

**ADVERTISING EFFECTS ON BRAND PREFERENCE OF WOMEN READYMADE
GARMENTS TOWARDS TRADITIONAL AND DIGITAL MARKETING IN
TIRUCHIRAPALLI, TAMIL NADU**

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Abstract

Marketing as a functional area of management is becoming increasingly important as compared to other field, in production management financial, personnel mgt and research and development. The increasing significance of marketing is the major reason the marketing information, communication, indoor advertising, outdoor advertising, online advertising, e-advertising digital advertising are gained the present pivotal place of importance of advertising in all kinds of goods and services to the brand effects are related to the women readymade garments in Tiruchirapalli city. Traditional mass media channels that comprise channels, television, print media, radio, tex, wall board handwritten information , personal selling (AIDAS), publicity etc are covered to the all consumer in different kinds of good and services. Where as digital is the buying and selling goods and services using the internet, mobile net works and commerce infrastructure of company or shop. The digital marketing promotional mix is a good conglomeration of digital advertising, personalized selling, digital promotion through using digital capons, sweep taker, contests, interactive consumer website base on selling, online display advertisements, digital online catalogue distrubution and online promotional letta. In this study has been made to attempt the advertising effects on brand preference of women readymade garments traditional marketing and digital marketing in Tiruchirapalli Town.

Keywords: Traditional and Digital marketing effects, advertising pattern, Brand preference, factors of influence, Attribute, Information, Perception towards public.

Introduction:

The competitive marketing is all about advertising effects on brand preference of goods and services. The ethics and effectiveness of advertising are highly controversial subjects, and also measuring advertising effectiveness poses many challenging questions to those who create, sell and utilize advertisements. Digital commerce is buying and selling of goods and services using the internet, mobile networks and e-commerce infrastructure. Traditional marketing is more tangible and rendering with more demonstrative way of selling where as digital marketing in commonly develops a more flexible and mobile way of selling of the and allowing business to operate more independently and transparently. Integrated campaigns in printed newspapers magazines, bill boards etc., and advertising in digital newspaper and magazines advertising which increase efficiency, flexibility and mobility of production and service of women readymade garments.

Statement of the Problem:

This study is covered only the minimum samples of women respondents in Tiruchirappalli town. The data of the study has been collected almost exclusively by personal canvassing of the questionnaire. Researcher has covered and analyzed the data only in the women consumer attitude of readymade garments based and compared to the T.M and D.M in Tiruchirappalli Town. The researcher may fill the gap between the choice of Traditional and Digital market shopping. This study reflects the problems and factors of T.M and D.M shops. There are certain problem's, why people do not do digital shopping and go for market to shop goods and services.

Objectives of the study:

- ❖ To study the demographic profile of the women consumers' in Tiruchirappalli City.
- ❖ To find out the impact of advertising effectiveness of brand preference of women readymade garments towards Traditional and Digital marketing in Tiruchirappalli City.

Research Methodology:

The study is based on both primary and secondary data. The primary data were collected with the help of structured Questionnaire which is circulated among the women respondents in Tiruchirappalli town, for the purpose of to know the opinion about the advertising effectiveness of brand preferences in women readymade garments. The secondary data relating to the study were collected from journals, magazines, research articles, books from the online shopping websites namely amazon.com and Flipkart.com. Respondents answered the inquires utilizing four point liker scale ranging from satisfactory, good, excellent and not satisfactory. The collected data was coded, calculated and analyzed using the sample statistical tools, such as percentage analysis, standard deviation, "Z" Test. Simple random sampling are considered for the study. The researcher circulated 200 Questionnaires to the respondents. After scrutinizing, 22 of

samples are rejected and 14 of samples are incomplete. Thereafter the researcher has collected 164 samples where are taken for further analysis and interpretation of the study.

Results and Discussion

Table I: Showing age wise classification of respondents

Age	No .of respondents	Percentage
Below 20	19	12 %
20-30	82	50 %
30-40	25	15 %
40-50	22	13%
50-60	13	08 %
Above 60	03	02 %
Total	164	100 %

Source: Primary data

Table I shows that age wise classification of respondents Trichy city. It reveals that 50% of the respondent are aged between 20-30. 12% of the respondents aged below 20, 16% of the respondents are aged between 30-40.13% of the respondents are aged between 40-50.8% of respondents are aged between 50-60 and 25 respondents are aged above 60. Therefore, It can be understood that majority of the respondents 82 (50%) are found in the age group between 20-30.

