



CUSTOMERS PROMOTIONAL STRATEGIES TOWARDS TEXTILE INDUSTRY IN MYSORE

Dr. D. Seethanaik*

Abstract: *This paper focuses on promotional activities in textile industry. It analyzes the advertising strategies influences to the customer to provide comfortable needs to the customers. It explores on different class of customers purchasing the products.*

Keywords: *Promotional activity, Textile industry, Advertising Strategies, Comfortable needs.*

*Assistant Prof., Dept of MBA, University of Mysore, Mysore



TEXTILE INDUSTRIES- AN OVERVIEW

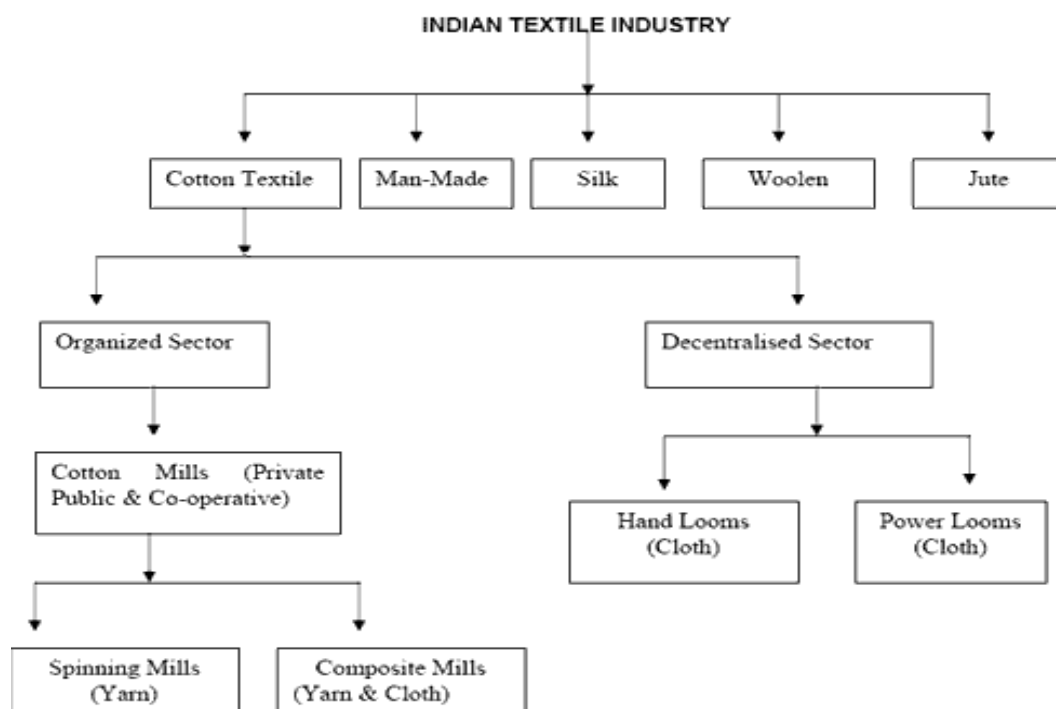
History of textile or clothes can be drawn back to the dawn of civilization as understandable. People buy clothes because of the way fabric makes them feel masculine, feminine, young, glamorous, different etc. Buying clothes has become an emotional experience. Business of textiles market now is selling excitement rather than clothing.

It is well known that textile industry is one of the oldest and the largest industry in the world. From ancient eras until the eighteenth century, all fabrics were constructed and decorated by hand weaving

Mahatma Gandhi was the first real Indian Textile designer & fashion designer, his style was too different and classic, the person who contributed to the progress or growth of Indian cotton around India.

Textile industry represents the rich culture, tradition, heritage and economic well-being of the country with diversified range and versatility. At the same time industry is competitive enough fulfill different demand patterns of domestic and global markets.

Textile industry in India provides great contribution for the development of economy. It is the second largest industry in the world after china. It provides ample employment opportunities to people belonging to all classes. After agriculture this provides employment to maximum number of people in India employing 35 million people.





The very first textile mill was started in India in 1854 with the establishment of **Bombay spinning and weaving** mills.

A major role is being played by textile industry in determining the National economic growth. The turnover in Textiles industry constitutes around 9% of GNP, and the export of textile constitutes 20% of the total export earnings.

