00
Maximum	5.00	12.00	1.00	5.00	3.00	4.00	3.00	5.00	4.00
Sum	300.00	791.00	100.00	227.00	170.00	194.00	185.00	247.00	212.00

Result collected from consumers through questionnaire and analyzed using SPSS version, 2024.

Here i) means Serial Number, ii) experience, iii) fast moving consumer goods iv) marketing strategies v) global marketing strategies vi) effective digital platforms vii) Localization viii) Success ix) Challenges.

Table No. 3.1 shows the frequency distribution of executives according to nine criteria: success, problems, localization, marketing strategies, global marketing, FMCG engagement, experience, and effective digital platforms. The mean, standard deviation, range, and total for 100 executives are among the important statistical statistics it contains. Executives all agree that FMCG is important, as it is the single aspect that does not vary. Experience varies; 9 years is the most prevalent (24%), followed by 10 years (20%) and 6 years (16%). 3 and 12 years (2% each) are the least common levels. 100 percent of CEOs opines that FMCG benefits from innovative marketing strategies. The most popular marketing tactics include social media campaigns (33%), digital marketing (17%), and influencer marketing (26%). There is less prevalence of experimental marketing (2%) and localized content marketing (14%). All, 98% of those surveyed depend on digital marketing in one way or another. In terms of global marketing strategies, the majority of businesses utilize a locally tailored approach, with 45% using a completely localized approach, 40% using a partially localized strategy, and 15% using a standardized worldwide plan. The most popular digital platform is Facebook (53%), followed by YouTube and TikTok (23% each), and Instagram (1%), which is the least popular. Of those surveyed, 77% recognize the importance of localization, with 38% citing it as extremely essential, 39% as fairly significant, and 23% the

same. Success is mostly determined by revenue growth (35%), which is followed by customer engagement (22%), brand recognition (23%), and Return on Investment (20%), which is less important. The intricacy of market adaptation and compliance is shown by the fact that customer behavior variances (37%), regulatory limits (31%), competitiveness (17%), and cultural adaptation (15%) are among the top issues CEOs encounter.

Table No-3.2
Pearson correlation of coefficient

	i	ii	iii	iv	v	vi	vii	viii
i	1	. ^a	-0.08	-0.01	0.31**	0.03	0.18	-0.008
ii		1	0.44	0.91	0.001	0.77	0.08	0.93
iii			1	-0.36**	-0.45**	-0.35**	-0.37**	-0.40**
iv				1	0.44**	0.52**	0.50**	0.59**
v					1	0.84**	0.92**	0.83**
vi						1	0.91**	0.88**
vii							1	0.89**
viii								1
N	100	100	100	100	100	100	100	100

Result collected from consumers through questionnaire and analyzed using SPSS version, 2024.

Note: *. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

- a. Cannot be computed because at least one of the variables is constant. Here I indicates experience, ii) fast moving consumer goods iii) marketing strategies iv) global marketing strategies v) effective digital platforms vi) Localization vii) Success viii) Challenges respectively.

In Table No-3.2, it is seen that localized content improves the efficacy of digital strategies, as demonstrated by the substantial association (0.84**) between Effective Digital Platforms and Localization in Table No-02. Additionally, success has a strong correlation with digital platforms (0.92**), indicating that digital tools play a major role in corporate success. The fact that digital platforms are associated with challenges (0.83**) implies that companies that use them can encounter more issues relating to customers. A substantial correlation between localization and success (0.90**) supports the notion that customized approaches lead to better results. Challenges (0.89**) rise in tandem with Success (0.88**), most often as a result of operational scale or competition. Indicating their significance in both operational complexity and growth, global marketing strategies have a positive correlation with Digital Platforms (0.44**), Localization (0.52**), Success (0.50**), and Challenges (0.59**). The majority of characteristics and marketing techniques have negative associations, indicating that localization-focused, digital, or global tactics may not be well suited to traditional or isolated approaches. The associations of experience are weak or inconsequential, suggesting that it has little effect on other characteristics. There were no associations calculated since FMCG stays constant.

Analysis of Multiple Regressions

Table No-3.3
ANOVA when dependent variable: Localization

	SS	DF	MS	F	Significance F
Regression	48.88	4	12.22	117.52	0.00 ^b
Residual	9.88	95	0.10		
Total	58.75	99			

Note: Dependent Variable: Localization b. Predictors: (Constant), are global marketing strategies. marketing strategies, effective digital platforms, and Success.

Table No. 3.3 displays an F-statistic of 117.52 with a significance level of $F = 0.000$. A p-value of less than 0.05 indicates that the outcome is statistically significant. This indicates that the model, which takes into account successful digital platforms, global marketing tactics, and marketing strategies, accurately forecasts localization.

This suggests a high model fit (83.2%), with the predictors accounting for a significant amount of the factors affecting localization.

Table No-3.4
Coefficient Statistics of the panel data when dependent variable: Localization

Predictors	Unstandardized Coefficients	Standard Error	Standardized Coefficients		
	B		B	t	Sig
(Constant)	0.53	0.14		3.78	0.00
Global marketing strategies	0.10	0.05	0.10	1.92	0.06
Marketing strategies	0.009	0.03	0.01	0.30	0.78
Effective digital platforms	0.05	0.07	0.07	0.66	0.51
Success	0.42	0.06	0.80	7.01	0.00
Multiple R: 0.91, R Square: 0.83, Adjusted R Square: 0.83, Standard Error: 0.32, Observations: 100 where degree of freedom (4, 95). Here, Predictors are global marketing strategies, marketing strategies, effective digital platforms, and Success.					

