
THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING PERFORMANCE OF TEXTILE BUSINESS

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ABSTRACT

Aim of the study: This study help the textile business people to identify their role in social media marketing

Design/ Methodology: Linear regression analysis used for hypothesis testing and Chi-square test is used to analyze the increased technical up gradation and age of the respondents.

Findings: The finding of the study indicated that proper technology and social media marketing platform flexibilities increase the brand and customer reaction through online communication. Most of the companies are giving more importance for their customer through social media marketing. The textile business allots more customers in the online post and display the product.

Practical Implications: Every organization need to conduct quality product and display on social media marketing platforms to develop the brand and understand the customer taste and preference of the consumer who participate in the online activities. The organizations need to provide good material and products to improve the labor cost level and fulfill the latest updation of the social media marketing. The online technology atmosphere motivates the customers to concentrate their product.

Originality/ Value: According to the review of literature the most of the studies are concentrated on social media marketing in different field. But no study has been conducted to the role of textile business and their performance on social media marketing.

Keywords: textile business, industry, social media marketing, role of textile business

1. INTRODUCTION

The textile-clothing business is observed as one of the peak significant sectors of the economy in the world. It is also regulates the instructions of growth of areas connected to it. The progress of social media marketing, though, has funded to weighty deviations in the situation of modern creativities fitting to that sector, which has led to the development of their advertising direction. The multidimensionality and difficulty of procedures experiential take about the requirement to adapt the applied procedure of structure a modest benefit and to expression for active tools in this zone. Multimedia interplanetary needs the contribution of numerous collections of both in the B2C and B2B market stakeholders. A resolution that

shows valuable in this ground is certainly social media marketing, which meaningfully suggests the excellence of applied procedures though making a extensive range of chances to competition.

The aim of the article is to identify the marketing potential of social media in the textile-clothing industry with particular reference to their role in the process of the market orientation of enterprises from this sector

2. LITERATURE REVIEW

2.1 social media marketing (SMM)

Social media marketing is a way to make contacts through image transferability, capability, and personal extensibility, which allow the user to reach online marketplaces and interrelate with regulars in curbing the role of belief. The association is verified and recognized under the commitment-trust designation. Further variables in this outlook can be designated, like perception, brand equity, and buying behaviour. Social media marketing factors were consumer brand engagement and their capabilities in domestic, national, and international levels of advertising for the textile industry, mainly in their performance like garments and cotton products. Interacting, image transferability, and personal extensibility abilities of social media marketing help to involve the consumer and also change the consumer's behaviour about brands, products, and services.

2.1.1 Importance of SMM

The social media marketing will improve textile business and performance overall Well-being such as brand and engagement. social media help to involve the consumer and also alteration the consumer behavior about brands, products, and services as well. This study gives to reflect the regulating role of trust for consumers brand engagement through social media marketing. this study delivers opening to textile business and to directed area in overall and other division to make the imposing and productive policies for online advertising crossways social media to invite and recollect the customers important to reach modest edge.

2.1.2 The Role of textile business performance

The textile business is a massive player when it comes to economic features. After agriculture, it is the next main industry in terms of occupation source. This industry worldwide has become a trillion-dollar industry. The textile and fabric business is actually capable of targeting customers who are absorbed in the special structures and welfare of the textile and fabric business. This might comprise customers who are involved in environmental and workable products and customers who are fascinated by products with a unique traditional heritage. Social media marketing is unique in that it allows a textile business to use an online platform and produce a brand on display to target specific audiences.

2.2 Related Literature

Marina Y. Sheresheva, Lilia A. Valitova, Elena R. Sharko and Ekaterina V. Buzulukova (2022) examines that the textile business get-together the contemporary mass social media presentation for to supports the application of social media web search to the origin and crash of business assemblies by the textile business. It has self-assured confines from the industrial webs point of view associated basically with

the dressmaking person plug-in power machine for business and also in the compound business. It comforts to directory assembly members and border of their expectable number. To Around commercial fitting to all ages group of the textile and methodological arrangement. The textile business edges with the norm of software based on and diagram model and systems.