Table II: Showing Educational Qualification of respondents

Educational qualification	No.of respondents	Percentage of respondents
Below matriculation	08	05%
Matriculation	11	07%
Plus two	38	23%
Under graduate	76	46%
Post graduate	20	12%
Other	11	07%
Total	164	100%

Source:Primary Data

Table II. Shows that educational qualification Trichy City. It reveals that 5% of respondents are below in matriculation, 7% have in matriculation, 23% of respondents have plus two qualification and 46% of them are under graduated. 12% of respondents have post graduate degree and 05% of them have other educational qualification. It can be concluded that the maximum of 76 respondents (46%) of the women readymade consumers have studied in under graduate level.

Table III: Showing Monthly income of respondents

Monthly income	No of respondents	Percentage
Below 10,000	62	38%
10,001-30,000	67	41%
30,001-60,000	20	12%
Above 60,001	15	09%
Total	164	100%

Source: Primary Data

Table III. Shows that out of 164 respondents Trichy City. It reveals that 38% of the respondents have monthly income below 10,000, 41% of them have monthly income between 10,001-30,000, 12% of respondents have monthly income between 30,001-60,000 and 09% of respondents have monthly income above 60,001. Therefore, it can be concluded that 67 consumer respondents (41%) earn in between Rs.10,001 to Rs.30,000 per month.

Hypothesis:

Ho:Null Hypothesis

Ho: There is no significance difference in between preference of advertising effectiveness

Factors of women readymade garments in traditional and Digital marketing in Trichy City.

μ_1 : Preference of advertising effectiveness of women readymade garments in Traditional in Tiruchirappalli City.

μ_2 : Preference of advertising effectiveness of women readymade garments in Digital Marketing in Tiruchirappalli city.

Table IV. Advertising factors effectiveness preference of the sample responds base on women readymade garments of Traditional and Digital Marketing in Tiruchirappalli City.

Factors Preference of advertising effectiveness	T.M		D.M		Total		Comparison of factors preference of advt. effectiveness $\mu_1-\mu_2$
	F	%	F	%	F	%	
Attration	16	17%	18	26%	34	21%	T.M<D.M
Attribute	22	23%	13	19%	35	22%	T.M>D.M
Information	09	09%	19	28%	28	17%	T.M<D.M
Perception	37	38%	08	12%	45	27%	T.M>D.M
Recalls	12	11%3	10	15%	22	13%	T.M<D.M
	19	100%	68	100%	164	100%	T.M>D.M
	Mean Value =19.2		Mean Value =13.6		Mean Value =32.8		Highest Value is T.M

Source: Primary Data

The above table “ATTRACTION” shows that out of 34 respondent’s factors preference of women readymade garments based on 17% OF Traditional Marketing but preferred 26% of Digital Marketing. (T.M<D.M); “ATTRIBUTE” factors preference of women readymade garments response are 23% in Traditional Marketing but 19% only in digital marketing (T.M>D.M); “INFORMATION” factors of women readymade garments responses are 09% of traditional marketing when as factors preference responses are 28% in Digital marketing (T.M<D.M); PERCEPTION factors advertising effects of women readymade garments responses are 38% in Traditional market sit but 12% only Digital Marketing (T.M>D.M); But RECALL factors of advertising effects of women readymade garments responses are 13% in traditional marketing but Digital Marketing responses are 15% in women readymade garments in Tiruchirappalli city. Traditional marketing value is 19.2 digital marketing mean value is 13.6.

It can be concluded that highest mean value is 19.2 in advertising effectiveness factors of the sample respondents opted in traditional marketing.

Table V: Z-test opinion about advertising effects on brand preferences of women readymade garments of T.M and D.M of Tiruchirappalli City.

Opinion about Advertising factors of T.M & D.M	X ₁ = T.M	X ₁ - \bar{X}_1	(X ₁ - \bar{X}_1) ²	X ₂ = D.M	(X ₂ - \bar{X}_2)	(X ₂ - \bar{X}_2) ²	Comparison of factors preference of advt. effectiveness $\mu_1-\mu_2$ of mean value
Attraction	16	- 3.2	10.24	18	4.40	19.36	TM < DM
Attribute	22	+ 2.8	7.84	13	-0.60	00.36	TM > DM
Information	09	- 10.2	104.04	19	5.40	29.16	TM < DM
Perception	37	+ 17.8	316.84	08	-5.60	31.36	TM < DM
Recall	12	- 7.2	51.84	10	-3.60	12.96	TM >DM
Total	$\sum x_1$ = 96	$\sum(x_1 - \bar{x}_1)$ = 0	$\sum(x_1 - \bar{x}_1)^2$ = 490.80	$\sum x_2$ = 68	(X ₂ - \bar{X}_2) = 0	$\sum(x_2 - \bar{x}_2)^2$ = 490.80	Highest Value is T.M

Source: Primary Data (T.M = Traditional Marketing ; D.M = digital Marketing)

The Test of Statistics is

$$Z = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{S_1^2/n_1 + S_2^2/n_2}}$$

$$= \frac{19.2 - 13.6}{\sqrt{\frac{5.1041}{96} + \frac{1.3706}{68}}} = \frac{5.6}{\sqrt{0.05317+0.062016}} = \frac{5.6}{0.14199} = 39.4393 = \mathbf{2.52}$$

Z table value at 1% level of significance is 2.58.

