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# A COMPARATIVE STUDY OF MARKETING STRATEGIES OF LARGE, MEDIUM AND SMALL TEXTILE INDUSTRIES IN INDIA

Economics

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## ABSTRACT

The aim of present study is an attempt to evaluate the marketing performance of textile units of different capacities operating in India and develop marketing framework in the light of incentives provided by government with special focus on scheme like technology up-gradation and integrated textile park schemes and prevalent marketing practices adopted by textile companies considering marketing barriers faced by textile exporting units. Indian textile sector is predominantly based on cotton, fiber, yarn, wool, silk, handlooms, handicrafts and jute. The study was focused mainly on the industry possessing different profiles to develop effective and efficient marketing strategies for textile industry.

## KEYWORDS

Marketing Strategy, Textile Industry, Segmenting, Targeting and Positioning and Marketing Mix

### Introduction

In an environment of competitive market, the success of every industry largely depends on how precisely it can understand the target consumers. Because, such an understanding is the sole means to translate the needs and wants of the prospective consumers into products or services.

Indian textile industries have been the single largest net foreign exchange earner among all the products in the country's export basket. The performance of Indian garments export shows that how an efficiently managed labour intensive sector can be transferred into a prolific foreign exchange earner. Exports of readymade garments have taken place with very little import content. Garments production is carried out largely with less modern technology and automation because it is reserved for small scale sector. The garments manufacturing and export activities in India are mainly located in Mumbai, Chennai, Tirupur, Bangalore, Ahmedabad, Jaipur, Ludhiana and NCR region (Delhi, Gurgaon, Noida).The bulk of Indian garments export goes to USA and EU (around 90%) and rest to Australia, Canada, Norway, middle east etc (CRISIL Research, Annual Review, 2009).

### Review of Literature

**Saraswathi. V (2016)** clothing has been one of the primary needs of mankind. It has been the second in the triumvirate of man's fundamental necessities. Today majority of the people have got used to purchase their clothing through a wide variety of retail textile showrooms as the retail outlets exist in every nook and corner of the country.

**Adrian C. Ott (2015)** has aimed to explore the impact of time on customer behavior and decision making. Companies have understood how customers value time in relation to their offerings and these companies have been more successful in today's economy and have often achieved competitive advantage through market segmentation.

**K.M. Chinnadorai (2014)**, Indian textile industry is one of the leading textile industries in the world. The needs of the people are increasing day-by-day. People are more interested to dress neatly and make them purchase more and more from the retail outlets.

**Md. Khaled Amin and Adnan Hossain (2014)** in their study 'Expanding Apparel and Textile Market through effective Marketing Strategies: A case study of Bangladesh' Apparel and Textile manufacturing industries' has been considered to be an important element in Bangladeshi economy. Considering the Marketing strategies widely used by composite apparel manufacturers in a form of direct marketing and relationship marketing.

**Varalakshmi T. (2013)** study was undertaken to explored the positive dimensions of surrogate advertisements and to investigated its influence on consumer buying decision thereby its impact on company's brands. Surrogate ads had proved themselves a strapping and successful marketing strategy for the forbidden goods today. Surrogate marketing at best fetch huge profit to the marketers, but leads customer to the water.

**Sukumar, A. and Kanagarathinam M (2013)** emphasized that Small, Medium or Large scale industries prospects depend upon how well they market their products in the dynamic competitive markets. So with the importance of marketing management in small scale industries increasing and sell the products effectively in the markets

### Research Methodology

The main objective of the study is to study marketing strategies of different textile industries in India and to compare the marketing strategies of large, medium and small size textile industries in India. The formulated hypotheses are as follows.

$H_{01}$: There is no significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Product Strategy.

$H_{02}$: There is no significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Price Strategy.

$H_{03}$: There is no significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Promotional Strategy.

$H_{04}$: There is no significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Positioning Strategy.

To find out the above mentioned objectives the primary data were collected mainly from marketing managers from different textile units. A self structured close ended questionnaire was canvassed to the selected respondents in the study area to collect the data. The secondary data were collected from published National and International Journals,

### Major Findings

$H_{01}$: There is no significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Product Strategy.