Orzan, Mihai Cristian, Florescu, Margareta Stela, Macovei, Octav Ionut, Burlacu, Sorin Orzan and Olguta Anca (2020) observed that the positive effects of online promotion tools on publicity concert in an evolving environment, and also their offers on textile business operational financial performance. the impact of consuming social media marketing tools in the evolution and presentation of marketing approaches and their effect on fundamental presentation in the textile industry it measured a synergetic ending of online marketing systems on textile industry organization's marketing and financial presentation.

Lukasz Sułkowski and Dominika Kaczorowska- -Spsychalska (2019) investigated that the textile-clothing business is still perceived as one of the most important sectors of the world economy, and it is also it regulates the instructions of expansion of areas related to it. The progress of social media, has added to deviations in the situation of contemporary business belonging to that division, which has led to the development of their marketing alignment. It provide understandings and provision officials and directors of the textile and apparel industry alarmed with the contamination, ethic design, and the organization dealings with customers, suppliers, workers, organizational development and the community

Gulhane Sujit and Turukmane Ranjit (2017) involved that Textile business is the one of the largest and extremely work concentrated industrial areas and it also one of the recognized supporters of this movement. It deals with the effect of Create structure on the Textile and related sectors. The yarn revolving zones occupy the world's spindles, and world's airfoils. one of the limited textile making nations in the world which can assertion the whole value sequence efficiency power. The zone too has numerous leads like, plenty of accessibility of raw materials like silk and cotton .It reasonable pro in relations of capable manpower. It leads to perception of prepared trade, fortunate demographics and increasing income levels.

Theanne N. Schiros, Christopher Z. Mosher, Yuncan Zhu, Thomas Bina, Valentina Gomez, Chui Lian Lee, Helen H. Lu and Allie C. Obermeyer (2021) textile manufacture and processing performs provide resources with needed presentation belongings such as bounce and humidity organization, but these procedures are foremost suppliers to international greenhouse gas releases, micro plastic smog, and poisonous wastewater. It green substitutes to present textile yarns that sustenance a evolution to a maintainable, spherical materials economy are reach. Bioengineering of yarns at the Nano-, micro-, and macro scale delivers numerous opportunities to recover both the ecological influences and practical presentation of textile materials.

Zhaoshan Wu, Liya Zhou, Xuemei Ding, Xiongying Wu and Laili Wang (2022) revealed that Performs in the textile and clothing business, requirement succeeded to numerous environmental and social media worries, which need stimulated widespread enquiry on the environmental growth of the textile and clothing business. It suggests facts on roadmap that can be supportive for experts and academy people to

recovering ascertain the fresh supportable expansion position and preferences in the textile and apparel business.

Syed Muhammad Fahim, Syeda Misbah Inayat, Syed Muhammad Rafay Zaidi, Daniyal Ahmed, Ramish Hassan and Syed Zulfiqar Ali (2021) Looked into the strides that must be occupied once sketch up a social media marketing plan for a business in the textile sector. The description of the aim of the business and the social media platform on which the bulk of the business community is situated. Consequently, the ideas will be enlarged subsequent the keen construction policy. The strategy real movements to encourage the business in specific, as well as the description of detailed movements that help generate an influential brand in social media and also, the comfortable of the posts and the quality textile product.

3. RESEARCH METHODOLOGY

200 questionnaires have been used for this research to collect primary data. Secondary data has been collected from articles and Internet.

Hypothesis

- i. **H1:** There is a relationship between maintain low labor cost and increase the technological up gradation of textile industry
- ii. **H2:** There is a relationship between social economic condition and expand the financial growth of textile industry.

4. ANALYSIS AND RESULTS

4.1 Exploratory factor analysis

KMO and Bartlett test of Sphericity check the sample adequacy and it quantifies the inter-correlation between the variables.

Table 1: KMO and Bartlett's Test

KMO Measure of Sampling Adequacy.		0.884
Bartlett's Test of Sphericity	Approx. Chi-Square	588.562
	df	15
	Sig.	0.000

KMO and Bartlett's test used to measure sampling adequacy for the variables. KMO test value = 0.884.

Table 2: Communalities

	Initial	Extraction
low labor costs in the textile sector	1.000	0.549
Increase technological demand in the textile industry.	1.000	0.519
building an affordable product on the market	1.000	0.702
Allows for direct communication between brands and their customers.	1.000	0.655
decreased the amount of time and money spent on transportation	1.000	0.712
escalating the number of power looms	1.000	0.661
Extraction Method: Principal Component Analysis.		

