

Recent Promotional Strategies Adopted by The Retailers of Children's Clothes in Madurai District

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Abstract

This paper investigates the promotional strategies used by retailers of children's clothing in Madurai, a culturally rich district in Tamil Nadu, India. The paper examines how retailers adapt to the dynamic and diverse market of young consumers and their parents, and what challenges and opportunities they face in this niche. The paper employs a mixed-methods approach, combining quantitative data from surveys and interviews with qualitative data from observations and document analysis. The paper identifies and analyzes various promotional strategies, such as pricing, advertising, branding, packaging, and social media, and evaluates their effectiveness and impact on consumer behavior and satisfaction. The paper concludes that retailers in Madurai use a combination of traditional and modern promotional techniques to appeal to the local culture and values, as well as to the global trends and preferences of children and parents. The paper also discusses the implications of these findings for retailers, marketers, and scholars interested in the children's clothing market in Madurai and similar contexts.

Keyword: Children's clothing, Promotional strategies, Cultural influences

Introduction

In the dynamic landscape of retailers, the marketing and promotion of children's clothing represent a distinct and evolving domain in recent times. Retailers in the Madurai district, situated in the heart of Tamil Nadu, India, face unique challenges and opportunities in promoting children's clothing. This study under take to spot-light on the diverse promotional strategies adopted by retailers catering to the youngest demographic in this culturally rich region. Madurai, renowned for its historical significance and vibrant traditions, houses a growing market for children's clothing. The retail sector, particularly focusing on this niche, has witnessed an influx of strategies aimed at capturing the attention and loyalty of both young

consumers and their parents. Understanding the promotional dynamics within this context is essential for retailers, marketers, and scholars seeking insights into consumer behavior, market trends, and the efficacy of various promotional approaches.

This research aims to explore and analyze the promotional strategies employed by retailers in Madurai for children's clothing. By examining the intricacies of these strategies, the study seeks to contribute valuable insights that can inform retailers and marketers operating in similar markets. As the retail landscape continually evolves, unraveling the nuances of promotional endeavors in the realm of children's clothing becomes imperative for staying competitive and attuned to the preferences of Madurai's diverse consumer base.

In the subsequent sections, this paper will delve into the existing literature on retail promotions, provide an overview of the children's clothing market in Madurai, detail the methodology employed for the research, present findings on various promotional strategies, and engage in a comprehensive discussion to extrapolate meaningful conclusions. Through this exploration, we aim to provide a nuanced understanding of the promotional landscape for children's clothing in the unique context of Madurai.

Literature Review

1. Thyne, M., Robertson, K., Watkins, L., & Casey, O. (2019). "Retailers targeting children with set collection promotions: the child's perspective." *International Journal of Retail and Distribution Management*, 47(6), 1055–1071. This study examines the ethical aspects of giveaway collectible set items used by grocery retailers to engage young consumers. Children's opinions, motivations, and the supermarkets' economic motives are explored. Younger children perceive these collectibles as altruistic gifts, while older children recognize the revenue-driven intentions behind such campaigns
2. Kesari, B. (2023) A Study on Promotional Strategies Adopted by Apparel Street Vendors: This study identifies various promotional strategies employed by apparel street vendors to promote their products. It particularly highlights effective techniques influencing customers' shopping decisions.

Scope of the study

The scope of promotional strategies for retailers in the children's clothing sector is expansive and dynamic, encompassing a multifaceted approach to capture the attention of both parents and young consumers. This seeks to explore the comprehensive landscape of promotional endeavors employed by retailers in this niche, focusing on the intricacies of

marketing campaigns, sales initiatives, and engagement tactics within the context of children's apparel. The geographical scope will span diverse regions, considering both urban and suburban markets, while also acknowledging potential variations in promotional approaches.

Statement of Problem

Emphasis will be placed on the temporal aspect, analyzing the evolution of strategies over specific time frames, such as seasonal trends and key shopping periods. Additionally, the study will delve into the integration of traditional and digital marketing channels, assessing the impact of online promotions, social media engagement, and e-commerce trends on the efficacy of promotional campaigns. Cultural nuances specific to the target demographic in children's clothing, along with regional preferences, will be examined to understand how these factors influence the design and success of promotional initiatives.

