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Marketing Innovation in the Food Industry

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Thesis abstract

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Marketing innovation is an indispensable tool in the food industry for product development and sustainability, but the research is inadequate in the context of emerging countries. Therefore, this research aims to investigate the role of marketing innovation in the Bangladeshi food industry. The study applied a qualitative research strategy in light of the interpretivism philosophy and conducted open-ended interviews with three officials, including the managing director, the manager, and the executive. After that, the research analyzes the data thematically using Microsoft Office.

The research findings show that marketing innovation in the Bangladeshi food industry is growing via social media, e-commerce, influencers, and digital marketing. However, food industry innovation is slower than other sectors. However, factors for marketing innovation are easy access to the internet, smartphone usage, consumer demand for convenience, market competition, digital marketing tools, e-commerce, influencer marketing, health consciousness, and eco-friendliness. Likewise, health consciousness and social media campaigns, eco-friendly packaging, and influencer marketing generate the excellence of marketing innovation. According to the diffusion of innovation theory (DOI) guidelines, the study finds that early adopters are motivated mainly by the food industry innovation.

The research suggests that companies must apply digital marketing, sustainable practices, and consumer-centric approaches in the food industry. Likewise, they must focus on long-term success when facing challenges related to resources and infrastructure. Process and administrative innovation should also be considered in marketing innovation.

¹ Keywords: Marketing, innovation, food industry, marketing innovation

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1 INTRODUCTION

The chapter describes marketing innovation in the food sector. First, it encompasses the research background. Then it identifies the research gaps in the existing knowledge related to the subject matter. The consequent segments exemplify research questions, objectives, scope, key concepts, and structure.

1.1 Background of study

In recent decades, the socioeconomic environment has dramatically changed the trends in consumption. For instance, urban consumers are progressively consuming packaged, processed, and healthy foods (De Brauw et al., 2020). This shift has moved forward for initiating market segmentation, targeted innovation, technology integration, and product preferences among consumers (Galvez, 2022). The transformation of the socioeconomic landscape has also presented challenges related to aligning product quality and marketing innovations with the purchasing capabilities of varied customers (Peerally et al., 2019). Thus, food and beverage companies in Bangladesh rethink their marketing strategies and adopt newer practices of managing customer trends nationwide.

Furthermore, international food brands are entering Bangladesh, forcing local businesses to overcome capital shortages, infrastructural issues, and regulatory inefficiencies (Mollik & Ananna, 2024). Thus, ensuring competitive advantage requires marketing innovation, including digital platforms, data-driven approaches, and creative branding (Hossain et al., 2022). E-commerce, mobile payment systems, and social media have opened new marketing opportunities in Bangladesh. Bangladeshi enterprises have used these technological breakthroughs to emphasize the need for strategic excellence in connecting technology with business goals (Shakil, 2023). The food industry in Bangladesh has been a significant contributor to the economy of the country and its culture (Bhuiyan et al., 2022). Hence, the food business must adopt innovation-driven tactics to be competitive in a changing market. Bangladesh's food sector management shapes market dynamics, with food safety, quality, and import-export laws affecting operational decisions and market access (Jahan, 2023). In addition, urbanization, increased prosperity, and global influences are changing consumer behavior in Bangladesh, leading to the need for novel marketing strategies to meet various customer requirements (Taufique & Islam, 2021).

Marketing innovation might also help enterprises negotiate regulatory obstacles and capitalize on policy-driven possibilities like government agriculture subsidies (Voeten & Absar, 2018). Likewise, challenges to marketing innovation in Bangladesh include limited financial and human resources, knowledge, cultural considerations, and fragmented distribution networks (Khan et al., 2024). Hence, a paradigm change toward strategic marketing innovation investments based on customer requirements and market dynamics is needed to address these difficulties. In the meantime, strategic excellence drives sustainability, allowing organizations to match their goals with external market possibilities for long-term success (Islam et al., 2023).

Therefore, marketing innovation to optimize resources, retain customers, and expand the market in the Bangladeshi food sector may help organizations overcome conventional constraints. As technological advances and globalization accelerate food sector development, companies that do not adapt risk falling behind in a competitive market. By integrating sustainability concepts into marketing and strategy frameworks, firms may match global trends and customer expectations, improving brand image and market share (Aaker & Moorman, 2023). Furthermore, Vasileva (2017) emphasizes that food marketing innovation is a core venture for excellence acquisition in the Bangladeshi food market through competitive initiative, customer engagement boost, and sustainable growth evolution. Access may be employed individually or in collaboration with existing studies and techniques. By analyzing purchasing habits, businesses can create targeted campaigns, engage in loyalty programs, and better position themselves in the market to attract and retain these customers (Vasileva, 2017).

Additionally, the present position of marketing innovation in the food industry of Bangladesh reflects a growing reliance on digital channels, social media marketing, and data-driven decision-making processes. Innovations are used across a range of business sizes. Big enterprises have widely adopted marketing analytics and artificial intelligence (AI) for efficient customer engagement. They are yet to be fully integrated into digitizing all aspects of small and medium enterprises (SMEs) for technological advancement, AI integration, and digital transformation (Hossain et al., 2022). Technological readiness, government policies, competitive pressures, and consumer demand enable the adaptation of marketing innovation in Bangladesh. With globalization, another factor has come into play for the private sector in stimulating demand for technology-oriented marketing, particularly for SMEs, as they attempt to overcome financial and infrastructural constraints (Mollik & Ananna, 2024).

This helps food businesses draw strategic roadmaps toward innovation-led growth. Such innovative marketing excellence in Bangladesh's food industry reflects the success of strategic branding, sustainability-driven marketing, and e-commerce integration. Those companies that embrace such favorable innovation strategies (e.g., Grameen Danone Foods Limited) demonstrate that the steps toward building technological capability coupled with social business models are risk-free in the longer term with inclusive eco-systems (Peerally et al., 2019). Similar marketing strategies may benefit enterprises focused on profit and solving societal problems (Capone et al., 2014). So, assisting marketing innovation regarding global trends, consumer behavioral knowledge, and strategic optimization may significantly enhance the overall development of Bangladesh's food production sector.

1.2 Research gap

This research reviews the earlier studies to identify the research gaps. For example, Fregidou-Malama et al. (2023) explored the strategic use of digital marketing innovations to improve customer engagement and strengthen brand loyalty within the global local food sector. The study's findings stated that digital marketing innovation could be noticeably effective in customer engagement (CE) and global local food brand loyalty (GBL) factors such as online engagement, personalized promotions, and data quality (DQ)-driven marketing strategies. While the study provides some insight into general consumer behavior, it does not provide any regional analysis of how the food business industry in Bangladesh adopts and implements marketing innovations. Additionally, no attention has been paid to understanding the dynamics of innovative marketing in SME firms.

Similarly, Minten et al. (2013) explored sustainability practices in the food sector, and the study illustrates how marketing can help firms implement environmental practices. According to the findings, chains of food sector sustainability practices function as a marketing strategy to provide green items, consumer consciousness, and uphold legal rules to induce a brand image. However, much of their research draws on Western markets and is therefore not applicable to emerging economies such as Bangladesh, where regulatory frameworks and consumer attitudes toward sustainability differ. Furthermore, their research ignores long-term business growth in competitive food markets and hinges on the strategy of posed marketing innovation. Rifat et al. (2022) focused on the South Asian food industry of Multinational corporations and underlined the competitive advantage theories in the analysis.

The study also found that multinational companies in South Asia possessed a competitive advantage via strategic marketing innovation. However, the study did not consider how marketing innovation helps the food business of Bangladesh to develop a competitive advantage. Peerally et al. (2019) illustrated online marketing trends in the Bangladeshi home delivery food market. However, it did not discuss how digital and traditional marketing play a role in the retention of home-delivered food. The study only states a growing trend towards online marketing without discussing how businesses can utilize technology-driven and traditional marketing methods. Furthermore, the study does not evaluate how multiple marketing innovations could enable better retention of customers and a position in the market.

Capone et al. (2014) explained that food marketing practices are significant as they increase consumer awareness and encourage sustainable consumption, linking food system sustainability to food security. The research highlighted that, through sustainability-oriented marketing, food businesses can consider it a strategic tool. However, the study focused on broad food systems dynamics and did not explore specific marketing innovations in Bangladesh's food system. Furthermore, no discussion is made about how localized marketing strategies might better support sustainable food business operations in developing economies. Khan et al. (2024) investigated how green supply chain practices affect the sustainable development in Bangladesh. They claimed that it is beneficial for corporate sustainability to have environmentally friendly production and distribution. However, the sustainability study has nothing to do with marketing innovation to promote green food products. Moreover, the study failed to address the role of electronic and non-electronic marketing mix instruments in shaping consumers' acceptance of sustainable food consumption in Bangladesh.

Based on the review of the previous studies, this study finds a lack of studies based on marketing innovations in sustaining the competitiveness of food businesses in Bangladesh. Also, primary and secondary data should be used in the investigation of marketing innovation for better research findings (Ahmed et al., 2022; Capone et al., 2014; Khan et al., 2024; Peerally et al., 2019; Voeten & Absar, 2018). Therefore, this study aims to explore and evaluate the role of marketing innovation in enhancing the food industry excellence in Bangladesh. It is influential research to identify marketing innovation in the food industry.

1.3 Research questions, objectives, and scope

Considering the research aim, the research question aligns with Bangladesh's food sector context. The research question is: How does marketing innovation enhance the food industry excellence in Bangladesh? Therefore, the objectives of this study are outlined below:

- To identify the current state of marketing innovation in the food industry
- To find the key factors of marketing innovation in the food industry
- To recognize the excellence of marketing innovation in the food industry in Bangladesh

The study followed the diffusion of innovation theory guidelines to answer the research objectives theoretically. On the other hand, empirically, the research collected data from industry stakeholders to identify how marketing innovation enhances the food industry excellence in Bangladesh. Marketing innovation is essential to commercial success and consumer interaction in the food industry. However, its impact on the industry's progress in Bangladesh has not been sufficiently explored. This research explores how marketing innovation influences industry growth, competitive edge, and company performance in Bangladesh's food industry.

