

**A STUDY ON EFFECTIVENESS OF INTEGRATED MARKETING
COMMUNICATION (IMC) IN TEXTILE BUSINESS IN THANJAVUR DISTRICT**

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Abstract

The study has been undertaken to analyse the effectiveness of integrated marketing communication (IMC) of textile business in Thanjavur district of the state of Tamilnadu, India. The total sample size of the study was 120 small and medium textile units in the district. The researcher used an interview schedule for collecting primary data from the entrepreneurs of the sample textile units. The researcher identified the sample units through social media and other modes where the textile units made IMC using convenient sampling method. The researcher applied the statistical tools of simple percentage, standard deviation, coefficient of variation and regression analysis as statistical tools to analyse the data. The study evidenced that IMC had strong and significant effect on textile business in terms of increasing the customer base of textile business, it is increasing brand image and it enhanced customer base beyond the local limit, since social-media is playing a pivotal role in implementing IMC to cover customers from various locality. The study also evidenced that gender, education and age of the respondents had significant relationship with effectiveness of IMC on textile business, it is because either male or female respondents may use IMC more effectively, well educated people may utilize IMC better and young or middle age entrepreneurs may reap the benefits of IMC in enhancing textile business than other groups. It was identified that year of experience in doing textile business, experience in doing IMC and mode of business also had significant relationships with effectiveness of IMC on textile business in Thanjavur district.

Key words: Integrated Marketing Communication, Textile, Marketing, Customer base and Social media.

Introduction

Marketing of a product is challenging one from time immemorial irrespective of type of business. Textile products are most essential and frequently purchased product by people. In the recent decades, the taste of people has been changing and they show more interest to wear different dresses, it let them to make shopping of textile products more frequently. This scenario pull many entrepreneurs to start textile business. Thanjavur is one of the traditional and big districts in the state of Tamilnadu. Where many textile units are located. A considerable new textile units in either small or medium sized are established in the recent decades. They always want to market their products more efficiently in order to stand in the severe competition situation in the particular locality. For this purpose they used to make advertisement for their products through print media, wall painting, advertisements in local televisions, local newspapers etc. But technological developments let for making reach out the products / services to a wider population. In the recent decades many marketers use the tool of Integrated Marketing Communication (IMC), through which the marketers try to popularize their products among people through conducting competitions to school students and prizing them, making philanthropic activities under the banner of their business, but the technologies let them to do the process through giving interview about their products and business in social media channels, they themselves open separate channel / pages in social media such as Facebook, Instagram, WhatsApp, YouTube etc., though which they explain about their business, products in their channels or through popular channels and reaching many people not only in the sale locality and also which enhance their customer base beyond the border. But when an entrepreneur knows how effectively they used IMC for enhancing their product, can take more effort to use the tool more efficiently than earlier. In this context, the researcher studied the effectiveness of IMC on textile business in Thanjavur district in the state of Tamilnadu.

Review of Literature

Trika A. (2019) in a study aimed to enhance the understanding of what is IMC, its impact and the difference between IMC and traditional marketing communication. This study concluded that if IMC executes it with proper procedure, it has a good effect with effective promotional incorporation. As market value, brand recognition, profitability and a shift in customer mindset, it has a positive influence. But all the factors which are influencing the IMC should be managed properly. IMC strategy should be made considering different aspects which might leave negative impact. **Nagachitra V., and Kavitha J. (2020)** in their study