**TABLE: 1 DESCRIPTIVES ON PRODUCT STRATEGY**

| | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean Lower Bound | Upper Bound | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|
| S | 60 | 17.2667 | 2.45548 | .31700 | 16.6323 | 17.9010 | 12.00 | 22.00 |
| M | 60 | 19.9000 | 4.87018 | .62874 | 18.6419 | 21.1581 | 13.00 | 29.00 |
| L | 60 | 23.7667 | 2.51347 | .32449 | 23.1174 | 24.4160 | 18.00 | 28.00 |
| Total | 180 | 20.3111 | 4.36503 | .32535 | 19.6691 | 20.9531 | 12.00 | 29.00 |

From the given above table 1, it has been revealed that for the product strategy, the mean score of small scale textile industry is 17.26, the mean score of medium scale textile industry is 19.9 and for the large scale textile industry is 23.76. It means that the value of mean is the highest with the large scale textile industry as the strategies related with the products are very strong in large scale industry and also they keep high budget for the product development and augmentation. But in small and medium industry there is a little scope for heavy expenditure and also in this competitive scenario, the survival of large scale industry is more compare to small scale industry.

**TABLE: 2 ANOVA ON PRODUCT STRATEGY**

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 1282.711 | 2 | 641.356 | 53.349 | .000 |
| Within Groups | 2127.867 | 177 | 12.022 | | |
| Total | 3410.578 | 179 | | | |

**Findings:** From the given above Table 2, it is clear that calculated value of F is higher (53.349) than the tabulated value (at (p.000<0.05) level of significance. One- way ANOVA was carried out to check the hypothesis *$H_{01}$ that there is no significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Product Strategy, this null hypothesis is rejected at 5% level of significance and alternate hypothesis that there is a significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Product Strategy is accepted as the value of F is 53.349 at .000 significant level.*

$H_{02}$: There is no significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Price Strategy.

**TABLE: 3 DESCRIPTIVES ON PRICE STRATEGY**

| | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean Lower Bound | Upper Bound | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|
| S | 60 | 14.6500 | 2.93907 | .37943 | 13.8908 | 15.4092 | 9.00 | 20.00 |
| M | 60 | 14.9167 | 2.08539 | .26922 | 14.3780 | 15.4554 | 11.00 | 20.00 |
| L | 60 | 17.5833 | 2.77575 | .35835 | 16.8663 | 18.3004 | 12.00 | 24.00 |
| Total | 180 | 15.7167 | 2.92986 | .21838 | 15.2857 | 16.1476 | 9.00 | 24.00 |

From the given above table 3, it has been revealed that for the price strategy, the mean score of small scale textile industry is 14.65, the mean score of medium scale textile industry is 14.91 and for the large scale textile industry is 17.58. It means that the value of mean is the highest with the large scale textile industry as the strategies related with the price are competitive as on the large volume the cost becomes low and it is profitable to fix the low price that should be affordable by all the income segmentation.

**TABLE: 4 ANOVA ON PRICE STRATEGY**

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 315.733 | 2 | 157.867 | 22.888 | .000 |
| Within Groups | 1220.817 | 177 | 6.897 | | |
| Total | 1536.550 | 179 | | | |

**Findings:** From the given above Table 4, it is clear that calculated value of F is higher (22.888) than the tabulated value (at (p.000<0.05) level of significance. One- way ANOVA was carried out to check the hypothesis *$H_{02}$ that there is no significant difference in marketing strategies of various textile industries (Large, Medium* and *Small) in India in terms of Price Strategy, this null hypothesis is rejected at 5% level of significance and alternate hypothesis that there is a significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Price Strategy is accepted as the value of F is* 22.888 *at .000 significant level.*

$H_{03}$: There is no significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Promotional Strategy.

