

## ADOPTION BENEFITS AND EFFECTS OF SOCIAL MEDIA MARKETING STRATEGIES FOR MICRO, SMALL AND MEDIUM GARMENT UNITS IN TIRUPUR

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### **Abstract**

*India is one of the very few countries to have consistently supported small-scale enterprises in order to promote greater employment and perhaps also a more egalitarian distribution of wealth. This led to the growth of small enterprises in terms of output, employment and exports. Micro, small and medium enterprises (MSMEs) play a pivotal role in the overall industrial development of the country. Tirupur is a little town and the centre of India's local cotton knitwear industry which is situated in Tamilnadu, India. In this digital era, social media marketing has become an integral dimension of marketing as it opens numerous avenues to reach out to specific target consumer. MSME garment units in Tirupur generally encounter various problems and they have recognized social media marketing as a potential marketing platform. MSME entrepreneurs could attain bundled benefits by implementing social media marketing strategies.*

**Key words:** *Social Media, Strategy, Micro, Small And Medium Entrepreneur, Garment Unit*

### **Introduction**

Indian MSMEs are in a better position than their counterpart in other Asian countries because of the growth prospects and higher level of incentives by the Govt. of India. The MSME in India, constitute more than 90 percent of the total number of industrial units and they form the backbone of industrial development. These units are suffering because of the low scale of operation and lack of latest technology.

Marketing plays an important role in the success of any business organization. MSME sectors contributes towards the growth of the economy by creating employments and productivity. Social media, today is among the best opportunities available to a brand for connecting with prospective consumers. Social media is the medium to socialize. Social media marketing is the new mantra for marketers. The explosion of social media phenomenon is as making mind boggling as that and the pace at which it is growing is maddening. MSMEs have recognized social media marketing as a potential marketing platform, utilized them with social media marketing. Social media is hot. Social media is now the trend, and for business it represents a marketing opportunity that transcends the traditional middle man and connects companies directly with customers.

### **Need for the Study**

Social media marketing offers a bundle of advantage to the entrepreneurs of MSME. Identifying the real needs is the fundamental task of the marketing function. The most common issue faced by the MSME entrepreneurs is the lack of information on growing markets. But the current scenario is not the same. The MSME entrepreneurs whistle up with bundled benefits provided by the social media marketing tools. Thus the research article is focused on finding the benefits enjoyed by implementing social media marketing strategies.

### **Statistical Tools Applied**

The percentage analysis was carried over to group the various demographic information of the entrepreneurs pertaining to 1. Gender, 2. Age, 3. Educational qualification, 4. Age of the concern, 5. No. of employees, 6. Nature of the concern and 7. Status of Export. Factor analysis was employed to analyze the agreeability of the entrepreneurs on the various benefits enjoyed by them on implementing social media marketing strategies.

### **Benefits of Implementing Social Media Marketing**

The various factors considered by implementing the social media marketing strategies were:

- Exposure
- Customer interaction
- Traffic
- Cost effective marketing
- Leads generation
- Public relation
- Market insights
- Increased exposure
- Increased Traffic
- Improved search rankings
- Business partnerships
- Improved sales
- Reduced marketing expenses
- Loyal customers
- Increasing product / service innovation / revenue

Table 1: Demographic Information

S. No	Variable	No of Respondents	Percentage
1	Gender		
	(a) Male	264	88 %
	(b) Female	36	12 %
2	Age of the Entrepreneur		
	(a) 20 -25 years	35	12 %
	(b) 26-35 ,,	84	28 %
	(c) 36- 50 ,,	133	44 %
	(d) 51 & above	48	16 %
3	Educational qualification		
	(a) Illiterate	86	29 %
	(b) School level	164	55 %
	(c) Graduate	27	09 %
	(d) Post graduate	13	04 %
	(e) others	10	03 %
4	Age of the concern		
	(a) newly established	47	16 %
	(b) 6 month - 1 year	88	29 %
	(c) 2 years - 3 years	123	41 %
	(d) 4 years & above	42	14 %
5	No. of employees		
	(a) Below - 10	96	32 %
	(b) 11 - 25	157	52 %
	(c) 26 - & above	47	16 %
6	Nature of the concern		
	(a) Export	30	10 %
	(b) Retail level	104	35 %
	(c) Whole sale level	108	36 %
	(d) Job - order	58	19 %
7	Status of Export		
	(a) Registered Export	189	63 %
	(b) 100% EOU	71	24 %
	(c) Export house	34	11 %
	(d) Export trading house	06	02 %

