

A STUDY ON EFFECTIVENESS OF MARKETING STRATEGIES IN GATE WEARS, TIRUPPUR.

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ABSTRACT

This study focuses on the effectiveness of Gate Wears' marketing methods for a clothing retailer in Tiruppur (a large textile centre in India). The main goal of this study is to investigate how different marketing strategies can affect customers' behaviour, brand awareness, satisfaction, and the likelihood of recurring purchases. The research is descriptive and qualitative because it collects original data from 100 respondents about their experiences with both online (such as social media and advertisements) and offline (such as word-of-mouth) marketing methods through a structured survey. It also assesses how word-of-mouth and social media influence customer awareness and are indirectly responsible for acquiring new customers. High brand awareness and good product quality suggest that Gate Wears has positioned itself strongly among other retailers in this competitive market. Customers report they are very satisfied with their shopping experience at Gate Wears because of the quality of the products they purchase, the price they pay, and how helpful employees are; these things positively affect customers' likelihood of purchasing from Gate Wears again in the future. Digital marketing tools, such as WhatsApp Business and social media, are the most effective ways to influence whether a customer purchases from Gate Wears or engages with the brand online. Nevertheless, there are some shortcomings concerning the ineffectiveness of the application of seasonal discounts and lack of using digital means like search engines. The authors' final point concerns the need for an integration strategy in marketing which implies the combination of both classical marketing techniques and modern digital marketing means in order to gain competitive advantage in the market.

Keywords: Marketing Strategy, Brand Recognition, Customer Satisfaction, Digital Marketing, Consumer Behaviour, Tiruppur, Knitwear Retail.

1. INTRODUCTION

Marketing strategy refers to a detailed plan devised by any business firm in order to achieve the marketing objectives set out by it during a specified period of time. This can be defined in terms of strategies which will help an organization reach its targeted audience through brand building, profit generation, and competitive edge. In a good marketing strategy, the elements of the marketing mix including product, price, place, and promotions should be combined to create value for customers.

It has been recognized as an independent academic and business subject from the middle of the twentieth century. It now includes activities such as the creation of digital content, collaboration with influencers, merchandising activities, and customer analysis through data. Marketing strategy is even more important for SMEs operating in a competitive retail market environment.

Indian Textile and Garment Industry:

The Indian textile and garment industry constitutes a crucial backbone of the country's economic system. The city of Tiruppur, situated in the Coimbatore district of Tamil Nadu, is globally acclaimed as the "Knitwear Capital of India." There are about 10,000 garment manufacturing units operating in Tiruppur along with 5,000 allied industries employing more than 600,000 people directly. Tiruppur alone produces 46% of India's total exports of knitwear items and constitutes 90% of India's knitwear garment exports in Europe and America. The annual garment exports from Tiruppur exceed ₹35,000 crore. Besides, the domestic market for garments in Tiruppur continues to be an important source of income for the business community.

Gate Wears Retail Store for Apparel and Textiles:

Gate Wears is a retail clothing and textiles shop operating in the business district of Tiruppur in Tamil Nadu. This store was started in about 2015 and provides a wide range of apparels including T-shirts, vests, casual, semi-formal clothes, kids' clothes, and season-specific collections. It sells its products at highly competitive prices because it sources directly from the local knitwear manufacturing units.

As the world becomes more digitally focused and as fashion continues to change rapidly, along with customers' levels of knowledge; companies such as Gate Wears cannot afford to stop

looking at how effective their Marketing Strategy is, so they need to regularly review it. This research will provide insight on how effective they are; therefore, assisting in developing recommendations for acquiring new customers, improving customer service & customer retention rates.

2. REVIEW OF LITERATURE

Philip Kotler (2012) examined the concept of marketing effectiveness and concluded that successful strategies are those that create customer value while achieving organisational objectives, emphasising the importance of measuring performance through customer satisfaction and return on investment. In an earlier work, Kotler (1977) analysed marketing audits and found that systematic evaluation of marketing activities enables firms to identify gaps and strategic opportunities.

Kevin Lane Keller (2013) investigated brand awareness and recall, finding that strong brand knowledge significantly influences consumer purchase decisions. Complementing this, David Aaker (1991) demonstrated that higher brand equity leads to increased trust, satisfaction, and loyalty, thereby enhancing customer retention and overall business performance. Aaker and Keller (2003) further found that consistent and clear brand communication strengthens customer perception and improves brand positioning.

