



MARKETING PRACTICES ADOPTED BY KNITWEAR EXPORTERS – PILOT STUDY WITH REFERENCE TO TIRUPUR CITY

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ABSTRACT

India's textile and clothing industry play an important role in the Indian Economy. It is one of the major contributing sector of India's exports worldwide. Out of the country's total exports, the textile Industry accounts for 14 per cent of industrial production, which is 4 per cent of Gross Domestic Product (GDP), from Indian markets growing garment retailers, search for the increase of source in the country. Indian manufactures also pro – actively work towards enhancing their potential to provide increased international market demand. The Indian textile and clothing exports have been shown a mushrooming growth in the past decade. The main objective of the study is to find out the marketing strategy adopted by Tirupur knitwear cluster. In South India, mainly in Tamilnadu, Tirupur is the centre of textile and garment industry which supplies bulk quantities to UK clothing retailers, as well as other international companies. The industry produces 'jersey' or 'banian', garments such as t-shirts, nightwear, children's clothes and sportswear.

Keywords: Textile Industry, Gross Domestic Product, Indian Economy, Garments.

1. INTRODUCTION

India's Textiles and clothing(T&C) export registered a growth of 25 per cent in 2005-2006 recording an increase in trade of USD3.5billion over 2004-2005 in terms of value. The growth of textile and clothing exports continued to increase in the subsequent years 2006 were registered at USD17.6 billion and 2007-2008 were USD 22.15 billion. The sound increase in textile and clothing exports from India was greatly affected due to global crises out broken in 2008. Due to this export from India slightly turndown to over 5 per cent in 2008-2009. However, the export of textile and clothing grew from USD 21.22 billion in 2008-

2009 to USD 22.41 billion in 2009-2010 and had touched with USD 26.83 billion in 2010-2011. The domestic apparel & textile industry in India contributes approx. 2% to the country's GDP, 7% of industry output in value terms. The share of textile, apparel and handicrafts in India's total exports was 11.4% in 2020-21. India stands as the 3rd largest exporter of Textiles & Apparel in the world. Tirupur and its surroundings has long been a traditional area for growing cotton and the centre of textile industry, with the production of garments rapidly increasing over the last twenty years. While Tirupur is the centre for garment production, there are hundreds of spinning mills producing yarn in nearby parts of TamilNadu.

2. REVIEW OF LITERATURE

Vivekanandan K. and Rajendra R. (2006)^[1] have studied the Perception of Export Barriers and Tirupur knitwear apparel exporters. The results of the study shows that a new marketing paradigm and great opportunity to expand the garment in Tirupur City. In Mashayekhi report to UNCTAD (2007)^[2] studied that liberalization of market access for textiles and clothing makes remarkable welfare gains for both developed and developing countries. This countries need to increase efficiency and added value in their textiles and clothing industries. Report concluded that industrial reform is necessary to eliminate trade barriers in textile sector. The Economic Times (2017)^[3] The Government doubled the incentive for exporters of garments and made-ups under the Merchandise Export from India Scheme (MEIS) to support declining textile exports. Under the programme, exporters are given duty exemption scrips that are pegged at a certain percentage of total value of their exports. Nimmada, S. (2022)^[4] Comprehensive Literature Review of Marketing Strategies Adopting By Various Industries During The COVID19 period, the study will contribute to the existing literature on consumer behaviour towards fashion apparel outfits. In conclusion, this study aims to contribute to the knowledge of consumer preferences towards fashion boutique apparel outfits and help boutique owners and marketers to improve their business strategies.

3. OBJECTIVES OF THE STUDY

1. To analyse the growth of Garment Industry in Tirupur City.
2. To ascertain the demographic factors of concern like Nature of the Concern, Age of the Concern, Nature of Exports, Status of Export Concern, Number of manufacturing Units in India, Number of manufacturing Units abroad, Initial Investment and Turn over per annum,.
3. To identify the marketing practices adopted by garment entrepreneur in Tirupur City.

Element : Entrepreneurs of Tirupur Garment units.

Source list : Tirupur Garment units.

Sampling Units : Both Domestic and Export garment units

Period of Study : Jan 2022 to May 2023.

