

## **A STUDY ON MARKETING STRATEGY TOWARDS CR GARMENTS WITH SPECIAL REFERENCE TO TIRUPPUR**

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**Abstract**—*The study was attempted to find has made considerable efforts to the textile sector development due to its strategic and comparative advantage to the country. Their textiles factors went to the extent of establishing an independent institute which assists textile firms in their production and marketing activities. Despite these efforts, the performance of the sector is not satisfactory. As a result, like it is the case in many Sub-Saharan African countries, the textile sector has suffered a decline in sales in recent years largely due to the inability to compete in the face of low cost and high quality production. This claim is further supported by the fact that export of textile products does not figure even among the top ten export product.*

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### **INTRODUCTION**

India's Garment Industry is a well-organized enterprise and is among the best in the world. It constitutes of designers, manufacturers, exporters, suppliers, stockists, and wholesalers. Indian Garment Industry has carved out a niche in the global markets and earned a reputation for its durability, quality and beauty.

Government has even made effort to include benefits for Garment Industry. The annual plan for 2007-08 formulated by Indian government to promote the textile sector, includes schemes for attracting foreign direct investments, brand promotion through public-private partnership (PPP) for global acceptance of Indian brands, trade centers for facilitating business and image building, fashion hubs as a stable marketplace for Indian fashion, common compliance code for creating apparel standards for the benefit of buyers, and training centers for developing human resources.

### **IMPORTANCE OF THE STUDY**

The main significance of this study lied on the fact that no existing studies have explored marketing strategies formulation and implementation practices of Ethiopian textile firms. Understanding the power of marketing strategy in achieving competitive advantage and profitability can assist textile firms to develop effective marketing programs. And creating appropriate marketing strategies is believed to help the firms enhance their competitiveness and ultimately their profitability.

### **STATEMENT OF THE PROBLEM**

The study was attempted to find has made considerable efforts to the textile sector development due to its strategic and comparative advantage to the country. Their textiles factors went to the extent of establishing an independent institute which assists textile firms in their production and marketing activities. Despite these efforts, the performance of the sector is not satisfactory. As a result, like it is the case in many Sub-Saharan African countries, the textile sector has suffered a decline in sales in recent years largely due to the inability to compete in the face of low cost and high quality production. This claim is further supported by the fact that export of textile products does not figure even among the top ten export product.

### **OBJECTIVE OF THE STUDY**

- To study the various pricing policy of marketing strategy using the garments.
- To understand the organization structure and new marketing processes in a practical setting.

- To get an idea about how different functional departments are structured and how each one of them operate and sales promotion strategy.

### **SCOPE OF THE STUDY**

The study was attempted to find out how various concepts of Operations Management are marketing strategy practiced and implemented in this organization. Production and operations management concern with the conversion of inputs into outputs uses of physical resources, so as to provide the desired utilities to the marketing strategy while meeting the other organizational objectives of effectiveness, efficiency and adoptability. The scope of the report is to have the overall idea on

- Fundamentals of production and Operations Management.
- Process and layout plan.
- Location etc.

### **LIMITATION OF THE STUDY**

**The report is not free of limitations. They are discussed below:**

- Due to limited knowledge in this field, all the aspects of this study could not be covered.
- Every organization has their own secrecy that is not revealed to others. While collecting data i.e. interviewing the managers and employees, they did not disclose much information for the sake of maintaining confidentiality of the organization.
- The data collection does not sufficient for data requirement so it is difficulties in machinery department.

### **RESEARCH METHODOLOGY**

#### **RESEARCH DESIGN**

The formidable problem that follows the task of defining the research problem is the preparation of the design of the research, popularly known as the “research design”. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. As such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data.

#### **SAMPLING TECHNIQUES**

The sampling technique used in this study is “convenience sampling” when the population element for inclusion in the sample is based on the ease of access. It can be called as convenience.

#### **SAMPLES SIZE**

A total of 120 samples have been selected for the study.

#### **DATA COLLECTION METHOD**

**Primary data:** Primary data has been the data originated by the researcher for the specific purpose of addressing the research problem. A questionnaire was used to obtain the information from the respondent.

**Secondary data:** The books were referred to obtain related theoretical concepts.

#### **DEFINING THE POPULATION**

The total employees working in the organisation is 300.

#### **TOOLS FOR ANALYSIS**

1. Simple percentage methods are used for analysis.
2. Chi-square analysis
3. Correlation analysis

**CORRELATION**

The table shows the relationship between the manpower Quality and Fibres used in Textile Industry

		Manpower Quality	Fibres used Textile
manpower Quality	Pearson Correlation	1	.871**
	Sig. (2-tailed)		.000
	N	120	120
Fibres used in Textile Industry	Pearson Correlation	.871**	1
	Sig. (2-tailed)	.000	
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

**NONPARAMETRIC CORRELATIONS**

<b>Correlations</b>				
			Manpower Quality	Fibres used in Textile Industry
Kendall's tau_b	manpower Quality	Correlation Coefficient	1.000	.858**
		Sig. (2-tailed)	.	.000
		N	120	120
	Fibres used in Textile Industry	Correlation Coefficient	.858**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120
Spearman's rho	manpower Quality	Correlation Coefficient	1.000	.896**
		Sig. (2-tailed)	.	.000
		N	120	120
	Fibres used in Textile Industry	Correlation Coefficient	.896**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).				

