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**“Exploring the Challenges and Opportunities
in Establishing International Brands Through
Digital Marketing: A Case Study of Textile
Products in Bangladesh.”**

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Introduction

The global textile industry is increasingly shaped by digital technologies, competitive branding strategies, and rapidly evolving consumer expectations. While Bangladesh is one of the world's largest textile and apparel exporters, most of its firms remain dependent on contract manufacturing rather than building internationally recognized brands. With the rise of digital marketing, social media commerce, and global e-commerce platforms, Bangladeshi textile companies now have new opportunities to reach international consumers directly. However, limited digital capabilities, weak online brand identity, and strategic gaps continue to hinder their ability to establish strong global brands. This research explores the challenges and opportunities involved in building international textile brands through digital marketing, using Bangladesh as a case study. The study aims to identify how digital tools, strategies, and organizational capabilities can enable a shift from manufacturing dependency toward sustainable brand ownership in global markets.

Research Problem



Low brand awareness
in global markets



Negative perceptions
of product quality and
compliance



Limited adoption of
digital marketing
strategies



Difficulty reaching and
engaging international
consumers directly.

Research Question

How can digital marketing be utilized to address challenges and leverage opportunities in establishing international brands for Bangladeshi textile products?



Research Questions



What are the main challenges faced by Bangladeshi textile companies in creating internationally recognized brands?



How are Bangladeshi textile firms currently applying digital marketing strategies in their branding efforts?



What opportunities exist for Bangladeshi textile products to grow as global brands through digital marketing?

Kuhn's Paradigm



Research follows the **digital marketing and global branding paradigm** within marketing science.



Uses accepted **normal science methods** (mixed-methods, branding and digital capability frameworks).



Assumes **digital marketing is essential** for building international textile brands.



Applies a paradigm lens to show the **shift from traditional export manufacturing to digital-driven branding**.



Identifies **anomalies** such as low digital capability and weak brand identity in Bangladeshi textile firms.



Contributes to a **potential paradigm shift** by proposing improved digital branding strategies.

Phenomenon

- Focus areas:
 - Digital marketing capabilities (skills, tools, infrastructure)
 - Barriers and constraints (e.g., limited expertise, low investment, weak online presence)
 - Strategies to engage international consumers
 - Influence of digital marketing limitations on global brand ownership potential

Literature



Thematic review (themes: branding, digital marketing, industry challenges, opportunities)



Integrative review
(combining qualitative + quantitative findings)



Critical review to identify gaps where primary data collection is needed

Paradigm & Assumptions

Paradigmatic Stance

- **Pragmatism** (primary): focuses on practical solutions and real-world outcomes
- **Interpretivism** (supporting): understands how managers perceive digital marketing and branding

Underlying Assumptions

- **Reality is socially constructed**— perceptions of branding and digital marketing differ across firms
- **Knowledge is context-dependent**—Bangladesh's textile industry has unique cultural and market conditions



Theory

Applying

Applying theory: using established marketing and branding theories to analyze textile firms

Extending

Extending theory: exploring how digital marketing theories apply in an emerging market context (Bangladesh)

Informing

Informing practice: connecting academic theory with real-world challenges faced by textile firms

Target Audience

Academic community:
Researchers in digital marketing, branding, and textile industry studies

Textile firms in Bangladesh: Especially companies aiming to establish international brands

Marketing professionals: Digital marketers, brand managers, consultants

Industry bodies:
BGMEA, BTMA, export associations

International buyers & stakeholders:
understanding branding gaps and digital potential

Team

Research Team:

Researcher

- Responsible for data collection, analysis, writing, and presentation
- Coordinates with stakeholders and ensures ethical research practices

Supervisor

- Provides academic guidance and feedback
- Supports refinement of research design and analysis

Stakeholders



Textile Firms in Bangladesh

Primary data providers (interviews, surveys)

Offer insights into digital marketing practices and challenges

Beneficiaries of practical recommendations



Marketing Managers / Executives

Key respondents for qualitative data

Share real-world experiences, decision-making processes, and barriers



Industry Bodies (e.g., BGMEA, BTMA)