Table 1 explains the demographic information of the entrepreneurs in Tirupur city. Panel 1 explains the Gender details of the respondents and from the panel it is understood that 88 percent of the entrepreneurs were men and a remaining 12 percent of them were female. Panel 2 portrays the Age of the entrepreneur, and it is understood from the table that 44 percent of the respondents fall in the age group of 36 - 50 years, 28 percent of them fall under the age group of 26 to 35 years, 16 percent of them were under the age group of 51 years and above, and a remaining 12 percent of the entrepreneurs were in the age group of 20 - 25 years. Panel three explains the educational qualification of the

respondents. From the table it was understood that a 55 percent of the respondents were having an educational qualification up to school level, 29 percent of the entrepreneurs of them are illiterates, 9 percent of the entrepreneurs were graduates, 4 percent of them post graduates, and a remaining 3 percent of them were having other forms of educational qualification. Panel 4 presents the information regarding the age of the concern. From the panel it was clear that 41percentof the entrepreneurs have the concern established before 2years to three years, 29 percent of them have their business concern which was established before 6 months and a year, 16 percent of the entrepreneurs have established their concern which was very new, and a remaining 14 percent of them have established their business before four years. Panel 5 illustrates the information regarding the number of employees, from the table it was understood that a 52 percent of the entrepreneurs have employed 11- 25 employees in their concern, 32 percent of them have employed below 10 employees, and a remaining 16 percent of them have employed 26 and above employees. Panel 6 explains the 36 percent of the entrepreneurs were involved in wholesale trade, 35 percent of the entrepreneurs were doing retail business, 19 percent of them were performing export business and a remaining 19 percent of the entrepreneurs were involved in job order business. Panel 7 brings out the information regarding the status of export, a 63 percent of the entrepreneurs were registered exporters, 24 percent of them were owing 100 percent export oriented units, 11percent of them were owing export houses, and a remaining 2 percent of them were owing export trading houses. Table 2 explains the benefits received by the entrepreneur towards social media marketing.

**Table 2: KMO and Bartlett's Test**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</b>		0.944
Bartlett's Test of Sphericity	Approx. Chi-Square	21.562
	Df	196
	Sig.	.000

Ho: The Age of the entrepreneur has a strong influence over the benefits enjoyed by implementing social media marketing strategies.

Table 3: Communalities

S. No.	Variables	Initial	Extraction
1	Exposure	1.000	.891
2	Customer interaction	1.000	.638
3	Traffic	1.000	.600
4	Cost effective marketing	1.000	.609
5	Leads generation	1.000	.760
6	Public relations	1.000	.891
7	Market Insights	1.000	.919
8	Increased exposure	1.000	.544
9	Increased Traffic	1.000	.589
10	Improved search rankings	1.000	.441
11	Business partnerships	1.000	.676
12	Improved sales	1.000	.917
13	Reduced marketing expenses	1.000	.318
14	Loyal customers	1.000	.749
15	Increasing product/ service innovation// revenue	1.000	.198

In Table 2 Bartlett's test of sphericity and KAISER MEYER OLKIN measures of sample adequacy were used to test the appropriateness of the factor model. Bartlett's test was used to test the null hypothesis that the variables of this study are not correlated. Since the approximate chi-square satisfaction is 21.562 which is significant at (1%) level, the test leads to the rejection of the null hypothesis. The value of KMO statistics (0.944) was also large and it revealed that factor analysis might be considered as an appropriate technique for analyzing the correlation matrix. The communality table showed the initial and extraction values.