Sample size : 50

Sampling method : convenience sampling

Sampling Design : The garment industry in Tirupur has around 6500 garment units, in which both the domestic and exporters have played an active role for highlighting the importance of industry. Out of the total number of garment units, 2500 garment units were registered as manufacturing exporters in DIC (District Industries Centre) Tirupur.

4. PERSONAL VARIABLES – ANALYSIS

The data were processed and tabulated using Microsoft Excel 2007 and SPSS version 19. Data analysis was performed using software package – IBM SPSS(Statistical Package for Social Science version 19). Cronbach’s coefficient alpha was used to test the reliability of the scale. It is also used to assess the internal consistency of individual constructs, subscales and overall scale. The rule of thumb is that the coefficient alpha must be above 0.7 for the scale to be reliable. The reliability for the present study was significant (Cronbach’s alpha : 9.16).

Table 4.1

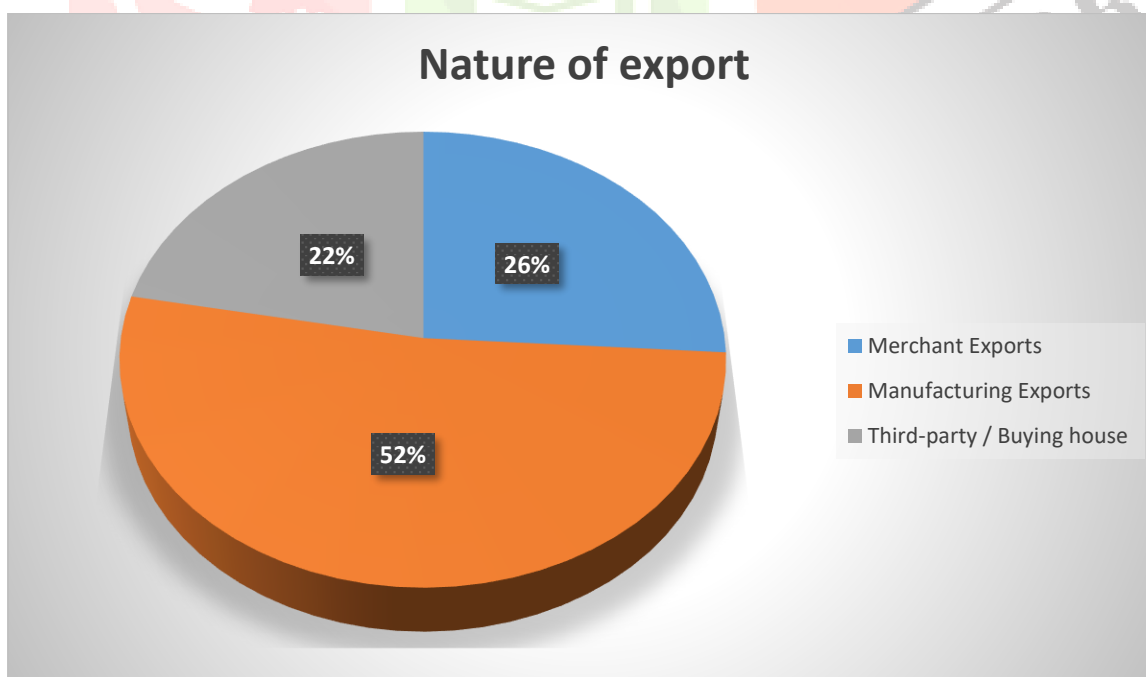
Demographic Factors

Demographic Factor	Group	No.	Percent
Nature of the Concern	Sole Proprietor	24	48
	Firm	16	32
	Company	10	20
Age of the Concern	5 years and below	6	12
	6-10years	20	40
	10-15years	10	20
	15years & above	14	28
Nature of Exports	Merchant Exports	13	26
	Manufacturing Exports	26	52
	Third-party / Buying house	11	22
Status of Export Concern	Registered Exporter	25	50
	100% EOU	15	30
	Export House	3	6
	Export Trading House	2	4
	Star Trading House	3	6
	Super Star Trading House	2	4
Number of manufacturing Units in India	None	0	0
	One	13	26
	Two	20	40
	Three	7	14
	More than 3	10	20

Number of manufacturing Units abroad	None	29	58
	One	10	20
	Two	6	12
	Three	4	8
	More than 3	1	2
Initial Investment	50lakhs	36	72
	51 lakhs – 1crore	8	16
	1 crore & above	6	12
Turn over Rs. per annum	Less than 1 crore	8	16
	1 crore to 15crore	20	40
	More than 15 crore	22	44
Turn over in pieces per annum	Less than 1 lakh	6	12
	1 lakh & above	44	88
TOTAL		50	100%

Above table 4.1 depicts that while considering the demographic factor nature of concern, 48% of the respondents were sole proprietor. 32% of the respondents belong to firm and 20% belongs to Company. Among the factor age of the concern, 40% belongs to 6-10years, 28% come under 15years & above and 20% of the concern fall under 10-15years. Only 12% of the respondents stated that they started their concern within 5 years.