The research is helpful for marketing managers, business executives, and decision-makers as it offers much to food industry stakeholders. This study investigates the current areas of marketing innovation and the main points that firms must adapt to enhance industry excellence. This research applies a qualitative research strategy to explore the effect of marketing innovation on the performance of the food industry in Bangladesh. The study used open-ended interviews to gather the research findings. Three informants from one food case company were interviewed: the managing director, marketing manager, and marketing executive. These interviews offered rich insight into their experiences, attitudes, and tactics toward innovation marketing. The study used thematic analysis to interpret the results, offering a more comprehensive understanding of the role and perception of marketing innovation strategies.

1.4 Key concepts

This research explores the fundamental principles of marketing innovation, focusing on their theoretical and practical application in the food industry, competitiveness, sustainability, and consumer behavior. The key concepts of this study are presented in Table 1:

Table 1. Key Concepts.

Concept	Explanation
Marketing Innovation	Marketing innovation refers to new marketing tactics that modify product design, promotion, price, or distribution channels, driving distinctiveness, consumer engagement, and market growth (Fregidou-Malama et al., 2023). It encompasses digital marketing, branding, packaging innovations, product differentiation, and promotional strategies (Kanagal, 2015).
Competitiveness	The competitiveness in the Bangladeshi market focuses on cost leadership vs. differentiation, global and local competition, technology adoption in marketing, supply chain, customer relationship management, marketing innovation, and strategic excellence (Hamulczuk & Pawlak, 2022).
Sustainability	Sustainability in the food sector involves addressing environmental, economic, and social aspects. Environmental sustainability involves reducing food waste and utilizing renewable energy (Thyberg & Tonjes, 2016). Economic sustainability focuses on cost-effective operations and long-term profitability, while social sustainability encourages ethical practices, fair labor standards, and community participation (Capone et al., 2014).
Consumer Behavior	Consumer behavior in the food industry focuses on cultural influences, demographic segmentation, health and wellness trends, and digital consumer behavior (Mercadé-Melé et al., 2021). Consumer behavior also highlights the growing demand for organic, nutritionally balanced, health-conscious food items, purchase choices, and brand loyalty (Vasileva, 2017).

1.5 Study structure

The thesis comprises seven chapters, each addressing distinct study topics. Together, they form a unified narrative connecting research aims, methods, results, and outcomes, as shown in Figure 1.

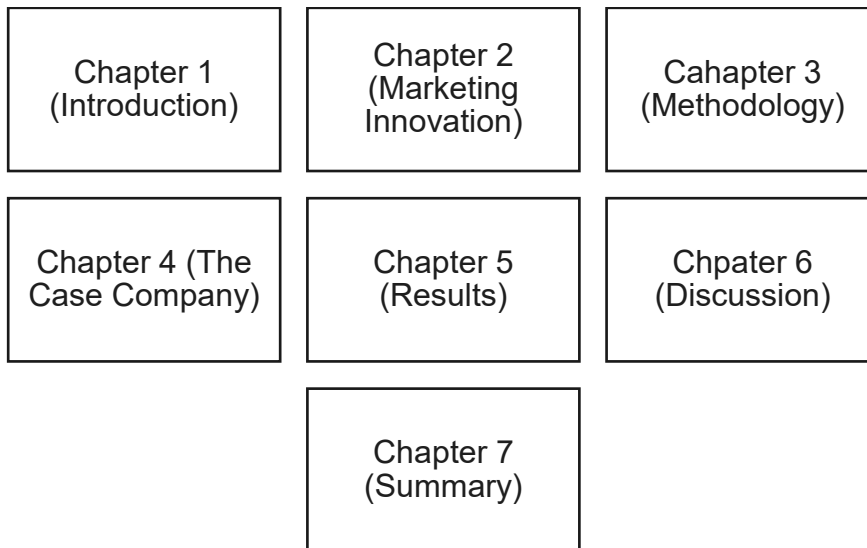


Figure 1. Structure of the Study.

Chapter one introduces the research by explaining the relevant topics, research questions, aims, and objectives, as well as the general layout of the thesis, which is the food marketing innovation in Bangladesh. Chapter two delves into theoretical reviews of marketing innovation, strategic excellence, and food industry innovation opportunities in the context of Bangladesh and other developing countries and defines relevant strategies, competitive advantage theories, and sustainability principles in food industry innovation. Chapter three then outlines the research method, describing the qualitative research strategy and data collection techniques, and rationalizing the emphasis on the food industry sector of Bangladesh.

Chapter four briefly overviews the company selected for the case study, including some background and relevant market information. Then, empirical findings were discussed in chapter five, where both primary and secondary data were used to compare the marketing innovation trends and strategic tactics of the food industry in Bangladesh with the world standard. Chapter six discusses findings with earlier literature. Finally, chapter seven summarizes the study's findings and derives sound recommendations for industry practitioners, SMEs, and policymakers from key research outcomes.

2 MARKETING INNOVATION: THEORETICAL PERSPECTIVES

Marketing innovation is the key competitive advantage in the food sector, where changing consumer demands, sustainable practices, and technological change are transforming the market landscape. The theoretical lens shows that marketing innovation evolves, spreads, and contributes to firm outcomes. It provides this context through the use of the diffusion of innovation theory (Rogers, 1962, 2003). It serves as an overarching framework to explain the adoption process through which new paradigms emerge in the marketing landscape, as suggested through the literature review, including those employed in digital branding, personalization, and sustainability initiatives. In addition, the chapter discusses some of the frameworks and approaches to be applied to marketing innovation, emerging trends, and future challenges related to implementing innovative marketing practices in the food sector.

2.1 Diffusion of innovation theory

Rogers, (1962) formulated the diffusion of innovation (DOI) theory to explain how and why new ideas, products, and marketing strategies move through a social system. Innovation is essential in the food industry due to rapidly changing consumer preferences, as customers now expect health-conscious, sustainable, and technological products (Dearing & Cox, 2018). Adoption of new food product development, marketing, or digital transformation. This perspective is very relevant for food companies that seek to adopt new marketing practices such as AI-powered utilization or ecological campaigns, and to understand where in the journey these advances are to find their way into, say, the public endorsement of society (Sanson-Fisher, 2004). One of the main aspects of the DOI theory is the role of communication channels in the circulation of innovation. Digital communication is vital for the sales pitch to find social acceptance and lead to the adoption of marketed foods, as they have in the food domain recently. Stimulators such as influencer endorsements, viral digital campaigns, or tailored AI-driven promotions are all marketing innovations (Dingfelder & Mandell, 2011). Taking social media platforms, for instance, these tools have become businesses fast because of how food trends spread word-of-mouth, while several consumers rely on friends and leading influencers to choose new products. In recent years, rapidly disseminating innovations in the food industry have benefited significantly from digital interconnectedness. Likewise, the lapse of time between the initial stages and the widespread acceptance of innovations is significantly minimized (Al-Jabri & Sohail, 2012).

According to Rogers, (1962), the diffusion process occurs inside a social system in which individuals or organizations can influence each other's adoption decisions. Social interactions heavily impact the food industry as consumer behavior is largely shaped by cultural orientations, lifestyle trends, and ecological awareness (Dearing & Cox, 2018). The strong growth of plant-based diets and alternative proteins may be attributed to product innovations, social advocacy, and sustainability issues (Sanson-Fisher, 2004). These distinguish an innovation that gets widespread traction from one that remains in a niche (Rogers, 1962). According to the DOI theory, consumers fall into one of five adoption groups based on how much they want to adopt the innovation (Rogers, 1962).

The food industry segment shares early adopters of plant-based or lab-grown food innovations and comprises primarily tech-savvy consumers (Dingfelder & Mandell, 2011). Anyone who was an early adopter comes in closely behind and turns out to be the key player in driving mass-market adoption. Their endorsement can make or break a food-marketing innovation. The early majority is a large group motivated to widespread utilization once the innovation becomes successful, and the late majority is more skeptical about using the innovation as a fashion trend (Al-Jabri & Sohail, 2012). Lastly, laggards (i.e., the final group) are often generally skeptical or resistant to change due to a tendency towards habitual behaviors towards new food marketing (Sanson-Fisher, 2004). This is significant, as the DOI provides influential insights into the cultural processes through other literature. DOI has described the diffusion of the process to understand marketing innovations in the food industry. By recognizing these adoption constructs, businesses might orient their mindset to encourage excitement versus fright and abandonment. The diffusion has been shortened by the power of consumer influence on food brands through digital marketing channels and the industry's continuous innovation culture (Rogers, 1962).

2.2 Marketing innovation

Marketing has brought many changes to the food industry; therefore, it is essential for marketing innovations. Most industries are saturated, and organizations use digital transformation, sustainability-led branding, and experience-based marketing as competitive advantages (Quaye & Mensah, 2018; Song & Yu, 2018).

These include AI-driven personalization, direct-to-consumer models, and omnichannel retailing that is innovating the way brands engage with consumers, as the food industry is highly based on technology (Wang et al., 2020). In addition, using theoretical frameworks and innovative marketing approaches such as the blue ocean strategy, the 7Ps of food marketing, and business model innovation is helping businesses create value (Song & Yu, 2018). Regarding food sector marketing innovation, digital transformation emerges as a game changer, particularly in retail and restaurants. The advent of AI, big data, and automation gives organizations the power to create highly targeted marketing campaigns addressing the need for stronger customer engagement and brand loyalty (Cao & Chen, 2018; Huang et al., 2018; Shams et al., 2021). Likewise, digital marketplaces permit food businesses to tap into a larger market through systems for online ordering, delivery apps from third parties, and recommendation engines powered by data (Shams et al., 2021; Soewarno et al., 2019).

Aslam et al. (2020) restaurants are leveraging chatbots to enhance the customer experience; food retailers are already using predictive analytics to optimize supply chains and reduce waste. Further advancements in food marketing arise from the devices involved with digital marketing tools, such as AR and engagement on social media, which have contributed to innovation (Chen et al., 2018; Huang & Rust, 2022). Another big trend the researchers observe in food marketing innovation is sustainable marketing and green branding. With growing environmental awareness, consumers move towards brands that pay attention to sustainability, ethically source their ingredients, and have a transparent process (Quaye & Mensah, 2018; Wang & Somogyi, 2018). Companies have reacted by introducing eco-friendly packages, decreasing carbon footprints, and CSR activities to minimize competition (Wang et al., 2020).

