

---

**A STUDY OF ONLINE MARKETING STRATEGY FOR APPAREL  
INDUSTRY MADHYA- PRADESH WITH SPEACIAL REFERENCE TO  
INDORE DISTRICT**

Mr. Om Prakash Parmar

Research Scholar, AISECT University Raisen Bhopal

**ABSTRACT**

Apparel business require Internet marketing strategies. A comprehensive Internet marketing strategy can launch or increase sales substantially for a business. Internet marketing requires knowledge of social media, search engine optimization (SEO), blogs, email lists, affiliate marketing and more. If you do not already recognize these terms, you may want to learn more about Internet marketing. If you are ready to launch a business or a product, then you should research, create and track a marketing strategy online as well as in print. Read the steps to find out how to create an Internet marketing strategy

**Keywords:** - Marketing, Media, Strategy

---

**INTRODUCTION**

The Internet is become an indispensable tool for today's businesses. Every business organization is using it in some way or

another these days. Marketing managers who fail to use the Internet in formulating their companies' marketing strategy will be at a disadvantage. This research discusses

how the Internet is impacting the conduct of a firm's marketing strategy.

The discussion includes the impact of the Internet on apparel product and brand strategy, pricing strategy, distribution, and promotion strategy.

Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from Web sites or emails.

Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising like radio, television, newspapers and magazines

Apparel industry product is an Important/necessary product which buyer likes it; he is prepared to pay a price, which may be far in excess of

the standard price of the product. The prime consideration is his liking of the product. Channel agents, such as middlemen, retailer or distributor try to capitalize on such possibilities and earn significant profit almost wholly at the cost of the craftsmen. Handicraft product may be categorized on the basis of price, export on domestic market, ease of maintenance, ease of storage, utility value or decorative value and modernity or traditional orientation. Besides, it is necessary for likeminded institutions to come together to provide the strategic direction and action plans to evolve systems. Procedure and norms related to design, market, technology, innovation and quality of life so that product designs, technology and marketing become integral part of the

craft up gradation and repositioning process. It needs advancement in marketing strategy.

## 2. MOTIVATION

Marketing is becoming more and more important for the success of the business life. Every many must use new strategies to succeed and develop in the future. Marketing is a very dynamic subject that is developing continuously. Nowadays many of the Companies are dominated by the traditional way to promote and present their product for example using mass media advertising, newspaper, etc. In the case of Apparel Industry .the idea is to develop marketing strategies for immigrants Startup Company to be successful in the Finnish market.

### **Impact on apparel Product and Brand Strategy**

Internet-based technologies have significantly reduced the marginal cost of producing and distributing apparel goods such as software, news stories, music, photographs, stock quotes, horoscopes, sports scores, and health tips.

### **Impact on Pricing Strategy**

Among the marketing areas that have been affected the most by the Internet is pricing. The Internet influences a firm's pricing strategy in multiple ways, including providing consumers with more information, increasing competition, increasing the number of suppliers, the establishment of various auction houses, and pricing research.

### **Impact on Distribution Strategy**

Electronic channels are any channels that involve the use of the Internet as a means of reaching end users (Coughlan, Anderson, Stern, and El-Ansary, 2001). The Internet is changing distribution like no other environmental force since the industrial revolution because it breaks many of the assumptions on which channels are based, transforming or even obliterating channels themselves in many cases, while giving rise to new forms of channels of distribution (Pitt, Berthon, and Berthon, 1999).

### **Impact on Promotion Strategy**

The Internet has become an important component of a firm's promotion strategy as it provides a new way to reach People and deliver the company's message. What is the

role of the Internet in a firm's promotion strategy?

Marketers who use the Internet as part of an integrated marketing communications mix must assess its role as an advertising medium and its position in a firm's marketing communication mix (Berthon, Pitt, and Watson, 1996). Firms must ensure that their online messages and employee emails convey an image that is consistent with all other communication efforts.

### **3, OBJECTIVE(S) AND SCOPE (RESEARCH PROBLEM/ QUESTION AND HYPOTHESIS)**

#### **3,1 Objective of the study**

Online Marketing strategy helps to increase productivity and customer satisfaction, Online Marketing is easy for customers to communicate with the

company and important aspect of the communication effort. Providing an email address is often what is needed for customers to get in touch with the company. Other companies provide toll-free telephone numbers to call when they have questions or face problems. Some sites include a toll-free phone number for people who prefer to shop by phone. Others provide online chat rooms where customers can exchange information with company employees. Some online companies customize their sites around customer preferences. For example, customers provide their preferences and companies use them to communicate interesting information or design banner advertisements that take into account the product preferences of targeted

customers.

1. To study the importance of online marketing in apparel sector of Madhya Pradesh.
2. To study the Internet marketing concepts based on four P's and try to relate with apparel Industry.
- 3 To analysis online marketing strategis and its impact on Madhya Pradesh in apparel industry.
- 4 To find out the factor affecting the quality of online marketing strategies on apparel.
- 5 To find the industry expectation and current scenario.
- 6 To suggest remedial measure to the Govt./Private/Non Govt Orgnization for improvement in customer satisfaction and

policies.