Table 4: Total Variance Explained

Variables	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	per cent of Variance	Cumulative per cent	Total	per cent of Variance	Cumulative per cent	Total	per cent of Variance	Cumulative per cent
1	3.065	20.431	20.431	3.065	20.431	20.431	2.875	19.168	19.168
2	2.728	18.188	38.619	2.728	18.188	38.619	2.672	17.813	36.981
3	1.459	9.729	48.348	1.459	9.729	48.348	1.510	10.069	47.051
4	1.398	9.317	57.665	1.398	9.317	57.665	1.482	9.877	56.928
5	1.091	7.274	64.939	1.091	7.274	64.939	1.202	8.011	64.939
6	1.069	7.125	72.064						
7	.876	5.843	77.907						
8	.848	5.651	83.558						
9	.632	4.212	87.769						
10	.567	3.782	91.551						
11	.491	3.274	94.825						
12	.393	2.622	97.448						
13	.373	2.487	99.935						
14	.010	.065	100.000						
15	-1.861	-1.244	100.000						

The table 4 reveals that out of the various factors, the five factors viz., Exposure, Customer interaction, traffic, Cost effective marketing, Leads generation, accounted for 64.393 percentage.

#### Determination of Factors Based on Eigen Values

In this approach only factors with Eigen values greater than 1.00 are retained and the other factors are not included in this model. The five components possessing the Eigen values which were greater than 1.0 were taken as the components extracted.

**Table 5: Rotated Component Matrix**

Factors	Components				
	1	2	3	4	5
Exposure	<b>.939</b>	-.025	.044	-.072	-.048
Customer interaction	-.535	.124	.343	.055	.465
Traffic	-.656	.015	.403	.028	-.079
Cost effective marketing	-.113	-.031	<b>.729</b>	.099	-.232
Leads generation	-.082	.048	-.800	.152	-.298
Public relations	<b>.939</b>	-.025	.044	-.072	-.048
Market Insights	.042	<b>.950</b>	.023	.117	.017
Increased exposure	-.032	-.607	.171	.365	.113
Increased Traffic	.157	-.669	.008	.341	.014
Improved search rankings	.038	-.132	-.105	<b>.640</b>	.042
Business partnerships	.034	-.019	-.087	-.815	.056
Improved sales	.046	<b>.949</b>	.030	.115	.023
Reduced marketing expenses	.485	.042	.058	.209	-.183
Loyal customers	-.158	-.093	-.024	-.040	<b>.845</b>
Increasing product/ service innovation/ revenue	-.292	-.068	.038	-.200	-.258

Extraction Method: Principal component analysis, Rotation method: Varimax with Kaiser Normalization Rotation converged in 6 iterations. The rotated component matrix shown in Table No.6 is a result of VARIMAX procedure of factor rotation. Interpretation is facilitated by identifying the variables that have large loadings on the same factor. Hence, those factors with high factor loadings in each component were selected. The selected factors were shown in Table No. 6

**Table 6: Clustering of Inducing Variables into Factors**

Factor	Inducing variables	Values	Name
I	Exposure	.939	“Increased exposure through effective relations”
	Public relations	.939	
II	Market Insights	.950	“Effective marketing and sales ”
	Improved sales	.949	
III	Cost effective marketing	.729	“ Loyal customers and effective reach of marketing strategies”
	Improved search rankings	.640	
	Loyal customers	.845	

### Results

- A majority (88%) of the entrepreneurs were Male.
- A 44 percent of the entrepreneurs were in the age category of 36 -50 years.
- A 55% of the entrepreneurs have completed education.
- A 41% of the entrepreneurs were having the business experience of 2-3 years.
- A 52% of the entrepreneurs have employed 11-25 employees in their concern.
- A 36 % of the entrepreneurs were operating their business pertaining to whole sale.
- A majority (63%) of the entrepreneurs were owning registered exports units.

### Discussion

The role of social media in marketing is to use it as a communication tool that makes the MSME accessible to accelerate their products and makes them visible to the globalized customers. According to 2010 social media marketing report a majority of the marketers use social media for their selling edge. Twitter, Facebook, LinkedIn and blogs were the top social media tools used by the marketers at larger extent. When considering the analysis the major benefits encountered by the entrepreneurs could be grouped under 3 dimensions viz. 1. Increased exposure through effective relations 2. Effective marketing and sales 3. Loyal customers and effective reach of marketing strategies. Thus with the above bundled benefits the MSME entrepreneurs are venturing the success of marketing in the present day competition.

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