The communalities indicate how much one variable is accounted for by the underlying factors taken together.

Table 3: Total Variance Explained

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.799	63.310	63.310	3.799	63.310	63.310
2	0.683	11.383	74.693			
3	0.460	7.671	82.363			
4	0.444	7.393	89.756			
5	0.329	5.482	95.238			
6	0.286	4.762	100.000			
Extraction Method: Principal Component Analysis						

4.2 T-test

Table 4: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
low labor costs in the textile sector	200	4.16	.512	.036
Increase technological demand in the textile industry	200	4.14	.502	.035
building an affordable product on the market	200	4.18	.528	.037
Allows for direct communication between brands and their customers	200	4.22	.553	.039
decreased the amount of time and money spent on transportation	200	4.18	.522	.037
escalating the number of power looms	200	4.17	.509	.036

It was found from the above table mean values of the above six variables ranges from 3.5983 to 4.0085, standard deviation range from .502 to .553 and standard error mean is estimated within the limit .035 to .039. The below one sample test table shows the 't' test value.

Table 5: One-Sample Test

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
low labor costs in the textile sector	114.736	199	0.000	4.155	4.08	4.23
Increase technological demand in the textile industry.	116.710	199	0.000	4.140	4.07	4.21
building an affordable product on the market	111.916	199	0.000	4.180	4.11	4.25
Allows for direct communication between brands and their customers.	108.031	199	0.000	4.225	4.15	4.30
decreased the amount of time and money spent on transportation	113.453	199	0.000	4.185	4.11	4.26
escalating the number of power looms	115.723	199	0.000	4.165	4.09	4.24

The range of T values 108.031 to 116.710 .The T values are statically significant and presented with two-tailed significance. From the above table, it can be ascertained that the respondents are strongly agree that social media marketing are very necessary to achieve the textile business performance.

4.3 Reliability Statistics

The Cronbach's Alpha value of work-life balance is 0.896, which is more than 0.7. The textile business performance on social media marketing factors Cronbach's Alpha values are given below:

Table 6: Reliability of SMM

	Scale Mean	Scale Variance	Total Correlation	Cronbach's Alpha
low labor costs in the textile sector	20.93	4.653	0.671	0.886
Increase technological demand in the textile industry.	20.91	4.458	0.751	0.873
building an affordable product on the market	20.86	4.402	0.736	0.876
Allows for direct communication between brands and their customers.	20.91	4.454	0.759	0.872
decreased the amount of time and money spent on transportation	20.93	4.508	0.755	0.873
escalating the number of power looms	20.95	4.736	0.651	0.888

Table 7: Crosstab Analysis

			Age group				Total
			Below 30 years	41-50 years	50-40 years	Above 50 years	
Increase technological demand in the textile industry.	strongly disagree	Count	1	0	0	0	1
		% within age group	0.6%	0.0%	0.0%	0.0%	0.5%
		% of Total	0.5%	0.0%	0.0%	0.0%	0.5%
	disagree	Count	2	0	0	0	2
		% within age group	1.2%	0.0%	0.0%	0.0%	1.0%
		% of Total	1.0%	0.0%	0.0%	0.0%	1.0%
	neutral	Count	1	0	0	0	1
		% within age group	0.6%	0.0%	0.0%	0.0%	0.5%
		% of Total	0.5%	0.0%	0.0%	0.0%	0.5%

	agree	Count	135	2	22	1	160
		% within age group	80.4%	100.0%	75.9%	100.0%	80.0%
		% of Total	67.5%	1.0%	11.0%	0.5%	80.0%
	strongly agree	Count	29	0	7	0	36
		% within age group	17.3%	0.0%	24.1%	0.0%	18.0%
		% of Total	14.5%	0.0%	3.5%	0.0%	18.0%
	Total	Count	168	2	29	1	200
		% within age group	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	84.0%	1.0%	14.5%	0.5%	100.0%

Most of the respondents belongs the age group below 30 years are agree Increase technological demand in the textile industry. It was ascertained from this study most of the textile business are not increased their technology.