Varadarajan and Clark (1994) established that proper resource allocation and target market selection are critical determinants of business performance, reinforcing the value of strategic planning. Slater (1995) argued that customer-oriented marketing strategies improve satisfaction and loyalty, lending support to the customer-centric approaches adopted in modern retail.

Sunil Mithas et al. (2006) found that personalised marketing through CRM systems enhances customer engagement and relationship management. Langen and Huber (2022) demonstrated that data-driven, targeted promotional campaigns significantly increase customer response rates and sales. Marin (2024) highlighted that consumer behaviour is influenced by social interactions and promotional activities, underscoring the importance of understanding consumer psychology in strategy design.

Nielsen (2018) identified word-of-mouth as the most credible form of promotion among consumers, while McKinsey and Company (2021) confirmed that digital channels improve

customer engagement and brand reach significantly. Deloitte (2020) found that personalised marketing raises satisfaction and loyalty, and KPMG (2019) established that superior service quality drives customer retention. EY (2020) validated the effectiveness of loyalty programmes in encouraging repeat purchases.

A review of existing literature reveals a significant research gap at the level of local garment retailers, particularly in textile cluster cities like Tiruppur. Most prior studies focus on large brands, e-commerce platforms, and urban markets, largely neglecting SME retailers in competitive regional markets. Additionally, the collective impact of multiple marketing variables on consumer behaviour within a single integrated framework has received limited attention. The interplay between online and offline channels in tier-II cities and the effectiveness of digital tools like WhatsApp Business for local customer engagement remain underexplored. This study seeks to address these gaps.

3. OBJECTIVES OF THE STUDY

The study is guided by the following objectives:

- To evaluate the overall effectiveness of marketing strategies adopted by Gate Wears in attracting and retaining customers.
- To assess the level of brand awareness and recall among customers in Tiruppur.
- To identify the most effective marketing channels (online and offline) used by Gate Wears to reach its target audience.
- To analyse customer satisfaction with respect to product quality, pricing, promotional activities, and store experience.
- To examine the impact of digital marketing and loyalty programmes on customer engagement and repeat purchase behaviour.

4. RESEARCH METHODOLOGY

4.1 Research Design

The research design used in this study was descriptive and was used to systematically describe the characteristics of each respondent as well as how they perceive the marketing strategies employed by Gate Wears. The descriptive approach was found to be appropriate because it allows for examination of the relationship between variables while providing descriptive information about consumer behaviour without having to manipulate any of the variables being measured. Hypothesis testing is included in the analytical aspects of the design in order to provide some inferential depth to the findings.

4.2 Population and Sampling

The research population was all Gate Wears customers in Tiruppur, Tamil Nadu (first-time visitors and repeat purchasers) from multiple demographic backgrounds. A convenience sample of 100 respondents was selected using convenience sampling (a non-probability sampling method in which respondents are selected for their relative accessibility and willingness to participate). While this sample size is suitable for the purposes of the study due to the time and resource constraints, this sample may not represent Gate Wears customer base as a whole.

4.3 Data Collection

Data was gathered using a question-based format (structured questionnaire) via both web and instore. Completing the questionnaire produced primary data (2 sources of data). One survey had 22 questions consisting of 5 demographic questions, 2 frequency/awareness questions, 4 brand awareness/perception questions; 5 customer satisfaction questions with a 5 point Likert scale (5 items), 5 digital marketing questions, 1 overall marketing strategy question, and 1 open-ended suggestion. Secondary data are from academic articles/directories, industry reports and from the company website.

4.4 Statistical Tools

These are the statistical techniques that were used to analyze data: Percentage analysis for demographics; mean and standard deviation for central tendency and variability; chi-square test for studying the association among categorical variables; Pearson's correlation analysis for studying relationships; and one-way ANOVA for making inter-group comparisons.

4.5 Hypotheses

Three Hypotheses were developed:

- H1: There exists a significant relationship between brand awareness and preference for Gate Wears among customers.
- H2: The mode of marketing channels either online or offline will significantly influence customer awareness and visiting rate.
- H3: Customer satisfaction will significantly influence the repeat purchasing behavior of customers.

5. DATA ANALYSIS AND INTERPRETATIONS

5.1 Demographic Characteristics

This is represented by the fact that 55% of the respondents are females and the rest 45% are males, which clearly shows that there is a marginal preponderance of females as consumers of the products of Gate Wears. The age groups represented the most were 26–35 years with 36%, 18–25 years with 27%, and 36–45 years with 22%. The largest segment of occupational groups comprises those who are either business people or self-employed at 41%, which is reflective of the economy in Tiruppur.