Source: Result collected from consumers through questionnaire and analyzed using SPSS version, 2024.

Table No. 3.4 (The coefficient statistics table) indicates a robust regression model ($R^2 = 0.83$) that accounts for 83% of the variance in localization. The standard error (0.32) suggests that the residuals are minimal. The largest significant predictor is success ($B = 0.42$, $p = 0.00$, $Beta = 0.80$), indicating that localization is substantially influenced by greater success metrics. Global marketing techniques had a modestly significant favorable impact ($B = 0.10$, $p = 0.06$). However, localization is not substantially impacted by general marketing tactics ($p = 0.78$) or successful digital platforms ($p = 0.51$). This suggests that performance-driven methods are more beneficial to localization than general or digital marketing alone.

Multiple Regressions Analyses

Table No-3.5
ANOVA table when dependent variable: Success

	SS	DF	MS	F	Significance F
Regression	195.48	4	48.87	238.90	.000 ^b
Residual	19.43	95	0.20		
Total	214.91	99			

Dependent Variable: Localization b. Predictors: (Constant), Localization, marketing strategies, global marketing strategies, and effective digital platforms.

Table No. 3.5 displays a very significant regression model ($F = 238.89$, $p < 0.001$), showing that 91% of the variance in success can be explained by the combined effects of Localization, Marketing Strategies, Global Marketing Strategies, and Effective Digital Platforms. Given their statistically substantial and statistically significant combined influence, this strong fit indicates that these elements are effective predictors of company success.

Table No-3.6
Coefficient Statistics of the panel data when dependent variable: Success

Predictors	Unstandardized Coefficients	Standard Error	Standardized Coefficients		
	B		B	t	Sig
(Constant)	-0.67	0.20		-3.33	0.001
Global marketing strategies	0.09	0.08	0.04	1.18	0.24
Marketing strategies	0.06	0.04	0.05	1.43	0.15
Effective digital platforms	0.69	0.07	0.56	9.24	0.00
Localization	0.82	0.12	0.43	7.01	0.00
Multiple R: 0.95, R Square: 0.91, Adjusted R Square: 0.91, Standard Error: 0.45, Observations: 99 where degree of freedom (4, 95). Here, Predictors are global marketing strategies, marketing strategies, effective digital platforms and Localization, ,					

Source: Result collected from consumers through questionnaire and analyzed using SPSS version, 2024.

Table No-3.6 describes four variables account for 91% of the variation in Success, according to the regression findings for the Success model, which demonstrate an excellent fit (Multiple R = 0.95, R² = 0.91). An accuracy of 0.45 is shown by the low standard error. Localization (B = 0.82, $p < 0.001$) and Effective Digital Platforms (B = 0.68, $p < 0.001$, Beta = 0.56) are the two most important factors, both of which have a significant positive influence on success. However, neither worldwide Marketing tactics ($p = 0.24$) nor Marketing Strategies ($p = 0.15$) are statistically significant, indicating that custom localization efforts and a robust digital presence are more important for success than either generic or worldwide tactics.

Table No-3.7
ANOVA when dependent variable: Marketing Strategies

	SS	DF	MS	F	Significance F
Regression	38.40	4	9.60	8.83	.000 ^b
Residual	103.31	95	1.09		
Total	141.71	99			

Dependent Variable: Localization b. Predictors: (Constant), Success, global marketing strategies, Localization, effective digital platforms.

The regression model that predicts marketing strategies is statistically significant, according to Table No. 3.7 (the ANOVA table) ($F = 8.83$, $p = 0.00$). This indicates that Marketing Strategies are significantly impacted by the independent variables of Success, Global Marketing Strategies, Localization, and Effective Digital Platforms taken together.

Table No-3.8
Coefficient Statistics of the panel data when dependent variable: Marketing strategies

Predictors	Unstandardized Coefficients	Standard Error	Standardized Coefficients		
	B		B	t	Sig
(Constant)	3.48	0.33		10.40	0.00
Global marketing strategies	-0.43	0.18	-0.26	-2.51	0.014
Effective digital platforms	-0.76	0.22	-0.77	-3.44	0.001
Localization	0.10	0.33	0.06	0.29	0.78
Success	0.34	0.23	0.41	1.43	0.15
Multiple R: 0.52, R Square: 0.27, Adjusted R Square: 0.24, Standard Error: 1.04, Observations: 100 where degree of freedom (4, 95). Here, Predictors are Success, global marketing strategies, localization, effective digital platforms.					

Source: Result collected from consumers through questionnaire and analyzed using SPSS version, 2024.

Four factors' effects on marketing strategies are examined in Table No.3.8 (regression analysis). The model accounts for 27% of the variation in marketing strategies (Adjusted R² = 0.24), and it exhibits a moderate correlation (Multiple R = 0.52). With a standard error of 1.04, the forecast accuracy is considered modest. Notably, Global Marketing Strategies (B = -0.43, $p < 0.05$) and Effective Digital Platforms (B = -0.76, $p < 0.01$) have significant negative effects, suggesting that increased reliance on these factors may reduce the effectiveness of marketing strategies. At the same time, success and localization are not statistically significant, suggesting that they have little direct impact. These results draw attention to possible difficulties for businesses that put global strategy and digital platforms ahead of regional, customized marketing campaigns.

