

## **1. Introduction**

The buying behavior of consumers and the factors that influence it have been extensively studied by researchers. These studies have often relied on the development of theoretical models to understand and explain consumer behavior in various contexts. In recent years, the smartphone market in Bangladesh has experienced significant growth, and Samsung has emerged as one of the leading brands (Rahman and Haque, 2021). The buying behavior of consumers and the factors that influence it have been extensively studied by researchers. It is crucial to explore the factors influencing consumers' purchasing decisions, particularly in relation to leading brands such as Samsung. This literature review aims to provide a comprehensive overview of the existing research in this area and identify the gaps that necessitate further investigation.

### *Problem Statement*

Understanding the factors influencing consumer buying behavior in the smartphone market, specifically in Bangladesh where Samsung is a leading brand, is crucial for researchers, marketers, and policymakers. By examining these factors, including brand reputation, price, features, and marketing communication, we can gain insights into consumers' preferences, motivations, and decision-making processes. This knowledge is essential for developing effective marketing strategies, fostering competition, and promoting economic growth in the smartphone industry. However, there is a need to bridge the existing research gap and explore the dynamics of consumer behavior in the context of the Bangladeshi smartphone market to optimize market expansion, product development, and customer satisfaction.

## **2. Literature review**

The literature review provides an overview of the increasing importance of international marketing communication and its impact on global brands. As a leading global brand, Samsung utilizes various marketing communication strategies to promote its products and connect with consumers in different markets (Almeida et al., 2021). The topics included in the literature review are relevant to the aims of the study.

### *Product Features*

Features of a product are those aspects that, when the product is used as intended, satisfy the needs of the buyer (Kotler et al., 2020). Smartphones on the market have many cutting-edge features, such as wireless connectivity, application installation, a file management system, an in-built web browser, multimedia presentation and capture, full programmability, many gigabytes of storage and location, high-resolution displays, and motion sensors (Oulasvirta, Wahlström and Anders Ericsson, 2011). There is a wide range of smartphone functions available to consumers, and they choose those that best meet their needs and wants (Shah, Yan and Qayyum, 2021). Samsung has been at the forefront of technological advancements in the smartphone industry (Haizar et al., 2020). Samsung was one of the first companies

to use curved displays, edge-to-edge screens, and biometric authentication systems like fingerprint and face recognition. These technological advances not only give people a sense of newness and excitement, but they also give them real benefits and make their products work better (Koden, 2022). Previous research has shown actual evidence that features are the most important consideration when purchasing a smartphone (Rahman and Sultana, 2022).

### *Price*

Price has always been, and will continue to be, the single most important element in determining whether or not a customer will make a purchase of a product or service (Nagle, Georg Müller and Routledge, 2018). Uriarte-Ruiz (2022) said that low-income consumers only shop for budget phone companies. Alalwan (2020) found that the price of a mobile phone was an important consideration for consumers. Dimitriou and AbouElgheit (2019) also recommended that cellphone providers implement a more appealing pricing plan to attract young individuals in their study. Samsung offers a wide range of smartphones at varying price points, targeting different segments of the Bangladeshi market (Rahman et al., 2019). The company focuses on offering competitive features and specifications at a reasonable price, allowing customers to perceive the smartphones as a worthwhile investment (Hooi Ting et al., 2011).

### *Brand Image*

In order to set themselves apart from similar products and businesses, brands use distinctive names, terms, symbols, and designs. A brand can give a corporation an identity and connect its items to consumers' minds (Leelakulthanit and Hongcharu, 2012). Samsung gets out to its target audience through channels like TV, online ads, and social media platforms to let them know about the latest smartphone models, their features, and their benefits (Ardiansyah and Nilowardono, 2019). The company's global advertising campaigns, celebrity endorsements, and sponsorship of high-profile events contribute to building a positive image in the minds of consumers (Almeida et al., 2021). Brands help consumers be certain that they are getting a high-quality product or service, provide variety in the marketplace, and make informed selections when making a purchase (Pudaruth et al., 2014). Customers today are looking for smartphones that have special characteristics including a simple graphical interface for touch screen interactions and a quick and painless way to examine details (Williams and Shekhar, 2019). Rahim et al. (2016) found that consumers' perceptions of different smartphone brands influenced their decisions to buy certain brands. Verma (2020) did not find that one's perception of a company's brand had much of an effect on their decision to purchase a smartphone.