concluded that firms considered implementation of integrated marketing communications should pay close attention to how they use their communication tools. Targeted communication has no reliability compared to all of the other factors. Targeted communication should be looked into in order to find a method to enhance its reliability. **Chaniago E.A., and Ariyani N. (2023)** in their study concluded that that integrated marketing communications are an important aspect of marketing management. There are many different strategies for each type of business; however, Whole Milk MSMEs do not have the ability to apply all these methods. **Bordian M., et al. (2023)** studied IMC in Ukraine and Spain. The study found that IMC for sustainability exerted a positive impact on guest ecological knowledge, satisfaction, and loyalty. The country of origin of hotel guests and the cultural traits associated with it moderate the direct effects of IMC, ecological knowledge, and satisfaction on loyalty. **Jain P., Kaur N., and Saihjjal A. (2023)** in their study found that over the three decades (1991-2020) It has been observed that the IMC has been defined differently by diverse authors in the past three decades wherein, Don.E Schultz; Seric and Gill & Lucia Porcu have contributed significantly while defining the definitions in three phases respectively. The study has categories barriers into four groups namely- conceptual issues, turf wars, organizational culture and stiff organizational structure.

Azees K.A., (2023) studied the effectiveness of online marketing in IMC. The study demonstrated that online marketing channels play a significant role in increasing brand awareness, enhancing customer engagement, and improving overall marketing performance. The study affirmed that the importance of adopting an integrated approach that seamlessly combines online marketing with traditional marketing efforts. The ability to deliver personalized and targeted messages through online channels enhances consumer experiences, fosters brand loyalty, and drives business success. **Nagachitra V. (2024)** aimed to highlight the major and important tools in Integrated Marketing Communication (IMC) that makes the efficient touch with potential and actual customers. The study concluded that Integrated Marketing Communication (IMC) is a powerful strategy that combines various marketing channels and communication tools to create a unified and consistent brand message. By integrating traditional and digital marketing efforts, businesses can effectively reach their target audience, build brand awareness, drive customer engagement, and ultimately achieve their marketing objectives. **Al-Azzam A.F.M., Alserhan A.F., and Al-Assaf K.T. (2024)** examined the influence of integrated marketing communications (IMC) on performance among 300 employees from insurance companies in Jordan using a survey. The study

evidenced that advertising, service promotions, direct marketing, and online marketing positively affected performance of insurance companies. integrated marketing communications explained 65.3% of the variance in performance.

Objectives

The study has been undertaken with the following objectives,

1. To study the socio-economic background of the sample entrepreneurs.
2. To study the business related factors of the sample units.
3. To assess the effectiveness of IMC in the business progress of the sample units and
4. To analyse the relationship between socio-economic background and business related factors on effectiveness of IMC in the business progress.

Methodology

The study has been undertaken to analyse the effectiveness of integrated marketing communication (IMC) of textile business in Thanjavur district of the state of Tamilnadu, India. For this purpose the researcher selected a total of 8 towns, which are head quaters of the concerned taluk of the district such as, Thanjavur, Kumbakonam, Pattukottai, Papanasam, Orathanadu, Thiruvaidaimaruthur, Thiruvaiyaru and Peravurani. From each town the researcher selected a total of 15 small and medium textile units each, which resulted in total sample size of the study to 120 small and medium textile units in the district. The researcher used an interview schedule for collecting primary data from the entrepreneurs of the sample textile units in the study area. The researcher identified the sample units through social media and other modes where the textile units made IMC using convenient sampling method. The researcher applied the statistical tools of simple percentage, standard deviation, coefficient of variation and regression analysis as statistical tools to analyse the data.

Results and Discussion

Rather than manufacturing of a product, it is very difficult to market such products among the customers. From time immemorial, every manufacturer and marketer frame their own strategy and follow successful tools of marketing their products / services among the customers. One of the recent concept in marketing is Integrated Marketing Communication (IMC), which is the process of planning and designing product / services contact to ensure customers and organizations receive relevant and consistent contents regarding products / services. In the modernized world with innovative technologies such as internet, smart phone and other internet and communication technologies make a way for framing new strategies

for marketing products or services. Social media are very popular and close to people, hence many business persons make IMC through social media and some of them are very successful in the process. Apart from this the entrepreneurs also try to reach their products to customers through other types of IMC such as making short videos and telecast through local television channels, writing articles in magazines, newspapers, conducting programmes to public etc. This part of the research article presents the results and inferences regarding the effectiveness of IMC on successfulness of small and medium size textile business in Thanjavur district. Table 1 presents the results regarding socio-economic factors of the sample entrepreneurs doing textile business in the study area.

