



## IMPACT OF DIGITAL MARKETING AMONG SAREE MANUFACTURERS IN SALEM CITY.

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### **Abstract**

*The rapid advancement of digital technology has brought significant changes across industries, including the traditional textile sector in India. Digital marketing has emerged as a powerful tool enabling businesses to promote products, reach wider audiences, and improve customer engagement at relatively lower costs. This study examines the impact of digital marketing on saree manufacturers in Salem City, one of the major textile production hubs in Tamil Nadu. The research focuses on the adoption of digital marketing tools such as social media platforms, e-commerce websites, and online promotional strategies, and evaluates their influence on sales growth, market reach, and brand visibility. Primary data were collected from saree manufacturers through a structured questionnaire. The findings reveal that digital marketing has positively contributed to increased sales, expanded customer base, and improved direct interaction with customers. However, challenges such as limited digital literacy, logistics constraints, and online payment issues continue to hinder full adoption. The study concludes that with proper training, infrastructure support, and strategic planning, digital marketing can significantly enhance the competitiveness and sustainability of saree manufacturers in Salem City.*

**Introduction:** The textile industry is one of the oldest and most important industries in India, contributing significantly to employment generation, export earnings, and preservation of traditional craftsmanship. Saree manufacturing, in particular, holds cultural, economic, and social importance. Tamil Nadu is a leading state in textile production, and Salem City has established itself as a prominent center for saree manufacturing, especially known for cotton and silk sarees. Traditionally, saree manufacturers depended on intermediaries such as wholesalers, retailers, agents, trade fairs, and exhibitions for marketing and distribution. While these channels helped sustain the industry, they limited direct interaction with end customers and restricted market reach. With the emergence of digital technology, increased internet penetration, and widespread smartphone usage, digital marketing has become an effective alternative to traditional marketing methods.

Digital marketing refers to the promotion of products and services through digital channels such as social media platforms, websites, search engines, mobile applications, and e-commerce marketplaces. For saree manufacturers, digital marketing provides an opportunity to showcase designs, communicate directly with customers, receive instant feedback, and sell products beyond geographical boundaries. Despite these advantages, the level of adoption among saree manufacturers varies due to factors such as lack of technical skills, financial constraints, and inadequate logistics infrastructure. Therefore, this study seeks to analyze the impact of digital marketing on saree manufacturers in Salem City and identify the opportunities and challenges associated with its adoption.

### **Objectives of The Study**

1. The specific objectives of the study are:
2. To examine the digital marketing practices adopted by saree manufacturers in Salem City.

3. To analyze the impact of digital marketing on sales performance and market expansion.
4. To identify the key benefits derived from the use of digital marketing tools.
5. To study the challenges faced by saree manufacturers in adopting digital marketing strategies.
6. To suggest suitable measures for improving the effective use of digital marketing among saree manufacturers.

### Scope of The Study

The scope of the study is confined to saree manufacturers operating within Salem City. The study focuses on the usage of digital marketing tools such as social media platforms (WhatsApp, Instagram, Facebook), e-commerce marketplaces, websites, and online communication channels. It evaluates their impact on sales growth, customer interaction, and brand visibility. The study does not include retailers, wholesalers, or customers, nor does it cover manufacturers outside Salem City. The findings are intended to provide insights specifically relevant to local saree manufacturers.

### Research Methodology

The study adopts a descriptive research design, as it aims to describe and analyze the current state of digital marketing adoption and its impact on saree manufacturers.

### Sources of Data

1. **Primary Data:** Primary data were collected directly from saree manufacturers using a structured questionnaire. The questionnaire included questions related to digital marketing usage, preferred platforms, benefits, challenges, and overall impact on sales and market reach.
2. **Secondary Data:** Secondary data were collected from textbooks, academic journals, research articles, government reports, industry publications, and reliable websites related to digital marketing and the textile industry.

### Sampling Design

1. **Sampling Method:** Convenience sampling.
2. **Sampling Unit:** Saree manufacturers operating in Salem City.

Convenience sampling was adopted due to time constraints and ease of accessibility to respondents.

### Sample Size

The study is based on responses collected from 50 saree manufacturers in Salem City. This sample size was considered adequate for gaining insights into digital marketing practices at the local level.

### Limitations of The Study

The study is subject to the following limitations:

1. The research is limited to Salem City and cannot be generalized to other regions.
2. The sample size is relatively small and may not represent the entire saree manufacturing the study relies on self-reported data, which may be influenced by personal bias or inaccurate perceptions.
3. Time constraints restricted a more detailed and longitudinal analysis.
4. Rapid technological advancements may affect the long-term relevance of the findings.

### Data Analysis

The data collected through the questionnaire were analyzed using simple statistical tools such as percentages, tables, and charts. The analysis focused on identifying the extent of digital marketing



adoption, commonly used platforms, perceived benefits, and major challenges faced by saree manufacturers. Interpretations were drawn to understand trends, patterns, and the overall impact of digital marketing on business performance.

## Findings and Suggestions

### Findings

1. A majority of saree manufacturers actively use social media platforms such as WhatsApp and Instagram for product promotion and customer communication.
2. Digital marketing has contributed to increased sales and expanded market reach beyond local boundaries.
3. Online platforms enable direct interaction with customers, reducing dependency on intermediaries.
4. Lack of technical knowledge and digital skills is a major barrier to effective digital marketing adoption.
5. Issues related to logistics, delivery, and online payment systems negatively impact digital sales performance.

### Suggestions

1. Digital literacy and training programs should be conducted to enhance manufacturers' technical skills.
2. Manufacturers should be encouraged to develop dedicated websites and register on e-commerce platforms.
3. Government and industry bodies should provide financial and infrastructural support for digital transformation.
4. Logistics and supply chain systems should be strengthened to ensure timely and reliable delivery.
5. Manufacturers should adopt consistent branding, high-quality visuals, and regular content updates to improve online presence.

### Conclusion

Digital marketing has become an essential growth driver for saree manufacturers in Salem City. It offers numerous advantages such as wider market reach, improved customer engagement, cost-effective promotion, and enhanced brand visibility. Although challenges related to digital skills, logistics, and infrastructure persist, the overall impact of digital marketing is positive. With appropriate training, technological support, and strategic implementation, saree manufacturers can effectively leverage digital marketing to sustain growth and remain competitive in the evolving textile industry.

### References

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