5.2 Visit Frequency

An analysis of the rate of visits showed that 30% of the clientele visit the store every 2 to 3 months, implying a good rate of loyalty among customers. Monthly customers make up 17%, while 18% are new visitors.

Table 1: Visit Frequency to Gate Wears

Visit Frequency	Frequency	Percentage
Once a month or more	17	17.0%
Once in 2–3 months	30	30.0%
Once in 6 months	18	18.0%
Once a year	17	17.0%
First-time visitor	18	18.0%
Total	100	100.0%

5.3 Marketing Channel Effectiveness

The highest number of individuals (48%) cited word-of-mouth as their initial exposure to the product, while social media took second place with 35% of respondents. The traditional forms of advertising included storefront signs and pamphlets, with both being relatively minor factors, contributing 8% and 5% respectively.

Table 2: Source of First Awareness about Gate Wears

Awareness Source	Frequency	Percentage
Word-of-Mouth	48	48.0%
Social Media	35	35.0%
Storefront/Signage	8	8.0%
Pamphlet/Print	5	5.0%
Online Search	0	0.0%
TV/Radio	0	0.0%
Total	100	100.0%

Among digital platforms, WhatsApp Business was the most recognised (37%), followed by Facebook and Instagram at 24% each, YouTube at 9%, and Google Maps at 6%.

5.4 Brand Awareness and Perception

Analysis of brand recognition indicated that 72% of respondents were able to recognize the Gate Wears brand instantly, whereas another 16% recognized it occasionally, giving an awareness percentage of 88%. A high percentage of 76% of respondents related the brand to quality knitted clothing, whereas 71% stated that the Gate Wears brand was their preferred choice for purchasing clothing items in Tiruppur. Significantly, 73% respondents reported that they had recommended Gate Wears to friends and relatives.

5.5 Customer Satisfaction Analysis

Customer satisfaction was measured across five factors using a 5-point Likert scale. The results are summarised in Table 3 below.

Table 3: Customer Satisfaction Ratings (Mean and Standard Deviation)

Satisfaction Factor	Mean	Std. Dev.	Interpretation
Product Quality & Durability	4.34	0.78	High Satisfaction
Price / Value for Money	4.31	0.83	High Satisfaction
Seasonal Offers / Discounts	3.89	1.17	Moderate Satisfaction
Staff Behaviour / Customer Service	4.35	0.87	High Satisfaction
Overall Promotional Campaign	4.47	0.76	High Satisfaction

All the satisfaction dimensions had scores above the mean value of 3.89, showing that the levels of satisfaction are relatively high. The highest values are seen in the promotional campaigns and employee behavior, whereas the seasonal discounts had the lowest mean score and the highest standard deviation at 1.17.

5.6 Digital Marketing Effectiveness

It was found out that a large majority of 79% of respondents have purchased after seeing a post from Gate Wears on any form of social media, which shows the high conversion rate achieved

through social media marketing. The quality of the social media content produced by the company is also good; out of the 91% of respondents who saw posts from the company, 83.5% rated it Very Good to Excellent.

5.7 Overall Marketing Effectiveness

Overall, 80% of the respondents assessed the effectiveness of the marketing strategies used by Gate Wears to be Very Good or Excellent. None of them considered it to be Poor, while only 4% considered it to be Fair. These results show that there has been effective marketing execution.

5.8 Hypothesis Testing

For Hypothesis 1, the relationship between brand awareness and customer preference was investigated by applying the Chi-Square Test of Independence. The Chi-Square Test of Independence produced the results as follows: Pearson Chi-Square is equal to 17.842 with 4 degrees of freedom and a p-value equal to 0.001. Since the p-value is smaller than the significance level of 0.05, the null hypothesis is rejected.

Table 4: Chi-Square Test – Brand Awareness vs. Customer Preference

Statistic	Value	Result
Pearson Chi-Square	17.842	
Degrees of Freedom	4	
p-value	0.001	Significant (< 0.05)

For Hypothesis 2, the chi-square test result showed a p-value of 0.162, above the cut-off value of 0.05. Therefore, the null hypothesis was retained. It indicates that marketing channels have an impact on generating the initial awareness but not on influencing how often customers visit. More likely, the factor affecting visit rate after the awareness stage is the level of satisfaction.

In Hypothesis 3, we analyzed the connection between customers' level of satisfaction and repeat purchase behavior via Pearson correlation analysis. There was a highly significant positive

correlation between the general level of satisfaction and visit rate ($r = 0.284$, $p = 0.004$). The highest correlation rate in repeat visits was established for staff behavior ($r = 0.312$, $p = 0.002$). Next came promotion ($r = 0.289$, $p = 0.004$) and product quality ($r = 0.267$, $p = 0.007$). On the other hand, seasonal discounts had no correlation with the rate of visit ($r = 0.052$, $p = 0.608$).