Exhibit -1 Nature of export



Nature of Export plays an vital part in garment industry. 52% of the concern belongs to Manufacturing Exports, 26% fall under Merchant Exports and 22% of the respondents were Third-party / Buying house. It is evidenced from the above table, Among the factor Status of Export Concern, Registered Exporter

(50%), EOU (30%), Export House (6%), Export Trading House as 4%, Star Trading House as 6% and only 4% were Super Star Trading House. 26 % of the respondents stated that one manufacturing Units in India. 40% of the respondents stated that they have two of manufacturing Units in India. 14% of the respondents have three manufacturing Units in India and 20% of the respondents have more than 3 manufacturing Units in India. Maximum of 58% of the respondents have no manufacturing Units abroad. 20% respondents have one manufacturing Units abroad, 12% of respondents have two manufacturing Units abroad, 8% stated by three and 2% of respondents have more than three manufacturing Units abroad. Majority of 72% of the respondents have Initial Investment of 50lakhs, 51 lakhs – 1crore stated by 16% and 1 crore & above depicted by 12%. Turn over Rs. per annum of Less than 1 crore stated by 16%, 1 crore to 15crore achieved by 40% and More than 15 crore attained by 44%. Turnover in pieces per annum of Less than 1 lakh showed by 12% and 1 lakh & above target achieved by 88% of the respondents.

4.2. RELIABILITY ANALYSIS

Cronbach's Alpha is the Reliability coefficient. Here 0.916 says there is high reliability among the items.

N of items tell that how many number of items are there (12) in this scale such as :

Table 4.2 Promotional Avenues

Sl. No	Promotional Avenues
1.	Fabric Variety Demanded by the Buyer(s)
2.	Colour of the Garment
3.	Design of the Garment
4.	Flexibility in Order Completion
5.	Style/Fashion Preferred by the Buyer
6.	Price of the Garments
7.	Value of the Export Order
8.	Category of Buyers
9.	Long Existing Relationship with the Buyers
10.	Time Taken for Order Completion
11.	Credit Terms
12.	Government Regulation (GST & Duty Draw-Back Facilities)

The following table gives the analysis of, whether reliability will improve if any particular item is dropped. What is the reliability of remaining items if one item is dropped out of 12 items is given in the following table.

Table 4.3 : Statistical analysis on Promotional Avenues

Reliability Statistics				
Cronbach's Alpha	N of Items			
.916	12			
Item-Total Statistics				
Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A12_1	62.6429	96.238	.634	.910
A12_2	62.6786	94.004	.766	.905
A12_3	63.5714	99.217	.545	.913
A12_4	62.8214	94.078	.799	.904
A12_5	62.2500	109.306	.263	.918
A12_6	62.3214	107.041	.449	.915
A12_7	62.3929	103.655	.606	.912
A12_8	62.8571	94.275	.862	.903
A12_9	63.0357	90.925	.812	.903
A12_10	62.9643	94.628	.772	.905
A12_11	62.3929	108.247	.395	.916
A12_12	62.5357	104.554	.472	.914

For all the scales, the reliability is above 0.70 which means the scales constructed for the purpose are reliable.

4. CONCLUSION:

Successful marketing strategies have paved way for enormous sale and lump sum profit. The market for apparel is a never die marketing. The birth count of every day yields greater opportunity for apparel retailers for making successful sale. This industry is so mean in meeting the competition, good practices of sale, tapping the untapped potential, excellent marketing practices, creating good ambience, service quality and friendly relation will guarantee the retailers to adopt, retain and excel their customers. As the present apparel industry has shifted from traditional marketing to online marketing. If the exporters fails to delight the customers through price variations, brand and motives different shopping patterns they will lose their market share in the minimal time.

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