From the given above table 5, it has been revealed that for the promotional strategy, the mean score of small scale textile industry is 36.95, the mean score of medium scale textile industry is 37.66 and for the large scale textile industry is 38.88. It means that the value of mean is the highest with the large scale textile industry as the strategies related with the promotional activities are innovative and economic.

**TABLE: 5 DESCRIPTIVES ON PROMOTIONAL STRATEGY**

| | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean Lower Bound | Upper Bound | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|
| S | 60 | 36.9500 | 3.93345 | .50781 | 37.9339 | 39.9661 | 32.00 | 50.00 |
| M | 60 | 37.6667 | 3.16585 | .40871 | 35.8488 | 37.4845 | 28.00 | 45.00 |
| L | 60 | 38.8833 | 4.66539 | .60230 | 35.6781 | 38.0885 | 27.00 | 54.00 |
| Total | 180 | 37.5000 | 4.07952 | .30407 | 36.9000 | 38.1000 | 27.00 | 54.00 |

**TABLE: 6 ANOVA ON PROMOTIONAL STRATEGY**

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 190.633 | 2 | 95.317 | 6.051 | .003 |
| Within Groups | 2788.367 | 177 | 15.753 | | |
| Total | 2979.000 | 179 | | | |

**Findings:** From the given above Table 6, it is clear that calculated value of F is higher (6.051) than the tabulated value (at (p.003<0.05) level of significance. One- way ANOVA was carried out to check the hypothesis *$H_{03}$ that there is no significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Promotional Strategy, this null hypothesis is rejected at 5% level of significance and alternate hypothesis that there is a significant difference in marketing strategies of various textile industries (Large, Medium* and *Small) in India in terms of Promotional Strategy is accepted as the value of F is* 6.051 *at .003 significant level.*

$H_{04}$: There is no significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Positioning Strategy.

**TABLE: 7 DESCRIPTIVES ON POSITIONING STRATEGY**

| | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean Lower Bound | Upper Bound | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|
| S | 60 | 17.9500 | 6.78839 | .87638 | 16.1964 | 19.7036 | 12.00 | 66.00 |
| M | 60 | 17.2667 | 2.44164 | .31521 | 16.6359 | 17.8974 | 13.00 | 22.00 |
| L | 60 | 18.6833 | 6.67272 | .86144 | 16.9596 | 20.4071 | 12.00 | 66.00 |
| Total | 180 | 17.9667 | 5.67155 | .42273 | 17.1325 | 18.8008 | 12.00 | 66.00 |

Source: As Computed by the Researcher

From the given above table 7, it has been revealed that for the positioning strategy, the mean score of small scale textile industry is 17.95, the mean score of medium scale textile industry is 17.26 and for the large scale textile industry is 18.68. It means that the value of mean is the highest with the large scale textile industry as the positioning strategy is very strong in the market and the strength of the large scale industry is its unique competence.

**TABLE: 8 ANOVA ON POSITIONING STRATEGY**

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 60.233 | 2 | 30.117 | .936 | .394 |
| Within Groups | 5697.567 | 177 | 32.190 | | |
| Total | 5757.800 | 179 | | | |

**Findings:** From the given above Table 8, it is clear that calculated value of F is higher (.936) than the tabulated value (at (p.394>0.05) level of significance. One-way ANOVA was carried out to check the hypothesis *$H_{04}$ that there is no significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Positioning Strategy, this null hypothesis is accepted at 5% level of significance and alternate hypothesis that there is a significant difference in marketing strategies of various textile industries (Large, Medium* and *Small) in India in terms of Positioning Strategy is rejected as the value of F is* .936 *at .394 significant level.*

## Conclusion

From the above discussion it is found that there is a significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Product Strategy. Product strategies are different in large, medium and small textile industries. It is also found that there is a significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Price Strategy. Price strategies are different in large, medium and small textile industries. There is a significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Promotional Strategy. Promotional strategies are different in large, medium and small textile industries. There is a significant difference in marketing strategies of various textile industries (Large, Medium and Small) in India in terms of Promotional Strategy. Promotional strategies are different in large, medium and small textile industries.

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