The research aims to provide valuable insights for retailers, marketers, and industry stakeholders, offering a nuanced understanding of the scope and effectiveness of promotional strategies in the vibrant and competitive market of children's clothing in Madurai district.

Objectives of the Study

1. To identify the types and features of promotional strategies used by retailers for children's clothing in Madurai district
2. To evaluate the effectiveness and impact of these promotional strategies on consumer behavior, satisfaction, and loyalty
3. To compare and contrast the promotional strategies of different retailers in terms of their strengths, weaknesses, opportunities, and threats
4. To provide recommendations and suggestions for improving the promotional strategies of retailers for children's clothing in Madurai district

Research Methodology

A structured questionnaire was formulated on 5 point scale to the collect the data from 50 retailers of children clothes in the Madurai district. Sampling was done on the basis convenience.

Source of Data and Tools for Analysis

Primary and secondary data are used in this study. The secondary data have been collected from the text books, Journals and websites. The Primary data are collected from the retailers of Madurai district. Data are analyzed by using MS word and SPSS package.

Promotional Methods of Retail Marketing

Promotional strategies are the methods used by retailers to attract and retain customers, increase sales, and build brand awareness. Some of the common promotional strategies for children's clothing are:

1. **Creating content specifically for parents and guardians:**

Retailers can use blogs, social media, newsletters, and other platforms to share useful and engaging content that appeals to the needs and interests of parents and guardians. For example, they can offer tips on how to choose the right size, style, and fabric for children's clothing, how to care for them, how to mix and match outfits, and how to save money on shopping.

2. **Developing relationships with influencers and celebrities**

Retailers can collaborate with popular and trusted influencers and celebrities who have a large and loyal following of parents and children. They can ask them to endorse, review, or feature their products on their channels, or create co-branded collections with them. This can help retailers reach a wider and more targeted audience, boost their credibility, and generate word-of-mouth referrals.

3. **Utilizing user-generated content:** Retailers can encourage and incentivize their customers to share their feedback, photos, videos, or stories of their children wearing their products on social media, websites, or other platforms. They can also feature them on their own channels, or create contests, challenges, or campaigns around them. This can help retailers showcase their products in a realistic and authentic way, build a sense of community, and increase customer loyalty and satisfaction.

4. **Taking advantage of email marketing:** Retailers can use email marketing to communicate with their existing and potential customers, and offer them personalized and relevant information, offers, and recommendations. They can segment their email list based on various criteria, such as purchase history, preferences, location, age, gender, and behaviour, and tailor their messages accordingly. They can also use email marketing to remind customers of abandoned carts, wish lists, or upcoming sales, and encourage them to complete their purchases.

5. **Running targeted ad campaigns:** Retailers can use online advertising platforms, such as Google Ads, Facebook Ads, Instagram Ads, or YouTube Ads, to create and run targeted and cost-effective ad campaigns that reach their ideal customers. They can use various formats, such as text, image, video, or carousel, to showcase their products and highlight their benefits, features, or discounts. They can also use remarketing techniques

to target customers who have visited their website or shown interest in their products, and persuade them to buy from them.

6. **Leveraging in-store experiences:** Retailers can enhance their in-store experiences to attract and retain customers, and differentiate themselves from their competitors. They can use various strategies, such as creating a fun and colourful ambiance, offering free samples, gifts, or coupons, providing interactive and personalized services, such as styling, fitting, or customization, hosting events, workshops, or games, and rewarding loyal customers with loyalty programs, referrals, or discounts.

Data Analysis and Interpretation

Table 1: Gender Wise Classification of The Respondents

GENDER	NO.OF. RESPONDENTS	PERCENTAGE
Male	32	64
Female	18	36
Total	50	100

Source: Primary data

From the table 1 inferred that, 64 percentage of the respondents are male and 36 percentage of the respondents are Female.

Table 2: Age Wise Classification of The Respondents

AGE	NO. OF. RESPONDENTS	PERCENTAGE
Below 35	10	20
35 – 45	28	56
Above 45	12	24
Total	50	100

Source: Primary data

Table 2 inferred that, 56 percentage of the respondents are age group of 35 - 45, 24 percentage of the respondents are age group of Above 45 and remaining 20 percentage of the respondents are age group of below 35.