**RESULTS:** This is positive correlation. There is relationship between manpower Quality and Fibres used in Textile Industry.

**CHI-SQUARE ANALYSIS**

The table depicts the analysis of the relationship between Form of organization /ownership and reasons for adding new products.

<b>Form of organization /ownership * Reasons for adding new products Crosstabulation</b>						
		Reasons for adding new products				Total
		Supplement profits	Supplement Sales	Competition	Meet demand of market	
Form of organization /ownership	Individual Proprietorship	21	15	0	0	36
	Partnership (Family Business)	0	13	26	0	39
	Partnership (others)	0	0	14	17	31
	Private limited company	0	0	0	14	14
Total		21	28	40	31	120

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.566E2 <sup>a</sup>	9	.000
Likelihood Ratio	185.273	9	.000
Linear-by-Linear Association	92.277	1	.000
N of Valid Cases	120		
a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 2.45.			

<b>Symmetric Measures</b>					
		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-c	.818	.018	46.083	.000
N of Valid Cases		120			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					

**RESULT:** Since the table value is greater than the calculated value. So we accept of the null hypothesis. There is significance relationship between Form of organization /ownership and reasons for adding new products.

**ANOVA ANALYSIS**

ANOVA					
Qualification of entrepreneur					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	188.554	4	47.139	326.316	.000
Within Groups	16.613	115	.144		
Total	205.167	119			

**HOMOGENEOUS SUBSETS**

Qualification of entrepreneur							
	Areas of Design Expertise	N	Subset for alpha = 0.05				
			1	2	3	4	5
Tukey B <sup>a</sup>	Aerospace	24	1.00				
	Apparel/ Accessories	19		1.42			
	Automotive	35			2.09		
	Cordage	21				3.29	
	Home & Interior	21					4.62
Means for groups in homogeneous subsets are displayed.							
a. Uses Harmonic Mean Sample Size = 22.924.							

**FINDINGS**

- Majority 29% of the respondents are Knitted fabrics business.
- Majority 36% of the respondents are partnership (family business) organization.
- Majority 25% of the respondents are industrial estate location of the unit.
- Majority 30% of the respondents are availability of labor factors for choosing location of unit.
- Majority 30% of the respondents are undergraduate qualification of entrepreneur/ managing partner.
- Majority 33% of the respondents are service family background.
- Majority 26% of the respondents are profits motivation for setting up the unit.
- Majority 91% of the respondents are marketing tests before product introducing.
- Majority 39% of the respondents are reaction of consumer demand causes.
- Majority 28% of the respondents are manufacturing facilities information is covered in the unit's export.
- Majority 32% of the respondents are supplement profits reasons for adding new products.

- Majority 43% of the respondents are 50-70 capacity utilization.
- Majority 29% of the respondents are inadequate finance utilization.
- Majority 80% of the respondents are packaging your product.
- Majority 30% of the respondents reasons are consumers are attracted.
- Majority 32% of the respondents reasons for identification with brand names.
- Majority 43% of the respondents are increase in sales objective of pricing policy.
- Majority 38% of the respondents are any other price policy has been chosen.
- Majority 98% of the respondents are competitors have any advantage over your firm.
- Majority 40% of the respondent's advantage is use of better technology.
- Majority 46% of the respondents are through middlemen/agents product sell.
- Majority 27% of the respondents reason for selling products to facilitate marketing operation.
- Majority 53% of the respondents are 3 months credit period allowed to buyers.
- Majority 34% of the respondents are whether on contract manpower policy.
- Majority 39% of the respondents are unskilled manpower quality.
- Majority 32% of the respondents are raw material cost in rupees of the product.
- Majority 39% of the respondents are electrically operated machine level mechanization.
- Majority 49% of the respondents are bonus given for performance.
- Majority 39% of the respondents are synthetic fibers in textile industry.
- Majority 38% of the respondents are fabric softening procedures used in textile manufacturing.
- Majority 28% of the respondents are apparel / accessories areas of design expertise.

#### **SUGGESTIONS**

- Various type of advertisement through various media is necessary for this CR garments. It is necessary to create more number of customer opinion about spinning product.
- To retain the old consumer and to gain new consumers, the retailers has to improve the service according to consumer's expectation. The producers may extend the retailer.
- The concern may utilize some of the sales promotional activities by offering gifts, and reducing the price etc.
- The concern should focus their attention towards rural region. saranya spinning mill may be updated and popularized to the marketing strategies of customer preference for mainly advanced in dairy product.
- The company has to design the strong distribution various strategies sources to capture more market line. The company may give more strategies in leading newspaper and channels.
- The product has consist of quality packing is brand image to the customers. The product must be improving their quality for specialization in health and hygienic, its meet more competition to depend for their quality only.

#### **CONCLUSION**

It is an established textile industry in India and the company is well versed with the market dynamics. The company is one of the dominating textile industries in the Indian market. The company has several competitors in the Indian market. One of the biggest competitors in the garments industry. It also faces threats of new entrants and this force is affected by the ability of other industries to enter into the Indian market. In this thread, and other competitors have been working to dominate the market so that another new entrant should not take the privilege of introducing new advanced products in the market.

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