



A STUDY ON PROMOTIONAL ATTITUDE OF SOCIAL MEDIA MARKETING FOR THE GROWTH OF GARMENTS IN TIRUPUR CITY

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Abstract

In today's digital era, social media marketing has emerged as a powerful tool for promoting garment industry. The first step to understanding digital marketing versus social media marketing is learning what digital marketing entails. Digital marketing is an online marketing strategy that depends on digital technology, including the internet. Digital marketing includes social media marketing, video marketing, affiliate marketing, pay-per-click advertising, and more. Social media marketing is a type of digital marketing. This study will explore the significance of social media marketing in the growth of garments, highlighting its impact on brand awareness, customer engagement and sales. By leveraging the vast reach and targeting capabilities of social media platforms, garment industries can effectively connect with their target audience and establish a strong online presence.

Keywords: Digital marketing, Social media marketing, Garments, Customer engagement.

Introduction

Digital marketing tools are essential for understanding digital marketing versus social media marketing. To compete with competitors, modern digital marketers must be present on multiple forums. Several digital marketing tools can help managers save time and efficiently help them go through information or fine-tune marketing strategies. Some of the digital marketing tools are as follows: Organic social media marketing, Email marketing, content creation tools, Paid social media marketing, Social media channels, Video hosting tools, Website analytics, Search Engine Optimization tools.

An important aspect of digital marketing versus social media marketing is the fact that social media marketing is a part of digital marketing and is carried out on websites like Instagram, Facebook, Twitter, YouTube and LinkedIn etc. Creating content for various social platforms and audiences, interacting with current and potential consumers, and developing an online presence are all common components of social media marketing efforts. Social media platforms have become an integral part of our daily lives, with billions of users connecting, sharing, and engaging with content. Today's consumers, especially the younger generation, are increasingly turning to social media for fashion inspiration and product recommendations.

For garment marketes, utilizing social media marketing techniques has proven to be a game-changer in terms of visibility and growth potential. Through effective usage of platforms these brand garments have been able to reach a wider audience, enhance customer engagement, and increase brand recognition. User-generated content and influencer collaborations have further propelled the growth of these brands, showcasing the power of social media marketing in the fashion industry. This study aims to analyze how social media marketing has influenced the growth of these brands and its implications on the industry.

Literature Review

Constantine's, E., & Fountain, S. J. (2008). In their study on "Web 2.0: Conceptual foundations and marketing issues" has stated about how the era of globalization has changed the business which is confined to local markets to reach worldwide.

Cheung, C., Lee, M., & Jin, X. (2011). In their study on "Customer Engagement in an Online Social Platform: A Conceptual Model and Scale Development" has stated about the rise of new channels. In this study researcher discussed about how the businesses manage relationship with customer through social media engagement.

Rohit Bansal, Rana Zehra Masood and Varsha Dadhich (2014), in their study on "Social Media Marketing-A Tool of Innovative Marketing", has discussed about the latest development in the field of marketing. Social media plays an important role which helps the business to interact with the customers. In this paper the researcher has discussed about the various social media marketing strategies used by the business.

Dr. Ravo.B, Mr. Sujaya Kumar.S (2021) in their study on Social Media Marketing: A Conceptual Study" discussed about the transformation of marketing practices from traditional to modern marketing. In this paper the researcher has discussed about how social media helps the business to position their brands in the minds of the customers.

Objectives of the Study

1. To examine the effectiveness of social media platforms in promoting entrepreneurial clothing brands.
2. To find out the effective promotional strategies used by digital entrepreneurs.

Statement of the Problem

The rapid growth of branded garments poses challenges in terms of establishing a strong online presence and standing out in a saturated market. This study aims to address the problem by exploring how social media marketing can be effectively utilized to overcome these challenges and achieve significant growth and aims to find out how social media marketing platform contributes to the growth and success of social media marketing in the growth of garments in Tirupur city.

Scope of the Study

The study focuses on utilization of social media marketing in promoting the garment industries. It investigates the strategies employed by these branded garments on various platforms, the impact of influencer collaboration and the role of user-generated content. The study provides insights and specific recommendations to the garment marketers in operating the digital space.

Tools used for Analysis:

- Percentage Analysis
- Chi-square test.
- Point Analysis.

TABLE 1.1

PROFILE OF THE RESPONDENTS

S.NO	FACTORS	CATEGORY	PERCENTAGE OF THE RESPONDENTS
1.	Gender	Male	25
		Female	75
2.	Age	Less than 20 years	12
		21-30 years	45
		31-40 years	33
		Above 40 years	10
3.	Marital status	Married	45
		Unmarried	55

4.	Monthly Income	Less than 25,000	29
		25,001-50,000	35
		50,001-75000	31
		More than 75,000	5
5.	Monthly Expenditure	Less than 15,000	15
		15,001-25,000	39
		25,001-35,000	24
		Above 35,000	22
	TOTAL		100

(Source: Primary data)

The above table depicts that 75% of the respondents are female. 45% of the respondents age in between 21-30 years. 55% of the respondents were unmarried. 35% respondents monthly income was between Rs.25,001-Rs.50,000. 39% of the respondents monthly expenditure is between Rs.15,001-Rs.25,000 were actively involved in social media marketing for their Business.

