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Role of Digital Transformation in Boosting Textile Retail Marketing

(With Special Reference to Kanyakumari District)

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Abstract

Retail businesses throughout the world, especially regional textile retailing, have been significantly influenced by the digital transformation. This study focuses on how Kanyakumari District's (KK District) textile retail marketing can be improved through digital transformation. The study analyzes the usage of digital tools like social media, e-commerce, and digital payments using primary data gathered from consumers and textile retailers. The outcomes show that digital transformation boosts sales performance, broadens the market, and enhances consumer engagement. However, issues including a lack of technical expertise and infrastructure constraints continue to exist. Recommendations to increase textile retailers' usage of digital technology are included in the study's conclusion.

Key words: Retail Marketing, Digital innovations, Traditional techniques.

Introduction

In the contemporary retail textile sector, digital transformation has emerged as a major force for change. Traditional textile retailing techniques are shifting into more technologically advanced systems due to the rapid growth of smartphones, digital platforms, and internet technologies. The term "digital transformation" describes the way digital technologies integrate into supply chain management, consumer engagement, marketing strategies, and business operations.

Digital transformation helps businesses in the textile retailing sector increase productivity, boost customer satisfaction, and reach more potential customers. In order to comprehend customer preferences while offering customized products and services, retailers are increasingly turning to techniques like digital payment systems, social media marketing, e-commerce platforms, and data analytics. Textile retailers have the ability to interact with consumers besides their physical establishments, according to these technologies.

Another key element of digital transformation is the integration of online marketplaces and mobile applications that allow customers to easily browse, compare, and purchase textile products. Additionally, digital tools enhance inventory management, demand forecasting, and customer relationship management, enabling retailers to make more informed business decisions.

Additionally, social media channels are essential for increasing brand awareness and promoting textile items. Retailers can improve customer loyalty and reach a wider audience by using digital marketing strategies such as social media advertising, customized ads, and online campaigns.

In general, the retail textile business is changing due to digital transformation, becoming more technologically advanced, customer-focused, and competitive. In an increasingly digital environment, retailers that successfully implement digital technology can boost sales, enhance operational efficiency, and sustain long-term growth.

Statement of the Problem

The retail textile industry is experiencing substantial changes driven by evolving consumer preferences and advancements in digital technology. Today's consumers increasingly rely on digital payments, social media, and online platforms to search for, assess, and purchase textile products. To stay competitive in this dynamic landscape, textile stores must adopt digital technology and modern marketing strategies.

Many textile shops, particularly in smaller regions like Kanyakumari, continue to depend largely on traditional marketing and sales methods. Retailers might struggle to fully participate in the digital revolution due to several factors, including a lack of technological expertise, budget limitations, resistance to change, and insufficient information.

Thus, this study seeks to examine the way digital transformation can improve textile retail marketing in Kanyakumari District, pinpoint the difficulties retailers encounter when implementing digital technologies, and offer recommendations for enhancing digital adoption in the textile retail sector.

Objectives of the Study

1. To examine how digital marketing affects consumers' purchasing decisions in retail textile stores.
- 2.. To research how well social media and internet platforms work for advertising textile goods.
3. To determine the advantages and difficulties textile retailers encounter while implementing digital transformation

Scope of the Study

Analyzing the impact of digital transformation in the retail textile sector, specifically in Kanyakumari District, is the main aim of this study. The purpose of the study is to comprehend how digital transformations are adopted by textile retailers and how these technologies influence their advertising strategies and interaction with customers.

This study is restricted to specific retail textile businesses in the Kanyakumari District. Retailers and consumers will contribute most of the study's data using primary methods for gathering information, like questionnaires and interviews. The study will concentrate on the current stage of digital implementation, its advantages, and the difficulties textile retailers face in adopting digital transformation into reality.

Literature Review

Erik Brynjolfsson and Andrew McAfee (2014) explained that digital technologies such as online platforms, data analytics, and mobile applications have transformed business operations and marketing strategies. Their study highlighted that digital transformation improves efficiency, innovation, and customer engagement in retail businesses.

Philip Kotler (2017) emphasized the importance of digital marketing in modern retailing. According to him, businesses must adopt digital platforms, social media marketing, and e-commerce systems to meet the changing expectations of customers and remain competitive in the market.

Laudon & Laudon (2020) stated that information technology plays a vital role in improving retail management systems. Digital tools such as customer relationship management (CRM), online payment systems, and inventory management systems help retailers operate more efficiently and serve customers better.

A study by **Chaffey & Ellis-Chadwick (2019)** highlighted that digital marketing strategies such as social media advertising, email marketing, and search engine optimization help retailers reach a wider audience and improve brand awareness.

Methodology

Survey method has been adopted for the present study. Both primary data and the secondary data were used extensively

Primary Data were collected directly from textile retailers and customers through structured questionnaires and interviews.

Secondary Data were collected from books, journals, research articles, websites, and previous studies related to digital transformation and retail marketing.

Sampling Technique and Sample Size

The study uses **convenience sampling** to select respondents from textile retailers and customers who are easily accessible. The sample size of the study consists of **150 respondents** from selected textile retail stores and customers in Kanyakumari District.

