



A STUDY ON MARKETING PLAN AND STRATEGY WITH SPECIAL REFERENCE TO GARMENT COMPANIES IN VELLORE CITY.

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ABSTRACT

The Present study is concerned with marketing plant of readymade garments Industries in Vellore city. The Marketing practices of garments units, problems Faced by from in implementing the marketing plan and measures needed to solve these problems, comes under the purview of this study.

The Main focus is on the marketing plan used by the various sectors in the Area of induction promoted instruction and periling.

INTRODUCTION

As early as 1860 the manufacture of ready to wear clothing becomes one of Cleveland's leading industries. The garment industry probably reached its peak during the 1920s, when Cleveland ranked close to New York as one of the country's leading centre for garment production during the depression and continuing after World War II, garment industry in Cleveland declined. Scores of plants moved out of area were sold or

closed their doors local factors certainly played their part, but the rise of the ready to wear industry in Cleveland, as well as its declination paralleled the growth and decline of the industry nationwide. Thus, the story of the garment industry in Cleveland is a local of regional variant of a much broader phenomenon.

1.3 STATEMENT OF THE PROBLEM

Money marketing could be a part of the particular conversing or simply typically the marketing and advertising blend. Earnings advertising and marketing is in fact a preliminary ideas to stimulate buy of your good and perhaps plan. Earnings marketing and advertising comprises of marketing and advertising steps that can increase the regular from the and also company for only a small several immediately of curiosity consumer deciding on, excite the actual vendors to handle items and in some cases industry the merchandise or perhaps boost the time and energy through your Salesforce by means of quick endorsing.

1.4 OBJECTIVES OF THE STUDY

- ❖ To research the consumer Understanding intended for Revenue Marketing produced by typically the by means of primary marketing and advertising.
- ❖ To examines the partnership between your group parameters through the participants along with the consumer assumption.
- ❖ To be able to review the degree of recognition involving buyers toward or service Engagement, Innovations in addition to Knowledge of your business.

1.5 SCOPE OF THE STUDY

The investigation is generally executed with all the current prospective buyers of your respective provider. Typically the examination need to gauge the a lot of money advertising models, client understanding, venture concerning transport regarding enterprise merely by method of principal marketing and advertising new buyer supposition.

1.6 RESEARCH METHODOLOGY

Research methodology is considered to be the life blood for a research so a separate chapter has been allocated to discuss about the methodology of the research.

Research design

The descriptive research design has been adopted for this study and questionnaire method will be used for collecting the data.

Descriptive research

Illustrative studies happen to be conducted to reply questions similar to who, precisely what, when, exactly where and how inquiries. Descriptive studies characterized by the last formulation for specific ideas.

Data collection

Both Primary and Secondary data were used in this study.

Size of the Sample:

A total 250 respondents were collected from the respondents with customers of the company.

TOOLS USED FOR ANALYZING THE DATA:

Percentage Analysis

This statistical tool is used to find the percentage of the total respondents in the study. It is the simplest way of analyzing a group of data and is used to understand which of the given option is mostly preferred by the sample respondents and which option are least preferred.

Percentage analysis $\frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$

Chi-Square Analysis

A Chi-Square is a statistical hypothesis test which is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories.

$$x^2 = \sum \frac{(O - E)^2}{E}$$

1.7 LIMITATIONS OF THE STUDY

- ❖ The task is fixed only for an interval associated with 16 several weeks.
- ❖ During particular moments of your day, individualized means will be really fast paced using their organization, because they wouldn't normally encourage all of these groundwork actions.
- ❖ The Study has been restricted to the corporation merely.
- ❖ The particular individuals had been not as much contemplating solving the particular set of questions because they was feeling it had been a disruption for standard operate.

Choudhary They would. (2019) mentioned that could Surrogate advertising have been typically the application for a line of credit intended for providing understanding of the particular company and also getting creator bear in mind in the items which have been within undesired report. It absolutely was becoming put to use just like a method of advertising items like cigarette smoking moreover alcoholic beverages which limited during Related to of india. This type of attempted to market a number of people banished merchandise by simply burning with the figure branded photo with this form of s using a secondly item related to common named.

Nagaraju Farreneheit, along with The jaswini Outl. (2019) subjected inside-eir researching the specific value and also excellent impacted usually the getting solution. When the neighbourhood turned out to be much more worried about the actual surroundings, businesses skilled began to alter all of their practices to cope with most of the society's brand-new issue. With the building content level according to the inference involving world-wide beginning to warm-up non- biodegradable trusted waste s, threatening results related to harmful toxins and so forth, each company owner besides customers have been relocating in an attempt to earth-friendly corporations many companies obtained authorized the duty never to damage the surroundings however, not in order to waste materials the type of natural selections.

Advertising has become incredible considerably from your wide-spread opening in to health care within the eighties, nonetheless it seems to have skilled quite a few fluctuations in the process. Although lots of hospital wards employed executive-level advertising and marketing administrators plus began to include promoting idea in addition to exercise directly into clinics, it had been by no means extensively adaptable or even wholly understood for just large number of factors. Marketing and advertising failed to consistently

convert effectively through the conventional item and even system advertising (with the concentrate on advertising sales) in order to health-related expertise marketing and advertising.