According to Song and Yu, (2018), green branding is capable of attracting green consumers while also enhancing brand image and long-term loyalty. Sustainability-oriented marketing strategies emerged, contributing to a rise in certified organic labels, plant-based product lines, and carbon-neutral food products that affect consumer purchasing decisions and determine industry standards loyalty (Cao & Chen, 2018; Shams et al., 2021). Experience also becomes a significant driver that leads to innovation in the culinary world. From pop-up restaurants and immersive dining to gamified marketing campaigns, brands are increasingly turning to interactive brand experiences as a tool to create memorable interactions with customers (Soewarno et al., 2019).

These could be pop-up food events that only continue for a short while or influencer-populated tastings that go viral on social media, generating consumer engagement and impressions (Aslam et al., 2020; Chen et al., 2018). Hence, the power of experiential marketing comes from its ability to form emotional attachments, leading to a higher likelihood of word-of-mouth and digital word-of-mouth brand promotion (Chen et al., 2018; Huang et al., 2018). Based on the blue ocean strategy Priyadarshini et al. (2019) focuses on creating untapped market space rather than being part of a saturated industry, a method some brands have utilized to achieve success in the food industry, where only some brands owned and created new product categories (e.g., alternative proteins, lab-grown meat, and functional foods) with few competitors (Wang et al., 2020). To avoid being undercut by copycat prices, other sellers of generic products and food companies must frame the value along with the new type of product risk, balancing the need in consumers' minds.

Like the initial 4Ps (i.e., product, price, place, promotion) framework, the principle remains about people, process, and physical evidence (Song & Yu, 2018). Such a perspective is especially important for food brands that want to enhance the experience of the customer as well as the general feeling of the brand. For instance, harmonious omnichannel interactions (i.e., process), customer service and engagement values (i.e., people), and people value long-term loyalty and trust, build brand value loyalty (Cao & Chen, 2018; Shams et al., 2021; Wang et al., 2020). Finally, there has also been a significant evolution of business models in subscription-based services that constitute a food marketing role (Soewarno et al., 2019). Such models are direct-to-consumer focused and use personalized meal planning and convenience-based marketing strategies to address a modern consumer interested in tailored-to-user food products (Aslam et al., 2020). It also shows that agile and customer-oriented marketing practices play a more vital role in the food industry (Chen et al., 2018; Huang et al., 2018).

2.3 Key factors of marketing innovation adaptation

Different factors influence the adoption of marketing innovation from both business and consumer perspectives in food marketing. The researcher identifies why it all is, whether something sounds new or not, whether one wants to experiment, all come under the radar before successful adoption occurs.

Entertainment value, treated as a perceived novelty, including food technologies, sustainability, and digital marketing strategies, shapes even greater consumer acceptance (Song & Yu, 2018). Thus, not everyone rushes to embrace new ideas, especially ones involving new ideas like lab-grown meat or different ways to order meals. Therefore, how a food brand communicates and frames these innovations with consumers could influence adoption rates and market (Shams et al., 2021). Another vital force that governs the adoption of marketing innovation is the social influence and trust of the consumer. Consumers with access to reliable information and advanced technology are more inclined to embrace marketing innovations when they are available. Effective food brands that employ influencer marketing or take advantage of social media, followed by their consumers, can influence consumer decision-making (Soewarno et al., 2019). One thing trust is especially vital for new food innovations like plant-based proteins or lab-grown meat, where they need to be assured that these products are safe to eat, high-quality, and good for the environment. Without this trust, not even the marketing campaign shakes the consumer and postpone the flourishing of a technology (Dingfelder & Mandell, 2011).

Adaptation of each marketing innovation in the food sector is also influenced by regulatory factors (Wang et al., 2020). This is especially important for innovations and is one of the key reasons governments and regulators establish rules about advertising, stating something is food or how not being in such category functions with dietary claims, which entails much more regulation. As novel food items, claims made within marketing campaigns may fail if they are not substantiated regarding health or sustainability (Branstad & Solem, 2020). However, the need to comply with these rules while communicating the benefits of various food products or marketing innovations can lead to slower adaptation. To be able to inject creativity into messaging while still conforming to general messaging and to be able to continue leveraging potentially misleading marketing practices in a fully compliant manner in a business (Santeramo et al., 2018). However, the technological basis of food industry facilities is a significant and vectoring substrate for successfully adapting marketing innovations (Thyberg & Tonjes, 2016). Gen Z, born from 1996 to 2010, is skeptical of businesses, especially those that offer data analysis, such as digital platforms, AI, and data analytics, which are standard tools of trade used by companies to tailor marketing efforts and interact with consumers. So, brands may use consumer behavior to devise or facilitate campaigns that enable adoption by developing preferences or preferred habits (Quaye & Mensah, 2018).

Similarly, applications based on AI for the customization of food experiences, including personalized recipes and dietary customization, boost innovation in marketing strategies (Guiné et al., 2020). However, as the adoption of technology by food businesses is still being explored, companies that stabilize their digital architecture have been better prepared to take the market lead by using innovative marketing practices. Social media also heavily influences consumer trends and attitudes toward food innovations. Instagram, Twitter, and YouTube have already made their place by becoming essential conduits for how consumers learn about, discuss, and experience new food products. Positive reviews, word of mouth, and influencer promotion are central strategies for shaping perceptions and intentions to adopt food innovations (Sajdakowska et al., 2018).

According to Albertsen et al. (2020), real-time feedback on food innovations is offered on social media, and it creates an open space for consumers to share both excitement and skepticism regarding food innovations, reinforcing the impacts of marketing campaigns. Social media also connects to new products and encourages adoption when consumers see others using those products. Moreover, technological advances such as AI-powered consumer insights have revolutionized the understanding of consumer behavior for food brands. AI may help uncover data patterns with a wealth of information, such as customer preferences, buying behavior, and reactions to advertisements or promotion campaigns. These insights allow brands to provide hyper-personalized experiences of marketing, responding to the specific needs as well as desires of individual consumers (Soewarno et al., 2019). Food companies are using AI to better understand how to predict trends, recommend products, and converse with consumers according to their distinct industry preferences and behaviors (Branstad & Solem, 2020).

For instance, AI tools may examine user buying behaviors and suggest niche food trends to consumers based on previous purchases, enabling brands to release food products to a more receptive market segment (Bhimani et al., 2019; Chen et al., 2018). The food consumption pattern in the digital ecosystem greatly determines it. The fast-growing online grocery shopping, food delivery systems, and subscription food models are changing consumers' habits and interactions with food brands. The different platforms, e.g., food delivery apps, online grocery stores, recipe websites, create a digital ecology that has profoundly transformed the food market, offering a wider range of food options (Al-Jabri & Sohail, 2012; Guiné et al., 2020). These ecosystems help consumers discover food innovations with easy access, ranging from meal kits to insects for flour (Wang et al., 2020).

Through this digital ecosystem, food brands may customize marketing strategies to align with consumers' needs and preferences, increasing the chances of adoption (Sajdakowska et al., 2018). Furthermore, the digital ecosystem helps create an environment where new food specifications may be tested, validated, and disseminated widely, bridging the gap between innovation and adoption (Bhimani et al., 2019; Branstad & Solem, 2020; Sajdakowska et al., 2018).

2.4 Marketing innovation excellence in the food industry in Bangladesh

Some emerging trends within the food industry are reshaping how food brands promote their products. Innovation in technology, sustainability goals, and consumer expectations are all changing the marketing landscape. The trends include AI, chatbots, personalization, influencer marketing, immersive techs like Augmented Reality (AR) and Virtual Reality (VR), sustainability/ethics, and blockchain for marketing. New Trends in Food Marketing AI enables food brands to customize marketing messages based on consumers' interests and behaviors (Chen et al., 2018; Guiné et al., 2020). One of the approaches that food companies may use is executing AI-based algorithms to analyze PSO consumer data from various sources. Perhaps a food marketing tool that is gaining traction is AI-powered Chatbots. These chatbots may already provide front-line customer support, resolve queries, and provide product recommendations in real-time.

These technologies facilitate enhanced consumer engagement, improving customer service over time through more personalized experiences, enhancing the overall consumer experience, and building brand loyalty (Huang & Rust, 2022). However, personalization in food marketing involves mass media advertising and brand personalization. Everything from product recommendations to discounts based on consumer profiles, to drive engagement and conversion rates (Ahmed et al., 2022; Aslam et al., 2020). Influencer marketing and social media play a significant role in building food brands, and there are some key trends to note. In contrast, our food environment has become increasingly dominated by social media, with users increasingly turning to influencers and social media channels such as reviewers and food porn accounts as their usual source of info for products, making social media a critical channel for food marketing (Aaker & Moorman, 2023; Minten et al., 2013). This is relevant as influencers, especially in the food and lifestyle context, have much influence over consumer opinions and choices (Santeramo et al., 2018).

Food influencers create authentic content that naturally resonates with their audience, so food brands partner with food influencers to promote their products, thus creating brand trust and visibility. Social media also affects food trends, with platforms like Instagram, TikTok, and YouTube allowing brands to interact creatively with their audience. With influence partnerships, image-based food marketing on these platforms has also increased brand awareness and acceptance of new, unique food products (Priyadarshini et al., 2019; Siddiquee & Faroqi, 2010). Food marketing strategies now use social media for young generations who are tech-savvy consumers and become early adopters of food innovations (Aaker & Moorman, 2023; Ahmed et al., 2022). Augmented Reality (AR) and Virtual Reality (VR) in the food industry offer a new way for consumers to experience food (Hossain et al., 2022). It allows brands to engage consumers with their products in extended environments to obtain complete information, explore customization options, and perceive how the products fit into their lives (Galanakis et al., 2021). Other applications of VR are virtual cooking classes, virtual food tastings, and food tours, creating unique and novel experiences for consumers as they interact with food products. This results in improved customer experience, creating moments to share with others.