Today when the Nation is facing financial crisis, the role of the Textile Industries becomes more important in increasing export from the country and earns valuable foreign exchange. More than one crore of people are connected with textile industry and earn their livelihood. It constitutes 25% to country's industrial production.

STATEMENT OF THE PROBLEM

The growth and success of the organization depends upon its Market Segmentation adopted, Marketing Policies, Extent of Market Research, Marketing Management, Promotional activities, Advertising, combination of Marketing Mix with Product Mix and of course the degree of Customer oriented approach of the Company to all the problems.

As Reid & Taylor is performing better in the market in the recent days it is necessary for the company to have a feedback report, by analysing what the company is doing at the floor level and its effectiveness. So it is essential to make the study more competent and effective in nature and the study aims to find out how Reid & Taylor is performing at the Ground level.

RESEARCH METHODOLOGY

Primary and Secondary data used for the study. A sample size is 100 which comprise of the professional/self professional/self employed/ business man and women and both at services.

Convenience and judgmental sampling procedure is used where the population of the professionals/self employed, businessmen and men/women at service.

OBJECTIVES OF THE STUDY

- To find out the promotional activity under taken by Read and Taylor
- To learn about the most effectives medium for promotional activity of read and tailor
- To find out the new avenues for promotion of product in Read and Tailor
- To analyse the advertising strategies influenced to the customers.



SCOPE OF THE STUDY

- This study will enable the company to gain an insight as to the areas where it has to make improvements so as to increase its sales, marketing shares and customer acceptance. The study is within the Mysore city.
- This study helps in identification of promotional tools used by the company in mysore city , which is a main motive of perceived performance and expectations.
- The study tells about the advertising performance with special reference to T.V and Out of door Media.
- The study also helps in getting the clues for developing new product, product features, changing rates, channels etc.

DATA ANALYSIS AND INTERPRETATION

This paper deals with the customers, pertaining to their behaviour towards Reid & Taylor products. For the analyst of data. Statistical analysis which is identified as “The refinement and manipulation of data that prepares one for logical inferences”. The data collected from primary and secondary sources have been analyzed in three phases:

1. Bringing raw data into measured order.
2. Summarizing the data.
3. Applying the analytical methods to manipulate the data so that their interrelationships and quantitative meaning becomes evident.

Table – 1 : Classification of Respondents based on age.

SI NO.	AGE IN YEARS	No. of respondents (%)
1	20 -30	46
2	30 -40	32
3	40& ABOVE	22
TOTAL		100

Source : Primary data

Observation: Above table reveals that, the 46% respondents belong to the age group of 20-30 and 32% respondents belong to the age group of 30-40 and 22% respondents belong to age group of 40& above.

Inference: From analyzing, it can be inferred that majority respondents belong to the age group of 20-30.



Table – 2: Income levels of the respondents

Income levels of the respondents

SI.NO	MONTHLY INCOME(Rs)	RESPONDENTS	% of respondents
1	10000-20000	30	30
2	20000-30000	40	40
3	30000& ABOVE	30	30
TOTAL		100	100

Observation: Above table showing influence of income shows 40% of the respondents have an income of Rs.20,000 to 30,000 and above, the remaining 30% of the respondents have an income level of Rs.30000 & above and 30% of the respondents fall in the Rs. 10,000-20,000 income level.

Inference: From analyzing, it can be inferred that majority of the respondents fall in the Rs. 20,000-30,000.

Table – 3: Familiarity of Reid and Taylor

Categories	Response	% of respondents
Yes	100	100
No	0	0
TOTAL	100	100

100%

Inference: From the above graph it is clear that every customer knows the Reid & Taylor brand.100% of the customers are aware of the Reid & Taylor brand

Table – 4: Source by which the respondents knew about Reid and Taylor

Categories	Response	% of respondents
Newspaper	16	16
TV Ads	40	40
Hoardings	12	12
Posters	4	4
Magazines	12	12
Friends & Relatives	16	16
TV Ads & posters	4	4
Hoardings & Magazines	2	2
TOTAL	100	100

Inference: From the above graph we come to know that TV ads are most influenced promotional strategy and newspaper comes second... Hoardings, posters, magazines, friends and relatives come at the last.