4.4 Chi-Square Test

Table 8: Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.174 ^a	12	0.999
Likelihood Ratio	3.279	12	0.993
Linear-by-Linear Association	0.838	1	0.360
N of Valid Cases	200		

Pearson Chi-square value = 2.174^a and P value =0.999. P >0.05 value hence null hypothesis accepted. It was conclude from this study there is a no association between Increase technological demand in the textile industry and age of the respondents.

4.5 Linear Regression Analysis

Table 9: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 ^a	0.402	0.386	0.393

- a. Predictors: (Constant), It was found from the above table R-square= 0.402 , adjusted R-square= 0.386 which implies the social media marketing on textile business factors create 40.2% variance on the dependent factor Increase technological demand in the textile industry the regression fit is verified by the following ANOVA table.

Table 10: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.109	5	4.022	26.033	.000 ^b
	Residual	29.971	194	0.154		
	Total	50.080	199			

a. Dependent Variable: Increase technological demand in the textile industry

b. Predictors: (Constant), low labor costs in the textile sector ,building an affordable product on the market, Allows for direct communication between brands and their customers, decreased the amount of time and money spent on transportation, escalating the number of power looms.

From the above table, it is found that $F = 26.033$, $P = .000$ are statistically significant @5% therefore it can be found that there is a significant relationship between the factors such as low labor costs in the textile sector building an affordable product on the market, Allows for direct communication between brands and their customers, decreased the amount of time and money spent on transportation, escalating the number of power looms. The individual influence of all the factors can be estimated in the following coefficient table.

4.6 Testing of Hypothesis

H1: There is a relationship between maintain low labor cost and increase the technological up gradation of textile industry.

H2: There is a relationship between social economic condition and expand the financial growth of textile industry.

Table 11: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.066	0.276		3.862	0.000
	low labor costs in the textile sector	0.289	0.068	0.295	4.230	0.000
	producing an affordable product on the market	0.254	0.079	0.267	3.229	0.001
	Allows direct communication between brands and their customers.	0.020	0.074	0.022	0.274	0.784
	reduced the transportation cost	0.045	0.086	0.047	0.525	0.600
	expanding the number of power looms	0.130	0.081	0.132	1.601	0.111

a. Dependent Variable: increase the technological up gradation of textile industry

From the above table it can be ascertained that low labor costs in the textile sector ($\beta=0.295$, $t=4.230$, $P = 0.000$) producing an affordable product on the market ($\beta=0.267$, $t=3.229$, $P=0.001$), are statistically significant @5% level of significance. It was ascertained from this study there a significant relationship

between the factors such as that low labor costs in the textile sector, producing an affordable product on the market and increase the technological up gradation of textile industry

5. RESULTS AND DISCUSSION

- ❖ It was ascertained from this study proper planning will help the textile business to improve the skills and performance.
- ❖ Social media marketing will increase the customer and motivate them to concentrate in the textile product
- ❖ The textile industry requires daily updates in order to preserve low-cost labor and maintain the product's worth
- ❖ The textile industry should have and management should have empathetic towards their employees at all levels.
- ❖ Improve customer service through increasing social media marketing communication, training, and customer loyalty patterns.
- ❖ Textile industry able to efficiently achieve the currency and create a solid team of workers, partners and consumer.

6. CONCLUSION

Textile industries have long olden times. The industry has been a significant part of the economy for periods, provided that employ for lots of people and causal meaningfully to the country's spreads. The textile industry uses a diversity of, including electricity, natural gas, energy sources coal and oil. The industry has experienced a number of deviations in latest years, with the outline of innovative technology and the liberalization formed worldwide. The textile industry is currently one of the most active and fastest-growing areas in world. The textile industry is a worldwide industry that yields yarns, fabrics and clothing.. The industry is extremely varied, with a wide variety of materials, products and procedures used to make textiles. The industry is companies competing for market share and customers with highly competitive,. It is also highly regulated, with administrations setting standards for quality, safety, and environmental influence.

7. LIMITATIONS AND FUTURE RESEARCH

This study is concentrated only the role of textile business and the sample size is only 200. This study is one of the reviews for future researchers. The researchers concentrated on social media marketing and their textile business performance. The future researchers can do the research on social media marketing and their strategy of multimedia. No deep research has been conducted in this area.

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