Tools for Data Analysis

The collected data will be analyzed using simple statistical tools such as:

- Percentage analysis
- Tables and charts
- Chi Square Test
- Garrott Ranking

Data Analysis

Demographic Profile of the Respondents

Table No:1

Demographic Profile of the Respondents

S. No	particulars	category	No. of Respondents	Percentage
1	Gender	Male	85	56.67
		Female	65	43.33
		Total	150	100
2	Age	Below 35	26	17.33
		36-45	47	31.33
		46-55	43	28.67
		Above55	34	22.67
		Total	150	100
3	Occupation	Students	14	9.33
		Private Employees	46	30.67
		Business	64	42.67
		Home makers	26	17.33
		Total	150	100
4	Use of digital platforms for textile shopping	Yes	98	65.33
		No	52	34.67
		Total	150	100
5	Preferred Digital Payment Method	UPI	24	16
		Debit/Credit card	65	43.33
		Mobile Wallets	35	23.33
		Cash	26	17.33
		Total	150	100

Source: Primary Data

The above table indicates that a majority of the respondents (56.67%) are male. Additionally, 31.33% of respondents fall within the age group of 36-45, making this group the largest demographic. This data suggests that young adults are the primary consumers in textile retail shopping. Furthermore,

42.67% of respondents are engaged in business, highlighting that businesspeople represent a significant portion of the textile retail customer base.

It is observed that 65.33% of respondents use digital platforms to search for textile products; the remaining do not. This indicates that digital technology plays an important role in customer purchasing behavior. Also, the table shows that 43.33% of respondents prefer debit/credit card payment methods, which indicates that digital payment systems are widely used in textile retail shops.

Hypothesis Testing

- **Null Hypothesis (H₀):**
There is **no significant relationship** between digital transformation and sales increase..
- **Alternative Hypothesis (H₁):**
There **is a significant relationship** between digital transformation and sales increase.

Table No :2

Application of Chi-Square Test

S. No	O	E	(O-E) ² / E
1.	60	45.33	4.75
2.	20	34.67	6.20
3.	25	39.67	5.43
4.	45	30.373	7.03

Result

S. No	Particular	value	Result
1.	Calculated Value(X ²)	23.41	Reject Null Hypothesis (H₀)
2.	Degrees of freedom	1	Accept Alternative Hypothesis (H₁)
3.	Table Value(@5% level)	3.84	

Conclusion:

The alternative hypothesis is accepted and the null hypothesis is rejected since the computed value is greater than the table value (23.41 > 3.84).

Thus, it can be said that there is a strong correlation between increased sales and digital transformation.

Ranking Analysis (Garrett Ranking)**Table No.3****Factors that boost sales**

S.No	Factors	1	2	3	4	5	6	7	Mean score	Garrot Rank
1	Social Media Marketing	858	780	741	750	714	612	308	47.63	V
2	Online Advertising	1560	1170	570	850	546	476	176	53.48	II
3	Digital Platforms	1716	1170	912	700	462	340	198	54.98	I
4.	E-Commerce Marketing	1014	845	1140	700	462	408	374	49.43	III
5.	Email Marketing	1092	1105	741	600	630	374	396	49.38	IV
6.	Customer reviews & feedback system	702	780	969	650	756	476	264	45.97	VII
7.	Mobile marketing	858	650	627	750	630	714	374	46.03	VI

Source: Calculated Data

The aforementioned table displays the respondents' rankings of the elements that increase sales. The investigation revealed that the respondents recommended the "Digital Platform" feature, which came in first place with a score of 54.98 points. "Online Advertising" and "E-Commerce Marketing," which received scores of 53.48 and 49.43 points, respectively, are ranked second and third. [Email](#) marketing and social media marketing were ranked fourth and fifth by the respondent, respectively, with scores of 49.38 and 47.63. "Mobile marketing" and "customer reviews and feedback system" were ranked sixth and seventh by the respondent, with scores of 46.03 and 45.97, respectively.

Findings:

- ❖ According to the study, 56.67% of respondents are men, 31.33% of respondents are between the ages of 36 and 45, and 42.67% of respondents work in business.
- ❖ The study indicates that 43.33 percent of respondents prefer using debit or credit cards for payments, while a significant majority, 65.33 percent, use digital platforms to search for textile products.
- ❖ The chi-square analysis demonstrates the better correlation between digital transformation and higher sales.
- ❖ The factors that boost sales are shown by the Garrett ranking analysis. The construction of digital platforms, which would boost sales, received the highest recommendation from the respondents (54.98 points), followed by online advertising and e-commerce marketing (53.48 and 49.43 points), respectively.

Suggestion

- ❖ Offer retailers digital training programs.
- ❖ Encourage the use of e-commerce sites.
- ❖ Boost internet access in remote rural communities.
- ❖ Support small retailers through government initiatives.
- ❖ Improve awareness of digital payment options.
- ❖ Maximize the use of social media for marketing.
- ❖ Integrate CRM systems. Incorporate both local and online marketing techniques.

Conclusion

The textile retail industry has grown significantly as a result of the quick development of digital technology. Based on the survey, many customers now shop for textile products online and prefer digital payment methods due to their ease of use. Additionally, it has been noted that online ads and social media promotions have a significant impact on consumers' purchasing decisions. Additionally, using digital tools helps shops reach a larger market, enhance consumer contact, and raise product awareness. Despite these benefits, some stores continue to face challenges like inadequate digital resources and a lack of technological expertise.

To summarize, technological change significantly enhances textile retail marketing by fostering business growth, strengthening customer relationships, and increasing sales. The rising use of digital tools in the Kanyakumari district highlights the need for retailers to adopt modern technologies to stay competitive in today's evolving economic landscape.

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