The technologies like AR and VR are more influential now in the food industry for consumer demand, immersive experiential encounters (Lee et al., 2019). Sustainability and ethical food marketing innovation are becoming one of the most significant focus areas, with the environmental and social impact of food choices (Islam et al., 2023). This leads to the following type of sustainable management: marketing sustainable and environmentally friendly practices, such as local foods, minimal food waste, and environmental packaging, collectively known as food marketing sustainability (Huang & Rust, 2022). Food brands embracing ethical consumption have gained power. Consumers are also interested in food that matches their values: fair-trade models or sustainably harvested ingredients. Innovating in the marketing of ethical food products can enhance consumer loyalty and appeal to increasing numbers of consumers motivated by sustainability (Choori & Kazemi, 2023; Priyadarshini et al., 2019). Aslam et al. (2020) embraced sustainable living to an extent, as it is a trend within food brands, constructing their commitment to ethical sourcing and being environmentally friendly as an attribute of differentiation for those they partner with in competitive markets. The last trend is blockchain for transparency in food marketing (Bhuiyan et al., 2022; Priyadarshini et al., 2019). By providing transparency, blockchain may provide consumers with tangible confidence in where their food comes from.

It is an immutable log of its journey from the farm to the table. These technology applications help ease consumers' concerns by allowing them to trust their food products regarding food safety, authenticity, and ethical sourcing (Chen et al., 2018). When food brands can prove the complete supply chain (i.e., back to the source) with the help of blockchain, it displays a level of commitment to quality and transparency that is increasingly critical to informed consumers today. Integrating the blockchain to promote food plans gives customers the confidence to buy and improves the manufacturer's credibility (Huang et al., 2018).

The evolving landscape of food marketing innovation would bring many challenges and opportunities, and brands have to overcome the obstacles (Huang et al., 2018; Santeramo et al., 2018). Innovation offers many promising opportunities for food businesses, but is also challenged with adoption barriers, particularly around consumer acceptance, regulations, and ethics of personalization marketing. As food technology continues to evolve rapidly, it is necessary to understand these implications to predict the next big revolution and provide food businesses with relevant avenues for recommendations (Agrawal et al., 2024; Rejeb et al., 2020). One of the leading reasons behind the low adoption of food marketing innovations is resistance toward new food products, especially concerning food. Although the initiatives centered around farming, consumer preference, perceptions, and behaviors were factored in, some studies addressed only lab-grown meat (Wang et al., 2020; Zhao et al., 2019) or only plant-forward diets (Huang et al., 2018). The slow adoption of these products in the broader market is also a cultural-psychological factor (Rejeb et al., 2020). The second barrier is the food advertising and claims regulatory challenge. Product advertising, including food, which is commonly regulated, is to keep consumers safe from false claims, particularly about new products or innovations. Food marketers must navigate a restrictive and complicated regulatory landscape while communicating the benefits of their latest products (Ageron et al., 2020).

On top of that, the data privacy and consumerism landscape for tailored marketing is evolving and offers challenges to food businesses. AI and big data are currently being used to tailor marketing campaigns. Still, consumers' collection and use of this big data raises questions regarding their privacy and the scope of misuse. It is essential to balance personalization and privacy to allow consumers to tailor their experience (Zhao et al., 2019). Technology continues to innovate and push boundaries to redefine the story of food marketing, and consumption expectations continue to impact the industry.

For example, an AI-driven recipe is used for personalization and automation (Jahan, 2023). Food brands may leverage machine learning algorithms to predict dietary intake and provide diet-oriented suggestions to suggest recipes to consumers based on their diet, health goals, and flavor profiles (Choori & Kazemi, 2023; Leone et al., 2020). This level of personalization might transform how the public interacts with food brands, drawing individuals' own food choices closer together than ever. The researcher also discusses how brands can discover new opportunities to disrupt their marketing tactics through Meta-feed food experiences and immersive food brand experiences. Second, the Metaverse may further immerse food brands into consumer experience by allowing for the consumption of food products through virtual experiences such as virtual classes, online food experience tastings, etc. (Bhimani et al., 2019).

The market for food experience marketing is already growing, and methods of food experience marketing are also developing. Such types of experience marketing may encourage and create a unique interaction between the consumer and the product, and be memorable, cementing the product into the emotional attachment to food products (Rejeb et al., 2020). Here are some strategic “must-dos” that ensure that food businesses may address today's challenges and seize tomorrow's disruptions. Firstly, Engage Consumers Using AI and Big Data, machine learning, deep learning, and advanced analytics need to analyze consumer preferences, behavior patterns, and purchasing habits of food brands to develop more focused and impactful marketing campaigns (Agrawal et al., 2024).

This allows AI to take a step towards automating several industrial fronts of food manufacturing and advertising, facilitating the overall process of being efficient and scalable. Second, marketing sustainable events should be strengthened to increase consumer demand for sustainable products. As people increasingly think about the environmental and social impact of what they eat, sustainability has become an important selling point for food brands as a practice (Quaye & Mensah, 2018). To build consumer trust and loyalty, marketers may emphasize sustainable sourcing of ingredients, eco-friendly packaging, or support for ethical practices. Finally, food brands must use tech-forward marketing to enhance customer experience. Modern technologies like AR or VR and AI-powered chatbots may be applied to deliver interactive, immersive, and personalized consumer interaction models with brands (Leone et al., 2020). Leveraging these technologies in customer experience creates unique touchpoints between food brands and consumers, driving loyalty and a sustained relationship.

Food industry marketing is evolving, with AI, sustainability, digital transformation, and other marketing innovations changing how food brands connect with consumers. The Diffusion of Innovation (DOI) theory introduced by Rogers (1962), offers a theoretical lens through which the process of the spread of innovations within a society may be viewed, focusing mainly on the function of communication channels (e.g., social media and influencer marketing) on the speed of adoption. Food and beverage manufacturers use digital tools such as AI-based personalization, predictive analytics, and chatbots to develop more personalized and compelling marketing campaigns. Sustainability has also been a big theme, with brands implementing green policies and ethical sourcing to increase consumer demand for more environmentally friendly products. Brand engagement and loyalty are also increased by augmented and virtual reality (VR) offerings that allow consumers to experience products in new and impressive ways.

The emergence of experience-led marketing via temporary pop-ups and gamified campaigns also helps to build an emotional bond with consumers. It also provides companies with tools such as the blue ocean strategy and the 7Ps of food marketing to differentiate their products in a price-sensitive market. Food brands in Bangladesh are adopting these technologies and approaches to keep up with changing consumer demand and overcome obstacles associated with consumer acceptance, regulatory compliance, and data security. Moreover, businesses must also figure out how to remain competitive while innovating and building trust, sustainability, and personalization in their products. However, slow technology adoption, regulatory bottlenecks, and privacy concerns remain obstacles. Food brands need to grasp a tech-forward, consumer-centric opportunity, using AI and big data around sustainability to earn consumer trust while operating today's complex market landscape.

3 RESEARCH METHODOLOGY

This chapter addresses research philosophy, approach, design, sampling strategy, data collection and analysis methods, validity, reliability, and ethical standards. In this study, the researchers aim to clearly and systematically understand the effects of marketing innovations on the food industry in Bangladesh.

3.1 Research philosophy

Research philosophy is the assumption of what we use to produce knowledge. This knowledge of realities deals with diverse issues and problems, and gains understanding through ontology and epistemology. It reflects how deeply a researcher is in knowing what the subject is all about. Research philosophy is of such importance that it may affect how data are constructed or treated during the analysis (Saunders et al., 2018). The present study adopted the interpretivism philosophy as interpretivism is a broad field of human experience, actions, and social interactions that are treated as parts influencing the world and as a metaphorical lens for the current study data. It sets themes around perceptions, attitudes, and even the business's mindset. Therefore, interpretivism has been beneficial in highlighting these problems as the research focuses on plurality rather than numbers and statistics (Doz, 2011).

This avenue might provide better insight, as how food is produced and marketed is complicated due to people's beliefs and behaviors. Knowledge about market dynamics and customer behavior directly affects marketing strategies, illustrating that knowledge about both sides directly shows where to go next. This interpretivism philosophy blueprints qualitative data through interviews and focus groups. Knowledge accrues through the experiences of individuals (Reuber & Fischer, 2022). Such a task requires digging into the people behind the research. In this case, customers and marketers are at the heart of marketing innovation. This study is exploratory, relating to the interpretative philosophy, which tries to understand, especially, the influence of marketing innovations on consumer behaviors regarding the food industry in Bangladesh. In philosophy, this study considers subjectivism under ontology and interpretivism under the umbrella of epistemology. Consequently, both drive the constructivism paradigm, which develops a theory based on collected data. Therefore, this study indicates an inductive research approach and qualitative research strategy due to the investigation pattern regarding knowledge.

3.2 Inductive research approach and qualitative research strategy

Research approach and strategy provide the framework that researchers use to collect, process, and interpret study data (Santeramo et al., 2018). The nature of the research approach determines whether the study involves hypothesis testing, i.e., a deductive research approach, or aims to establish a theory through exploration, i.e., an inductive research approach. Depending on the research objective, specific techniques or methodologies, such as case studies, surveys, experiments, or ethnographic studies, may be employed to answer the research questions (Creswell & Creswell, 2022). The study must select the appropriate approach and strategy to derive meaningful insights and generate relevant results. In this study, which aims to explore the effect of marketing innovations on Bangladesh's food industry, an inductive research approach is applied. The inductive research approach involves generating theories and constructs from observations in the real world, unlike the deductive approach, where existing theories are tested (Reuber & Fischer, 2022). Marketing innovation is a variable recognized in the context of evolution, which requires powerful effects from different measured internal variables and external factors. Therefore, an inductive approach is appropriate for this research to add knowledge of market dynamics in the food sector. This study gathers new insights based on industry participants' experiences, perceptions, and attitudes regarding marketing innovations.

Qualitative research strategy uncovers a deeper understanding of the principles of the subject matter, such as marketing innovation. On the other hand, the Quantitative research strategy focuses on numerical data and statistical analyses (Saunders et al., 2018). Qualitative research focuses on people's meaning, emotions, and experiences. This may be particularly impactful for marketing, where half of the market is driven by flavors, tastes, and consumer desires alien to strict quantitative numbers. Through interviews, group discussions, and case studies, this study tries to describe how marketers and consumers in the food industry think and feel about marketing innovation that they experienced when the changes in the food marketing (Saunders et al., 2018). Qualitative research is flexible in collecting and interpreting data, allowing the conversation flow and expressing opinions. It provides the researcher insight into nonverbal signals, emotions, and contextual elements that create and consolidate meaning throughout the interaction between consumer and marketing innovation. Since the study provides a holistic view and insight into marketing innovation in the food industry, a qualitative research strategy is appropriate for investigations.