Table No-3.9
ANOVA when dependent variable: Effective Digital Platforms

	<i>SS</i>	<i>DF</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	125.94	4	31.48	151.82	.000 ^b
Residual	19.70	95	0.21		
Total	145.64	99			

Dependent Variable: localization b. Predictors: (Constant), marketing strategies, localization, global marketing strategies, Success

According to Table No. 3.9 (The ANOVA), the regression model predicting Effective Digital Platforms is extremely significant, ($F = 151.82$, $p = 0.00$). This indicates that the combined effects of marketing strategies, localization, global marketing strategies, and success are substantial and statistically significant. The model explains most of the variability in Effective Digital Platforms, as seen by the tiny residual sum of squares (19.70) in comparison to the overall sum of squares (145.64).

Table No-3.10
Coefficient Statistics of the panel data when dependent variable: Effective Digital Platforms

Predictors	Unstandardized Coefficients	Standard Error	Standardized Coefficients		
	B		B	t	Sig
(Constant)	0.55	0.21		2.69	0.009
Global marketing strategies	-0.10	0.08	-0.06	-1.30	0.19
Localization	0.09	0.14	0.06	0.66	0.51
Success	0.69	0.07	0.84	9.24	0.00
Marketing strategies	-0.14	0.04	-0.14	-3.44	0.001
Multiple R: 0.93, R Square: 0.87, Adjusted R Square: 0.86, Standard Error: 0.46, Observations: 100 where degree of freedom (4, 95). Here, Predictors are marketing strategies, localization, global marketing strategies, Success					

Source: Result collected from consumers through questionnaire and analyzed using SPSS version, 2024.

With Multiple R = 0.93 and R² = 0.87, Table No. 3.10 (regression analysis) demonstrates a robust model for predicting Effective Digital Platforms, meaning that the predictors account for 87% of the variation. After taking complexity into account, the model's robustness is confirmed by the Adjusted R² = 0.86 and its excellent accuracy is shown by the low standard error (0.46). The most important component is success ($\beta = 0.84$, $p = 0.00$), which has a significant favorable influence on the efficacy of digital platforms. Marketing strategies, on the other hand, have a substantial negative influence ($\beta = -0.14$, $p = 0.001$), indicating that dependence on conventional methods may impede the efficacy of digital methods. Localization and global marketing strategies have no direct influence on the success of digital platforms since they are not statistically significant ($p > 0.05$).

4. Questionnaire for Consumers

Table No-4.1
Analyses of Frequency Statistics

		i	ii	iii	iv	v	vi	vii	viii	ix	x	xi
N	Valid	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0
Mean		3.0000	2.67	1.40	2.19	1.96	2.88	2.16	2.21	1.35	1.87	1.86
Std. Deviation		1.42	1.28	0.49	0.98	1.06	1.33	1.19	1.20	0.48	1.03	1.16
Minimum		1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum		5.00	5.00	2.00	4.00	4.00	5.00	4.00	4.00	2.00	4.00	5.00
Sum		300.00	267.00	140.00	219.00	196.00	288.00	216.00	221.00	135.00	187.00	186.00

Source: Result collected from consumers through questionnaire and analyzed using SPSS version, 2024.

Here i) age, ii) gender, iii) monthly income of the respondents, iv) Purchase products frequently from multinational companies, v) the trends of Regular purchasing multinational brands of the respondents, vi) factors Influence to purchase from a Multinational brand vii) Digital platform used to interact with multinational brands viii) Digital platform used to interact with multinational brands, ix) Unique marketing campaigns from multinational brands, x) trends of return from localization and xi) the opinions of respondents regarding Innovative marketing strategy of multi-national companies in Bangladesh.

The consumption and marketing methods of multinational brands in Bangladesh are examined in Table No. 4.1 using data from 100 respondents. 60% of responders are men and 31% are between the ages of 36 and 45. 49%

of customers are younger, with those under 18 to 25 representing future market potential. The fact that just 5% of consumers are older (46+) suggests that seniors have less brand awareness. Since 40% of people make between BDT 20,000 and BDT 50,000, and 67% make less than BDT 50,000, cost appears to be a major consideration. Purchase patterns reveal that 27% of consumers buy multinational goods seldom, whereas 45% buy them regularly, suggesting potential for more participation. The brands that are most frequently bought are Hemas (27%) and Marico (24%), followed by Transcom Beverage (23%). In contrast, Unilever (12%) and Reckitt Benckiser (14%), which are more competitive. Brand reputation (42%), social media advertisements (22%), and product quality (22%), are important factors that affect purchases. A smaller group is impacted by price sensitivity (14%). Instagram (4%) is behind Facebook (46%), which leads digital interaction, followed by YouTube (33%), and TikTok (17%). Although 35% believe that efforts lack uniqueness, 65% acknowledge that distinctive global marketing initiatives exist. 73% of respondents said localization is essential, and 50% said it is extremely important. Only 10% dismiss localization, while 17% remain indifferent. Marketing focused on quality is the most popular approach (53%), followed by social responsibility and sustainability (25%). The lower priority given to customer involvement (10%), omni-channel (7%), and hyper-local marketing (5%), however, suggests possible areas for strategic expansion. Overall, the research indicates that in order to sustain and grow their market share in Bangladesh, international companies need prioritize localization, affordability, creative marketing, and more digital interaction.

