

**Topic:** "The Influence of International Marketing Communication on the Purchase Decision of Bangladeshi Consumers for Samsung Brand smartphones"

## **Introduction:**

The rapidly expanding smartphone market in Bangladesh has drawn significant attention from international businesses (Van Kleef et al., 2010). One of the most popular brands in the country is Samsung, which has a large market share (Nahar et al., 2019). Samsung must understand what motivates of Bangladeshi consumers to make a purchase as the market becomes more competitive.

International marketing communication is a very important way for smartphone companies to talk to customers and change how they buy. Effective communication can help spread the word about a brand, give it a good name, improve how people see its quality, and change how people see its prices (Mao et al., 2020). **But in different cultures and regions, different ways of communicating and different messages may work better or worse.**

So, the goal of this study is to find out how international marketing communication affects Bangladeshi consumers' decisions about which Samsung smartphones to buy. The study will look at the different **things** that affect how people act and how well different marketing communication channels work in Bangladesh to promote Samsung smartphones.

The results of this study could help Samsung and other smartphone makers come up with better ways to market their products to Bangladeshi customers and grow their market share in that country. Samsung can adjust its marketing messaging to fit the requirements and tastes of Bangladeshi consumers by understanding the factors that influence their purchasing decisions. This will increase sales and bring in more revenue for the business.

## **Literature Review:**

The focus of the literature review is on the things that make people buy smartphones like Samsung in Bangladesh.

### **2.1. Product Features**

Consumers can tailor a product to their specific requirements by taking advantage of its various features (Kotler & Armstrong, 2007). Wireless connectivity, application installation, file management, an in-built web browser, multimedia presentation and capture, full programmability, many gigabytes of storage and location, high-resolution displays, and motion sensors are just some of the high-tech features available on today's smartphones in the mobile phone industry (Oulasvirta et al., 2011). Users pick smartphones based on the specifications that best suit their own requirements and preferences. Their contentment is influenced by a wide variety of factors (Karjaluo et al., 2005).

### **2.2. Price**

The price of a product tells customers where to trade it, and it will always be the most important factor in their buying decisions (Punj, 2012). Customers can alter a product to better meet their needs by utilizing the variety of alternatives available (Kotler & Armstrong, 2007). The most

cutting-edge features of today's smartphones include wireless networking, application and file management, an integrated web browser, multimedia presentation and capture, full programmability, endless terabytes of storage and location, high-resolution displays, and motion sensors (Oulasvirta et al., 2011). When deciding which smartphone to purchase, consumers frequently take a variety of personal characteristics into account. Numerous factors affect their level of happiness (Muhammad Yusuf et al., 2019).

### **2.3. Brand Image**

A brand is something that helps consumers recognize a specific product or business in a crowded marketplace. A brand identifies a corporation and its products or services by name (Ghodeswar, 2008). Most companies place a premium on their company name, which can be a powerful marketing tool. It may also provide a competitive advantage for the company. Brands provide consumers with confidence in the product's quality, variety in selection, and the tools they need to make educated purchases (Chen & Chen, 2013).

### **2.4. Purchasing Intention**

Customer intent to buy is measured by the percentage of people who say they are likely to make a purchase. A person may have a "purchase intention" for a set of goods or services in the future without actually having the financial resources to make those purchases (Kahn, 1995). It reveals a consumer's propensity to buy a product and how they consider various alternatives in light of these propensities and other circumstances. In order to make a purchase decision, consumers will first become aware of the product, then learn more about it, then form an opinion about the product, and finally purchase and provide feedback on the product (Mudambi & Schuff, 2010).

### **2.5. Social Influence**

Someones behavior is influenced by the people around them (Kotler & Armstrong, 2007). Smartphone owners and users would be polled for their input and anecdotes. Personal recommendations were discussed by Mokhlis and Yaakop (2012), while Garga et al. (2019) discovered that the reference group is one of the most influential factors in a consumer's decision to purchase a smartphone.

### **2.6. Customer Expectations**

Consumers have preconceived notions based on their prior experiences with the brand (Gruner & Homburg, 2000). Bayraktar et al. (2012) investigated consumers' views on product and service quality in addition to overall satisfaction. There is a direct correlation between meeting client expectations and fostering customer loyalty (Anderson et al., 1994).

### **2.7. Perceived Quality**

The quality of a product is judged by the market based on how recently it has been used. How satisfied a customer is with the service they received in a general context (Hellier et al., 2003). The adaptability and dependability of a service or product are measured by this criterion. In other words, customization describes how well a service or good meets the needs of the buyer. In contrast, reliability describes how consistently and reliably a company's product or service

performs without any defects. According to Alshare et al. (2020), successful cell phone companies focus on providing great quality at affordable pricing.

## Conclusion

This research analysis ultimately demonstrates the significance of several factors in determining whether or not to purchase a smartphone. When picking a smartphone, consumers must consider a variety of factors, including the product's features, pricing, brand reputation, purchasing intentions, the influence of friends and family, expectations, and how excellent the phone appears to be. Customers typically assign various things varying degrees of priority based on their requirements and preferences. These results have important implications for marketers, who need to understand these factors in order to make targeted marketing strategies. For my thesis, this literature review helps me answer the question of how customer preferences for specific smartphone features and the impact of the brand image affect the decision to buy. More research is needed to figure out how these factors affect customer decisions and how they interact with each other.

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