3.3 A case research design and purposive sampling strategy

A research design serves as an overall blueprint for a study, guiding the process of conducting the investigation and ensuring that data collection and analysis are done systematically. Managing research risk entails balancing the study's objectives, practicality, and the ability to draw accurate conclusions. The research design is shaped by the research question and the chosen methods for gathering data (Doz, 2011; Saunders et al., 2018). The researcher closely studies the effect of marketing innovation on the food industry of Bangladesh using a case study research design, considering a qualitative research strategy. It is an in-depth analysis of a person or group, an event, a decision, or a phenomenon, e.g., a case study of a person diagnosed with a specific illness.

The case study research design is appropriate as it allows for deep exploration into how marketing innovations such as digital branding, sustainability initiatives, and AI-powered customer engagement impact consumer behavior within the food industry. Case studies are credible because they take various data points to confirm findings, as a judge weighs a case. This case study investigates key stakeholders' experiences from a specific food company. Case studies can be invaluable when showing trends or challenges specific to an industry. This study collects insightful and relevant data by conducting purposeful sampling by choosing participants from the prospective department and backgrounds that relate to the food sector, and have appropriate experience and exposure to marketing innovation (Saunders et al., 2018). The researcher has written open-ended questions, allowing respondents to explain their views extensively.

3.4 Data collection techniques and thematic analysis

Data collection is a crucial task in all studies, as the primary goal of every study is to gather reliable, accurate, and valid data that might answer the research questions and fulfill the study's objectives. However, if the data is collected systematically within the research process, it is scientific and valuable. Data may be classified on how it was collected, for example, it could be primary or secondary data (Creswell & Creswell, 2022; Doz, 2011). The study collected data from the relevant stakeholders in Bangladesh's food industry using the primary data collection method. The research has gathered data through open-ended interviews as the primary data collection method to obtain in-depth insights on marketing innovation practices and their impact on consumer behavior and brand engagement.

Using open-ended interviews, interviewers might seek the interviewees' perceptions, opinions, and experiences. Therefore, it is a qualitative data collection technique for exploring complex problems, offering a deeper understanding of the issue. The study has analyzed data using thematic analysis. This data collection method identifies recurring themes, leading to insightful conclusions for organizing qualitative data. It involves coding, becoming familiar with the responses, and categorizing them into shared ideas, thoughts, or experiences. From a research angle, the study used thematic analysis to identify commonalities across themes in marketing innovation, consumer behavior, and food industry competitiveness. Thus, it helped researchers to construct the subjective answers of the industry stakeholders and understand the variation and details in the context of marketing innovation.

3.5 Validity and reliability of the research

Unavoidably, this raises issues for qualitative research regarding whether research and findings are valid and reliable. Validity is how the data is collected or measured, for example, instruments, measures, and scales. Reliability means whether the results are the same several times. The researcher took great care in implementing the procedures to ensure reliability and uniformity in data collection. In other words, each participant's responses were weighed equally. Questions were asked identically to ensure consistency in the issues. The reliability gained as data was collected and processed through the process contributes to the results.

Validity in qualitative research is how credible and trustworthy the findings are, with the right scales and questions. In this study, validity was determined through member checks to see if participants' ideas and opinions were reflected clearly in the data captured with valid questions. Following data collection, participants were induced to read the questions and responses to identify inaccuracies and clarify misunderstandings. Triangulation is important to enhance validity, which involves cross-referencing interview data with other data sources, e.g., organizational records and secondary data. This process facilitated the cross-checking of findings and helped reduce potential bias (Creswell & Creswell, 2022).

3.6 Research ethics

When research studies relate to humans, ethical questions are necessary. This study used several measures to protect participants' rights and privacy. Ethics involve being transparent and fair to participants while safeguarding them from harm. One of the most essential guidelines here is informed consent, which research has previously referred to. Before participation, each respondent was informed about the purpose of the study, the questions they would be asked, and how their data would be used. Participants were informed that their involvement in the research was entirely voluntary, and they could withdraw from the study at any time without facing any penalty. All participants provided written informed consent (Saunders et al., 2018).

Other ethical principles considered included confidentiality and anonymity. Participants were assigned codes to ensure anonymity instead of using their real names. For anonymity, participants were assigned codes instead of their real names. Any data the researcher collects is retained in a secure, de-identified format, and only the researcher can access the data. It means that their data is anonymous and safe from theft or manipulation. To ensure ethical purposes in this research, all necessary measures were taken to prevent such. However, evidence indicated that some questions did evoke discomfort for some participants. However, those questions were essential for understanding participants' views on marketing innovations in food in that sector. Participants were told their answers would remain anonymous and not be read by anyone except the researcher.

The chapter presents research methodology, influence on marketing innovation in the food industry of Bangladesh, research philosophy, design and approach used for research, type of investigation data collection, and ethical considerations. An interpretivist research philosophy is based on understanding experiences and consumers' perceptions, which is particularly important in understanding the role played by marketing innovation in consumer decision-making. Real-world data analysis has been inductively driven, indicating qualitative data. Responses have been analyzed thematically to identify common themes within the individual narratives. Reliability and validity are achieved using member checks, triangulation, constant questioning, and referring back and forth between the interview material and the literature. Ethical issues, including informed consent, confidentiality, and anonymity of respondents, have been taken seriously, and data have been handled confidentially.

4 A CASE STUDY ON XY COMPANY

The following chapter evaluates XY Company as an emerging and established manufacturer and marketer of consumer goods in Bangladesh. It presents an overview of the company's product line, growth trajectory, and the role in shaping its competitive position. The company was selected to understand better the research objectives related to marketing innovation in Bangladesh's food industry.

4.1 XY company and its products and services

XY Company was founded to eliminate poverty and provide social work. The manufacturer created their segment in Bangladesh's agro-food area and actively maintains higher prices with quality food products. Having entered a post-2021 Bangladesh, the firm already has a position in the local market and intends to split and repeat for the other countries. Chiniot Foods, a pan-Asian manufacturer, also boasts an impressive product line that includes Chinigura rice, jelly, sauces, pickles, vinegar, and spices. It is a very new brand in Bangladesh but guarantees the quality of the production to better adapt to consumers' changing needs. The agro-food sector of Bangladesh also benefits from it because it may produce food products that consumers and society want. XY Company has achieved a lot in a very short period as it continues to execute its nationwide business expansion strategy. Targeting a wider demographic with decent-quality products at lower prices, the company is now looking at foreign countries. XY also expands to Middle Eastern countries with other products that illustrate Bangladesh's rich food culture. They expand and succeed in the Bangladeshi food industry due to their steady commitment to quality, innovation, and customer service. XY Company is focused on creating high-quality products suited to the modern consumer, thus setting a high standard in the competitive food manufacturing market.

XY Company's Core Business is food processing. As a company, it produces food throughout its lifecycle with value, quality, and convenience. XY Company offers all the basics like rice, spices, staples, pickles, sauces, and everything customers need. XY Company offers food products for individuals and families with distinct eating and usage habits. The company's flagship product is Chinigura rice, which is known for its quality and taste.

XY Company also sells a variety of spicy blends, including its Biryani and Chapati Masala. These products were part of a trend toward offering convenient ingredients, enabling consumers to replicate authentic Bangladeshi flavors in their homes. XY takes packaging seriously to keep their spices as flavorful and fresh as possible. Therefore, all dishes cooked with XY products may be delicious. XY Company also launched a range of sauces, including ketchup and chili sauce, designed to complement and enrich all dishes. They offer units for single users and families in multiple sizes. XY Company sauces are used in most Bangladeshi houses because they have quality ingredients that have a rich taste. Thus, XY Company knows that the demand for health-oriented and less common food products is increasing. The company devised organic pickles and health-forward snacks to cater to this demand. Its white garlic pickle, to cite an example, which, besides being tasty, assists digestion and reduces cholesterol. XY Company's jelly product line is also the favorite of both classes, i.e., kids and adults. These are fruit extract jellies, no artificial stuff.

Customers can be sure that jelly is tasty and safe with XY Company. XY Company also provides solutions for food service businesses, including restaurants, caterers, and large food distributors. It sells businesses bulk rice, spices, sauces, and other food products. Collaborating with these products helps maintain the quality and flavors as they are and helps meet every customer's demand in a shorter period. XY Company provides private labeling, enabling restaurants and catering businesses to create products using XY Company ingredients. This service feature is aimed at businesses that want to launch a premium product under their roof but would like to leverage XY Company's expertise in quality-driven product commercialization. XYZ Company considers sustainability a key value. The organization ensured that suppliers have used sustainable or recyclable materials recently to make the packaging eco-friendly. Therefore, it minimizes waste and demonstrates the company's commitment to reducing its carbon footprint and promoting environmental conservation. XY Company also collaborates with local farmers to find ingredients used in its products. To ensure its products are as fresh and high-quality as possible, the company is also committed to buying locally to encourage economic growth in rural areas.

4.2 Market positioning

XY company is a newly rising brand for agro-food items in Bangladesh. It has also given the company an edge over peer companies within the same industry. The XY brand is well-renowned in the market. It targets the consumer segment, mainly urban and suburban consumers, who are deeply interested in high-quality and low-priced food products. XY Company has remained well-positioned in a price-sensitive industry, given its value-adding products with a quality guarantee. XY Pizza prides itself on customer service and taste, delivering on the brand promise of something all consumers can taste well every time. Another strategy XY Company used is trying to expand its market access, particularly in the rural sector of Africa. While many competitors have focused on urban markets, XY Company has made a big push to redistribute their products to underserved areas of Bangladesh. It helped them gain access to a different segment of consumers and grow their portion of the market. E-commerce is another crucial aspect of the company's market positioning.