Table No-4.2
Analyses for Correlation of coefficients

	i	ii	iii	iv	v	vi	vii	viii	ix
i	1	0.03	0.51**	-0.02	-0.04	-0.13	0.08	-0.12	0.09
		0.73	0.00	0.87	0.69	0.18	0.44	0.22	0.38
ii	0.03	1	0.38**	0.82**	0.72**	0.37**	0.83**	0.68**	0.84**
	0.73		0.00	0.00	0.00	0.00	0.00	0.00	0.00
iii	0.51**	0.38**	1	0.38**	0.32**	0.02	0.45**	0.24*	0.33**
	0.00	0.00		0.00	0.001	0.80	0.00	0.01	0.001
iv	-0.02	0.82**	0.38**	1	0.63**	0.34**	0.87**	0.74**	0.77**
	0.87	0.00	0.00		0.00	0.001	0.00	0.00	0.00
v	-0.04	0.72**	0.32**	0.63**	1	0.55**	0.65**	0.62**	0.69**
	0.69	0.00	0.001	0.00		0.00	0.00	0.00	0.00
vi	-0.14	0.37**	0.02	0.34**	0.55**	1	0.34**	0.50**	0.32**
	0.18	0.00	0.80	0.001	0.00		0.00	0.00	0.001
vii	0.08	0.83**	0.45**	0.87**	0.65**	0.34**	1	0.64**	0.84**
	0.44	0.00	0.00	0.00	0.00	0.00		0.00	0.00
viii	-0.12	0.68**	0.24*	0.74**	0.62**	0.50**	0.64**	1	0.46**
	0.227	0.000	0.015	0.000	0.000	0.000	0.000		0.00
ix	0.09	0.84**	0.33**	0.77**	0.69**	0.32**	0.84**	0.46**	1
	0.38	0.00	0.001	0.00	0.00	0.001	0.00	0.00	
	100	100	100	100	100	100	100	100	100

Source: Result collected from consumers through questionnaire and analyzed using SPSS version, 2024.

Here i) indicates, 'age', ii) gender, iii) monthly income of the respondents, iv) purchase products frequently from multinational companies, v) the trends of Regularly purchasing multinational brands of the respondents, vi) factors influence to purchase from a multinational brand vii) digital platform used to interact with multinational brands viii) unique marketing campaigns from multinational brands and ix) trends of return from localization.

Age and monthly income have a positive correlation ($r = 0.51$), according to Table No. 4.2, indicating that older respondents often make more money. Strong and substantial correlations between gender and all other factors are evident, particularly with regard to purchase frequency ($r = 0.82$), utilization of digital platforms ($r = 0.83$), and localization tendencies ($r = 0.84$), underscoring the importance of gender in influencing customer behavior toward multinational corporations. There is also a correlation between monthly income and buying behavior ($r = .38$) and the utilization of digital platforms ($r = .455$). Gender, digital contact, localization efforts, and distinctive marketing are all closely associated with frequent purchases. Indicating that devoted customers interact with companies more online and react favorably to localized material, regular purchase patterns are strongly correlated with digital use, brand impact, and localization. Digital platform utilization is crucial across all factors, particularly when it comes to gender and localization, but brand influence is only weakly correlated

with those who are already involved. MNCs should prioritize gender-sensitive and digitally active audiences when implementing unique marketing and localization strategies.

Table No-4.3
ANOVA when dependent variable: Purchase Products Frequently from Multinational Companies

	<i>SS</i>	<i>DF</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	93.24	5	18.65	94.23	.000 ^b
Residual	18.60	94	0.20		
Total	111.84	99			

Dependent Variable: Purchase products frequently from multinational companies b. Predictors: (Constant), Kinds of multinational companies marketing strategies in Bangladesh, Influences your decision to buy from multinational brands, Digital Platform used to interact with multinational brands , Unique marketing campaigns from multinational brands and localization.

Table No. 4.3 indicates that the regression model is statistically significant and that the significance $F = 0.00$ is extremely significant ($p < 0.001$). With an extremely high F -value of 94.23, the model contributes significantly to the variance in purchase frequency.

Table No- 4.4
Coefficient Statistics of the panel data when dependent variable: Purchase Products Frequently from Multinational Companies

Predictors	Unstandardized Coefficients	Standard Error	Standardized Coefficients		
	<i>B</i>		<i>B</i>	<i>t</i>	<i>Sig</i>
(Constant)	-0.37	0.14		-2.64	0.01
Kinds of multinational companies marketing strategies in Bangladesh	-0.04	0.06	-0.05	-0.77	0.44
Influences your decision to buy from multinational brands	-0.06	0.05	-0.07	-1.34	0.18
Digital Platform used to interact with multinational brands	0.39	0.08	0.44	4.79	0.00
Unique marketing campaigns from multinational brands	0.89	0.14	0.40	6.16	0.00
localization	0.28	0.09	0.28	3.11	0.002

Multiple R: 0.91, R Square: 0.83, Adjusted R Square: 0.83, Standard Error: 0.44, Observations: 100 where degree of freedom (5, 94). Here, Predictors are Kinds of multinational companies marketing strategies in Bangladesh, Influences your decision to buy from multinational brands, Digital Platform used to interact with multinational brands , Unique marketing campaigns from multinational brands and localization.

Source: Source: Result collected from consumers through questionnaire and analyzed using SPSS version, 2024. Table No. 4.4 can be interpreted and summarized as follows. coefficient statistics derived from the examination of regression. With $R = 0.91$, $R^2 = 0.83$ (meaning that 83% of the variation in purchase frequency is explained by the predictors), and Adjusted $R^2 = 0.83$, the model explains a significant amount of variance. More digital engagement results in more frequent purchases, as indicated by the strongest positive predictor, digital platform use ($\beta = 0.44$, $p < .001$). Campaigns that are unique ($\beta = 0.40$, $p < .001$) have a significant effect on engaging and innovative marketing, which encourages repeat business. Statistical significance indicates that localization has a beneficial impact on repeat purchases ($\beta = 0.28$, $p = 0.002$). It appears that marketing methods and their influence on purchasing decisions do not directly predict frequent purchase behavior in this model, as seen by the lack of significant effects ($p > .05$) observed.

