



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor: 5.2  
IJAR 2015; 1(13): 882-885  
www.allresearchjournal.com  
Received: 25-10-2015  
Accepted: 27-11-2015

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## Marketing practices of textile business in 21<sup>st</sup> century: A critical review

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### Abstract

The implementation of the strategies and its practice in the textile business needs a particular kind of skill. The industrial focus and emphasizing the ability to conceptualize, analyze, and evaluate are required to form the strategies and focus needs to be managed when these are strategies are applied and practiced. The textile business is developing new strategies every day as per their goals, capabilities, resources, and their position in the market. Advancements in the business strategies in the garment industries are illustrated by the strategic management. Formulation, implementation and practicing the latest strategies is the need of modern society where turbulence and complexity is the basic feature of the environment and at the same time the management of the strategies is influenced by rapid and immense changes in the development of techniques and information system. The textile business depends on the strategies, constant innovations, and market evaluation along with customer satisfaction for the success of their business system.

**Keywords:** Marketing, strategies, textile, industries, business

### Introduction

The textile industries are providing one of the most fundamental requirements of the people. It is holding the importance and maintaining the sustained growth so as to improve the quality of the life. The industry contributes 8.5% to GDP and provides employment to nearly fifteen million people. There is great need to add value and offer better quality every day because of the constant changes occurring in the market that brings in challenges and raising the demands of the clients as well. The companies are increasing their visibility in the market and making them more comprehensible for their market by translating their business strategies into brand strategies which allows them to reach their potential customers more effectively. In this process they spot light their positive features and combine it with traditions and target the potential groups. To make money in business it is necessary to manage it properly with the help of good marketing practices and it is important to know the planning and the strategies of the garment production so that the market can be analyzed and changes in the business can be adapted (Chandurkar, 2015) [7].

Firms aim to reduce the negative “environmental and social” impacts from their active products and production system with the help of their positive marketing and this effectual practice of marketing directly influences the company’s performance and helps them in improving their reputation in market and optimizing their relations with other communities and their consumers. The organic textile products are marketed by targeting and focusing the customers in marketing strategies. Custom tailored products are offered by segmenting the clients and allowing business to attract potential customers by proper marketing and pricing of the products. It is important to segment the market in creative manner and focus on the areas where the company has its strength and has value (Menon et al., 2015) [11]. The customer relation is influenced by “commercial and public” relations that in turn offer long term trade with their generations. In addition, the innovations in marketing strategies can also bring in product differentiation. In the textile industries, the strategies that are not practiced can be taken as opportunities. Commercial relations with the “customers” and the “suppliers” can be established to have benefits in the long term and making decisions in the company. The segmentations can be cashed by addressing the needs of the customers and by the use of

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technology the efficiency and effectiveness can be achieved for the ultimate gain of the company. For any firm, the magic can be created by smart and effective advertisements by proper channel that will promote the products and make public relations to make their good will and retains the customers.

Basically, the marketing strategies that were formulated and implemented for better results are all related to “business to business marketing,” “relationship marketing,” and overall “marketing of the product” that all comes under traditional way of marketing. In Bangladesh, the garment and textile companies had their own and unique way to communicate with the customers and the market as well in which they practice and follow customized marketing strategies to conquer the local and global market (Amin and Hossain 2014) <sup>[1]</sup>. It is seen that as compared to MNC’s our local companies have small budget for marketing but it is important to create a system for competitive marketing to attract and retain the customers. Special skills are required to implement the strategies in the garment and textile industries. Consumer and commercial needs to be addressed while practicing new market strategies and it is important to emphasize on the abilities to form any concept and visualize it and at the same time it is essential to manage these strategies after they are applied. The development of new strategies in the garment and textile industries is an ongoing process and there is no one strategy that is optimal for all the other companies, therefore they all form new strategies as per their targets and abilities addressing their resources and market. In the garment industries, the progress in the strategies is explained by the strategic management for the managers, students and the engineers. In the present scenario there are so many obstacles and complexities in the environment and the technology development and information system bring in rapid and massive changes that show the requirement of strategic management. The survival, continuation, and success of the “production-business system” depend on the environment, capabilities and innovations. In unorganized sectors, “cost savings,” “better utilization,” and “training with skill development” is very important for the development of the apparel industries. If different suitable strategies were implemented in the apparel industries, it shows great potential to grow forward. The success of the business shows its results when the product of the company reaches to its proposed market and for this company are taking care to select the distribution strategies and consider the far reaching impact of the decisions of the channel (Makasi & Govender, 2015) <sup>[3]</sup>. These distribution strategies are proposed to fill the gap between the place of “production and consumption.” In last few years, the garments industries are gaining great popularity by ready to wear garments, the production cost is reduced, and quality is maintained in the bulk production and all this is possible by practicing strategy management. The strategies of the organization are defined by the process of strategy management in which the managers makes decision of choosing the strategies for the company that helps in achieving better performance. The management of the strategies is an ongoing process of the industries that increases the business, competitors and at the same time decides the targets that needs to be achieved in the future and then again re-evaluate all the strategies. The process of strategy management includes scanning of the environment, formulating, and implementing the strategies, and evaluating the strategies by using the methods and techniques (SWOT