XY Company has made its products available on a few mainstream e-commerce platforms, as online shopping is becoming popular in Bangladesh. Because of its focus on innovation, up-to-date with current trends in the market, and higher quality standards, company XY has been at the top of the game. This business technology transformation has enabled the company to run operations more efficiently, improve customer experience, and innovate its product lines. Furthermore, the sustainability initiatives of XY Company have attracted environmentally conscious consumers, such as their efforts to reduce food waste and use eco-friendly packaging. XY company is increasing its footprint in metropolitan markets and is on the way to deeper penetration in rural markets.

XY Company is in a good position to adjust to and respond to trends in the global economy, and its plan is crucial for continuing this trend. The brand also leans into innovative marketing efforts, from influencer casts to digital advertising, to expand its touchpoints with customers and visibility. The company's approach to innovation is another key determinant of its future direction. XY Company invests in new product lines, such as plant-based supplies and organic products, to satisfy the growing consumer demand for larger, healthier, earth-friendly food sources. Also, XY Company anticipates maintaining its investment in business-to-business products for the food service sector, such as bulk supplies and private labeling. XY Company is a development-oriented agro-food company in Bangladesh.

With its commitment to quality, customer satisfaction, and sustainability, the company has established itself as a trusted name in the industry and a leader in the market. The commitment of XY Company to innovation, affordability, and sustainability has allowed it to distinguish itself from competitors and be well-positioned for ongoing success in a transformed food industry. These initiatives not only position the company at the forefront of industry trends but also ensure a sustainable trajectory of growth in the long term. A well-articulated key strategy for future growth underpinned by a strong sustainability commitment.

5 EMPIRICAL FINDINGS AND RESULTS

Data was collected through interviews with key industry professionals such as the managing director, marketing manager, and marketing executive. Based on existing studies, this research aims to build a solid theory about marketing innovation today, what drives its adoption, and its effect on the food industry's growth. Results show both facilitators and barriers to marketing innovation adoption in the industry.

5.1 Results of the study

In this section, the literature examines new data from interviews with industry practitioners. The interviews are being conducted in the Bangladeshi food marketing industry, considering the previous literature on marketing innovation situations and how it would impact the industry's growth. This investigation uncovers the drivers and barriers for adopters of marketing innovation. Digital marketing – particularly social media, e-commerce, and influencer marketing is highlighted as a focus for growth but remains early versus other verticals. Larger companies are likely further down the road with these innovations while smaller companies are more crippled by a lack of resources. High internet penetration, rising smartphone utilization, and customer demand for convenience fuel innovation and a shift towards online and delivery platforms, personalized digital marketing, etc.

The COVID-19 pandemic accelerated the shift, with services like Foodpanda creating new entry points for food businesses to reach customers. Additionally, the increasing consumer demand for health and environmentally sustainable products is driving food manufacturers to implement environment-friendly packaging and ethical sourcing into their marketing campaigns. Influencer marketing has become a potent tool to build brand awareness and trust, particularly with younger tech-savvy consumer segments. In summary, digital marketing and e-commerce are revolutionizing the food and drinks world, but smaller firms have capital and resource constraints when harnessing these new tools. However, as the digital side of things becomes increasingly important and consumer expectations evolve, there is the potential for the industry to break out of the pack.

5.2 Marketing innovation in Bangladesh's food industry

The data used for this study were obtained through in-depth interviews of three professionals working for Bangladesh's food industry. The researcher asked every participant the same questions about the current state of marketing innovation and the challenges companies are trying to overcome. The managing director replied that.

Marketing innovation is growing with the increasing use of social media, e-commerce, and influencer marketing. However, it is still in its early stage compared to other sectors. (H1)

This shows that digital marketing tools are more common in Bangladesh's food industry, which is still behind other countries. According to the marketing manager, more prominent companies are at the forefront of these new strategies, while smaller companies often struggle due to limited resources.

Social media, online platforms, and influencer marketing are growing, but smaller companies are struggling. (H2)

The marketing executive agreed but added that with the industry rapidly adopting digital channels, significant progress still needs to be made, especially in adopting new technologies like AI and data analytics. The executive responded below.

The food industry is increasingly moving towards online platforms and digital marketing, but much must be done. (H3)

These responses demonstrate the overall progress of the marketing innovations in Bangladesh's food industry. However, the food industry in Bangladesh has progressed well in terms of adapting to marketing innovations. In the wake of the COVID-19 pandemic, online commerce services are redefining how food is marketed and sold, as evidenced by how players like Food Panda have been reaping the benefits of such scaled efforts. These platforms provide food companies with new ways to reach many customers and easier access to goods for customers. The managing director commented on that.

E-commerce platforms like Food Panda have been a game-changer for the food industry, especially during the pandemic, by offering convenient access to food products. (H1)

Marketing Innovation in Bangladesh's Food Industry is a mix of world-class challenges and opportunities. While large corporations are adopting digitalization, smaller businesses face financial and technical hurdles. However, as digital platforms and e-commerce solutions become increasingly adopted across the industry, more significant growth and betterment are coming.

5.3 Identifying key factors of marketing innovation adaptation

These are some of the main factors contributing to innovations in Bangladesh's food industry. On the other hand, there are also encouraging factors of digitization transformation. Besides, changing consumer behavior, technological advances, and globalization have played a prominent role in steering marketing strategies in the industry. New and globalization instruments have significantly developed various food products in Bangladesh in recent decades. the managing director mentioned that.

The rise in internet access, growing smartphone usage, and increasing consumer demand for convenience have been key drivers for adopting marketing innovations. (H1)

However, it may be argued that, as a large population of Bangladesh is accessing the internet and smartphones, food companies are now open to more digital marketing platforms to reach larger audiences than ever. E-commerce, social media, and mobile apps have increased ease of access, with food companies poised to get to consumers more efficiently and expansively. The rise of the internet has also meant that businesses have been able to utilize more sophisticated techniques in their marketing, including targeted advertising and personalized promos that may have a more significant effect on conversion than in-store marketing. With more and more people using the internet and the penetration of smartphones, food companies must adopt a modern digital marketing strategy. Since convenience leads to innovations in food marketing, food companies are responding, as consumers expect faster, easier access to products and services and a shift toward e-commerce platforms and home delivery services. The marketing manager highlights that.

Consumers now expect quick access to food products, and companies are responding by offering delivery services and online ordering. (H2)

Food businesses have added more methods, such as online ordering systems, delivery apps, and models that enable consumers to pay for food. For many consumers, convenience is no longer a luxury but an expectation. Food products were just the beginning for companies that realized a growing demand for convenience through urbanization and changing lifestyles. Thus, e-commerce, food delivery services, and digital marketing campaigns are tailored to fast-paced lifestyles and busy consumers who avoid shopping in person or stores. The pandemic sped up this trend; food companies turned to delivery platforms in more significant numbers to reach consumers stranded at home. Bangladesh is one such country where the food industry has a long run and high competition. The managing director noted that.

The competitive nature of the market is also a strong motivator. Companies feel the pressure to innovate to remain relevant and meet consumer expectations. (H1)

Bangladesh's food sector is a vast landscape with a diverse range of market players competing against the backdrop of local and global players. In the global economic landscape of the 21st century, where gaining market share is heavily driven and influenced by the implementation of innovation, marketplace differentiation is increasingly presented as a challenge and opportunity for companies to innovate products and services and market them in new ways. This creates competition among the brands to think outside the box regarding consumer demand and brand retention. The marketing manager stated that the food industry is trying to keep up with current marketing trends, and digital channels are essential to engage the consumer.

Companies need to innovate in marketing to stay ahead of the competition. Digital marketing tools, e-commerce, and influencers' partnerships have become essential for growth. (H2)

Globalization and consumer behavior are changing. Another notable force driving marketing innovation is globalization and the evolution of consumer tastes. However, food businesses are also transforming as consumer tastes evolve, leading to an increased demand for nutritious foods and ethically sourced products. The marketing executive also stated that.

Health-conscious campaigns and eco-friendly packaging are becoming significant marketing tools for food companies. (H3)

Such factors include the increasing influence of consumer demand for healthy and sustainable food. Today, consumers are interested in more than just the quality and taste of their food; they care about its environmental and social impacts. Food companies are adopting sustainability as part of their marketing campaigns, promoting everything from organic ingredients to recyclable packaging.

5.4 Responses on marketing innovation excellence

In Bangladesh, some food product companies have realized that marketing innovation is essential for their growth. They have paid particular attention to using digital tools, social media, e-commerce, etc. Having witnessed marketing innovations lift all the leading companies within the vertical, there are pragmatic lessons to gather from how they created not just a wave of growth but a wave of loyalty and consumer engagement. This is how the solution of how e-commerce and digital platforms were important in the marketing innovation of the food industry of Bangladesh. Thanks to e-commerce providers like Foodpanda, food has been reformed in how it is sold and distributed, giving businesses a more direct route to consumers through easy online channels. The managing director noted that.

E-commerce platforms like Foodpanda have been a game-changer for the food industry, especially during the pandemic, by offering convenient access to food products. (H1)

Disruption of the physical food supply also meant that the dual digitalization of how the food was delivered allowed companies to run their operations. This also includes the convenience of food products on Foodpanda and other online platforms for customer engagement. Food companies are tapping into e-commerce platforms to expand their business into the cities, towns, and villages due to the growing importance of e-commerce and digital marketing. This changed the entire game with new potential for marketing, including personalized digital ads, targeted promotions, and data-informed campaigns that responded better to customer needs. The marketing manager states that digital platforms today constitute the foundation of every marketing strategy.

Digital marketing tools, e-commerce, and influencers' partnerships have become essential for growth. (H2)

Another productive ground for marketing innovation was evolving consumer values around healthy and sustainable food choices. Consumers have moved to more nutritious, organic, and sustainably sourced products. So, food companies have adjusted their marketing to match. Indeed, health-oriented initiatives, sustainable packaging, and the promotion of ethical sourcing practices have become some of the most essential principles in the marketing strategies of many food brands. The marketing executive stated that.

Health-conscious campaigns and eco-friendly packaging are becoming significant marketing tools for food companies. (H3)

This parallels a growing recognition that consumers are as concerned about food quality and taste as they are about environmental and social impacts. Food companies are adopting a marketing approach around sustainability to meet consumer expectations. Pran, one of the largest food brands in Bangladesh, has also been aiming to market its shares on social media to a healthier range of food products. The marketing manager states that.