Table No-4.5
ANOVA when dependent variable: Kinds of multinational companies marketing strategies in Bangladesh

	<i>SS</i>	<i>DF</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	114.55	5	22.91	34.73	.000 ^b
Residual	62.007	94	0.66		
Total	176.56	99			

Dependent Variable: Kinds of multinational companies marketing strategies in Bangladesh. Predictors: (Constant), , Influences your decision to buy from multinational brands, Digital Platform used to interact with multinational brands ,Unique marketing campaigns from multinational brands, localization and Purchase products frequently from multinational companies.

According to Table No. 4.5, the model is statistically significant since the F-value of 34.73 is quite high. The significance level is 0.00, meaning that p is less than 0.001. "Kinds of MNC marketing strategies in Bangladesh" is the dependent variable and the model as a whole offers a compelling explanation for the variance in this variable.

Table No-4.6
Coefficient Statistics of the panel data when dependent variable: Kinds of multinational companies marketing strategies in Bangladesh

Predictors	Unstandardized Coefficients	Standard Error	Standardized Coefficients		
	B		B	t	Sig.
(Constant)	-0.02	0.27		-0.06	0.95
Influences your decision to buy from multinational brands	0.28	0.08	0.25	3.40	0.001
Digital Platform used to interact with multinational brands ,	-0.06	0.17	-0.05	-0.34	0.73
Unique marketing campaigns from multinational brands	0.95	0.29	0.34	3.23	0.002
localization.	0.76	0.16	0.59	4.84	0.00
Purchase products frequently from multinational companies	-0.14	0.19	-0.11	-0.77	0.44
Multiple R: 0.81, R Square: 0.65, Adjusted R Square: 0.63, Standard Error: 0.81, Observations: 100 where degree of freedom (5, 94) Here, Predictors are, Influences your decision to buy from multinational brands, Digital Platform used to interact with multinational brands ,Unique marketing campaigns from multinational brands, localization and Purchase products frequently from multinational companies.					

Source: Source: Result collected from consumers through questionnaire and analyzed using SPSS version, 2024. With Multiple R = 0.81, $R^2 = 0.65$, and Adjusted $R^2 = 0.63$, Table No. 4.6 (the regression model) demonstrates a good correlation between the predictors and the dependent variable (types of Malaysian multinational corporations' marketing strategies). Accordingly, the model explains 65% of the variation in marketing strategy types, and even after controlling for the number of variables, the fit is still strong. When MNCs concentrate on localized techniques, they are more likely to employ diversified tactics, according to the highest positive effect among the variables ($\beta = 0.59$, $p < .001$). The influence of unique marketing campaigns on strategy is similarly substantial ($\beta = 0.34$, $p = .002$), suggesting that marketing diversity is driven by creativity and innovation. According to influence on purchasing decisions ($\beta = 0.25$, $p = .001$), MNC marketing techniques are directly influenced by customer preferences. Digital platform usage ($p = 0.73$), however, is not a significant predictor, maybe because it overlaps with other more powerful factors like campaign distinctiveness and localization. In conclusion, digital platform usage by itself does not substantially impact strategy variation; rather, localization, innovation, and customer influence are important factors influencing MNC marketing strategies in Bangladesh.

Table No- 4. 7
ANOVA when dependent variable: Influences Your Decision to Buy from Multinational Brands

	SS	DF	MS	F	Significance F
Regression	52.16	5	10.43	10.98	.000 ^b
Residual	89.28	94	0.950		
Total	141.44	99			

Dependent Variable: Influences your decision to buy from multinational brands, b. Predictors: (Constant), Kinds of multinational companies marketing strategies in Bangladesh, Unique marketing campaigns from multinational brands, localization and Purchase products frequently from multinational companies. Digital Platform used to interact with multinational brands.

The regression model's ANOVA is displayed in Table No. 4.7, with the dependent variable being "Influences your decision to buy from multinational brands." Overall, the regression model is statistically significant, as indicated by the F-value of 10.98 and the Significance F of 0.00. Accordingly, the predictors taken together have a big impact on what motivates customers to purchase from global companies.

Table No-4.8
Coefficient Statistics of the panel data when dependent variable: Influences Your Decision to Buy from Multinational Brands

Predictors	Unstandardized Coefficients	Standard Error	Standardized Coefficients		
	B		B	t	Sig.
(Constant)	0.16	0.32		0.49	0.62
Unique marketing campaigns from multinational brands,	1.03	0.36	0.41	2.87	0.005
localization	0.04	0.21	0.03	0.17	0.86
Purchase products frequently from multinational companies	-0.30	0.22	-0.27	-1.34	0.18
Kinds of multinational companies marketing strategies in Bangladesh,	0.40	0.12	0.44	3.40	0.001
Digital Platform used to interact with multinational brands	-0.003	0.20	-0.003	-0.01	0.99
Multiple R: 0.61, R Square: 0.37, Adjusted R Square: 0.34, Standard Error: 0.97, Observations: 99 where degree of freedom (4, 95). Here, Predictors are Kinds of multinational companies marketing strategies in Bangladesh, Unique marketing campaigns from multinational brands, localization and Purchase products frequently from multinational companies. Digital Platform used to interact with multinational brands					

Source: Source: Result collected from consumers through questionnaire and analyzed using SPSS version, 2024. The regression model explains 37% of the variation in consumer decisions to purchase from multinational companies ($R^2 = 0.37$), according to Table No. 4.8, and it has a moderate correlation (Multiple $R = 0.61$). Different marketing campaigns ($\beta = 1.02$, $p = 0.005$) and types of marketing tactics ($\beta = 0.398$, $p = 0.001$) are significant predictors that have a beneficial impact on purchasing choices. However, frequent purchases ($\beta = -0.30$, $p = 0.18$), localization ($\beta = 0.03$, $p = 0.86$), and use of digital platforms ($\beta = -0.003$, $p = 0.99$), do not substantially affect the choice to purchase.