Table 1: Scio-Economic Factors of the Sample Entrepreneurs

SN.	Factors	Freq.	%
Gender			
1	Male	98	81.7
2	Female	22	18.3
Monthly Income			
1	Upto ₹30,000	17	14.2
2	₹30,001 to ₹60,000	26	21.7
3	₹60,001 to ₹90,000	49	40.8
4	Above ₹90,000	28	23.3
Education			
1	School Level	23	19.2
2	UG Level	62	51.6
3	PG Level	24	20.0
4	Professional Education & Others	11	9.2
Age			
1	Upto 30 Years	19	15.8
2	31 to 40 Years	38	31.7
3	41 to 50 Years	45	37.5
4	Above 50 Years	18	15.0
	Total	120	100.0

Source: Primary Data

It could be known from table 1 that majority of the sample entrepreneurs were male (81.7 per cent) and only 18.3 per cent of the entrepreneurs were female. The income-wise classification of the respondents revealed that a considerable portion of the sample entrepreneurs (40.8 per cent) had an income between ₹60,001 and ₹90,000 per month and about one fourth of the respondents had an income of more than ₹90,000 per month. It could be observed that among the sample entrepreneurs doing textile business in the study area, 51.6 per cent completed upto under graduate degree of educational qualification and 20 per

cent of the respondents completed post graduate degree, hence the majority of the respondents were well educated and it helps them to utilise integrated marketing communication more efficiently. The results of age-wise classification of the sample entrepreneurs show that the age of 37.5 per cent of the respondents was between 41 and 50 years and 31.7 per cent of the respondents belonged to the age group of 31 to 40 years. It indicates that majority of the sample entrepreneurs doing textile business and using IMC as marketing tool belonged to middle age group.

Table 2 presents the results regarding business related factors of the sample respondents, i.e., who were doing textile business in the study area and using IMC as marketing tool for their products.

Table 2: Business Factors of the Sample Units

SN.	Factors	Freq.	%
Year of Experience in the Business			
1	Upto 5 Years	13	10.8
2	6 to 10 Years	29	24.2
3	10 to 15 Years	37	30.8
4	Above 15 Years	41	34.2
Age of the Business			
1	Upto 10 Years	15	12.5
2	10 to 20 Years	31	25.8
3	20 to 30 Years	35	29.2
4	Above 30 Years	39	32.5
Founder of the Business			
1	My-self	47	39.2
2	My Father	57	47.5
3	My Grandfather	16	13.3
How Long IMC is done?			
1	Upto 3 Years	22	18.4
2	3 to 6 Years	54	45.0
3	6 to 9 Years	25	20.8
4	Above 9 Years	19	15.8
Mode of Business			
1	Only outlet	41	34.2
2	Only online (Through courier / post)	11	9.1
3	Both outlet and online	68	56.7
	Total	120	100.0

Source: Primary Data

It could be known from table 2 that a considerable portion of the sample entrepreneurs in the study area (34.2 per cent) had rich experience with more than 15 years in textile business and experience of 30.8 per cent of the respondents was between 10 and 15 years in

the business. It was also noted that age of the business of 32.5 per cent of the respondents was more than 30 years, it was between 20 and 30 Years for 29.2 per cent of the respondents, hence age of majority of the sample textile units was more than 20 years. It was observed that the textile businesses of about half of the respondents (47.5 per cent) were started by father of the respondents and 39.2 per cent of the respondents stated that the businesses were started by themselves. While analysing the experience of the respondents regarding marketing through IMC tool, it was observed that 45 per cent of the respondents had an experience of 3 to 6 years in doing Integrated Marketing Communication (IMC) technique to market their products. It was noted that majority of the sample entrepreneurs (56.7 per cent) doing textile business in the study area are doing both outlet and also through online, 34.2 per cent of the respondents told that they were doing only through business outlet and 9.1 per cent of the respondents were doing business only through online.

