

Relationship of Marketing Communication And Employee Encouragement In Textile Industry



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In this study, we are discussed about the marketing communication level of the textile industry. In any organization, the marketing department is important as it helps to improve the organization's profit. The employee is one important asset for any organization. Employees of all the departments must be encouraged for carrying out their work successfully their work for eg: performance appraisal, bonus, fringe benefit, promotion etc.

Keywords: Marketing, Promotion, Employee, Encouragement, Textile Industry, Communication.

INTRODUCTION

Communication is the main source levels of the marketing department of the textile industry because they marketing the product with correct information to the people without correct information is given the marketing level of the product are that will demark of the product. Communication level is not only important for marketing department. It is useful for all the purpose. And another one of this paper was encouragement of employee. The employees will encouraged by the managers they will do the work without any tension they are free to work. It is major source of the all the level of the management. Once the communication level of marketing like where the product is prefer and which place of the product prefer etc., of this information level are needed in the marketing department. To marketing the correct level of the dressing material are marketed it will earn a profit to an organization. The marketing department employee knows about the people taste, preference and color of that material in the dress.

OBJECTIVES OF THE STUDY

- To determine the communication level of the marketing department of the textile industry.
- To know the encouragement level of the marketing department employees.
- To analyze the difference between before and after encouragement level of the workers.
- To know the types of marketing communication of people.

- To analyze the gender and types of marketing communication of people.

REVIEW OF LITERATURE

- **Goris (2007)**¹ in this articles titled "Impact of communication in management" analyzed that while poor communication results to low employee commitment to the organization.
- **Lee and Chuang (2009)**² In this articles titled "impact of communication in management" explain that an excellent leader not only inspires subordinates, giving them the potential to enhance efficiency, but also meets their requirements in the process of achieving organizational goals.
- **Erogluer (2011)**³ in this articles titled "Impact of communication in management" analyzed that modern management techniques to a large extent aim to raise employees performance by using the power of communication.
- **Gangeshwer (2013)**⁴ in his articles entitled "E-Commerce or Internet Marketing" analyzed that Digital marketing technologies permit the customers to keep on with the company information rationalized.
- **Gregory Karp (2014)**⁵ in his articles entitled "Marketing" analyzed that Digital marketing customers can way in internet at any place whichever time and companies are constantly updating information regarding their goods or

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services. Customers know how to visit company's website, examine with reference to the products and make online purchase and afford feedback. Consumers get complete information related to the products or services.

TYPES OF MARKETING COMMUNICATION OF PEOPLE

Advertisement:

Advertisement is the important one for marketing communication. The new material is introduced by the textile industry that the material will be advertised by using media like television, radio, banner, newspaper etc., most of the people attract the material by watching the television advertisement.

Digital Marketing:

Digital marketing is one of the tools of marketing. It is useful for buying and selling the material by using online. It is another communication for introducing and buying the dress material in the own place.

Direct Marketing:

Direct marketing is one to market the materials directly to the people. For eg: Textile Shop. It will market the material directly to the people. It is most powerful because most people buy the dress material directly to the shop.

Personal Selling:

Personal selling means the individual person buy the material and sell the material to the people but know a this type of selling method is reduce

METHODOLOGY

Primary data:

Primary data was collected from the respondents through systematically prepared questionnaire through structured interview methods.

Secondary data:

The main source of information for secondary data was collected from old records and the websites books, journals, newspaper etc.

ANALYSIS AND INTERPRETATION

Table-1

Socio Economic Profile

Gender	No of Respondent	Percentage
Male	79	68
Female	37	32
Total	116	100
Age wise		
Below 25 years	21	18
25-35 years	30	26
35-45 years	32	28
45-55 years	17	15
Above 55 years	16	13
Total	116	100
Monthly income		
Below Rs. 25000	29	25
Rs. 25000-35000	30	26
Rs.35000-45000	37	32
Above Rs.45000	20	17
Total	116	100
Educational qualification		
Hsc	15	13
Graduate	27	23
Post Graduate	22	19
Professionals	40	35
Others	12	10
Total	116	100

Source: primary data

Table - 1 shows that out of 116 respondents 68 percentage of the respondents are Male, Next 28 percentage of the respondents are under age group 35-45 years, Next 32 percentage of the respondents are under monthly income of Rs 25000-35000, Next 35 percentage of the respondents are professionals.

Table-2

Types of marketing communication of people

Particular	Total	Mean score	Rank
Personal Selling	67	13.4	4
Direct Marketing	72	14.4	3
Digital Marketing	76	15.2	2
Advertising	111	22.2	1
Sales Promotion	66	13.2	5

Source: Computed data

Table-2 shows that Advertising first score 111, next Digital Marketing ranked second score 76, next Direct Marketing ranked third score 72, next Personal Selling ranked fourth score 67, next ranked fifth score 66.

GENDER OF THE RESPONDENTS AND TYPES OF MARKETING COMMUNICATION LEVEL OF PUBLIC

H₀1 -There is no significant association between Gender of the respondents and Types of Marketing Communication level of Public

Table 3

		Types of Marketing Communication Level of Public					Total
		Adver- tising	Personal Selling	Digital Marketing	Direct Marketing	Sales Promotion	
Gender	Male	21	15	16	14	13	79
	Female	11	5	8	7	6	37
Total		32	20	24	21	19	116

Chi-Square Tests

	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	9.488	4	14.821

Computed Data:

The value of chi-square is 9.488 (d.f=4) and associated significant value is 14.821. Therefore, the null hypothesis is rejected. Hence there is significance association between gender of the respondents and Types of marketing communication level of public. So it can be concluded that respondents' Types of marketing communication level of public is not same according to gender wise.

Table 4
Encouragement of employee
Paired T-Test

Hypothesis	Mean	S.D	Calculated Value	P. Value
Before Encouraging Employee	17.71	63.87	-2.758	2.160
After Encouraging Employee	24.57	2.802	-2.758	2.160

Source: Computed Data

From the above table, it was observed that the calculated value is greater than table value at of 5% level of significance. Hence there is significance difference between before encourage the employee working level and after encouraging employee working level. Hence the null hypothesis is rejected.

FINDINGS

- 68 % of the respondents are male.
- 32% of the respondents were laid on between Rs.35,000-Rs.45,000 monthly income.
- 28% of the respondents are under the age group of 35-45 years.
- 35% of the respondents are Professionals.
- There is major differentiation among gender of the respondents and types of marketing communication of people are not similar.
- Advertising is most important one to communicate the marketing information to the people.

SUGGESTION

- It is high time the employees should give proper recognition for their work.
- Adequate Fringe Benefits should be given the employees.
- The Academic knowledge should be given to the employees through Training Methods.
- The clean and hygienic atmosphere in the office is the need of the hour.
- Right words in the right place should be done for proper communication.
- The attitude of the respondents should be motivated in a prompt way.

CONCLUSION

Nowadays the marketing of the material are increased because people are attracting in the textile clothes. So they buy lot of clothes. The marketing communication is to increase the level of marketing the product. In modern days digital technology are introduced by the industry. In that marketing people buy anything in online in anywhere and anyplace. It will be door delivery of the product. So the marketing department communications are improving with the help of advertising.

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