Table 5: Correlation Analysis – Satisfaction Factors and Visit Frequency

Satisfaction Factor	Correlation (r)	p-value	Significance
Product Quality	0.267	0.007	Significant
Price / Value	0.198	0.048	Significant
Seasonal Offers	0.052	0.608	Not Significant
Staff Behaviour	0.312	0.002	Significant
Promotional Effectiveness	0.289	0.004	Significant
Overall Satisfaction	0.284	0.004	Significant

5.9 ANOVA Results

The results of one-way ANOVA showed that satisfaction regarding seasonal offers was statistically different by age groups ($F = 3.456$, $p = 0.011$). Older people (46+) were more inconsistent in their reactions to the discount policies. Satisfaction concerning price/value demonstrated statistical differences between income groups ($F = 2.734$, $p = 0.048$). Lower-income people perceived better value for money. All other satisfaction factors did not differ statistically by either age or income groups.

6. MAJOR FINDINGS

6.1 Brand Awareness

- Gate Wears had been identified by 72% of participants who could recognize the brand immediately, out of which 88% were aware of the brand.

- 76% considered Gate Wears synonymous with good quality knitwear, while 71% regarded Gate Wears as their first choice for buying garments in Tiruppur.
- Around 73% participants were recommending Gate Wears to their families and friends.

6.2 Marketing Channels

- The top awareness source was word-of-mouth marketing (48%), highlighting the significance of organic referrals from customers.
- 35% of the initial awareness source was social media, signifying the increasing influence of online presence.
- There was no recorded awareness generated from online searches and television/radio ads, highlighting underutilized marketing channels.

6.3 Digital Marketing

- WhatsApp Business was the most recognized digital platform (37%) compared to Facebook and Instagram (both 24%).
- 79% of participants bought a product after seeing its posts on social media, showcasing high efficiency in digital conversions.
- 89% of participants claimed that online reviews affected their buying decisions.

6.4 Customer Satisfaction

- Effective promotion was rated most satisfactorily (Mean = 4.47), followed by employee conduct (4.35), product quality (4.34), and value for money (4.31).
- The least effective factor rated on average was seasonal offers (Mean = 3.89), and had the highest standard deviation (SD = 1.17).
- 10% of the sample considered seasonal offers to be Poor or Very Poor.

6.5 Hypothesis Outcomes

- There is a significant relationship between brand awareness and consumer preference (ChiSquare = 17.842, $p = 0.001$) – H1 Supported.
- Marketing media have no significant impact on visitation rate ($p = 0.162$) – H2 Not Supported.
- Consumer satisfaction has a positive effect on repeat purchase behavior ($r = 0.284$, $p = 0.004$) – H3 Supported

7. CONCLUSION

In conclusion, this study offers an extensive review of marketing strategies adopted by Gate Wears, a knitwear company operating in Tiruppur, as well as their effect on consumer behavior. It is evident that Gate Wears has created a very effective brand name as 72%, 76%, and 71% consumers were able to instantly recognize the brand name, associate it with high-quality products, and chose it among other options. Word-of-mouth is the most potent way of acquiring customers and generating awareness, with 48% of customers citing word-of-mouth as the means by which they became aware of the company, and 73% promoting the brand to others.

Customer satisfaction has been shown to have a positive correlation with customer loyalty and is best reflected through the three key drivers of staff behavior, promotional efficiency, and quality.

Digital marketing, particularly through WhatsApp Business and social media, has demonstrated impressive effectiveness with a 79% social media conversion rate. However, channels such as online search engines and YouTube remain largely unutilised, representing significant growth opportunities. Seasonal discounting, while generally perceived positively, lacks consistency and does not significantly correlate with repeat visits, suggesting the need for a more structured and targeted promotional approach.

The overall marketing strategy of Gate Wears was rated as Very Good or Excellent by 80% of respondents, indicating broad success. To sustain and build on this performance, it is recommended that the firm implement a formal referral programme to capitalise on word-of-mouth, expand its presence across underutilised digital platforms, introduce structured loyalty

programmes, and develop tiered discount mechanisms that appeal to diverse customer segments. An integrated marketing approach combining traditional and digital strategies will be key to maintaining Gate Wears' competitive position in the evolving Tiruppur garment retail market.

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