7 To suggest implementation methodology/standards to Govt./Private/Non Govt Orgniation in Madhza Pradesh.

### 3,2 Hypothesis:

Hypothesis is that

1. The analysis shall give better result in all sectors while implementation IT strategies.in apparel Industry.
2. It shall give the advancement in IT technology Strategy of apparel industry .
3. Through This Model Orgnizations shall become as per the requirement of Industries /Market.

**3,3 Area of study:** - This discussion and the area of study resolve basically around the Indore District of Madhya Pradesh.

**3,4 Period of study:** - Data for the

year 2003 onwards from major apparel Industries will be assumed .hence the period of study will be selected from 2003 to 2013.

**3,5 Data source:** Apparel Industries from Bhopal District providing major services. The research will be based on secondary data only and data will be collected from following sources:

1. Apparel Industries Websites and its Premises.
2. Apparel Industry Reports.
3. ISO/OSI Standards.
4. CMM Models of Apparel Industries and its implementation
5. News Paper and its Articles
6. Some respected data will also be collected from Institutes printed sources

### 3,6 Tool and Techniques:

The main purpose of the research is to find out facts with the help of these

facts inference are drawn. Data is analyzed though the computational of certain indices or measures of coefficient with searching for patters of relationship is explored that exists among data group. Hence for this research study analysis following algebraic and statistical techniques can be used while analysis data for different perspective:

- Averages, Percentages relationship etc.
- Descriptive analysis
- Correlation, regression, standard deviation etc.
- Chi Square test , T test test

#### **4, A BRIEF REVIEW OF THE WORK ALREADY DONE IN THE FIELD (LITERATURE SURVEY)**

**Prajapati and Laila<sup>1</sup>** explaining that

the diversity marketing in craft industry, recommend regular market survey to compile market information to design workable solutions to solve market problems.

**Thaimani<sup>2</sup> study focused** on the lack of market awareness is the main obstacle for any village enterprises to put up their products in urban markets.

**Dak<sup>3</sup> has been listed** out reasons for the failure of village crafts such as poor designs, low quality materials and inefficient market approaches; consequently, these weaknesses are exploited by machine made urban craft units, who apparently lockout village crafts from global markets.

**Florence<sup>4</sup> review suggest** strategic measures to improve markets for village crafts, often supply of scattered, insufficient and

unsystematic data on production and sales; will be the major obstacles for them to develop quantitative marketing strategies.

**Resource centre–RCIP<sup>5</sup>** reveals that the euro crises can affect the profit margins and hence will difficult to remain in the market. The players in the leather industry are small & cottage leather manufacturers and do not have the financial potential to use hedging techniques.

**Sanyal, Banerjee and Majumder<sup>6</sup>** performed study on the Leather Industry in India by using the Constant Market Share (CMS) Analysis, find the change in export from (1991-2006) and conveys that the leather export has been seen decreasing due the change in demand in the world, change and market competitiveness.

## **5, PROPOSED METHODOLOGY/ PLAN OF WORK DURING THE TENURE OF THE RESEARCH WORK**

### **1. Scientific inquiry**

Rresearch will be conducted according to the principles and practices of experimental science. Experiments are designed and conducted in accordance with a larger research plan using a formal test protocol, developed by Marketing Experiments exclusively for its research. Research questions are formed and evaluated as hypotheses, which are tested and the outcomes are statistically validated.

Rresearch methodology allows us to make the most of any of the widely implemented testing and analytics solutions currently in use (such as Google Website Optimizer, Omniture



Test& Target, Google Analytics , Omniture Site Catalyst, Exact Target, Eloqua), whether independently or integrated within our own testing platform (the Marketing Experiments Lab™). Using these testing and analytics solutions, we conduct single-factorial (A/B), multi-factorial (multi-variable/MV) and Sequential (if unavoidable) Test.

Experimental subjects are most typically pulled from a continuous, real-valued random sample population of consumers, and occasional focus group testing is performed, especially in new product development situations. The full spectrum of marketing communications is tested, from web pages, email messages, banner and text ads to traditional channels like

TV, radio, and print media that drive traffic to an online platform (such as the desktop or Mobile Web).

## **2. Real-world experimentation**

Marketing Experiments empirical research focuses on real-world Internet marketing challenges and opportunities. By conducting experiments with actual commercial offerings, we uncover relevant, practical insights that enable our Research Partners to discover what works – for their products, with their target Customers in today’s changing market place.

The expertise of Marketing Experiments' scientists and analysts is informed by the hundreds of experiments they conduct and participate in each year. Their

experiments are informed by these insights, combined with the discipline and wisdom that come from both their formal training in the science of Cognitive Response Optimization and the experience of their prior research.

As technology and culture evolve, Marketing Experiments continues to stay on top of what works best by selecting and collaborating with a small set of organizations capable of responding to and benefiting from increased demand for their products – those with the infrastructure and exceptional capabilities (e.g., inventory or fulfillment system) that can handle a significant increase in demand.