Table No-4.9
ANOVA when dependent variable: Digital Platform Used to Interact with Multinational Brands

	SS	DF	MS	F	Significance F
Regression	118.57	5	23.71	92.82	.000 ^b
Residual	24.02	94	0.25		
Total	142.59	99			

Dependent Variable: Digital Platform used to interact with multinational brands b. Predictors: (Constant), Kinds of multinational companies marketing strategies in Bangladesh, Influences your decision to buy from multinational brands, Unique marketing campaigns from multinational brands, localization and Purchase products frequently from multinational companies.

The ANOVA findings are shown in Table No. 4.9 for the regression model with the dependent variable being the digital platform utilized to communicate with global companies. The variance explained by the model is represented by the Regression SS, which is 118.57. A measure of the model's overall significance, the F-value is 92.82. The variables have a substantial impact on the usage of digital platforms to engage with global brands, as indicated by the model's statistical significance (Significance $F = 0.00$).

Table No-4.10
Coefficient Statistics of the panel data when dependent variable: Digital Platform Used to Interact with Multinational Brands

Predictors	Unstandardized Coefficients	Standard Error	Standardized Coefficients		
	B		B	t	Sig.
(Constant)	-0.11	0.16		-0.64	0.52
Influences your decision to buy from multinational brands	-0.001	0.05	-0.001	-0.01	0.99
Unique marketing campaigns from multinational brands,	0.29	0.19	0.12	1.53	0.13
localization	0.53	0.09	0.46	5.66	0.00
Purchase products frequently from multinational companies.	0.50	0.10	0.45	4.79	0.00
Kinds of multinational companies marketing strategies in Bangladesh,	-0.02	0.06	-0.02	-0.34	0.73
Multiple R: 0.91, R Square: 0.83, Adjusted R Square: 0.82, Standard Error: 0.51, Observations: 99 where degree of freedom (5, 94). Here, Predictors are Digital Platform used to interact with multinational brands Influences your decision to buy from multinational brands, Unique marketing campaigns from multinational brands, Localization, Purchase products frequently from multinational companies and Kinds of multinational companies marketing strategies in Bangladesh,					

Source: Source: Result collected from consumers through questionnaire and analyzed using SPSS version, 2024. Table No- 4.10 presents the regression model for predicting the use of digital platforms to interact with multinational brands. Among the main conclusions are The model's robustness is confirmed by Adjusted R² = 0.82, even after controlling for the number of predictors. Multiple R = 0.91 indicates a significant correlation between predicted and actual values; R² = 0.83 demonstrates that 83% of the variation in digital platform utilization is explained by the predictors. Localization has a considerable favorable impact on the use of digital platforms (B = 0.53, p < 0.001), and frequent purchases from international corporations have a significant positive impact as well (B = 0.50, p < 0.001). Digital platform utilization is not significantly impacted by marketing techniques (B = -0.02, p = 0.73), influential purchasing decisions (B = -0.001, p = 0.99), or unique marketing campaigns (B = 0.29, p = 0.13). Conclusion: While other factors have little effect, localization and purchase frequency are important factors that drive interaction on digital platforms.

Table No-4.11
ANOVA when dependent variable: Unique Marketing Campaigns from Multinational Brands,

	SS	DF	MS	F	Significance F
Regression	15.94	5	3.19	43.99	0.000 ^b
Residual	6.81	94	0.07		
Total	22.75	99			

Dependent Variable: Unique marketing campaigns from multinational brands, b. Predictors: (Constant), Kinds of multinational companies marketing strategies in Bangladesh,, localization and Purchase products frequently from multinational companies. Digital Platform used to interact with multinational brands Influences your decision to buy from multinational brands.

The findings of an ANOVA for the regression model using "Unique marketing campaigns from multinational brands" as the dependent variable are displayed in Table No. 4.11. Key conclusions include: The model strongly explains the diversity in distinctive marketing efforts employed by multinational businesses, as evidenced by the extremely significant (p < 0.001) F-value of 43.99. Significant F = 0.000 indicates that there is a substantial correlation between the dependent variable and all of the predictors combined.

Table No-4.12
Coefficient Statistics of the panel data when dependent variable: Unique Marketing Campaigns from Multinational Brands,

Predictors	Unstandardized Coefficients	Standard Error	Standardized Coefficients		
	B		B	t	Sig
(Constant)	0.52	0.07		7.49	0.00
localization	-0.25	0.05	-0.53	-4.73	0.00
Purchase products frequently from multinational companies.	0.32	0.05	0.72	6.16	0.00
Kinds of multinational companies marketing strategies in Bangladesh,	0.10	0.03	0.29	3.23	0.002
Digital Platform used to interact with multinational brands	0.08	0.05	0.21	1.53	0.13
Influences your decision to buy from multinational brands,	0.08	0.03	0.19	2.87	0.005

Multiple R: 0.84, R Square: 0.70, Adjusted R Square: 0.69, Standard Error: 0.27, Observations: 99 where degree of freedom (4, 95). Here, Predictors are Kinds of multinational companies marketing strategies in Bangladesh, , localization and Purchase products frequently from multinational companies. Digital Platform used to interact with multinational brands Influences your decision to buy from multinational brands,

