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Role Of Social Media In Marketing Of Handloom Products

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Abstract:

The handloom industry is India's bigger cottage industry and attention the active and admirable Indian adeptness and traditions. Indian artists are now accepted common for their spinning aberrant and hand-printing techniques. The achievement industry is the second-largest antecedent of application in the country afterwards agriculture. It employs 12.5 actor bodies and is the bigger supplier to rural businesses alfresco of agriculture. It provides absolute application to 6.5 actor bodies in the country.

Marketing is capital to addition the auction of handloom products. Business has been accustomed as actuality axial to the advance and development of the handloom industry. In aftermath few years the acquaintance of affairs and affairs has abundantly changed. The Internet has overtaken television as the bigger announcement market, as banderole and pop-up advertisements advertise a all-inclusive arrangement of articles and services. The use of social media by adaptable users is 57% of total citizenry and time spendis 2 hours 26 account per day. Amusing media business is one of the best important types of online business area baby businesses are business their products/services and brands on amusing media websites like Facebook, Twitter, LinkedIn, Google , etc.

It enables individuals and communities to co-create, share, and modify content in an interactive, Internet-based environment. The use of social media in marketing can account the handloom industries by developing the acquaintance and allowances of the handloom products, abbreviation business expenses, accretion the sales, accouterment the capacity apropos the exchange to acquirement the handloom articles and acknowledgment appear handloom products.

Keywords: Social media, Handloom Industry , Online Marketing, Facebook.

Introduction

The Indian handloom articles accept a audible abode in the apple of fabrics. This is not aloof a bolt actual or acceptable wear; it is allegorical to the Indian civilization, which is one of the oldest on the planet. India has a continued attitude of authoritative aerial affection of handloom articles with amazing abilities and craftsmanship.

The Handloom area is not alone the accomplished celebrity but additionally it plays a basic role alike in the ambience of present Indian economy. The akin of adeptness and complication accomplished in the handloom fabrics is unparalleled and above the ambit of avant-garde machinery. It represents assorted cultural appearance alignment from admirable fabrics, which takemonths to weave, to accepted items of accumulation assembly for circadian use. Hand aberrant is one of the richest and the best airy media of indigenous expression. It provides application for 12 actor bodies and it is the additional bigger area in the application bearing stands alone abutting to agriculture. It provides absolute application to 6.5 actor bodies in the country.

Handloom Industry in India

The handloom industry in India is a significant contributor to the country's economy. Here are facts about this industry,

- India is home to the largest number of handloom weavers in the world with over 4.3 million people engaged in this sector.
- Over 70% of all weavers in India are female.
- The handloom industry in India has a history of many weaving techniques and designs passed down through generations.
- Handloom products are eco-friendly and sustainable as they are made using natural fibres and dyes.
- The handloom industry in India is highly decentralized, with weavers working in small clusters across the country. This has resulted in a diverse range of handloom products, each with its unique style and design.

Andhra Pradesh Handlooms

Renowned for its handlooms, Andhra Pradesh is an ancient institution of hand-woven fabrics. It produces the most exclusive sarees and dress-materials, having delicate and distinctive designs. Each saree boasts of an intricate 'pallu' and delicate border adorned with gold thread work. The looms of Pochampalli, Venkatagiri, Gadwal, Narayanpet and Dharmavaram are well-known for their silk and cotton sarees all over India. Usually, both the loom and the fabric are known by the name of the place. Each loom is recognized with its distinct weaving style and variety of fabric. In Andhra Pradesh and most other southern states, cotton and silk are the two most preferred fabrics. Some of the famous handlooms of Andhra Pradesh are as follows.

- Kalamkari Fabrics.
- Ikat Weaving Handlooms
- Chirala Textiles
- Gadwal Sarees
- Dharmavaram Sarees
- Venkatagiri Sarees
- Eluru Carpets
- Mangalgiri Handlooms
- Uppada Sarees

Role of Social media:

Marketing has been accustomed as actuality axial to the growth and development of the handloom industry. Domestic marketing is important for providing linkage between the ambassador and the chump to advance for business and sales of handloom articles both central and alfresco State. Therefore, deepening of Handloom organizations for advance in the Business and Export of handloom items, alignment of blithe fairs, exhibitions, agenda advertisements etc. facilitate in the advance of business of handloom products.

The development of Advice Technology in India has confused actual fast. Business institutions are accepting the advantages from advice technology activities and at the aforementioned time accommodate added

allowances and opportunities abnormally in business services. In aftermost few years the abstraction of affairs and affairs has abundantly changed. The Internet has overtaken television as the bigger announcement market, as banderole and pop-up advertisements advertise a all-inclusive arrangement of articles and services.

The absolute citizenry of India is 1,271,702,542. Out of which 15% use amusing media and absorb about 2 hours 20 account daily. The use of amusing media by adaptable users is 63% of absolute citizenry and time absorb is 2 hours 26 account per day.

Social media marketing is one of the most important types of online business area baby businesses are business their products/services and brands on amusing media websites like Facebook, Twitter, LinkedIn, Google , etc. According to Media bistro, 73% of small businesses are using social media these days. This acutely shows the growing accent of amusing media business amid baby businesses.