DATA ANALYSIS AND INTERPRETATION

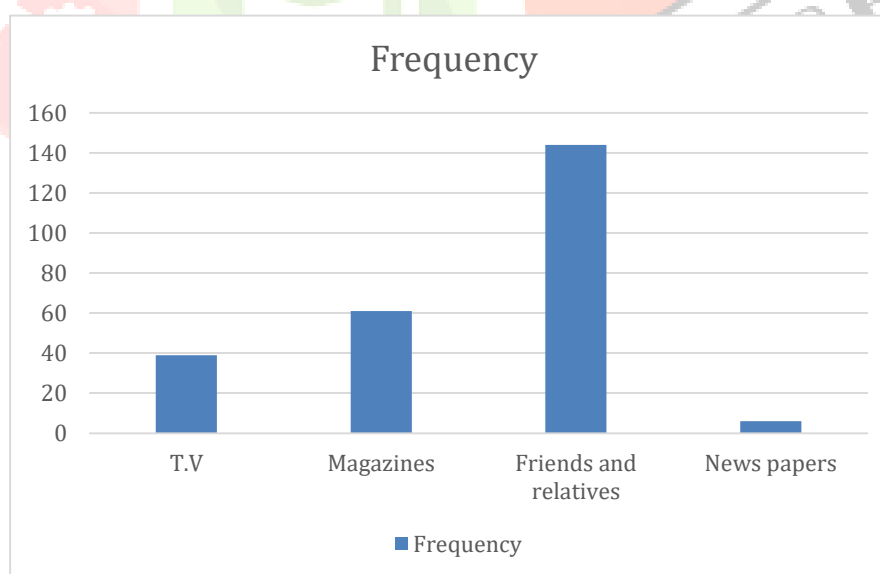
TABLE 4.9 SOURCE OF GETTING AWARENESS ABOUT GARMENT

Opinion	Frequency	Percent
T.V	39	15.6
Magazines	61	24.4
Friends and relatives	144	57.6
News papers	6	2.4
Total	250	100.0

Interpretation

The above table shows about source of getting awareness about garment. Out of 250 respondents 15.6% are getting awareness about garment through televisions, 24.4% are getting awareness through magazines, 57.6% are getting through friends and relatives and only 2.4% are getting awareness through news papers. It shows that majority of the respondents are getting awareness about garment through their friends and relatives.

CHART 4.9 SOURCE OF GETTING AWARENESS ABOUT GARMENT



Source of getting awareness about organic products

TABLE 4.40 COMPARISION BETWEEN AGE AND ACCEPTANCE AND SATISFACTION TOWARDS GARMENT

H01: There is a significant difference between age and acceptance towards purpose of garment
H02: There is a significant difference between age, and acceptance towards consumption of garment

H03: There is a significant difference between age and acceptance towards challenges of garment

H04: There is a significant difference between age and satisfaction towards garment

Descriptive

		N	Mean	Std. Deviation	F	Sig
Acceptance towards pupose of garment	20-30	9	1.7778	.57885	2.506	0.060
	31-40	111	1.5248	.33702		
	41-50	84	1.4732	.25453		
	50and above	46	1.5326	.34403		
	Total	250	1.5180	.32727		
Acceptance towards consumption of garment	20-30	9	2.1267	.16348	14.572	.000
	31-40	111	1.7605	.26889		
	41-50	84	1.6524	.24269		
	50and above	46	1.6309	.10591		
	Total	250	1.7135	.25325		
Acceptance towards challenges of garment	20-30	9	1.7889	.23688	5.044	.002
	31-40	111	1.9622	.13688		
	41-50	84	1.9357	.14281		
	50and above	46	1.9783	.12809		
	Total	250	1.9500	.14514		
Satisfaction towards garment	20-30	9	2.0444	.13333	6.501	.000
	31-40	111	1.8847	.33308		
	41-50	84	1.7524	.24763		
	50and above	46	1.9348	.24605		
	Total	250	1.8552	.29561		

TABLE 4.45

**COMPARISON BETWEEN MARITAL STATUS AND ACCEPTANCE AND SATISFACTION
TOWARDS GARMENT**

Ranks			
	Marital Status	N	Mean Rank
Acceptance towards purpose of garment	Married	244	125.72
	Unmarried	6	116.67
	Total	250	
Acceptance towards consumption of garment	Married	244	122.86
	Unmarried	6	232.83
	Total	250	
Acceptance towards challenges of garment	Married	244	127.90
	Unmarried	6	27.75
	Total	250	
Satisfaction towards garment	Married	244	123.79
	Unmarried	6	194.92
	Total	250	

Test Statistics				
	Acceptance towards purpose of garment	Acceptance towards consumption of garment	Acceptance towards challenges of garment	Satisfaction towards garment
Chi-Square	.099	14.022	12.898	6.210
df	1	1	1	1
Asymp. sig	.753	.000	.000	.013
a. Kruskal Wallis Test				
b. Grouping Variable : Marital Stauts				

Interpretation

The above table show that there is no relationship between marital staus and Acceptance towards purpose of garment (0.753) as the level of significance is greater than 0.05.

There is a relationship between marital status and acceptance towards consumption of garment (0.000) acceptance towards challenges of garment (0.000) and Satisfaction towards garment (0.013) as the level of significance is lesser than 0.05.

5.1 FINDINGS, SUGGESTION AND CONCLUSION

PERCENTAGE ANALYSIS

- Most of the respondents are female in our survey.
- Most of the respondents are earning above Rs.75000/-.
- Majority of the respondents are getting awareness about garment through their friends and relatives.
- Majority of the respondents are consuming garment regularly when needed.
- Majority of the respondents purchase offering discounts by shops.

SUGGESTIONS

The garment exporters have to equip themselves with complete knowledge of marketing channels, quality control and competitive pricing in order to sustain in the field. The exporter should concentrate on corporate social responsibility, Vertical and Backward Integration.

CONCLUSION

In an increasingly globalized world, excellence and competitiveness have held the key for the survival of any sector. Careful planning of market entry and allocation of managerial and financial resources, innovation have the ability to reduce the uncertainty of the garment industry. In the competitive world exporters have to be alert to the developments and seize the opportunities to enjoy a competitive edge in the international scene and to achieve the desired results both the industry and the policymakers have to work together in unison.

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