Source: Source: Result collected from consumers through questionnaire and analyzed using SPSS version, 2024. Table No. 4.12 shows that multinational firms' distinctive marketing activities have a substantial association (Multiple R = 0.84) and account for 70% of the variation ($R^2 = 0.70$, Adjusted $R^2 = 0.69$). Campaign distinctiveness is diminished by increased localization, as evidenced by the substantial and negative effect of localization ($B = -0.25$, $p < 0.001$). The effect of regularly buying from international corporations is favorable and substantial ($B = 0.32$, $p < 0.001$). Additionally, the types of marketing methods employed in Bangladesh have a substantial and favorable impact ($B = 0.10$, $p = 0.002$). Influences on consumer purchasing have a substantial and beneficial impact ($B = 0.08$, $p = 0.005$). Engaging with global brands through digital platforms does not have a statistically significant influence in this context ($B = 0.08$, $p = 0.13$). Localization has a markedly unfavorable association with the model's overall identification of critical characteristics that greatly impact the distinctiveness of international marketing initiatives.

Table No- 4.13
ANOVA when dependent variable: Localization

	<i>SS</i>	<i>DF</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	83.88	5	16.78	73.55	0.000 ^b
Residual	21.44	94	0.23		
Total	105.31	99			

Dependent Variable: localization b. Predictors: (Constant), Kinds of multinational companies marketing strategies in Bangladesh,, and Purchase products frequently from multinational companies. Digital Platform used to interact with multinational brands Influences your decision to buy from multinational brands and Unique marketing campaigns from multinational brands.

Localization is the dependent variable in the regression model, and the ANOVA results are shown in Table No. 4.23. A strong F-statistic of 73.55 suggests that the model is statistically significant. At least one predictor has a significant connection with localization, as evidenced by the significance $F = 0.00$ in this case, which indicates that the p-value is less than 0.05.

Table No-4.14
Coefficient Statistics of the panel data when dependent variable: Localization

Predictors	Unstandardized Coefficients	Standard Error	Standardized Coefficients		
	B		B	t	Sig
(Constant)	0.45	0.15		3.02	0.003
Purchase products frequently from multinational companies	0.33	0.10	0.34	3.11	0.002
Kinds of multinational companies marketing strategies in Bangladesh,	0.26	0.05	0.34	4.84	0.00
. Digital Platform used to interact with multinational brands	0.48	0.08	0.55	5.66	0.00
Influences your decision to buy from multinational brands	0.009	0.05	0.01	0.17	0.86
Unique marketing campaigns from multinational brands,	-0.78	0.16	-0.36	-4.73	0.00

Multiple R: 0.89, R Square: 0.80, Adjusted R Square: 0.79, Standard Error: 0.48, Observations: 99 where degree of freedom (4, 95). Here, Predictors are Kinds of multinational companies marketing strategies in Bangladesh, , and Purchase products frequently from multinational companies. Digital Platform used to interact with multinational brands Influences your decision to buy from multinational brands and Unique marketing campaigns from multinational brands.

Source: Source: Result collected from consumers through questionnaire and analyzed using SPSS version, 2024.

Table No. 4.14 shows that with a robust model ($R = 0.89$, $R^2 = 0.80$, Adjusted $R^2 = 0.79$), the regression model that describes localization with high accuracy is displayed in Table No. 4.24. Positive and substantial impacts on localization are caused by frequent purchases from multinational corporations ($B = 0.33$, $p = 0.002$), MNC marketing techniques in Bangladesh ($B = 0.26$, $p < 0.001$), and interactions with digital platforms ($B = 0.48$, $p < 0.001$). There is no significant impact of consumer purchasing influences ($B = 0.009$, $p = 0.87$). Marketing initiatives that are unique have a negative and substantial impact ($B = -0.78$, $p < 0.001$). While extremely distinctive campaigns may actually lessen translation efforts, digital engagement, marketing methods, and purchase frequency all have a significant impact on localization.

5. Findings

a) Global Strategies vs. Localization

- Since these areas are now underemphasized, businesses should put more effort into developing global strategies and localization.
- Localization is a key factor in success, since 73% of customer's value cultural adaptation. It also has a high association with the efficacy of digital platforms and campaign success ($r = 0.90$).

b) Global Strategies vs. Localization

- As localization and global strategy development are now underemphasized, businesses should put more effort into developing global strategies and localization.
- Localization is a key factor in success, since 73% of customers value cultural adaptation. It also has a high association with the efficacy of digital platforms and campaign success ($r = 0.90$).

c) Marketing Trends & Strategies

- The most popular strategies are influencer marketing (26%) and social media (33%).
- Underutilization of localized (14%) and experimental (2%) techniques is seen.
- Because most CEOs favor localized efforts, standardized worldwide approaches are uncommon (15%).

d) Digital Platforms

- The most popular platform is Facebook (53%), which is followed by YouTube and TikTok (23% each);
- Instagram (1%) is used by very few people. Use of digital platforms and marketing success are strongly correlated ($r = 0.92$).
- A trend toward contemporary, digital-first techniques is shown by the negative correlation between traditional strategies and digital efficacy.

e) Metrics and Challenges for Success

- Sales growth accounts for 35% of success, followed by brand recognition (23%), and engagement (22%).
- Competition and cultural adaptability are the next biggest obstacles, followed by consumer behavior (37%) and legislative limitations (31%).
- Challenges increase along with success, most likely as a result of scaling problems.

f) Demographics & Consumer Behavior

- The majority of consumers (70%) are young to middle-aged (18–45).
- BDT 20,000–50,000 is the main income range for consumers.
- Consumers' top priorities are localization, sustainability, and trust.

g) Results from Regression and Correlation Analysis

- Gender and digital engagement are key determinants of customer behavior.
- Important, specific relationships between age and income and involvement and purchase behavior are evident.
- Digital platform usage and distinctive marketing strategies are strongly influenced by localization and purchase frequency.
- However, marketing tactics, consumer decision-making processes, and digital interaction alone are not reliable indicators of digital engagement or campaign distinctiveness.
- While regular purchases, strategic variation, and customer preferences improve uniqueness, localization has a detrimental impact on it.
- While digital engagement, strategy type, and purchase frequency influence localization, excessively distinctive advertisements hurt it.