The effectiveness of IMC on textile business in Thanjavur district has been studied by considering ten variables and mean, standard deviation and coefficient of variation were calculated and the factors are ranked based on mean values, the above results are presented in table 3.

Table 3: Effectiveness of IMC

SN	Factors	Mean	SD	CV	Rank
1	IMC increases our customer base	4.11	1.58	38.44	I
2	IMC enhances customers beyond the local limit	3.89	1.33	34.19	III
3	IMC increases our goodwill	2.84	1.21	42.61	IX
4	IMC leads for price discrimination to different groups	3.55	0.91	25.63	V
5	IMC requires less-cost than traditional advertisement	3.10	1.19	38.39	VII
6	IMC is more effective tool than traditional advertisement methods	3.34	1.08	32.34	VI
7	IMC increases our profit	3.74	1.42	37.97	IV
8	IMC creates close relationship with society	2.57	1.20	46.69	X
9	IMC increases the brand image	3.91	1.09	27.88	II
10	IMC increases loyalty among the customers.	3.10	1.11	35.81	VIII
	Overall	3.42	1.21	35.49	

Source: Computed from Primary Data

It could be observed from table 3 that the calculated mean value of the factor “IMC increases our customer base” was highest with 4.11 and it was ranked first, it indicates that IMC had significant impact on textile business in Thanjavur district in terms of increasing customer base, the deviation level was at moderate level as shown by the results of SD and

CV from its mean value. Followed by, the factor “IMC increases the brand image” had more impact on textile business in the study area in terms of enhancing brand image for textile products (Mean value: 3.91; Rank: II), since most of the IMC are done through social media, which reaches a mass population. IMC also had significant impact on textile business in Thanjavur district by enhancing customer base beyond the local limit, since the calculated mean value of the factor “IMC enhances customers beyond the local limit” was also high at 3.89 and it was ranked 3rd. There was also a notable impact by IMC in textile business in Thanjavur district that the IMC increased profit of the business, since the factor “IMC increases our profit” also had high mean value at 3.74 and the factor was ranked 4th among 10 factors. IMC had least impact on the factor “IMC creates close relationship with society”, since its calculated mean value was lowest at 2.57 followed by, “IMC increases our goodwill” (Mean: 2.84). The calculated values of standard deviation and coefficient of variation showed that there was little moderate level of deviation in the impact level of IMC on textile business in Thanjavur district from their respective mean values.

Relationship between Effectiveness of IMC and Socio-Economic Factors

The impact level of IMC on a business varies on the basis of how the entrepreneur use IMC efficiently, it may vary based on their socio-economic factors such as their gender, income, education level and age. Hence, these socio-economic factors may have relationship with effectiveness of IMC on textile business. This has been analysed using correlation analysis and the results are presented in table 4. For this purpose the researcher framed the following null hypothesis.

Ho: There is no significant relationship between socio-economic factors and effectiveness of IMC.

Table 4: Relationship between Effectiveness of IMC and Socio-Economic Factors

SN	Socio-Economic Factors	Corr.	P-value	Sig.	Ho
1	Gender	0.357	0.002	Significant	Rejected
2	Monthly Income	0.113	0.121	Not Significant	accepted
3	Education	0.651	0.000	Significant	Rejected
4	Age	0.721	0.000	Significant	Rejected

Source: Computed from Primary Data

It could be known from table 4 that the correlation coefficient between gender and the effectiveness of IMC on textile business was 0.357, which was significant at 1 per cent level as shown by the result of p-value, hence the null hypothesis was rejected and therefore gender and effectiveness of IMC on textile business had significant relationship. Similarly, education level of the respondents and their age also had significant relationship with effectiveness of IMC on textile business, since their calculated correlation coefficients (0.651 and 0.721) were also statistically significant at 1 per cent level as shown by the results of respective p-values and the null hypothesis was rejected for these cases also. The calculated correlation coefficient between income and effectiveness of IMC on textile business was not statistically significant as shown by the result of p-value, hence the null hypothesis was accepted and therefore no significant relationship was found between them. The above results might be the fact of young age entrepreneurs and high educated entrepreneurs might efficiently utilized IMC for enhancing their textile market in the study area.