Therefore H_0 is rejected at 1% level of significance.

Since the calculated value of $|Z|$ is greater than the tabulated value, As a result there is significant difference in between preference of perpendicular in advertising effectiveness factors of women readymade garments towards T.M & D.M in Trichy City.

Table VI: Opinion about Advertising effects on brand preferences of women readymade garments of Tiruchirappalli City.

Opinion about advertising effectiveness on Brand preference	T.M		D.M		Total		Comparative Value
	F	%	F	%	F	%	
Satisfactory	12	13%	11	16%	23	14%	T.M>D.M
Good	36	37%	15	22%	51	31%	T.M>D.M
Excellent	40	42%	34	51%	74	45%	T.M>D.M
Not Satisfied	08	08%	08	10%	06	10%	T.M<D.M
	96	100%	68	100%	164	100%	T.M>D.M
	Mean Value =24		Mean Value =17		Mean Value =41		Highest Value is T.M>D.M

Source: Primary Data

The above shows that consumer attitude towards advertising effect on brand preferences of T.M and D.M of women readymade garments in Tiruchirappalli City. 13% of the respondents are satisfactory level in T.M where as 16% of respondents are preferred in D.M, 37% of the respondents opinion are Good in T.M But 22% of the respondents are preferred in D.M shape, 42% of the respondents preference are EXCELLENT in T.M where as 50% of respondents preference in advertising effects on brand preferences in D.M shop, and 8% of the respondents opinion are not satisfied in T.M where as 16% of the women respondents are preferred the women readymade brand in D.M, shop T.M mean value is 24 where as D.M brand preference in women readymade garments mean value is 17. It can be concluded that T.M brand preference of women readymade garments is high than the D.M brand preference in Tiruchirappalli Town. (T.M mean value 24 >D.M, Mean Value is 17).

‘Z’- Test Analysis:

Hypothesis of the study:

H₀: There is no significant difference in between advertising effect on brand preference in T.M and T.M of Tiruchirappalli City.

Test for equality of Two means of advertising effects on Brand preference of women readymade garments towards T.M (mean = I) and D.M (mean = II) in Tiruchirappalli City.

μ_1 = Advertising effects on Brand preference of women readymade garments of T.M in Tiruchirappalli District.

μ_2 = Advertising effects on Brand preference of women readymade garments of D.M in Tiruchirappalli District.

$H_0 = \mu_1 = \mu_2$

The test of statistics is $Z = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$

The following table gives the data analysis of 'Z' test based on advertising effectiveness of brand preference of women readymade garments of T.M and D.m in Tiruchirappalli Town.

Table VII

Opinion Advertising eff. On brand preference of WRG	$X_1 = \text{T.M}$	$\bar{X}_1 = 24$ ($X_1 - \bar{X}_1$)	$(X_1 - \bar{X}_1)^2$	$X_2 = \text{D.M}$	$\bar{X}_2 = 17$ ($X_2 - \bar{X}_2$)	$(X_2 - \bar{X}_2)^2$
Satisfactory	12	- 12	10.24	18	4.40	19.36
Good	36	+ 2.8	7.84	13	-0.60	00.36
Excellent	40	- 10.2	104.04	19	5.40	29.16
Not Satisfactory	08	+ 17.8	316.84	08	-5.60	31.36
Total	$\sum x_1$ = 96	$\sum(X_1 - \bar{X}_1)$ = 0	$\sum(X_1 - \bar{X}_1)^2$ = 800	$\sum x_2$ = 68	$(X_2 - \bar{X}_2)^2$ = 0	$\sum(X_2 - \bar{X}_2)^2$ = 410

Source: Primary Data

$$\text{Sample - I - T.M} = n_1 = \frac{96}{4} = 24 = \bar{X}_1$$

$$\text{Sample - II - D.M} = n_2 = \frac{68}{4} = 17 = \bar{X}_2$$

$$S_1^2 = \frac{\sum(X_1 - \bar{X}_1)^2}{n_1} = \frac{800}{96} = 8.3333$$

$$S_2^2 = \frac{\sum(X_2 - \bar{X}_2)^2}{n_2} = \frac{410}{68} = 6.024$$

The test of the Statistics is

$$Z = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}} = \frac{24 - 17}{\sqrt{\frac{8.3333}{96} + \frac{6.0294}{68}}} = \frac{7}{\sqrt{0.0868 + 0.08866}} = \frac{7}{\sqrt{0.1755}} = \frac{7}{0.4189} = 16.7104$$

“Z” table value is 2.58 at 1% level of significance. H_0 is Rejected because calculated value $|Z|$ is greater than the “Z” table value ($|Z|$ value is = 16.7104 > “Z” table value is 2.58)

As a result there is significance difference in between advertising effectiveness of brand preference of women readymade garments in Traditional and Digital marketing in Tiruchirappalli City.