TABLE 1.2

Promotional Strategies

STRATEGIES	PERCENTAGE OF THE RESPONDENTS
Discounts	27
Coupons	21
Early Bird Offers	10
Run Contests and Giveaway	12
Free Gifts	11
Gift Vouchers	4
Buy 1 Get 1 offer	15
TOTAL	100

Interpretation:

The above table indicates that 27% of the respondents provides Discount for their products, 21% of them give Coupons, 15% Use Buy 1 get 1 offer, 12% of them use to run Contests and giveaway, 11% of them provides Free gifts, 10% of them give Early bird offer, 5% of them give and 4% of them provide Gift vouchers as promotional strategies in social media marketing to improve their marketing activity.

TABLE 1.3

Hours Spent on Social Networking Sites for Business Related Operations

HOURS SPENT	PERCENTAGE OF THE RESPONDENTS
Less than 1 hour	8
1 hour – 3 hours	60
3 hours – 6 hours	23
More than 6 hours	9
TOTAL	100

Interpretation:

The above table indicates that 60% of the respondents spend 1 to 3 hours on Social Networking Sites, 23% of them spend 3 to 6 hours, 9% of them spend more than 6 hours and 8% of them spend less than 1 hour on Social Networking Sites as time spent on social networking sites for business related operation to promote their products.

CHI- SQUARE ANALYSIS**HYPOTHESIS**

H₀: There is no significant relationship between Monthly Income and number of hours spent in social networking sites.

H₁: There is significant relationship between Monthly Income and number of hours spent in social networking sites.

TABLE 1.5

CHI SQUARE VALUE- MONTHLY INCOME AND NUMBER OF HOURS SPENT IN SOCIAL NETWORKING SITES FOR BUSINESS RELATED OPERATIONS

Factor	Chi square value	Degree of freedom	Significance value (P)	Result
Monthly Income/ Number of Hours spent in Social Networking Sites.	2.77	9	16.9	Null hypothesis accepted

RESULT:

From the above chi square table it is clear that significant value 0.05 is less than **P** value. Hence the null hypothesis is accepted. Thus it is found there is no significant relationship between monthly income and number of hours spent in social networking sites.

TABLE 1.6
POINT ANALYSIS
Promotional strategies in Social Media Platforms

STRATEGIES	SA	A	N	DA	SDA	TOTAL POINTS	MEAN SCORE
Introduce new ideas & innovation	235	120	45	10	3	413	4.13
Create unique professional identity	105	180	72	18	1	376	3.76
Maintain relationship with the customers	315	60	30	14	5	424	4.24
Gain insight into how customers feel about the product	160	156	60	10	4	390	3.90
Tracking competitors	75	160	105	16	2	358	3.58
immediate updating	175	204	27	6	2	414	4.14
processing of transactions	275	80	48	12	3	418	4.18
Wide Market access	110	120	129	8	1	368	3.68
Increase sales and profit	60	80	105	60	3	308	3.08
Improve brand loyalty & reputation	80	124	75	50	3	332	3.32

The above table illustrates the benefits of Social media in promoting entrepreneurial clothing brands. It is observed from the resultant table the mean score of (4.24, 4.18, 4.14 and 4.13) respondents are strongly agreed that maintain relationship with the customers, processing of transactions, immediate updating, introduce new ideas & innovation respectively. The mean value (3.90, 3.76, 3.68, 3.58 and 3.32) and respondents are agreed with Gain insight into how customers feel about the product, create unique professional identity, wide Market access, tracking competitors, brand loyalty & reputation respectively. The mean value (3.08) respondents are neutrally agreed with Increase sales and profit.

Discussion

The Majority (75%) of the respondents are female. The Majority (45%) of the respondents age in between 21-30 years. The Majority (55%) of the respondents are unmarried. The Majority (35%) respondents monthly income is between Rs.25,001-Rs.50,000. The Majority (39%) of the respondents monthly expenditure is between Rs.15,001-Rs.25,000. The Majority (27%) of the respondents use Discount as Promotional Strategy. The Majority (60%) of the respondents spend 1 to 3 hours on Social Networking Sites. There is no significant relationship between monthly income and number of hours spent in social networking sites. The Majority of the respondents strongly agree that social media platforms are helpful for easy-to-find and maintain relationships with the customers. To create unique professional identity use social media platform to offer attractive discounts and promotions, appealing to the cost-conscious consumer. By engaging their customers through comments, direct messages and polls, the marketers can understand their customers preferences and tailor their offerings accordingly.

Conclusion

Social media marketing has revolutionized the growth potential for garment industries. Effectively utilizing platforms, engaging with customers and leveraging influencer partnerships these clothing stores can grow and establish a strong online presence. Social media has enabled to expand their customer base beyond geographical boundaries and connect with a global audience. It is essential for garment industries to adopt and utilize these platforms effectively to stay ahead in the competitive digital landscape.

Reference:

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