analysis, scenario method, gap analysis, and five forces analysis) to increase the effectiveness and efficiency to achieve the goals of the company.

In leading fashion brand of Bangladesh is not compromising with their quality and as per marketing strategies they do not have so much to offer in terms of variety but they are successful because they provide quality to the market. In their marketing activities they emphasize on building up their “quality” and “reliability” attributes on the mind of the consumers with trust and showing professionalism in their work. Their marketing strategies do not focus on the pricing. Their production, distribution, and marketing are target based that focuses only on the potential customers and market. The company always welcomes changes and make changes in their management and in the products as well which sometimes gives them profit but sometimes it is not profitable. In their marketing practices they mainly focus on the quality and this maintains their success (Chowdhury, 2014) <sup>[2]</sup>. In the textile business the nature of marketing is different from other sectors. The garment companies are setting the competitive prices for their products and provides discount to their buyers to be in the race of competition in market and since there is no significant role of mass media in promoting the garment products, the companies are depending on the merchandisers and skilled and qualifies sale persons for their marketing activities. The companies are spending on the skilled and knowledgeable people and hiring them as sae representatives to look after their promotional activities and deal with professional buyers. The firms are focusing on technological development and internet use so that they can have web communication with their buyers and fix online dealings and it is necessary for the success of their garment business (Hasan and Hafez, 2014) <sup>[4]</sup>.

In the world of globalization, “excellence” and “competitiveness” are the key factors to survive for the textile business. In order to reduce the uncertainty in the garment industries they are planning very carefully to enter the market and are allocating managerial and financial resources. They are altering the environment where manufacturers of textile and clothing are working by three key forces which are “globalization,” “technology,” and “fashion.” For textile business, this strategy works very well as these three forces reinforces the power to change as per the customer’s preferences and pull the textile products in the front for improvement (Motswapong & Grynberg, 2014) <sup>[10]</sup>. At present, the level of democratisation has been achieved by the luxury industries, they are moving from tailor made garments to industrially manufactured readymade garments. They are satisfying their customers by emphasizing on their three key dimensions which are quality of the products, quality of their service and their experience of in-store brand. These luxury brand retailers revolves round their strategies and make their customers satisfy by creating positive experience, developing affection in the customers by emotional means and are using in-store digital technologies to manage these things effectively. All these activities are contributing in creating a positive impression of the brand, its image, and spirit as well and in result they are getting loyalty and satisfaction in return. This warm and genuine interactions at personal level brings in trust, value and confidence in the consumers and the companies are aiming to create hedonic value in the customers while their experience of any in-store brand by engaging them into over whelming the brand. The stores are applying digital marketing in the store and for this it is important to them to identify their

target customers and their age group because the young customers are more likely to favour the digital world as compared to the customers of older generation (Ryding et al., 2014).