Brands like Pran have used social media campaigns to promote healthier food products, which has helped differentiate them in the market. (H2)

This successful strategy shows how brands may use digital platforms to connect with health-conscious buyers while showing them the nutritional benefits. Product promotion via Influencer marketing is now the best way for food companies in Bangladesh to promote their brand and become popular among consumers. Social media dramatically impacts food brands, as their extensive shares impact consumers' thinking. The marketing executive commented on that.

Social media influencers have become key players in promoting food brands. Food companies may reach a large audience by partnering with popular influencers and building strong brand recognition. (H3)

This demonstrates how food brands have exploited influencer partnerships as a powerful avenue for earning visibility and credibility. While food brands want to connect with younger tech-savvy customers who are more inclined to believe in a product when a person they follow on social media recommends it. Food and lifestyle influencers, with millions of followers, serve that need for food brands.

6 THE DISCUSSION ON THE RESEARCH FINDINGS

The chapter explains marketing innovation in Bangladesh, especially in the food industry. Therefore, this section explains the initial discussion about the findings and earlier literature. Consequently, in the following segments, the study objectives are discussed.

6.1 Discussion of the study

The results suggest that marketing-related innovation is the most excellent prospect for food-related enterprises to become competitive at the national level in Bangladesh. Digital marketing tools, e-commerce, and people-oriented strategies are the leading factors directly influencing the acceptance of marketing innovations in the sector. The businesses in Bangladesh that implement these innovations have experienced high visibility in their brands, customer loyalty, and revenue growth. However, thinking that all industry sectors embrace such innovations equally would be a mistake. While larger businesses have successfully utilized social media and digital marketing strategies to reach consumers, smaller businesses face challenges due to capital constraints and a deficiency in technical language. This limits them to leveraging digital marketing or increases their opportunity to enter a more competitive landscape.

Marketing that directly understands customers. Aaker and Moorman, (2023) reported that brands implementing customer insights into their marketing received more customer engagement and solid brand loyalty. In the case of Bangladesh's food industry, this means capitalizing on consumer-oriented innovations such as customized marketing activities, personalized product service, and pre-emptive consumer assistance. The researcher matches international trends, indicating that marketing innovations induce operational efficiencies and customer experience (Agrawal et al., 2024). Moreover, food companies in Bangladesh have now begun to use data analytics and AI as tools to assess consumer preferences and forecast such preferences as required or expected to reflect less generic and stronger marketing strategies (Hossain et al., 2022). Evaluation of the current state of marketing innovation in Bangladesh's food industry. Multinational corporations are the most aggressive early adopters of innovation in marketing. They have integrated digital technologies into their business operations by embracing social media, e-commerce, and AI-enabled analytics to track behavior and forecast market trends. This has enabled them to scale their market reach, tailor their marketing endeavors, and elevate customer satisfaction.

Evidence of digital transformation is evident in things such as the increased use of online platforms for selling and promotion. According to Ageron et al. (2020), digitalization in the industry provides access to innovative consumer experiences and more individual services with the brand. The food market is heading the same way by adding e-commerce solutions, delivery, and convenience services to the service industry to meet the demand for consumer convenience. With the emergence of platforms like Foodpanda and other delivery services, food companies operating in Bangladesh have understood that it has become essential to have an online presence to stay competitive in the market.

However, these innovations have been widely adopted across the sector. Besides big companies like supermarkets, which have embraced e-commerce with digital marketing tools, many small food companies have fallen behind. Such companies often lack technical knowledge, have budget constraints, and limited access to digital tools (Fregidou-Malama et al., 2023). Smaller companies usually excessively depend on traditional marketing techniques, such as print media and in-person events. Since they are the only options, they must expand their customers beyond local markets. Despite these challenges, some significant initiatives are in the works to help more marketers embrace marketing innovations. Another government program is Teach For Bangladesh (TFB) which contributes to digital transformation in the food sector but fails to notice it. Aaker and Moorman, (2023) contend that innovation calls for setting a good climate for technological adoption and providing resources for firms.

6.2 Interpretation of the key factors of marketing innovation adaptation

The impact of some demographic factors on the marketing innovation adaptation in the food industry in Bangladesh is the most important one, which is the growth of technology. Digital tools and technologies also have grown cheaper and more accessible. Companies are more willing to invest in them. In Bangladesh, proper food production has availed these e-commerce platforms, social networks, and data analytics tools in their marketing. These tools enable corporations to collect and process customer information, creating customized marketing metrics and anticipating customer behavior based on data (Hossain et al., 2022). One is a change in consumer behavior in Bangladesh.

The previously personalized experience is now spreading beyond technology and personal clothing to the food space (Bhimani et al., 2019). These trends have led food companies in Bangladesh to lean towards customer-centric innovations like personalized product recommendations, targeted advertisements, and real-time customer support. The third is the increasing focus on sustainability in marketing plans. As a result, food tech companies are incorporating eco-friendly methods in their marketing strategies, such as reliable packaging, reducing food waste, and responsible product sourcing. Integrating sustainability into marketing strategies improves brand image and appeals to environmentally conscious consumers (Aaker & Moorman, 2023). This practice is gradually taking root in Bangladesh, with consumers realizing every purchase's environmental footprint. Lastly, the regulatory framework strongly impacts the implementation of marketing innovation. Food safety, packaging, and advertising standards reflect how this government regulates and how these companies innovate at the marketing level. Though the government of Bangladesh has been working to promote digital marketing and e-commerce, it is still facing challenges, such as internet connection issues in some regions and the problem of a lack of infrastructure development in rural areas (Agrawal et al., 2024). These policy impediments can enormously challenge the mass acceptability of marketing innovations of comparatively smaller, rural-based food firms.

6.3 Discussion of the marketing innovation excellence in the food industry

Transparency through the explicit dimensions of sustainability and consumer-centricity. Those who embraced these innovations examine stock price, customer loyalty, and productivity changes. For example, food companies have utilized AI-powered tools to tailor marketing messages more creatively, leading to higher consumer engagement and satisfaction rates. These applications enable organizations to use personalized product recommendations based on their clients' preferences, thus optimizing the complete customer journey (Wang et al., 2020). The same exemplary innovation in marketing also applies to how food companies interact with customers on social media sites. Social media has become a significant platform for enhancing brand awareness, informing potential customers about different products, and promoting customer engagement. In recent years, companies in Bangladesh have started to prefer Facebook, Instagram, and YouTube to reach larger audiences and build deeper relationships with their customers.

Also, brands may implement two-way marketing using social media, where consumers may provide product feedback, ask questions, and share, which could even reinforce brand loyalty through the platform. Similarly, great innovation may be seen in the food industry's growing focus on sustainability and ethical practices. Food brands now match their values with sustainable initiatives such as green packaging, local farm support, and waste reduction. This is particularly relevant as global apprehensions over our relationship to the environment mount. Jahan, (2023) noted that sustainable innovations capture competitive advantages and eco-innovation for the food industry. Companies seek to attract the eco-conscious consumer market through sustainable practices and secure the industry's carbon-neutral agricultural targets. Blockchain technology in marketing and its adoption are another significant milestone for innovation and excellence in Bangladesh's food industry.

Blockchain may enhance transparency in food supply chains, providing consumers with the information they need to ascertain the attribution of their food in terms of source and process, and information about food safety (Agrawal et al., 2024; Jahan, 2023). This builds consumer trust and strengthens food companies' operational efficiencies via increased supply chain visibility. In short, marketing innovation excellence in the food industry of Bangladesh incorporates digital marketing tools, getting consumers actively involved, sustainability, and technological advancements. Businesses that have learned to adopt such innovations have increased customer satisfaction, brand loyalty, and market competition. However, for marketing innovation, food companies in Bangladesh must consider the obstacles and limitations, such as limited access to technology in rural regions, a lack of government assistance, the acquisition of infrastructure, the adoption of new technologies such as artificial intelligence (AI) and a blockchain throughout the entire food value chain.

7 SUMMARY AND IMPLICATIONS

This chapter concludes the research investigation about marketing innovation in Bangladesh's food industry. Therefore, it includes the study aim, key objectives, empirical outcome, and theoretical, managerial, and policy implications. The chapter also covers the research's limitations and implications for future research on food marketing innovation.

7.1 Summary

In this study, the researcher explored the role of marketing innovation in the food industry's excellence in Bangladesh. The study examined how innovation and marketing strategies impact the advancement of the food sector, foster competition, and meet evolving consumer needs. It seeks to explore marketing innovation processes specific to the food sector of Bangladesh. The first goal was to assess the current drivers of marketing innovation in Bangladesh's food sector. This goal was accomplished by investigating the various approaches and resources that Bangladesh food companies are embracing, including digital marketing, AI integration, and eco-friendly efforts. The study showed that companies in the sector are slowly adopting these innovations, but at different paces because of resource constraints, technological challenges, and the constantly changing regulatory environment.

Moreover, the study identified the significant driving factors behind the adaptation and acceptance of marketing innovation in the Bangladeshi food Industry. This part of the research addressed the internal and external drivers or barriers to adopting marketing innovation. Company size, technological capabilities, leadership support, and regulatory environment significantly impacted innovation adoption. The research indicated that consumer behavior is accelerating to become a structural factor driving innovation strategies: customers increasingly demand sustainable and technologically advanced food products. Finally, the third and last objective of the study was to identify the excellence of marketing innovation in Bangladesh's food industry. By doing so, this goal is to illustrate examples of the industry's best practices in adopting marketing innovation strategies. Focusing on digital marketing, sustainable practices, and AI-based tools translates into positive consumer engagement, resulting in a competitive advantage in the marketplace. These innovations proved critical for improving customer experience and sales revenue while contributing to long-term sustainability within a competitive market.

7.2 Diffusion of innovation theory and its implications

The study's findings significantly contribute to the DOI's theorization, specifically about Bangladesh's food industry. Consequently, DOI theory tends to characterize early and late adopters via those categories of adopters. The study follows the DOI theory and extends the DOI theory concerning food companies, communicating that the transition to more sustainable practices is a function of numerous internal factors (e.g., company culture, leadership) and external factors (e.g., market pressures). The so-called adoption and application of modern marketing by food processors is influenced not only by the perceived benefits and perceived risks of a marketing innovation but also by the promotion technology readiness of the firm and the state of the economy.