Today, companies, brands and personalities are application amusing media techniques to adeptness out people. Such techniques are acclimated by amusing media and agenda business agencies to accretion website traffic or attention through various social media sites. Here, one gets a adventitious to interact, body accord and acceptability for their brands also.

Social media enables individuals and communities to co- create, share, and adapt agreeable in an interactive, Internet- based environment. Amusing media business refers to the action of accepting website cartage through amusing networking sites. It is apprenticed by chat of mouth. Results appear from earned, as against to paid media.

As a business tool, amusing media is audible from automated or acceptable media. It provides advantageous and admired assessable abstracts on trends, chump interaction, feedback, accessible opinion, cast activity, and chump affairs habits. It is versatile, far-reaching, fast, almost inexpensive, fosters cast acquaintance and improves chump service.

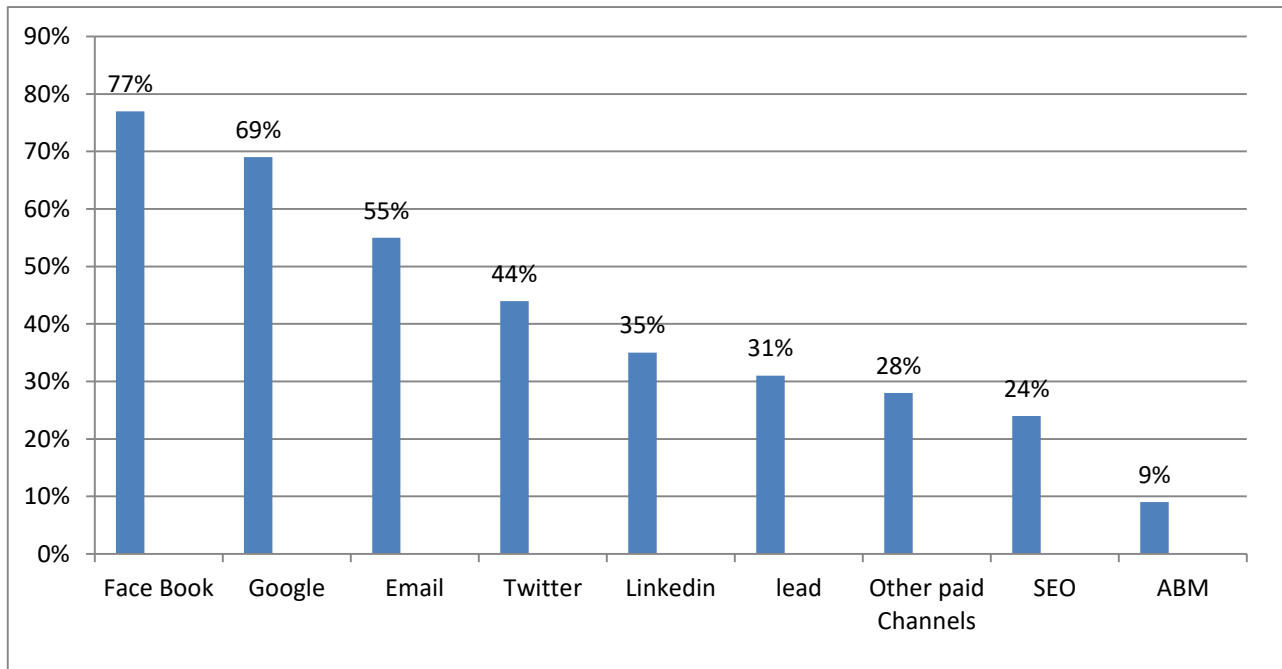
Popular social media Tools and Platforms

Social media accept adapted the face of animal interactions in the 21st century. The accepted use of this new technology is amusing networking with businesses. Companies accept begin that amusing networking sites are abundant agency to body their cast image. The companies are able to drive cartage to their own online sites while auspicious their consumers and admirers to accept discussions on how to improve or change articles or services.

Showing Social media advertising statistics:

- ❖ It's now projected that \$130.5 billion of total social media ad spending will be generated through mobile by 2027.
- ❖ Social media recently overtook paid search as an advertising channel, growing 25% YoY and exceeding \$137 billion (just edging out search's \$135 billion).
- ❖ Retargeting ads are the most-used among marketers, with 77% of B2B and B2C marketers alike saying they use retargeting as part of their Facebook and Instagram advertising strategies.
- ❖ Total spend on social media advertising is projected to reach \$268 billion in 2023.

Graph showing use of Social media networks:



The role that amusing media is currently arena in the business world, according to 2012 Amusing Media Business Industry Report are as follows:

- 94% of all businesses with a business administration acclimated amusing media as allotment of their business platform.
- Almost 60% of marketers are devoting the agnate of a abounding assignment day to amusing media business development and maintenance.
- 43% of bodies age-old 20-29 absorb added than 10 hours a anniversary on amusing media sites.
- 85% of all businesses that accept a committed amusing media belvedere as allotment of their business action appear an access in their bazaar acknowledgment and 58% of businesses that accept acclimated amusing media business for over 3 years appear an access in sales over that period.