Table – 5: The number of respondents who have purchased the product from Reid and Taylor

Categories	Response	% of respondents
Yes	56	56
No	44	44
TOTAL	100	100

The table showing the majority of customers purchasing Reid & Taylor garment.

Table – 6 : The customers who often buy the product of Reid and Taylor

Brand	Response	% of respondents
Once in a year	36	36
Twice in a year	15	16
Quarterly	48	48
TOTAL	100	100

The table showing majority of the customers buy the garments quarterly.

Inference: From the above representation of data 48% of customer said that they are satisfied with the Brand and Quarterly they are using the products.

Table – 7: The reason behind the purchase of the product by the respondents

Reasons	Respondents	Respondents in %
Corporate Wear	36	36
Wedding	8	8
Daily Wear	40	40
Others (Gifting, etc)	16	16
Total	100	100

The table showing the majority of customers purchases daily and corporate wear

Table – 8: Brand having more effectiveness in promotional activity in TV

S.No	Brand	No of Respondents	% of population
1	Ocm	4	4
2	Vimal	2	2
3	Reid & Taylor	36	36
4	Grasim	4	4
5	Digjam	6	6
6	Mayur	4	4
7	Raymond's	42	2
8	Dinesh	2	4
Total		100	100



Observation: Above table reveals that, the 42% respondents are satisfied with Raymond's and 36% respondents are satisfied with Reid & Taylor.

Inference: Though, it is evident that the majority of the sample survey reflects that Raymond's occupies a leading position, the fact that, the perceptual difference of hardly 6% behind Raymond's can be due to a late entry than anything else.

FINDINGS

- Majority of the respondents are in the age of 20-30.
- Income level of the respondents has been indicated as Rs. 20,000 to 30,000 P.M.
- Most of the respondents were influenced by Advertisement in purchasing the product.
- Respondents at large are salaried followed by professionals.
- More than 75% of respondent's reg Reid & Taylor fabric for their personal use.
- Reid & Taylor Ltd, providing good quality product, maximum number of customers have satisfied with the price of Reid & Taylor fabric,
- Most of the respondents are satisfied with the Reid & Taylor product price in comparison to other company product
- The main medium of ads for the respondents is TV, which was found by the study.
- It is also found that print media is also main media it can be improved with brochures and colourful advertisement regularly.
- Reid & Taylor is the only company, which has competitive advantage over Raymond's.
- It was found that Reid & Taylor Ltd, have adopted a good distribution policy, the supply Chain is functioning effectively.
- Supply of materials is restricted to only authorize dealers, wholesalers, franchises and showroom.

SUGGESTIONS

- Company has to provide variety of colour products; it should be remain as it is.
- It is also necessary for the company to improve the standards of existing varieties, which can be easily absorbed in the market



- The step should be taken to reduce the manufacturing costs, so that the company product could be little cheaper and compete with the other competitors in the market.
- One of the advertisements media in the present day is visual advertising. Thus much of the advertisements should be done through television
- From the study, it is found that presently the company is using corporate advertisement to promote the brand images. But at retail level there is no much effort in building the customer loyalty, therefore in the study it is suggested to the company to undertake some promotional measure at the dealer level
- It is suggested that, promoting the customers through local media, like newspaper, boarding's, etc
- The company selected channel of distribution must be economic and advantages to the company, which is greater essential for profitability.
- The company needs to open its official showroom in the country at present there are only 14 all over the country

CONCLUSION

Reid & Taylor is one of the dominate company in textile; it is famous for luxury suiting. With the income level rising, demand for Reid & Taylor fabric is also increasing in India. With more urbanization, Indian families also consume more luxury suiting, more ready-made textiles, etc. Asian Americans, now numbering over 10 million along with the other 13 million persons of India origin spread all over the world are a huge potential market for the Reid & Taylor fabric out of India. This creates a scope for the producers to come out with a long range of products. India had been at the forefront for variety of textile products both in domestic and global market.

There is great opportunity for Reid & Taylor Company to capture Indian textile market as well as textile market of other countries. Top textile companies say that market is currently worth around Rs 120 crore in India but they confidently predict it will grow to around Rs 200 crore in the next one or two years. So there is a great future for textile industry of India.

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