Summary of findings:

- ❖ Majority of the respondents' frequency are found in the age group in between 20-30.
- ❖ Maximum of the respondents have studied in under graduate level.
- ❖ 67(41%) consumers are earn in between Rs.10,001 to Rs.30,000/- per month.
- ❖ Highest mean value is 19.2 traditional marketing advertising effectiveness factors of the sample respondents in Trichy City.
- ❖ Factor of finding “Attraction” in women consumer preference of advertising effectiveness based on women readymade garments of Traditional marketing response is less than the Digital marketing in Tiruchirappalli City. (T.M < D.M)
- ❖ “At Tribute” factor of women consumer preference of advertising effectiveness of women readymade garments towards marketing sample responses are higher than the Digital marketing in Trichy City. (T.M > D.M)
- ❖ Factor of “Information” of women consumer advertising effectiveness of women readymade garments towards Traditional Marketing sample respondents Lesser than the Digital Marketing respondents in Trichy City. (T.M < D.M)
- ❖ Opinion about sample respondents are advertising effectiveness of brand preference in T.M “Satisfactory” level higher than the Digital Marketing Brand Preference Level. (T.M < D.M)
- ❖ Opinion about the sample are respondents of brand preferences are “GOOD” (Merit rating) in T.M is higher than the D.M shop (T.M > D.M.)
- ❖ Opinion about the sample respondents of brand preferences are “EXCELLENT” (Merit rating) in T.M is higher than the D.M brand preference. But no change in T.M and D.M merit rating of “Not Satisfactory” in brand preference of women readymade garments in Tiruchirappalli Town.
- ❖ “Z” table value is 2.58 at 1% level of significance. H_0 is Rejected because calculated value $|Z|$ is greater than the “Z” table value ($|Z|$ (value is = 16.7104 > “Z” table value is 2.58)
- ❖ T.M brand preference of women readymade garments is high than the D.M brand preference in Tiruchirappalli Town. (T.M mean value 24 > D.M, Mean Value is 17).

Suggestions:

- ❖ Marketing women consumer record modern designing of readymade garments should be considered in Trichy City in Traditional and Digital marketing.
- ❖ New arrivals in women readymade garments must be introduced at very short duration. As a result many women consumers would like to buy new arrivals, in digital marketing and traditional marketing.
- ❖ Traditional marketing oriented training should be given to the shopkeeper and sales personnel to extend their hospitality to their women customer. To attract and retain existing customers discount offers can be used as effective advertisement in women readymade garments in traditional marketing.
- ❖ New variety of women readymade garments brands should be introduced according to season in digital marketing.
- ❖ Special care should be given to maintain the quality of women readymade garments. At the same time, price should be maintained at reasonable level in digital marketing.
- ❖ TQM should be taken by the producers and sellers to advertise the (Women readymade garments) product to effectiveness of advertisement in traditional marketing and discharge marketing in Trichy City.
- ❖ Digital marketing should ensure the effectiveness of brand preference of women readymade garments.
- ❖ Traditional marketing needs to be more brand loyalty in women ready garments in Trichy town.
- ❖ Traditional marketing required to be more effectiveness of advertising factors where formulated and implemented the SWOT Analysis of the women readymade garments in the Trichy city.

Conclusion:

- After observing the result of the study, have concluded that maximum of the women respondents are perfected Traditional marketing and then Digital marketing due to lack of digital technology, in adequate educational knowledge, low sources of income, etc in women readymade garments users in Tiruchirappalli City. Digital. is not connected in to the direct selling and buying attitude of advertising effects on brand preferences of women readymade garments products in Trichy City. Opinion about the advertising effectiveness of respondents that they are always expecting the services along with the product at the time of buying the readymade garments in Trichy City. Even though some of them satisfied with digital, online and E-Marketing because of the price and more quick communication in between seller and buyer. In this study has been made to

attempt the advertising effects on brand preference of women readymade garments towards Traditional and Digital marketing in Tiruchiralli, Tamilnadu. The advertising effectiveness of brand preference of women readymade garments of both digital and traditional marketing efforts ultimately depends upon on the factors such as the target audience brand image, attraction. Information, attribute, product positioning and the overall marketing strategy of the Textile Industry.

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