Provide industry reports and secondary data

Support access to firms and contextual understanding



Potential Beneficiaries:

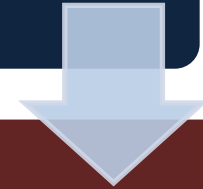
Textile manufacturers seeking global branding

Digital marketing professionals

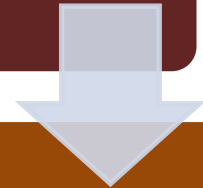
Policymakers working on export and branding strategies

Research Design

Mixed-methods approach (combining qualitative + quantitative data)

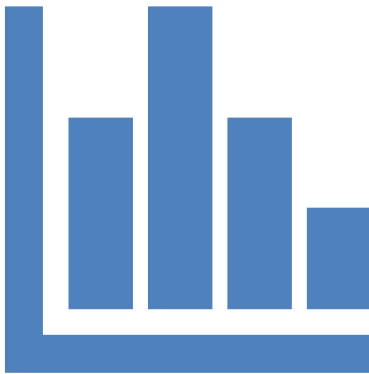


Case study design focusing on Bangladeshi textile firms



Exploratory research to understand challenges and opportunities

Data collection



Types of Data Used

- **Primary data**
 - Surveys (quantitative)
 - Interviews (qualitative)
- **Secondary data**
 - Industry reports, digital marketing datasets
 - Academic articles, company websites, government/NGO publications

Data Collection Methods

- **Sampling strategy:**
 - Purposive sampling for textile firms and industry experts
 - Convenience sampling for managers/marketing teams
- **Survey questionnaires** for measuring digital marketing practices
- **Semi-structured interviews** capturing experiences and insights
- **Document analysis** of reports, websites, and market data

Data collection

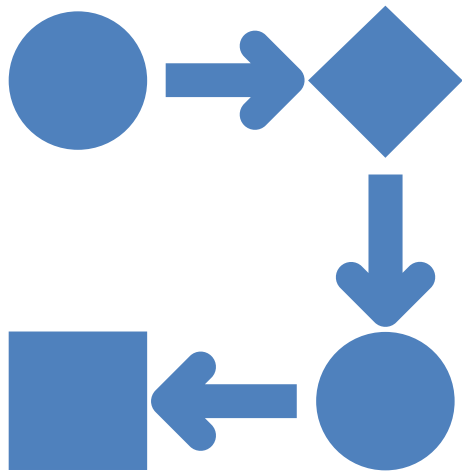
Primary data–related:

- Interview-based research on digital marketing challenges
- Qualitative studies on managerial perceptions and branding

Secondary data–related:

- Industry reports (World Bank, BGMEA, BIDS)
- Previous case studies on textile firms
- Digital marketing performance statistics and online metrics
- Existing research on branding outcomes and global market trends

Time Allocation



- **Months 1–3:** Finalize topic, write proposal
- **Months 4–6:** Literature review (Phase 1)
- **Months 7–9:** Research design + ethics approval
- **Months 10–12:** Sampling, contacting firms, preparing data collection
- **Months 13–16:** Primary data collection (interviews + surveys)
- **Months 17–20:** Data analysis (quantitative + qualitative)
- **Months 21–23:** Writing thesis chapters
- **Month 24:** Editing, supervisor feedback, final submission

Limitations & Challenges

- Limited access to company data due to confidentiality concerns
- Small sample size may restrict generalizability to the entire textile industry
- Time constraints affecting the breadth of data collection
- Rapid changes in digital marketing trends may make findings time-sensitive
- Variation across firm sizes (small vs. large firms) may complicate comparisons
- Limited availability of secondary data specific to Bangladeshi textile branding efforts

Contributions

1

Extend understanding of how digital marketing influences international brand development in emerging economies.

2

Reveal real-world challenges and opportunities for Bangladeshi textile firms entering international markets

3

Demonstrate value in combining qualitative (interviews) and quantitative (surveys/data analytics) approaches.

4

Help industry stakeholders in shifting from contract manufacturing to international brand development