6. Recommendations

In Bangladesh, multinational corporations have to make greater investments in localization tactics that are culturally sensitive while yet being in line with global objectives. Localization should be viewed as an essential part of brand success rather than an optional extra, as 73% of customers place a high value on cultural relevance. Influencer and social media marketing are quite successful, but localized and experimental approaches are still not being used to their full potential. Businesses should investigate these underutilized strategies to improve customer relationships and set themselves apart from rivals. Due to their superior performance and significant association with marketing success, Facebook, YouTube, and TikTok should be the focus of digital marketing efforts for firms. Conventional approaches have to be phased out or modified to conform to a digital-first paradigm that appeals to tech-savvy consumers. Companies encounter more and more difficulties as they expand, particularly in regards to customer behavior and regulatory compliance. Businesses should use agile marketing techniques and spend money on customer research to help address these problems and keep up with changing laws and trends. The majority of the market is made up of young and middle-aged customers with moderate incomes, therefore marketing strategies should target them. The priorities of these groups include fostering trust, encouraging sustainability, and representing local values. Data-informed marketing tactics are necessary since localization and purchase frequency influence both digital engagement and campaign distinctiveness. Brands should refrain from running too distinctive ads, though, since this might weaken localization efforts. Finding balance is essential.

7. Conclusion

The results show a straightforward route for global companies looking to prosper in Bangladesh's vibrant economy. The three most important success factors are audience-specific tactics, digital platform optimization, and localization. Despite the present dominance of social media and influencer marketing, there is still room for underutilized strategies like regional and experimental marketing. Campaign design should be guided by consumer demographics, especially young, mid-income earners, who seek sustainability, trust, and individuality. As companies expand, they also need to get ready for the challenges that come with expansion, especially when it comes to managing changing customer preferences and legal requirements. In the end, businesses that successfully cultivate brand loyalty and achieve long-term success in Bangladesh's changing economy will be

those that combine a global perspective with local relevance, leverage data-driven insights, and prioritize meaningful digital interaction.

References

- Bednarz, J. & Orelly, P. (2020, April). The Importance of Social Media on The FMCG Market in Bangladesh. *International Journal of Management and Economics*, 56(3), p. 230–242.
- Bramantoko, B. & Maridjo, H. (2024, January). The Influence of Experiential Marketing on Customer Loyalty Mediated with Customer Satisfaction. *Journal of World Science*, 3(1), p.93-104.
- Chaffey, D. & Smith, P. (2022). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson.
- Chowdhury, S.N., Faruque Md. O., Sharmin & Et al. (2024, December). The Impact of Social Media Marketing on Consumer Behavior: A Study of the Fashion Retail Industry. *Open Journal of Business and Management*, 12, p.1666-1699.
- Fareniuk, Y. (2022, January). Marketing Strategy Optimization in FMCG Markets. *Bulletin of Taras Shevchenko National University of Kyiv Economics*, 2(219). p.49-57.
- Hsu, Y. (2011). Design marketing strategy in successful product competition. *Journal of Business & Industrial Marketing*, 26(4). p.223-236.
- Kotler, P. & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Lee, J. Y. & Johnson, Kim K.P. (2019). Cause-Related Marketing Strategy Types: Assessing their Relative Effectiveness. *Journal of Fashion Marketing and Management: An International Journal*, 23(2), p.239-256.
- Lucio L. & Giuliano N. (2010). Marketing strategy and marketing performance measurement system: Exploring the relationship. *European Management Journal*, 28(2), p.139–152.
- Malma M.F., Chowdhury E.H. & Hyder A.S. (2022, August). International Marketing Strategy of Emerging Market firms: The Case of Bangladesh. *Journal of Asia Business Studies*, 17(4). p.808-823.
- Moghaddam, F.M. & Forough, A. (2012, March). The Influence of Marketing Strategy Elements on Market Share of Firms. *International Journal of Fundamental psychology & Social Sciences*. 2(1). p.19-24.
- Rana, M.B., Mowla, M.M & Islam, M.T. (2011, January). Key Success Factors Creating Values in Marketing: A Study On Instant – Food – Products (IFPs) Marketing in Bangladesh. *Indonesian Management and Accounting Research*, 10(1). p. 19-39.
- Stern, N. & Gregory, M. R. (2006). The effect of strategic complexity on marketing strategy and organizational performance. *Journal Business Research*, 59(1), p.0–10.
- Vorhies D.W., Morgan R.E. & Autry C.W. (2009, June). Product-Market Strategy and the Marketing Capabilities of the Firm: Impact On Market Effectiveness and Cash Flow Performance. *Strategic Management Journal*, 30, p.1310-1334.
- Vrontis D., Thrassou A. & Lamprianou I. (2009, February). International Marketing Adaptation Versus Standardisation of Multinational Companies. *International Marketing Review*, 26 (4/5), p.477-500.