Now day in textile business the social media is becoming a popular channel to reach the customers and the companies are using it for their marketing practices. It is becoming normal and necessary for the textile or the fashion brands and they are using this platform in common rather going for any other new venture in marketing. Along with this there is one more common trend that is becoming popular in the textile business for their marketing is "brand diversity" due to the reason that the brand which has global recognitions needs to reach to millennial and other important customers. Companies are also utilizing E-marketing which is an internet based technology instead of going to the traditional ways of marketing. When the business is involved more in providing services to the customers, it promotes them to reduce their expenses and speed up their supply chains to help more and more customers on the daily basis and this is the reason why majority of the organizations are moving from standard way of marketing to internet based marketing practices (Taherdoost, Sahibuddin and Jalaliyoon, 2015) [8]. E-Marketing supports the brand those are using the digital networks for their all the activities and this e-marketing includes the activities that the companies are carrying out by the public internet in order to attract new companies, hold their current operations and add a positive image of their companies. E-marketing is becoming very popular in the textile business marketing practices because it uses the internet and other technologies that are related to web communication to reach the customers at global level that too on very economical cost.

A textile value chain is a very complex industry and demands different types of e-marketing activities in all its sectors. The activities related to E-marketing are done through e-mails, websites, and e-market places. They are ignoring the benefits that can be earned by the usage of banners and links that are sponsored for marketing purposes. The extensive technology development is undertaken all over the globe over the traditional concept of marketing and has fabricated it with digital mode that allows the customers to connect with their brands and increase their profits at one click. Due to this increase in penetration of the internet and other different fast mode of digital channels for communication, wide networks and latest devices that is helpful to connect the companies with their consumers most of the organizations have switched to digital modes for their marketing and operating operations where they use internet and their virtual networks for their marketing activities (Moss, Wulf & Mullen, 2013) [9]. The textile industries are using digital mode of marketing as it connects the buyers and the sellers through electronic modes with the help of interactive technologies like "emails," "websites," "social networks," "online forum" as well as "newsgroups," "interactive television," "mobile communications" etc. Since this is a high level of connectivity mode, it stimulates the communication facilities and in general it is used to market the products and the customer services in a cost effective manner, which is on time, relevant and serves personally as well (Baines, et al., 2013) [12]. "Brands" and "Branding" are the branches of the marketing disciplines and are considered as one of the marketing mainstays which are used in the processes where competitive advantage is created for local

and international markets. Robust marketing and branding management are the main focus of the textile business these days so as to compete with prosperities at local and global level. The marketing systems are essential that are previously established to built a brand and maintain it successfully because strategic solidarity is needed for brand building. The brand building is only possible within the marketing strategies and plans or a separate brand building strategy and plan can be made for brand building process (Khalifal and Fadeel, 2015) [6].

The traditional and old methods of marketing and their applications are circumvented by the "Guerrilla marketing" which was a dynamic concept and its shades are changing over and over again. This guerrilla marketing has broken all the conventional bonds of marketing and had proven for never ending opportunities that are there in the field of marketing (Nufer, 2013) [13]. This mode of marketing has been used in the textile business for their marketing activities and attracting new business and the customers as well. Another king of marketing is through surrogate advertisements whose positive dimensions are influencing the buying decisions of the consumers and leaves a huge impact on the brand of the companies. The surrogate advertisements has proved themselves as they are successfully trapping the consumers and coming in the light as one of the successful marketing strategy which is good for today. In one side surrogate marketing is fetching huge profits to the marketers but on the other side it is leading the customers to the products (Varalakshmi, 2013) [14]. Beside these advertising methods, one another method to present a brand in more trusted way in any magazine which is a fashion product is to place the brand in the editorials or in the advertorials. In order to enhance the readerships, these fashion magazines use to feature more number of garments, and products related to beauty and as a result, the brands are attempting to place their garment products in the cover stories or the editorials because they wants to get more recognition from the readers that are loyal to their magazines (Lea-Greenwood 2013) [15].

## Conclusion

The textile business are practicing different marketing strategies in order to create competitiveness in the market among their competitors and attracting new business ventures and also attracting their consumers and retaining them as well. Some of them are updating their traditional marketing practices and try to innovate new and latest versions as per the demand and others are just going with the flow. The companies are now spending on their marketing sector by hiring qualified and skilled marketing people those are able to adapt new and latest technologies and deal with the potential customers.

New and latest technologies are involved in the marketing sector such as use digital platforms and E-marketing. These platforms are allowing the textile business to reach each and every section of the consumers and extend themselves globally all over. Digital platforms are increasing the profits as it works to a wide range and that too on less cost. It is more effective and is able to attract the consumers more as compared to other traditional and conventional ways of marketing that were used before. There are more ways of like marketing like guerrilla marketing and surrogate advertisements that are becoming very popular among the textile business companies.

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