The business related factors such as year of experience, age of business, founder of the business, experience in IMC and mode of business may have significant relationship with effectiveness of IMC on textile business, this aspect has been studied by applying correlation analysis, the results are presented in table 5 and the following null hypothesis was framed.

Ho: There is no significant relationship between business-related factors and effectiveness of IMC.

Table 5: Relationship between Effectiveness of IMC and Business Related Factors

SN	Socio-Economic Factors	Corr.	P-value	Sig.	Ho
1	Year of Experience	0.425	0.012	Significant	Rejected
2	Age of Business	0.134	0.213	Not Significant	Accepted
3	Founder of Business	0.211	0.084	Not Significant	Accepted
4	Experience in IMC	0.685	0.000	Significant	Rejected
5	Mode of Business	0.542	0.000	Significant	Rejected

Source: Computed from Primary Data

It could be known from table 5 that the correlation coefficient between experience of the respondents in the business and effectiveness of IMC was 0.425, it was significant at 5 per cent level, hence the null hypothesis was rejected and therefore significant relationship was found between experience and effectiveness of IMC on textile business in Thanjavur

district. Both experience of the sample entrepreneurs in doing IMC and Mode of business (online, outlet or both) had significant relationship with effectiveness of IMC in textile business in the study area. The calculated correlation coefficients between experience in IMC and mode of business and effectiveness of IMC in textile business were 0.685 and 0.542 respectively, they were statistically significant as shown by the results of p-values, hence the null hypothesis was rejected. These results show that entrepreneurs in textile business who gather more experience in doing marketing through IMC could reap the benefits of IMC in their business by marketing their products and mode of the business also helped the respondents to get high benefits through IMC in marketing of products. It was observed that both age of the business and founder of the business (self / father / grandfather) did not have significant relationship with effectiveness of IMC on textile business, since their calculated correlation coefficients (0.134 and 0.211 respectively) were not statistically significant as shown by the results of p-values, hence the hypothesis was accepted for the above cases.

Conclusion

Efficient marketing of a product is very important than quality manufacturing of a product. Since, the task of marketing is comparatively difficult than manufacturing the product. Thanjavur is one of the oldest districts in the state of Tamilnadu and the district is consisting many numbers of textile businesses in nook and corner of it. Every entrepreneur of doing textile business want to market their products to a wider number of customers in the competitive situation. In the recent years the concept of Integrated Marketing Communication (IMC) plays a significant role in enhancing market of products. The primary aim of the marketing tool is to reach out their products or business to a wider population through various communication channels such as print media, mass media, social media, other internet sources etc. In this context the researcher studied the effectiveness of IMC in textile business in Thanjavur district. The study evidenced that IMC had strong and significant effect on textile business in terms of increasing the customer base of textile business, it is increasing brand image and it enhanced customer base beyond the local limit, since social-media is playing a pivotal role in implementing IMC to cover customers from various locality. The study also evidenced that gender, education and age of the respondents had significant relationship with effectiveness of IMC on textile business, it is because either male or female respondents may use IMC more effectively, well educated people may utilize IMC better and young or middle age entrepreneurs may reap the benefits of IMC in enhancing textile business than other groups. It was identified that year of experience in doing textile business,

experience in doing IMC and mode of business also had significant relationships with effectiveness of IMC on textile business in Thanjavur district.

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