The findings from these real-world experiments are added to the Marketing Experiments research

repository– which we believe to be the most extensive body of experimental research data related to online marketing and made available at no charge to professional marketers through Research Briefs in the Marketing Experiments Journal and through live web clinics.

### **3, Data-driven principles**

Marketing Experiments is a laboratory that uses empirical, relevant data to craft and teach Internet marketing principles. By conducting experiments instead of just relying on so-called “marketer’s intuition,” we are able to discover what really works today. Marketing Experiments' approach transcends “best practices” by discovering and applying principles that help determine when each widely accepted “best practice” works (and

when it does not).

The goal of these studies is to discover the most effective way to get prospects to take the desired action, whether it's purchasing a product, starting a subscription, completing a lead form, making a donation, or initiating some other action. We translate the insights garnered from helping actual companies reach tangible objectives into teachable principles that can benefit our worldwide community of almost 100,000 marketers.

## **6, EXPECTED OUTCOME OF THE PROPOSED WORK**

Handicrafts apparel industries are very curious about online marketing strategies, but don't understand how it can directly increase their business. Many of them are

seeing less return from their advertisements in traditional media like The Yellow Pages, newspapers and direct mailing campaigns, and are looking to explore new ways of expanding their market share. When the advantages of online marketing are laid out, it is easy to see how it is oftentimes a more cost-effective marketing solution for small businesses.

### **Cost**

Marketing products on the Internet costs less than marketing them through a physical retail outlet. You do not have the recurring costs of property rental and maintenance. You do not have to purchase stock for display in a store. You can order stock in line with demand, keeping your inventory costs low.

## **Personalization**

Internet marketing enables you to personalize offers to customers by building a profile of their purchasing history and preferences. By tracking the web pages and product information that prospects visit, you can make targeted offers that reflect their interests. The information available from tracking website visits also provides data for planning cross-selling campaigns so that you can increase the value of sales by customer.

## **Relationships**

The Internet provides an important platform for building relationships with customers and increasing customer retention levels. When a customer has purchased a product

from your online store, you can begin the relationship by sending a follow-up email to confirm the transaction and thank the customer. Emailing customers regularly with special, personalized offers helps to maintain the relationship. You can also invite customers to submit product reviews on your website, helping to build a sense of community.

## **Social**

Internet marketing enables you to take advantage of the growing importance of social media. An article on the Harvard Business School Executive Education website highlighted the link between social networking and online revenue growth. According to the article, a group of consumers that responded most strongly to the

influence of social networks generated increased sales of around 5 percent. You can take advantage of this type of influence by incorporating social networking tools in your Internet

### References

1. Prajapati and Laila, Development of Handloom Industry, Deep & Deep, New Delhi (1981)
2. Thaimani, K. K., Handicrafts during seventh five year plan., paper presented in National Seminar on development and management of Handicrafts cooperative 24-26th November, VAMNICOM (1987)
3. Dak, T.M., Rural Industrialisation: Challenges and Responses, North Book, Delhi,

pp-23-24 (1989)

4. Florence, K., Uganda Handicrafts Export Strategy, ITC Report, WTO (2005)
5. Resource Center RCIP, Euro zone crises to hamper leather industry, [http://www.fddiindia.com/publications/newsletter/2010/006ne/FDDI\\_NL\\_264\\_25.06.2010.pdf](http://www.fddiindia.com/publications/newsletter/2010/006ne/FDDI_NL_264_25.06.2010.pdf), (2010)
6. Sanyal, S., Banerjee, S. and Majumder, S., *India's Leather in the World Market: Exploration of Recent Trends, Trade and Development Review 3 (1), 22 – 58 (2010)*
7. Kotler, P., Marketing Management, Thomson Press (India) Ltd, New Delhi, (2003)

8. Ansari, Asim, Skander Essegaier, and Rajeev Kohli (2000). Internet Recommendation Systems, *Journal of Marketing Research*, XXXVII, 363 375.
9. Baker, Walter, Mike Marn, and Craig Zawada (2000). Pricing Smarter on the Net, *Harvard Business Review*, and (February), 122 127.
10. Bakos, Yannis and Erik Brynjolfsson (2000). Bundling and Competition on the Internet, *Marketing Science*, 19(1), 63 82.
11. Berthon, Pierre, Leyland F. Pitt, and Richard T. Watson (1996). The World Wide Web as an Advertising Medium: Toward an Understanding of Conversion Efficiency, *Journal of Advertising Research*, January/February, 43 54.
12. Capon, Noel and James M. Hulbert (2001). *Marketing Management in the 21st Century*, Upper Saddle River, New Jersey: Prentice-Hall.
13. Clay, Karen, Ramayya Krishan, and Eric Wolff (2001), Prices and Price Dispersion on the Web: Evidence From the Online Book Industry, *The Journal of Industrial Economics*, 46 (December), 521 39.
14. Coughlan, Anne T., Erin Anderson, Louis W. Stern, and Adel I. El-Ansary (2001). *Marketing Channels*, 6<sup>th</sup> Edition, Upper Saddle River, New Jersey: Prentice-Hall.
15. Hanson, Ward (2000). *Principles of Internet Marketing*, Cincinnati, Ohio: South-Western College Publishing.