Table 3: Education Qualification of The Respondents

EDUCATIONAL QUALIFICATION	NO. OF. RESPONDENTS	PERCENTAGE
Schooling	4	8
Undergraduate	30	60
Postgraduate	16	32
Total	50	100

Source: Primary data

Table 3 shows that, 60 percentage of the respondents are undergraduate education qualification, 32 percentage of the respondents are postgraduate and remaining 8 percent of the respondents are education qualification is schooling level.

Table 4: Monthly Income of The Respondents

MONTHLY INCOME	NO. OF. RESPONDENTS	PERCENTAGE
Below 20000	8	16
20000 – 40000	32	64
Above 40000	10	20
Total	50	100

Source: Primary data

Table 4 inferred that, 64 percentage of the respondent's monthly income of 20000 – 40000.

20 percentage of the respondents are above 40000 income group and remaining 16 percentage of the respondents Below 20000 income group of retail store managers.

Table 5: Effective Promotional Channels to Reaching Parents

S.No	Reasons Weighted	Score	Rank
1	Influencer marketing	247	III
2	Event marketing	240	V
3	Email marketing	245	VI
4	Online communities	238	III
5	Word of mouth	214	I
6	Local newspaper, radio and billboards	273	IV
7	Social market	246	II

Source: Primary Data

Table 5 reveals that among the various Promotional effective channels for reaching parents faced by the retailers Word of mouth is the first and foremost cause. Social Market and limited financial resources are other major causes for problems of retailers.

Table 6: Discounts and Promotional Offers

S.No	Reasons	Level of satisfaction			Total
		Low	Medium	High	
1	Discounts in percentage	5	5	6	16
2	Buy-one-get-one	5	5	4	14
3	Seasonal sales	4	4	2	10
4	Clearness sales	2	2	6	10
	Total	16	16	18	50

Source: primary data

From the Table 6, it is inferred that among sample respondents who have high level opinion of offer and discounts for the retailers, 6 respondents are opinioned Discounts in percentage, 5 respondents are opinioned Buy-one-get-one of medium level of satisfaction in retail marketing, 4 of the respondents are opinioned Clearness sales of low level of satisfaction of promotional offers and discounts of the respondents in retail marketing.

Table 7 : Recent Promotions In Retail Marketing and Level Of Satisfaction of Sample Respondents

S. No	Reasons	Level of satisfaction			Total
		Low	Medium	High	
1	Local events organizing	4	4	1	9
2	Online platforms	1	5	4	10
3	Demo event show	4	3	5	12
4	Well know local retailers	1	2	4	7
5	Eye-catching displays	2	4	6	12
	Total	16	16	18	50

Source: primary data

From the Table 7, it is inferred that among sample respondents who have low level opinion of promotional strategies in retail marketing, 1 respondents are opinioned Well know local retailers and adoption, 4 respondents are opinioned Online platforms of medium level of satisfaction of challenges in retail marketing, 4 of the respondents are opinioned Eye-catching display of high level of satisfaction of challenges in retail marketing.

Suggestion

- In term of individual preferences must be taken into account when designing experiences in order to maximize customer pleasure and engagement.
- Personalized retail interactions have the potential to greatly improve the customer journey as a whole. Offering alluring prizes through loyalty programs is a great way to encourage recurring business and build loyalty.
- Organizing interactive events like webinars and seminars gives people a way to interact directly. A fun challenge and reward system that incorporates gamification increases interest and motivates participation.
- By promoting reviews and images from users, you may increase credibility and include buyers in the story of your brand.
- Making mobile optimization a top priority guarantees a smooth and intuitive experience across several platforms.
- Continuous improvement as well as customer satisfaction depends on the establishment of a feedback loop wherein customers are actively listened to and their needs are addressed.

Conclusion

Retailers in Madurai use a variety of calculated tactics to grow their kid's clothes company. First of all, they partner with other businesses to broaden their product offers and draw in a varied clientele. Second, mall branding is very important because it gives shops the opportunity to capitalize on the foot traffic and visibility that already exists. Lastly, parents are encouraged to shop for their children's clothing needs by alluring promotional offers like discounts and bundled deals. In conclusion, these tactics support Madurai's shops in maintaining their competitiveness and successfully interacting with clients in the market for kids' clothes.

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