Moreover, this research shows the motives of early adopters in the food industry. Thus, the early adopters of experimental marketing strategies were typically companies with more abundant resources and management that were more open to innovation, in the land of DOI theory in the food industry. They become the influencers for innovation diffusion beyond them. This is why organizations must create an innovative culture. Furthermore, these findings align with the perspective that innovations are diffused through social systems, considering food companies rely on word-of-mouth and consumer advocacy to drive new products, especially technology-oriented or environmentally conscious ones.

7.3 The food industry implications

The current research provides several valuable insights for food industry managers. One of the most significant conclusions indicates that companies must prioritize the growth and implementation of digital marketing strategies to stay competitive in the market. Thus, managers must prioritize adopting artificial intelligence (AI) and big data analytics to develop customer engagement, increase overall decision-making, and personalize marketing efforts. AI may help businesses meet these demands by leveraging machine learning and data analytics to design personalized marketing strategies that engage customers and improve their overall experience with the brand. The results imply that marketing managers should invest in these technologies for immediate sales and long-term relationships.

Another key thing for managers is that the focus on sustainability in food marketing has significantly increased. Innovation with sustainability has boomed thanks to changing mindsets among consumers. Managers of food companies must, therefore, incorporate sustainability into their marketing endeavors, not simply as a response to regulatory pressure but as a value proposition to environmentally conscious consumers. This shift has enabled managers to distinguish their brands in a crowded market by making their products more attractive as an environmentally sound brand. Moreover, food businesses must work with local grain producers and develop sustainable supply chains. Furthermore, management must dedicate its efforts to creating innovation in the firm. It also means creating an organizational culture that values risk, innovation, and experimentation. By encouraging interdepartmental collaboration among marketing, product development, and research and development (R&D), managers can ease coordination throughout innovation and deploy new products more quickly. Such technological advancement and market dynamics would require updating the workforce, which would require investment in employee training and development programs.

7.4 Company and government policies

This study illustrates substantial policy implications for food companies and the government. From the company's perspective, the results underline the importance of such investment: building and maintaining the proper digital infrastructure and the policies that foster innovation in the market. Food companies need to work with technology providers and specialists to deploy best-in-class solutions, ultimately leading to more efficiency in the marketing task. Additionally, companies must adjust their approach to changing consumer demand that increasingly prioritize both sustainability and digitization. These innovations are to meet the market's changing needs. Due to regulatory frameworks and incentives for innovation, there is not enough substantial evidence from the government's point of view.

However, the government can take initiatives for an innovative-driven economy, investing in green technologies, digital tools, and sustainable practices, such as tax breaks, grants, or cash subsidies. Moreover, perhaps even more importantly, the government must improve digital infrastructure across the country, especially in rural communities, so that all food companies can access this technology and implement these innovations. The government can enhance the overall competitiveness of food enterprises globally by improving the policy environment that encourages local and foreign investment within this sector.

7.5 Limitations and suggestions for researchers

The major limitation of this study is the sample size. This is primarily based on interviews with several participants from food companies in Bangladesh. While this provided a qualitative understanding, this sample did not encompass the experiences and perspectives of other food industry stakeholders. Larger samples encompassing the food industry, people across regions, and expertise would help generate better findings. The other limitation concerns the study of geography. As this research has been applied in the context of Bangladesh, the findings of this study might not be directly transferable to other market conditions, notably developed nations, where socio-economic-political conditions and business regulatory environments vary significantly. Examining the food industries of different countries through a cross-national comparative analysis could provide further insights into aspects that influence the adoption of marketing innovations across countries. Thirdly, this study only covered marketing innovation, and all other forms of innovation, such as product innovation and operational efficiencies, which could further improve the understanding of food innovation.

Future research should evaluate the long-term influence of marketing innovation on brand loyalty and consumer trust in the food industry. As consumer preferences change accelerate, understanding how marketing innovations might alter these factors over time is crucial to food companies. In addition, future studies can investigate digital transformation and its relation to sustainable practices, specific to the technological events within the production of food and related marketing that address environmental responsibility. Further research could be on whether government policies benefit marketing innovation in Bangladesh. Also, a comparative analysis of marketing innovation between local and foreign companies in Bangladesh. Additionally, a longitudinal study could contribute to the innovative marketing of companies that apply new marketing strategies over the years. The integration of such research may facilitate industry-specific frameworks that drive marketing innovation, considering characteristics of the food sector in Bangladesh.

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APPENDICES

Appendix 1. Interview transcript of managing director

Appendix 2: Interview transcript of marketing manager

Appendix 3: Interview transcript of marketing executive

Appendix 1. Interview transcript of managing director

1. How would you describe the current state of marketing innovation in Bangladesh's food industry?

It's growing, but it is still early, especially for smaller companies with limited resources.

2. How have food companies in Bangladesh adopted some key marketing innovations in recent years?

Key innovations include social media marketing, influence partnerships, and e-commerce for food delivery.

3. How do you think these marketing innovations have impacted the overall performance of the Bangladeshi food industry?

These innovations have increased sales and visibility, but smaller businesses face challenges in adopting them.

4. What factors drive the adoption of marketing innovation in the Bangladeshi food sector?

Increasing internet access, demand for convenience, and competition drive innovation adoption.

5. What role do digital technologies, such as social media and e-commerce, play in the marketing strategies of food companies in Bangladesh?

Digital technologies help food brands reach larger audiences, engage consumers, and simplify distribution.

6. How have consumer preferences and behaviors influenced the marketing innovation strategies in the food industry in Bangladesh?

Consumers' interest in convenience, health, and sustainability has influenced brands to offer healthier, eco-friendly options.

7. What challenges have food companies faced in implementing marketing innovations, and how have they overcome them?

The lack of skilled professionals and financial resources has been a challenge that companies have overcome through outsourcing and training.

8. how does the marketing innovation in Bangladesh's food industry compare to global standards or practices?

It's behind global standards, especially in AI and big data analytics, but progress is being made.

9. may you provide examples of marketing innovations in the food industry in Bangladesh that have led to significant business success or market differentiation?

E-commerce platforms like Foodpanda and health-conscious campaigns by brands like Pran have led to success.

10. What recommendations would you give to food companies in Bangladesh to further enhance their marketing innovation strategies and achieve excellence in the industry?

Invest in data analytics, improve digital presence, and focus on sustainability to meet consumer demands.

Appendix 2: Interview transcript of marketing manager

1. How would you describe the current state of marketing innovation in Bangladesh's food industry?

It's improving with more focus on social media, but the pace is slow for smaller businesses.

2. How have food companies in Bangladesh adopted some key marketing innovations in recent years?

Social media marketing, influencer partnerships, and online food delivery platforms.

3. How do you think these marketing innovations have impacted the overall performance of the Bangladeshi food industry?

They have improved visibility and customer engagement, though smaller companies face difficulties implementing them.

4. What factors drive the adoption of marketing innovation in the Bangladeshi food sector?

Consumer demand for convenience, digital access, and the need to stay competitive.

5. What role do digital technologies, such as social media and e-commerce, play in the marketing strategies of food companies in Bangladesh?

Through digital platforms, they enable direct engagement with consumers, wider reach, and improved customer service.

6. How have consumer preferences and behaviors influenced the marketing innovation strategies in the food industry in Bangladesh?

The demand for healthier products and convenience has pushed companies to innovate with new offerings and online platforms.

7. What challenges have food companies faced in implementing marketing innovations, and how have they overcome them?

High costs and lack of expertise are challenges, but outsourcing and partnerships with agencies help overcome them.

8. how does the marketing innovation in Bangladesh's food industry compare to global standards or practices?

It's behind in advanced tools like AI, but the gap is closing as companies embrace digital tools.

9. may you provide examples of marketing innovations in the food industry in Bangladesh that have led to significant business success or market differentiation?

Brands using social media campaigns and home delivery services, like Pran and Khaas Food, have stood out.

10. What recommendations would you give to food companies in Bangladesh to further enhance their marketing innovation strategies and achieve excellence in the industry?

Focus on data-driven marketing, improve digital skills, and emphasize sustainability in marketing campaigns.

Appendix 3: Interview Transcript of Marketing Executive

1. How would you describe the current state of marketing innovation in Bangladesh's food industry?

It's in progress but still behind more developed markets. Social media and e-commerce are key, though adoption is uneven.

2. How have food companies in Bangladesh adopted some key marketing innovations in recent years?

Influencer marketing, online ordering, and personalized offers have become more common in the industry.

3. How do you think these marketing innovations have impacted the overall performance of the Bangladeshi food industry?

They've increased engagement and sales through social media and e-commerce, though smaller companies face barriers.

4. What factors drive the adoption of marketing innovation in the Bangladeshi food sector?

The main drivers are increased smartphone usage, consumer demand for convenience, and the competitive landscape.

5. What role do digital technologies, such as social media and e-commerce, play in the marketing strategies of food companies in Bangladesh?

These technologies help brands reach a broader audience, increase sales, and offer greater convenience to consumers.

6. How have consumer preferences and behaviors influenced the marketing innovation strategies in the food industry in Bangladesh?

Consumers' preference for health-conscious products and convenience has led food companies to introduce more organic options and delivery services.

7. What challenges have food companies faced in implementing marketing innovations, and how have they overcome them?

Limited budgets and digital skills are challenges. Companies often address this by outsourcing to agencies or hiring specialists.

8. how does the marketing innovation in Bangladesh's food industry compare to global standards or practices?

We're catching up but still behind global trends using advanced digital tools like AI and big data.

9. may you provide examples of marketing innovations in the food industry in Bangladesh that have led to significant business success or market differentiation?

Health-focused campaigns and home delivery services, like those by Pran, have led to strong market differentiation.

10. What recommendations would you give to food companies in Bangladesh to further enhance their marketing innovation strategies and achieve excellence in the industry?

Invest in data analytics, improve digital marketing skills, and focus on sustainability to appeal to conscious consumers.