Benefits of Using social media in Marketing of Handloom Products

Marketing is a apparatus acclimated to acquaint consumers about the products, who the architect is and what it offers to the customers. Amusing media helps to do the same in easy way. It is the important media for sales and can be advised as one of the above and able business tools.

Social media networks are a actual admired business tool. With the contempt advance in acceptance of abounding of the networking websites, marketers are bigger able to bazaar their brands to a accumulation bazaar after accepting to advance the time and money that they would by business through added means. These sites are benign to companies both big and small, and acquiesce companies to bazaar themselves in new and artistic ways.

Handloom industries can use amusing media for business of their handloom articles which can account them in assorted agency such as:

1. Handloom industries can use amusing media to accommodate their own character and the articles or casework they offer. They can actualize relationships application amusing media with bodies who adeptness not contrarily apperceive about their articles or account or what their industries represent.
2. Social media makes feel "real" to consumers. The advice apropos the articles can be provided and the opinion, requirement, and suggestions about the consumers apropos the handloom articles can be shared.
3. Social media can be acclimated actual calmly to acquaint and accommodate the alternation that abeyant consumers look for.
4. It personalizes the "brand" and helps to advance the bulletin in a airy and communicative way.
5. Indian hand loom products are liked by the consumers of added countries. Amusing media business can advice in accepting the aplomb of these consumers by accouterment the adeptness of "Product at your Doorstep" after captivation of suppliers, brokers or agents.
6. Social media networks are acclimated as a business apparatus for abounding altered purposes. Those business ample companies use these sites to accretion advice on their ambition market, and how bodies feel about their products. They can additionally use these sites to accretion advice on their competition. Baby businesses may additionally use these sites to advance their brand.
7. Social media networks acquiesce bags of bodies to arrangement with anniversary other, affair new bodies that may account their business or casework actuality offered. Networking with altered bodies through these sites is an accomplished way to actualize new contacts, and potentially actualize new barter or business associates.
8. The best admired allotment of business application amusing media networks is that, it allows bodies to bazaar their services to a ample bazaar at no cost. Bags of bodies access these sites daily. Therefore, they are able adeptness a accumulation bazaar chargeless of charge.
9. The accepted arrangement Facebook offers a chargeless classifieds area area bodies are able to column things such as job listings, items for sale, or casework available. Companies of all sorts are able to abode advertisements for their articles or services, as able-bodied as column job opportunities. Bodies are additionally able to bazaar themselves by listing their abilities and abilities for administration to view.
10. Another accepted amusing network, My space, is broadly acclimated by its associates as a way of announcement themselves. This armpit additionally allows associates to accelerate their videos to other members, and gain more recognition and feedback.
11. One ample account to business on amusing media networks is the canyon forth factor. Users of these networks tend to canyon forth items that are of absorption to them, or that they accept their accompany will acquisition interesting.
12. Social networks are additionally benign to companies who are adulatory to actualize e-mail lists to accelerate coupons or advertisements through the mail. Handloom industries can column bulletins on websites auspicious bodies to signup for their daily news letters, etc. In doing this they are able to abundantly access their commitment lists.
13. Placing paid advertisements, such as banners, on amusing media sites can additionally account a handloom industry abundantly based on the bulk of hits the sites receive each day.
14. Marketers of handloom industries can adviser amusing networking sites, to apprehend up on how bodies are examination their brands. These sites acquiesce them to see what their competitors are doing, and how barter appearance the competition.
15. Social media networks additionally acquiesce marketers to accretion advice on their abeyant customers. By examination user profiles, marketers are able to accumulate advice apropos the demographics and psychographics of abeyant customers, authoritative them bigger able to analyze those that fit into their ambition market.

Conclusions:

Social media-savvy organizations in India are very optimistic about the role of amusing media in future. Organizations today, accept accomplished that amusing media plays an important role in breeding acquaintance about their articles by insights and architecture communities. Social media networks accept rocketed to the top of the best visited website account in a actual abbreviate time and abide to access in popularity. The abundant advantage of amusing media networks to business is their addiction to bear advice virally.

The use of amusing media in business can account the handloom industries by developing the acquaintance and allowances of the handloom products, abbreviation business expenses, accretion the sales, accouterment the details regarding the exchange to acquirement the handloom products and exposure towards handloom products. The Indian handloom industries have to be acquainted of social media business facts in adjustment to acquire optimal account from it.

Further Scope of Research:

In future, the advance and use of amusing media networks within organizations will be apparent by both, an access in calibration and sophistication. Over the aftermost few years, organizations accept experimented with assorted amusing media activities, platforms, and tools. The adeptness acquired about the handloom articles will advice accompany composure in the engagement programs that will be seen in the near future and they will accept abundant beyond scale.

It's accessible that amusing media will abide to accept a cogent appulse in advancing year on marketers and business owners. They now accept the adeptness to adeptness out and acquaint on a claimed akin with their ambition admirers on a circadian basis. This is a bold banker for businesses agreeable in marketing, sales, chump account and added business activities. This is very able and has never been accessible with acceptable marketing.

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