### *Purchasing Intention*

Purchase intention refers to the likelihood that a shopper will go through with a purchase. The ability to actually pay for the goods or services one intends to acquire in the future is a key factor in whether or not

one follows through on one's "purchase intention" (Hooi Ting et al., 2011). An individual's propensity to acquire anything is a reflection of how they value various options in light of their own tastes, past experiences, and environmental context (Yazdanparast and Tran, 2020). A consumer's path to purchase includes discovery, information collecting, evaluation, purchase, and feedback solicitation (Mason, Narcum and Mason, 2021). Therefore, they will purchase an item only after giving it some preliminary testing to make sure it lives up to their standards. Song, Ruan and Jeon (2021) verified that consumers' attitudes, emotions, and goals all had a role in their smartphone purchasing decisions. Buyers often think of Samsung as a brand that has the newest features and technological advances, which improves their total product experience (Asdi and Putra, 2020). When people want to keep up with the latest technology trends, the idea that Samsung is a new brand can help them decide what to buy (Ardiansyah and Nilowardono, 2019).

### *Social Influence*

Consumer behaviour is heavily influenced by the cultural, social, economic, interpersonal, and structural factors that make up a society. Parents, peers, and the media are all examples of sources of social influence (Rocha and Praag, 2020). Social influences on consumer behaviour are real. They would ask those who already own smartphones for recommendations, tips, and insights. In the age of social media, Samsung's brand image is influential on online platforms. Positive ratings, recommendations, and experiences shared on social media by consumers can significantly influence the purchasing decisions of others (Almeida et al., 2021). As Samsung continues to provide positive customer experiences, positive word-of-mouth strengthens its brand image and influences prospective purchasers (Ardiansyah and Nilowardono, 2019).

### *Perceived Quality*

Quality as perceived is a measure of how a market evaluates its most recent purchases. Simply said, perceived quality is how satisfied a consumer is with the typical means through which customer services are delivered (Hellier et al., 2003). Samsung has earned a reputation for manufacturing durable and dependable products of superior quality. When making purchase decisions, Bangladeshi consumers, like consumers worldwide, place an importance on these characteristics. Many Bangladeshi consumers prefer Samsung over other brands due to Samsung's consistent delivery of reliable products (Rahman et al., 2019). Lau et al. (2016) found that the perceived usefulness, ease of use, and enjoyment of a smartphone had a major impact on whether or not the user decided to make a purchase.

### *Perceived Value*

A product's perceived value is the quality the client perceives in relation to the price they paid. Nath et al. (2015) provided empirical evidence of correlations among the value-added service, customer happiness,

and purchase intention, while Lau et al. (2016) demonstrated that perceived value is the most influential factor on smartphone purchase intention. Samsung's extensive marketing presence helps shape the perception of Samsung as a reputable and desirable brand, influencing purchase decisions (Almeida et al., 2021). Samsung's international marketing communication highlights the value proposition of its smartphones, emphasizing features, design, and performance. By effectively communicating the value and benefits of their products, Samsung influences Bangladeshi buyers to perceive their smartphones as a worthwhile investment (Asdi and Putra, 2020).

### 3. Conclusion

Samsung's international marketing communications have a significant impact on smartphone consumers in Bangladesh. Samsung effectively influences purchase decisions in the Bangladeshi market by creating a positive brand perception, increasing product awareness, highlighting value propositions, nurturing emotional connections, considering cultural relevance, and leveraging social influence (Rahman and Haque, 2021).

### 4. Resources:

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